



# CALIFORNIA CLIMBER

## 2012 SUBSCRIBER INFORMATION

### CONTENTS:

- INTRODUCTION
- CONTRIBUTORS
- CONTENT – SUMMER 2012
- SUBSCRIPTION RATES & PAYMENT



# California is Limitless

From the sun-drenched crags of the southern state, to the high alpine peaks in the Northern Sierra; California's unique and pristine geologic formations could provide a hundred lifetime's worth of climbing adventures.

*California Climber* is (as the title suggests) specifically molded for the California rock climber. As gas prices skyrocket and international travel becomes more of a burden, we feel that climbers are becoming more interested in exploring local climbing areas. This is why we decided to produce a **totally free**, seasonal climbing magazine that is meant to assist the California climber on their quest for high-quality local crags.

*California Climber* is a seasonal, destination based, photo and information-driven climbing publication. The articles in *California Climber* are primarily destination pieces that include information on California's lesser known crags, big walls and boulder fields.

*California Climber* is printed with high quality materials - in **color** on glossy paper with a perfect glue binding.





# CONTRIBUTORS

## Jerry Dodrill

Senior Contributing Photographer



It was clear early on that Jerry Dodrill was not cut out for a desk job. His career as an adventure and landscape photographer has fostered a lifestyle that the average person might call unconventional. An avid climber of twenty years, he feels equally at home in a rocky bivouac or a soft bed. In college he dropped pre-med classes in favor of fine art and spent weekends scaling Yosemite's granite walls. Photography was at first a by-product of many adventures, but quickly became a goal of its own as he captured each experience with a concise aesthetic and spiritual light quality that reveals a sense of inspiration and captures the imagination.

Jerry's adventures have led around the globe. He has climbed all the major walls in Yosemite Valley, at crags across the West, close to a hundred summits in the Sierra, and peaks in Bolivia, Argentina and China. Full embrace of the many disciplines of climbing have led to many adventures and tales best told late at night around a raging campfire. In 1997 Jerry achieved **degrees in both fine art and photography at Pacific Union College** (Napa Valley) then worked under acclaimed photographer **Galen Rowell** in Berkeley. Jerry's dedication has not gone unnoticed. He has won several international awards and has been exhibited in fine galleries such as the **Ansel Adams, Mountain Light and Banff Center for Mountain Culture**. His clients include **The North Face, Vanity Fair, Sunset, Men's Journal, Outside, Alpinist, Rock & Ice, and Climbing magazines**. His work has been featured in many ad campaigns, books, and publications and is represented by Aurora Photos. After running a gallery on California's North Coast for the past five years, he now resides in the Sonoma County town of Sebastopol, California.

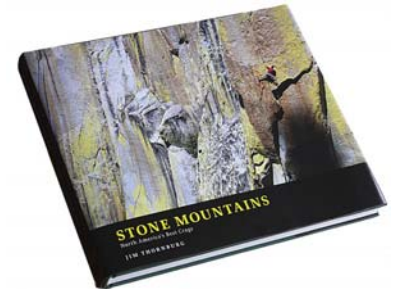
## Jim Thornburg

Senior Contributing Photographer



Jim Thornburg has spent the majority of his life climbing rocks and photographing people climbing rocks. He hasn't done much else... it's a little sad. Yet this lifestyle has lead Jim to become a world renowned climbing photographer and writer. His images have graced countless covers of international climbing magazines including **Rock & Ice, Climbing Magazine** and **Grimper**. He's published cover shots for photo-annual issues in both Climbing Magazine and Rock & Ice. Jim has also published numerous climbing images for high-end advertisement. Some of his clients include: **Prana, Mountain Gear, Patagonia** and **Black Diamond**.

In addition to magazine work, Thornburg has also published numerous climbing guidebooks and coffee table books. His most recent coffee table book **Stone Mountains; North America's Best Crags** is steadily gaining recognition for its wonderfully scenic and engaging climbing photography.



# CONTRIBUTORS

## Fitz Cahall

Senior Contributing Editor



The world is filled with stories. They come from friends during big wall belays, around campfires and on long drives across empty deserts. After years of seeing his favorite stories being passed over by traditional print media, Fitz turned to the Internet and created **The Dirtbag Diaries** an outdoor/lifestyle podcast that has gained thousands of devoted fans. Amidst the tangled cords on the office floor and learning new software, Fitz tapped into the passionate community of online storytellers. As The Diaries grew, so did his vision for the possibilities of new media.

Along side his extremely talented and creative wife Becca Cahall; Fitz then began **Duct Tape Then Beer** - an umbrella company for their growing creative ventures, which include video series, marketing projects, expedition coverage, social media support, and blogging. Fitz is also known for spectacular video series **The Season**: a web television show that follows relatively unknown yet extraordinary athletes on their quest for summit dreams, fresh powder and mountain biking terrain.

Fitz's spectacular writing and photography can be found in **Climbing Magazine** and **Rock & Ice**. California Climber is pleased to introduce Fitz Cahall as one of our senior contributing editors.

## James Lucas

Senior Contributing Editor



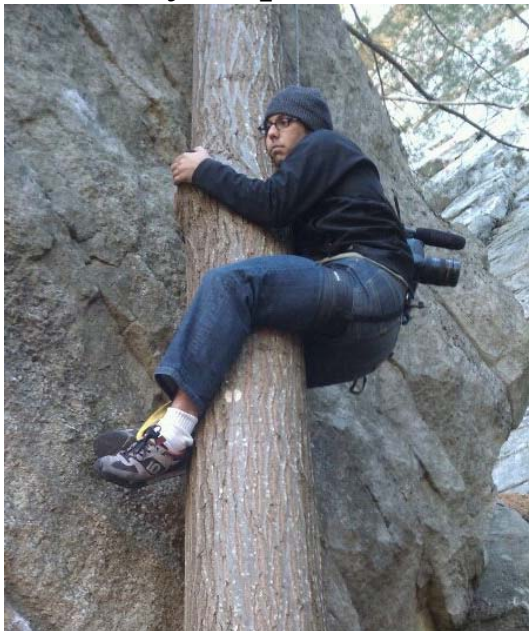
"I was Frankenstein's Monster, confused, alone, and sewn back together wrong. I tore the IV out of my arms. I did not want to be there. What did the doctors do to me? Why was I there? I wanted to get out of bed, pull on my jeans and crawl to the base of El Cap. My identical twin brother held me down and a nurse sedated me."

James Lucas climbs more than anyone I know. Living out of his station wagon for nearly his entire adult life, James has traveled the United States in search of climbing adventures. James Lucas is a dirtbag, but he is also one of the most imaginative storytellers in America. His style of writing is uncanny, uniquely descriptive and filled with grand adventure.

Lucas manages a blog for **Touchstone Climbing Gyms** and his freelance writing is regularly published in **Rock & Ice** and **Alpinist Magazines**.

## CONTRIBUTORS

### Anthony Lapomardo



Anthony is originally from California's Central Valley, although these days it's a little harder to pin him down. After picking up a camera in 2008, Anthony has traveled the United States searching for unique and exciting climbing areas to document. Anthony is a regular editorial and photography contributor to **Deadpoint Magazine** and his work has been published in various media including numerous spreads in **Mad Rock's** 2012 equipment catalog. Anthony is also an accomplished filmmaker, with regular contributions to **Deadpoint Magazine's The Stash** subscription video section. California Climber is pleased to have Anthony as a senior contributing photographer and editorial contributor.

### John Vallejo



John Vallejo is a California-based photographer focused on action and the outdoor environment. His interest in photography grew as a natural extension to his experience as a climber. As an avid outdoor athlete and photographer, he hopes to bring positive attention to athletes pushing their limits, the amazing areas in which they perform, and the companies helping them progress. John's clients include **Rock & Ice, Climbing Magazine, Urban Climber, Alpinist, Organic Crashpads, Touchstone Climbing Gyms** and **Mountain Hardware**.



## BEHIND THE SCENES

### Alton Richardson

Art Director



If I had to describe Alton in one word, it would be a toss-up between kind and picky. From capturing images to video editing and design work, Alton never compromises. Although he's one of the nicest guys on the planet, sometimes you want him to relax, but when the layout hits the printer, his microscopic attention to detail and his unwavering art selections make his design work some of the best in the business. Alton is currently a student of photography at Las Positas College. His images can be found in **Climbing Magazine**, **Urban Climber**, **Alpinist** and **Gripped**.

### Nicholas Miley

Departments Editor



Nicholas Miley is a freelance writer based out of South Lake Tahoe. Nick spends most of his time traveling the state, climbing, fishing, hiking and writing about his experiences. He is currently an outdoor adventure columnist for the **Tahoe Tribune** and regular contributor to **California's Adventure Sports Journal**. Nick's incredible relation to the climbing community coupled with his imaginative and acute writing style make him the perfect departments editor. From wacky beer reviews to creative climbing lifestyle tips, Nick brings real-world functionality to fun, easy to read, informative articles.

### Dean Fleming

Publisher / Editor in Chief



Born and raised in the small town of Sonora California, Dean Fleming began rock climbing at the early age of 12. After high school, Dean followed his lifelong dream of becoming a rock climbing guide by quickly gaining Wilderness First Responder training and certification by The American Mountain Guides Association. These days Dean spends his time sharing his love of rock climbing by taking pictures and writing about the areas he enjoys. Dean is a regular contributor to **Climbing Magazine**, **Urban Climber**, **California's Adventure Sports Journal**, **The Dirtbag Diaries** and **Central Sierra Seasons Magazine**. Dean also writes a weekly outdoor column for the **Sierra Lodestar**; he contributes freelance photography to the **Tahoe Tribune** and is pleased to release *California Climber* – California's first seasonal, full color and totally **FREE** climbing magazine.



# CONTENT SUMMER 2012

For more information on *California Climber's* content, style and quality please view the CCMAG PRESS SAMPLE. This is our summer 2012 issue's cover, Features Index page and Departments Index pages.

*California Climber* regularly features six original Departments:

- **Reviews:** a seasonal review of cragging foods, beverages, gear and guidebooks.  
Summer 2012: a review of good beer that comes in a can.
- **Creature Comforts:** a review of creative tricks to stay comfortable in the backcountry or at the crag.  
Summer 2012: a do-it-yourself guide on how to make a big-wall umbrella for shade on Yosemite's blazing summer walls.
- **California Climber:** Interviews with long-time California climbing legends.  
Summer 2012: an interview with 51 year old Dave Yerian who has been climbing regularly for over 30 years. Fall brings an interview with High Sierra legend Dave Nettle.
- **Road Warriors:** detailed accounts of enhancing your car, truck or van to turn it into the ultimate road-trip rig.  
Summer 2012: Trick Your Van: building a bed inside a standard econoline van.
- **Golden State:** a six page uninterrupted photography gallery.

California Climber's Features include four regular sized area-based articles (each of these include up to five full page, half page or ¼ page images) and the issue feature (or cover story) which will span seven uninterrupted pages with full page and two page spread photos:

### Summer 2012 lineup:

- **Elevated:** new bouldering in the Tahoe Basin by Fitz Cahall.
- **Sea Craggs:** clip-ups along the northern bay area coastline by Anthony Lapomardo.
- **Way Lake:** alpine bouldering in the eastern Sierra, story by James Lucas, photos by John Vallejo.
- **Cover Story: The Sincerest Form of Flattery.** Cragging on Sonora Pass' Chipmunk Flat by Jerry Dodrill.
- **The Long to Short Club:** Trad climbing in Woodfords Canyon, story by Nick Miley, photos by Dean Fleming.



*California Climber* is totally FREE at newsstands, climbing gyms and retailers throughout the state of California. But like PBS, support for this magazine comes from viewers like you. If you like what you see, buy your favorite CC writers a six pack and put some gas in our tanks. We need all the support we can get in our quest to hunt down and document your next favorite crag.

Subscribe to this magazine for the low rate of \$15.00 a year and I (Dean Fleming) will personally ship four issues of *California Climber* to your doorstep. Copies are limited; reserve your issues as soon as possible.

Please send all payments via check to:

California Climber  
22502 Colorado River Drive, Sonora C.A. 95370

**Please make checks payable to California Climber**  
**Please include a legible name and shipping address for each subscription**

Email questions or to reserve advertisement space via email at  
[climb108@yahoo.com](mailto:climb108@yahoo.com)  
Phone Dean Fleming @ 209-768-0110

Thank you for your interest in *California Climber* and for supporting California's locally produced and published, free climbing magazine.

