

Program in Progress

Staff Training and Human Resources

Conflict Resolution Skills

Susan Fee, Consultant and Author

Teaching Staff Supervisors to Be Brilliant Builders of High-Performing Staff Teams

Michael Brandwein, Author and Consultant to Camps

Fast and Effective Ways to Train Staff to Handle Undesired Camper Behavior

Michael Brandwein, Author and Consultant to Camps

Leadership 101

Roger Christian, Camp Laurel South

The Evaluators

Jay Frankel, True To Life Training

Living in the Second Position

Jay Frankel, True To Life Training

Camper Mental Health: Staff Training and Mental Health

Christopher Thurber, CampSpirit, L.L.C.

Dealing with Difficult People

Susan Fee, Consultant and Author

Practical Leadership

Scott Arizala, The Camp Counselor

Teaching the Teacher: 17 No Brainers Your Staff Doesn't Have To Know When Working With Kids

Stephen Maguire, Maguire Presentations

You're Fired! and Other Difficult Management Conversations

Scott Arizala, The Camp Counselor

Follow the Leader: Essential Leadership Lessons for All Camp Staff

Kim Aycok, Creative Camp Learning

Don't Change Seats on the Titanic: 7 Traits That Destroy Every Administrative Team

Stephen Maguire, Maguire Presentations

Developing and Keeping Great Counselors

Kelly Byrnes, Camp Eagle Ridge

Bullying Staff or Empathetic Staff: Who Will Do Gossiping, Rumors, and Exclusion or Be a True Leader?

Joel Haber, RespectU, L.L.C.

Managing Risk on the Water with Generation Me

Cathy Scheder, University of Wisconsin, Stevens Point

Essential Staff Training Activities

Jim Cain, Teamwork and Teamplay

Walk a Mile in My Shoes — A Diversity Experience

Faith Evans, Playfully, Inc.

Cyberbullying Challenges:

What Camps Need To Do For the 21st Century

Joel Haber, RespectU, L.L.C.

Best Practices —

Training Staff on Behavior Management

Ethan Schafer

Back to Basics

Jim Cain, Teamwork and Teamplay

Just In Time Learning Opportunity

Wednesday, February 17, 8 a.m. - 9:30 a.m.

We're intentionally leaving this key educational opportunity open, for late-breaking issues facing our camp community. Look for more to come about this session as we learn more about what summer 2010 holds for us.

Opening General Session with Mark Victor Hansen

Developing Human Potential

Tuesday, February 16, 2 p.m. - 3:30 p.m.



Join co-creator of the *Chicken Soup for the Soul* series of books for the official opening of the ACA 2010 National Conference. His experiences as an author, collector of great stories, entrepreneur, and philanthropist are woven through his presentations. Mark delivers proven messages of possibility, opportunity, and action.

Discussion Cafés

What are cafés you ask? Plan to drop in and have some complimentary coffee, and drop by a table where topics of interest to you will be discussed. We have four cafés planned to date, each hosted by a well-known facilitator.

- Special Populations Café
- Day Camp Café
- EPIC Café
- Not For Profit Café

Program in Progress

Business, Finance, and Risk Management

Ben Appelbaum Medical Issues Forum – IX

Linda Erceg, Association of Camp Nurses and Concordia Language Villages; Christopher Thurber, CampSpirit, L.L.C.; and Edward Walton, William Beaumont Hospital

Day Camp Transportation Panel

Brad Schwartz, Banner Day Camp, and Scott Lantzman, Geshar Summer Program, Co-facilitators

Young, Married, and Working Together at Camp

Ginger and Steve Clare, Camp Kippewa; Casey and Jason Wells, Rocky Mountain Village Camp

Public Health and Camp, From H1N1 to the Local Health Department

David Cohn, M.D., University of Denver

Parent Feedback Breakdown

Jay Frankel, True to Life Training

Succession Planning — Raising Up the Next Generation of Leaders

Kurt Podeszwa, Camp for All

Back to Basics — Marketing Essentials for the New Economy

Jodi Rudick, Advisors Marketing Group

Make Me an Offer I Can't Refuse — 60 Strategies to Increase Registration, Participation, and Response

Jodi Rudick, Advisors Marketing Group

Your Camp's Bottom Line: Enrollment and Profitability

Deb Bialeschki, ACA

Don't Get Caught with Your Preparedness Pants Down!

Linda Erceg, Association of Camp Nurses and Concordia Language Villages

Camp Mandatory Reporting and Related Issues

Reb Gregg, Attorney; Catherine Hansen Stamp, Attorney

What NOT to Compromise: Legal and Risk Management Decisions in Tough Times

Reb Gregg, Attorney; Catherine Hansen Stamp, Attorney

Communication Boot Camp

Joanna Warren Smith

Camper Retention and Recruitment Boot Camp

Joanna Warren Smith

Who Am I? Now the World Needs to Know!

Pat Sorrels, Camp For All

Program Hazard Analysis: A Tool You Can Use From Flaming Marshmallows to a National Scout Jamboree

Richard Bourlon, Boy Scouts of America

Maintenance: Take Your Facility Team to the Next Level

Johnny Martin, Camp For All; Sterling Nell Leija, Camp For All

Swine in '09 — What We Learned That Will Help Us in 2010

Gary Kimball, AM Skier

100 Years of Women Outdoor Leaders

Rita Yerkes, Yerkes Consulting, L.L.C.; Wilma Miranda

The Future Is Now: A Conversation With Fred Miller

Fred Miller, The Chatham Group

How to Set Goals and Achieve Ultimate Success in Business and in Life

Joe Hubbard, Insight Seminars Business Leaders and Development

Communicating with Congruence

Joe Hubbard, Insight Seminars Business Leadership and Development

Lesson from the Frontier: How Maine Camps Successfully Responded to H1N1

Laura Blaisdale, M.D., Maine Medical Center

From For-Profit to Not-for-profit: A Guide for Camp Families and Directors

Michael Thompson, Camp Chippewa for Boys

Youth Development and Behavior

BFF! (Except When We're Not) — Developing Healthy Friendships for Girls

Susan Fee, Consultant and Author

Just a Phase? Using Developmental Reasoning to Assess Camper Mental Health Issues

Karen Carlson, Hole in the Wall Gang Camp

Demystifying Mental Health: Understanding Psychiatric Diagnosis and Recognizing Signs of Distress

Alicia McAuliffe-Fogerty, Circle Camp

Are They Ready for Camp? Are You Ready for Them?

Linda Ebner Erceg, Association of Camp Nurses and Concordia Language Villages, and Matthew Cook, Hole in the Wall Gang Camps

Preventing and Treating Homesickness in International Campers and Staff

Christopher Thurber, CampSpirit, L.L.C.

Camper Outcomes and Assessment: The Keys to Quality Camp Programming

Jim Sibthorp, University of Utah, and Laurie Browne, SummerWorks

Wisdom of the Sages: A Panel With ACA Presidents

The Challenges Modern Boys Need and Hunger For — Enhancing Camp's Role In Maturing Boys Into Men

Jeffrey Leiken, The Center for Confidence and Success

Heightened Awareness Training — Slaying the Monster of Insecurity in Girls; Freeing Them to Thrive

Jeffrey Leiken, The Center for Confidence and Success

Feelin' Good Bout Myself: Promoting Self-Esteem With Campers With Disabilities

Mary Ann Devine, Kent State University; Shay Dawson, Bradford Woods

Bullying Strategies That Work For Campers: Teach Them Skills for a Lifetime!

Joel Haber, RespectU, L.L.C.

Risky Behaviors in Adolescence and Staff Today

Ethan Schafer, Psychologist

Innovative Programming

How to Run Outstanding LIT/CIT Programs That Really Teach Leadership to Older Campers

Michael Brandwein, Author and Consultant

Time Capsule: Don't Open Until July 15, 2010!

Kim Aycock, Creative Camp Learning

101 (Plus Some) Nature Activities

Ryan McGowan, Sanborn Western Camps;
Elizabeth Rundle, Sanborn Western Camps

Outcomes in Faith-Based Camping: Ways to Plan, Implement, and Celebrate Faith Formation at Camp

David Berkey, FL United Methodist Camps and Retreat Ministries

Re-Connecting Children and Nature: New Tools and Strategies for the Camp Community

Posie Taylor, The Aloha Foundation;
Jane Sanborn, Sanborn Western Camps; R. Lawrence Davis

CIT Program From A to Z

Steve Baskin, Camp Champions

Raising the Bar in Activity Instruction

Mike Cohen, Camp Timberlane

Exploring the Spiritual Dimension of Camp

Mark Burkhart, Lutheran Outdoor Ministries

Games Without Gear and Simon Says Revisited

Michelle Cummings, Training Wheels

Common Goals, Parallel Tracks: Bridging the After-School and Camping Fields to Support Kids All Year

Aaron Dworkin, After-School-All-Stars

Play It, Measure It — Using ACA Questionnaires

Mark Roark, Utah State University; Faith Evans, Playfully, Inc.

International Songs and Games

Linda Pulliam, International Camping Fellowship

Confessions From an Autism Program: The Lowdown on How Kids with Autism Fit into Traditional Camp

Sylvia van Meerten, Dragonfly Forrest

Camp 2 Grow: A Cutting Edge Leadership and Environmental Stewardship Program for Camps

Barry Garst, ACA; Deb Bialeschki, ACA

Why Reinvent the Wheel? Leave No Trace Success Stories From ACA Camps

Ben Lawhon, LNT; Dave Winter, LNT

Avoid Blank Stares — Get Them Talking With Effective Debriefing Tools

Michele Cummings, Training Wheels

ACA Keynote Events

ACA's 100th Anniversary Celebration Luncheon



Well-Founded Hope:
From the Past to the Future

**Featuring Peg Smith, CEO,
American Camp Association**

**Thursday, February 18,
12 p.m. - 1:30 p.m.**

Come join our celebration of 100 glorious years of changing lives through camp. We have all sorts of special things in store, including a special keynote from Peg Smith, who will weave past and present and set the course for our shared future. A grand unveiling of ACA's successful billboard campaign, special guests, and entertainment combine to make a super celebration luncheon.

Closing Keynote Event and Brunch



Conquering Your
Personal Everest

**Featuring Luis Benitez,
High Altitude Climber**

**Friday, February 16,
11 a.m. - 1 p.m.**

Imagine the experience of climbing Mount Everest once, and contemplating summiting five additional times, including once as a leader of an expedition with a blind climber. We'll learn about Luis' incredible story of a childhood spent almost entirely indoors and the events that led to a career in the extreme outdoors and ponder conquering our own, personal Everest.

Program in Progress

Innovative Programming (continued)

Because of Camp...We Can Play!

Karl Rohnke, Author; Faith Evans, Playfully, Inc.

Programming for All: Special Needs for Every Camper: Training Staff for Inclusive Programs

Betsy Strohmaier, Mountain Day Camp

Innovative Programs for Jewish Camps

Scott Lantzman, Geshet Summer Program;
Michael Hoffenberg, ACA, Illinois

Emerging Issues, Trends, and Technology

Hot Topics in the Tech Sector, Panel

Gabe Chernov, Birch Trail Camp; Jeff Cheley, Cheley Camp; Andy
Lilienthal, Camp Winnebago; Paul Sheridan, 4 Winds Western Ho

Day Camp Cracker Barrel

Brad Schwartz, Banner Day Camp; Scott Lantzman, Geshet Summer
Program; George Coleman, Coleman Camps

Western Forrest Issues and Camp

Bob Cain, U.S. Forest Service

Exceeding Parent Expectations Is Still Possible

Dayna Hardin, Lake of the Woods and Greenwoods Camp;
Dana Cohn, Lake of the Woods and Greenwoods Camp

Anxious, Overprotective, Bossy, Defiant, and Unhappy: Impossible Parent Partnerships Made Possible

Christopher Thurber, CampSpirit, L.L.C.

Building the Foundation for a Resilient Staff

Tiffany Romero, Camp Tocaloma

The Dynamics of Day Camp: 16 Truths the Every Day Camp Professional Needs to Know

Stephen Maguire, Maguire Communications

Take Your Camp's Health Preparedness Pulse: Lessons from Camp Directors in the Healthy Camp Study

Linda Erceg, Association of Camp Nurses and Concordia Language
Villages; Edward Walton, William Beaumont Hospital; Barry Garst, ACA

Widening the Circle: Attracting Campers of Color to an Overnight Summer Camp

Kevin Gordon, Camp Kupugani Multicultural Camp;
Marina Lukanina

Camping Out on the World Wide Web: Using Google AdWords in Search Engine Marketing Efforts for Camps

Deidre Pettinga, University of Indianapolis;
Jerry Flatto, University of Indianapolis

Is What You See, What You Get? Using Systematic Observations in Camp

Karla Henderson, North Carolina State University;
Gwynn Powell, University of Georgia

Deeper Issues in Camp: Place (Africa), Health (HIV/AIDS), and Culture (No Camps)

Phil Lilienthal, Global Camps Africa

Tomorrow's Camps, Today's Realities

Diane Tyrrell, ACA 20/20 Task Force; Harriet Lowe, ACA; Greg Cronin

New Marketing: Engaging With Your Customers in a Social Media World

Jennifer Selke, UC Berkeley

Your Web Site Stinks So Get Your Brochure Off It!

Jennifer Selke, UC Berkeley

Night Capps

"Because of Camp, I Can See Clearly Now...or Can I? Would Fresh Eyes See More?"

Jane McCutcheon, Think Muskoka Consulting

Partnerships Are Good for Business

Maggie Braun, Camp WeHaKee;
Cathy Scheder, University of Wisconsin, Stevens Point

Challenge Course Certification, Accreditation, Inspection — What's the Difference and How Do They Affect Me?

Sylvia Dresser, ACCT, facilitator; Rhonda Mickelson, ACA

Create a Win-Win Camp Climate and Stop Manipulation Using Fun, Interactive Tools and Strategies

Pamela Goldberg, RN, LMFT

Attracting and Keeping Campers from the Global Youth Culture

Stephen Fine, Ontario Camping Association

LGBTQ Youth Development Professionals Discussion Group

Kerb Lydick, Camp Ten Trees; Airen Lydick, Camp Ten Trees

Cutting Costs Without Cutting Quality Through the Use of Volunteers

Whitney Dole, Association of Hole in the Wall Camps

10 Games that Every Camp Counselor Should Know!

Jared Knight, Aspen Grove Family Camp

Grab and Go Resources for the Busy Programmer

Elizabeth Snell, ACA, Indiana; Erin Policinski, ACA Indiana

Staff Training 24/7: The Powerful Impact of Distance Education

Kim Brosnan, ACA

Social Networking Without the Internet

Jim Cain, Teamwork and Teamplay

**What Keeps You Awake At Night? —
Managing Legal Liabilities Facing Camps**

Catherine Hansen-Stamp, Attorney; Reb Gregg, Attorney

So You Want to Buy a Camp?

Bob Hansen, California Camp Realty

Commerce Sessions

Does Your Web Site Suck?

Noam Eppel, Target Directories.com

**Using the Web to Interact With Parents:
Marketing, Registration, and Communication**

Ari Ackerman, Bunk1.com

**Changing Your Thinking From “Off Season”
to Retreat Season: Becoming a Retreat Center**

David Cegelski, Dynamic Growth Strategies;
Jaynie Schultz, Retreat Central

A Camp’s Guide to the Summer Food Service Program

Kathryn Quillen, USDA Food and Nutrition Service

Ecologically Sustainable Camp Planning and Design

Paul Anderson, Partners and Sirney Architects

**Going Digital: Paperwork Reduction
for Day and Resident Camps**

David Secunda, Avid4Adventure

Hot Topics in the Challenge Course Industry

Sylvia Dresser, ACCT

Learn How to Get Free Press for Your Camp

Jim Cantoni, GivaGetta

Raising Recession Proof Kids

Twyla Prindle, Kash Kids

**Making Your Menus Camper Friendly,
Nutritionally Sound and Parent Approved**

Marlo Mittler, Tanya Berg, Foodwize

**Use Social Media to Increase Participation
and Extend the Camp Experience All Year**

Don Philabaum, Internet Strategies Group

**Expanding Camp Versatility:
A Venue Approach to Site Master Planning**

Mike Frazee, MESA

**The Role of Landscape Design in Promoting
Environmental Stewardship at Camp**

Tom Neppel, Neppel Landscape Architecture and Planning, L.L.C.;
Carl Rogers, Iowa State University College of Design

Going Green Is Getting Greener

Perry West, The University of North Texas

**Biophilic Design and Why It Matters to Camp:
Relating the Outdoor World to Your Guests and Facility**

Jim Fletemeyer, Fletemeyer & Lee Assoc., Inc.;
Bill Wildenberg, Fletemeyer & Lee Assoc., Inc.

The Importance of Secure Social Network Sites

Nicole Waranch, CampAlumni.Com

Beads & Nachos:

Inspiring Great Staffers and Great Campers

Peter Vigeant, iD Tech Camps; Bryan Vitale, iD Tech Camps

Playing With a Full Deck:

Games and Initiatives Using a Deck of Cards!

Michelle Cummings, Training Wheels

Get in Gear With Speed Stacks:

Motivate Your Campers With Sport Stacking!

Daniel Wolffe, Speed Stacks, Inc.

**The Hidden Predator: Spotting the Sexual Predator
Before He Makes It Onto Your Grounds Part I & II**

Kimberlee Norris, Love & Norris, Attorneys at Law;
Gregory Love, Love & Norris, Attorneys at Law

Turbo Charge Your Staff With Online Training!

Evan Heltay, Target Directories.com; Arthur Lui, Target Directories.com

Aquatic Risk Management —

Minimizing Your Exposure to Loss

Alex Antoniou, National Swimming Pool Foundation

**The Boomerang Effect — Surefire Ways to Integrate Your
International Staff into Your Camp Community and Keep
Them Coming Back for Many Summers**

Brad Holland, International Exchange Program

Disclaimer: ACA reserves the right to adjust the program as warranted.

Program Highlights

Mental Health Issues

- Demystifying Mental Health: Understanding Psychiatric Diagnosis and Recognizing Signs of Distress — Alicia McAuliffe-Fogerty, Circle Camp
- Are They Ready for Camp? Are You Ready for Them? — Linda Ebner Erceg, Association of Camp Nurses and Concordia Language Villages, and Matthew Cook, Hole in the Wall Gang Camps
- Camper Mental Health: Staff Training and Mental Health — Christopher Thurber, CampSpirit, L.L.C.
- Just a Phase? Using Developmental Reasoning to Assess Camper Mental Health Issues — Karen Carlson, Hole in the Wall Gang Camp

Special Populations

- Feelin’ Good Bout Myself: Promoting Self-Esteem With Campers With Disabilities — Mary Ann Devine, Kent State University; Shay Dawson, Bradford Woods
- Confessions From an Autism Program: The Lowdown on How Kids with Autism Fit into Traditional Camp — Sylvia van Meerten, Dragonfly Forrest
- Programming for All: Special Needs for Every Camper: Training Staff for Inclusive Programs — Betsy Strohmaier, Mountain Day Camp
- Special Populations Discussion Café

Programs for Experienced Camp Directors — Anniversary Series

- Ben Appelbaum Medical Issues Forum – IX — Linda Erceg, Christopher Thurber, and Edward Walton
- Are They Coming or Going? Insights and Trends from ACA’s 2009 Camp Enrollment Survey — Deb Bialeschki, ACA
- What NOT to Compromise: Legal and Risk Management Decisions in Tough Times — Reb Gregg, Attorney; Catherine Hansen Stamp, Attorney
- The Future Is Now: A Conversation With Fred Miller — Fred Miller, The Chatham Group
- Risky Behaviors in Adolescence and Staff Today — Ethan Schafer
- Exceeding Parent Expectations Is Still Possible — Dana Cohn, Lake of the Woods and Greenwood Camp; Dayna Hardin, Lake of the Woods and Greenwood Camp
- Wisdom of the Sages: A Panel With ACA Presidents