

# NEWS IN BRIEF



November 28, 2008

## Partnership with College News Directs Thousands to ACA Employment Center

If you haven't posted your summer job openings on ACA's Employment Center, then now is the perfect time! ACA has recently partnered with College News, a print and electronic magazine that is distributed at 120 NCAA colleges and universities nationwide.

[http://www.acacamps.org/inside/08\\_11/association.php#2](http://www.acacamps.org/inside/08_11/association.php#2)

## 2008 Summer Enrollment Survey Results Available

The Summer 2008 Enrollment Survey to look at camper numbers and staff recruitment was conducted during October. Thank you to all of you who completed the survey! Please feel free to take a few minutes to view the actual results.

[http://www.acacamps.org/inside/08\\_11/research.php#1](http://www.acacamps.org/inside/08_11/research.php#1)

## FROM THE SECTION OFFICE

JF New Webinar Series: Two more sessions remain in the series "Designing a Native Landscape" offered by IPRA corporate member JF New. The sessions are offered at no charge. Each session is 60 minutes in length and begins at 2:00pm (EST)/ The Wednesday, December 3<sup>rd</sup> session is entitled "Implementing a Native Landscape." The Tuesday, December 16<sup>th</sup> session is entitled "Maintaining a Native Landscape." Please go to [salesmarketing@jfnew.com](mailto:salesmarketing@jfnew.com) for more information.

I just got off the phone with an organization (Ephesians 4 Network) looking for a place to hold camp this summer. They prefer June 22-26 but it doesn't sound like they are locked into that. They have 100 plus persons. You can contact Tia Fenton at 231-937-6200 extension 0. I hope someone can help them out. I pray all is well for each of your ministries.

Mike Kauffman, Guest Services Director, Camp Alexander Mack

## THANKS TO OUR VISITORS

**Karly Beaven \* Jennie Broady \* Scott Brosman \*  
Dave Burland \* Chris Chappell \* Bonnie Closey \*  
Norma Crabtree \* Susie Davis \* David Deckard \*  
Bobby Deckard \* Jill Frey \* Kimberly Johnson \*  
Michele Kight \* Sharon Livingston \* Colleen Loucks  
\* Marquita Manley \* Pat Mayer \* Tammra Nordhoff  
\* Sara Noyed \* Lea Pitcher \* Therese Plotz \* Erin  
Policinski \* Amy Rehs \* Janet Ridenour \* Curt  
Rowland \* Bernard Schrader \* Mark Scoular \* Dan  
Seeber \* Elizabeth Snell \* Kevin Sullivan \* Rich  
Swartwood \* Duane Van Orden \* William Viar \* B  
James Walter \* Kate Weidner \* Anna Weigand**

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## TECH TIPS

*Although Vista is Microsoft's latest operating system and comes standard with most new PC's, Windows XP is still the most widely used operating system in the world. TechRepublic recently published a list of 10 basic security tips that administrators should employ to harden their computers.*

<http://blogs.techrepublic.com/security/?p=649>

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### LINK UP

## 10 Things to Avoid in Email Campaigns

<http://www.fundraising123.org/article/10-things-avoid-email-campaigns>

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### EPA Environmental Education Grants

The deadline for applying for Environmental Protection agency environmental education grants is December 18. Grant applications are available at <http://epa.gov/enviroed/pdf/so1notice2009.htm>

### General Mills Champions for Healthy Kids

The General Mills Champions for Healthy Kids initiative is a partnership of the General Mills Foundation, the American Dietetic Association Foundation, and the President's Council on Physical Fitness. The goal of the initiative is to encourage U.S. communities to improve the eating and physical activity patterns of young people, ages 2-18.

In 2009, the initiative will award 50 grants of \$10,000 each to nonprofit organizations, schools, and government agencies throughout the country that offer innovative programs to help youth develop both good nutrition and fitness habits.

Local organizations that work with children, including park districts, health departments, government agencies, Native American tribes, municipal organizations, schools, YMCAs, Boys & Girls clubs, etc., are encouraged to apply.

Online applications must be submitted by January 15, 2009. Visit the website listed above for program details and application information.

## STANDARDS SECRETS

### **Myth #4 We don't need accreditation - the state licensing criteria are adequate.**

Variations on this theme:

Parents don't ask or care if we're accredited.

We've been in operation for years and have never had a problem.

We don't need accreditation for recruitment or marketing purposes.

We follow standards - we don't need someone to come in and tell us how to operate.

**Reality:** ACA accreditation is the only system for evaluating camp and conference center operations that has been developed by and for camp professionals. Often state or county regulations cover only parts of a camp's operation, such as the kitchen or pool. In fact, in some states, having ACA accreditation helps ensure fewer and speedier inspections by state and county officials, who recognize the comprehensive evaluation of accreditation and a facility's commitment to seeking that outside evaluation by camping professionals.

In addition, some companies, scholarship committees, and other [national organizations](#) recognize ACA accreditation and offer discounts and special services to accredited camps. Also, quality is essential to baby boomers - for themselves, their kids, their whole families . . . Thus, they seek program providers who can demonstrate a measure of quality, such as accreditation.

## MANAGEMENT

**Wilderness First Responder** -- 10-day course taught by Wilderness Medicine Institute (WMI). Offered twice; January 8-17, 2009 and again March 13-22, 2009 at YMCA Camp St. Croix, in Hudson, WI. Information and registration material can be found at:  
[www.campstcroix.org](http://www.campstcroix.org)

## RESIDENTIAL ENVIRONMENTAL LEARNING CENTER

**CONF:** Jan 17-21, 2009 McDowell Environmental Center, Nauvoo, Alabama  
[www.campmcdowell.com/cmec](http://www.campmcdowell.com/cmec) Info?  
 Contact Jim Parry [JimP@YMCADALLAS.org](mailto:JimP@YMCADALLAS.org)

**PEAK** – ninth annual Outdoor Ed conference at YMCA Camp Greenville. Contact Susan at [shuter@ymcagreenville.org](mailto:shuter@ymcagreenville.org)

## PROGRAM

### What Works for Youth Workers? Next Gen's "Lessons Learned"

In 2007, the Next Generation Youth Work Coalition launched the Clear Policies for Career Pathways project to identify and build on existing efforts to establish comprehensive workforce development systems for the youth work field. Nine cities and states joined together in a learning community to focus directly on improved compensation and working conditions for youth workers; this report examines the lessons to date. By going beyond traditional professional development to address compensation, retention and education, these states and communities are showing real results.

**"People First"** – What's the correct term for a person with disabilities? – In our line of work, we should know what currently is most acceptable. Here's a good article from "Diversity Inc"  
<http://www.diversityinc.com/public/4514print.cfm> The short version: always say "campers" *first*, and "with disabilities" *second*, to show that they are regular kids that happen to have a disability. It's a small, but very meaningful difference.

### ***GREEN SPOKEN HERE***

Fiskars' Project Orange Thumb to Support Garden Programs

Deadline: Feb 17, 2009

Launched in 2003, Fiskars' Project Orange Thumb has awarded grants totaling more than \$300,000 to over a hundred community groups, schools, churches, and other organizations for their garden programs.

This year, the program will award grants to twenty organizations in the United States and Canada. Each grantee will receive up to \$1,500 in Fiskars garden tools and up to \$800 in gardening-related materials (i.e. green goods).

Gardens and/or gardening projects geared toward community involvement, neighborhood beautification, sustainable agriculture, and/or horticultural education are eligible. Community garden groups as well as schools, youth groups, community centers, camps, clubs, and treatment facilities are all encouraged to apply. Only group applications will be considered; single individuals are not eligible for a Project Orange Thumb grant.

For complete program information and application, visit the project's Web site.

RFP Link:

<http://fconline.foundationcenter.org/pnd/15015939/projectorange>

The information presented here does not necessarily reflect the views of ACA Indiana. Special thanks for contributions: Techsoup, Y-USA Camping Update, ACA, Indiana University, Foundation Center RFP Bulletin, NREC, InPRA,

## OTHER RESOURCES

### ACA to Survey Camps about Budget and Finance Areas

The *Camp Budget and Finance Survey* is on its way to your mailbox. A random sample of half of all accredited camps will receive a mailed survey focused primarily on budget-finance data. If you receive one, please take the opportunity to fill it out and return it. These data are extremely helpful in providing benchmarks and specific profiles (i.e., camp type, sections, camp sponsorship, and clientele) of the revenue and expenditure side of the camp business. Your information is critical to accurate trends and indicators so please complete the survey! To learn more about ACA's business operations research, please visit [www.acacamps.org/research](http://www.acacamps.org/research).

## UPCOMING EVENTS

If you can only attend one professional conference this year, make it IU EDP.

IU EDP fosters professional growth and development and helps you reach your goals, whether they include moving up or becoming a better steward for parks and recreation.

The program is scheduled for April 5-8th, 2009 at Indiana University. IU EDP is for parks and recreation professionals and is the original Executive Development Program aimed at helping parks and recreation professionals at all levels build and strengthen the fundamental skills needed to manage and lead in a public and nonprofit setting.

Earn 2.0 CEUS while attending. Enjoy learning and networking with fellow professionals in a fun and relaxed environment. Energize yourself and your skills through dynamic speakers who challenge and motivate. Discuss issue and ideas that are 'hot topics' in our field and critical to success in your agency.

Five 50% off tuition scholarships are available for the 2009 program. Email Julie Knapp for a scholarship application ([julknapp@indiana.edu](mailto:julknapp@indiana.edu)) For more information: go to [www.iuedp.org](http://www.iuedp.org) or call or email Julie Knapp, EDP Director at 812-856-1068 ([julknapp@indiana.edu](mailto:julknapp@indiana.edu))

## 20/20 VISION

By now, you've probably seen or heard either a little or a lot about ACA's 20/20 Vision: 20 million campers and 20,000 participants in ACA by the year 2020. The 20/20 e-newsletter is intended to keep you informed about your Association's plans and actions toward reaching this vision.

As Peter Drucker has said, "the best way to predict the future is to create it." We're going to create our preferred future in ACA, and we need all members to help! Over the next several months, here are some of the things you'll be hearing about:

- There was a lot of talk last year at the national conference about adding "public members" to the national board. Who are they?
- What's happening with the Council of Delegates?
- Section boards have been discussing the 20/20 Vision. How will this vision affect what we do in our Sections?
- How are we going to get 20 million campers to camp?
- What do we mean by "20,000 participants in ACA"? Are they members?
- What can ACA members do individually to help reach our collective goal?

To help you get acquainted with the 20/20 Vision, the following resources are available:

[20/20 Puzzle Graphic](#) (PDF) — The graphic is specifically designed to illustrate the unique complexities of the 20/20 Vision. Each piece of the puzzle represents a different initiative that is underway at ACA.

[20/20 Initiatives](#) — Descriptions of 20/20 challenges and projects are continually updated online for your reference.

[Peg Smith's 20/20 Blog](#) — Insights into the 20/20 Vision and Peg's address to the [International Camping Congress in Quebec](#) are available online.