



News In Brief

01-15-09

EDUCATION & TRAINING

National Conference on Outdoor Leadership

The National Conference on Outdoor Leadership will be held on the Indiana University Campus on February 4-7, 2009, in Bloomington, Indiana. For more information, visit www.weainfo.org.

January 21-23

Indiana Park & Recreation Association
Annual Conference
Bloomington Convention Center, Bloomington, IN
Contact Steve @ (317)-984-4500 or execdir@inpra.org
or www.inpra.org

February 10

IU Recreation, Park & Tourism Studies Internship Fair
HPER Gym 163, Indiana University, Bloomington, IN
10:30 am- 1:00 pm
The cost to participating Park and Recreation Depts is \$30 if you register by Dec 31st. After the 31st of December it is a \$40 registration fee. The fair will connect you with 150-300 Indiana University students. This is a great way to secure a summer intern or summer seasonal help. Questions: Call Julie Knapp (812) 856-1068 or email her at julknapp@indiana.edu

CAMP SPOTLIGHT

CULVER, Ind., Dec 10, 2008 /PRNewswire-USNewswire via COMTEX/ -- Landmark Communications founder Frank Batten and his wife, Jane, who reside in Virginia Beach, Va., have given his alma mater, the Culver Academies, a two-part gift that could reach \$70 million. Culver is a private secondary school in Culver, Indiana.

The Culver Academies are comprised of Culver Military Academy, Culver Girls Academy, and Culver Summer

Schools & Camps. Culver Military Academy and Culver Girls Academy are independent college preparatory boarding schools that were founded in 1894 and 1971, respectively, while the six-week Culver Summer Schools & Camps program for young people from 9 to 17 years of age was established in 1902. All Culver programs emphasize student leadership, personal responsibility, accountability, and teamwork.

<http://www.marketwatch.com/news/story/Frank-Jane-Batten-Make-a-story.aspx?guid=%7B550DE2BF-44DC-4E5A-99FE-AB5B48A1678C%7D>

TECH TIPS

[YouTube Your Organization!](#)

The YouTube Nonprofit Program provides charitable organizations with the opportunity to tell their stories and connect with current and potential supporters, volunteers and donors. Find out how to become a designated Nonprofit channel. (Connect For Kids)

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ONB! Old National Bank supports a wide range of youth and community organizations through grants and sponsorships. Grant range: \$2,500. Deadline: None. More info: <http://www.oldnational.com/grantsandsponsorships> Or 812-465-7277

(courtesy of IYI)

MGMT & LEADERSHIP

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. The estimated print circulation is 200,000 (with an estimated readership of 800,000) and there are 80,000 visitors to the Web site each month!

In addition to an employment opportunity ad, ACA has an article running in each version of the magazine on the benefits of summer camp employment, and two banner ads online that direct students to the ACA online Employment Center.

(and, posting your ad on the Employment generates non-dues revenue for your section!)

http://jobs.acacamps.org/home/index.cfm?site_id=178 to view job seekers and to post job openings

STANDARDS

We have recently been informed that the website which is **REQUIRED** to be checked in Standard HR-4A (National Sex Offender Public Registry) has both changed its name and web address.

The **NEW** name is: Dju Sjodin National Sex Offender Public Web Site, the **NEW** web address is: www.nsopw.gov.

The "old" site address will work for a time yet to be determined.

From the Tao Te Ching :
Lao-tzu (abt.551-479 BCE)
.....

When the Master governs,
the people are hardly
aware that he exists. Next
best is a leader who is
loved. Next, one who is
feared. The worst is one
who is despised.

If you don't trust the
people, you make them
untrustworthy.

The Master doesn't talk,
he acts. When his work is
done, the people say,
"Amazing: we did it, all
by ourselves!"

PR/MARKETING

The John S. and James L. Knight Foundation launched the Knight News Release Workshop website to help nonprofits create effective press releases.

The website will show you how with a free step-by-step guide to creating a media plan and writing a news release. Resources include:

Click to continue:

<http://www.fundraiser.com/nov08/news.html>

GREEN SPOKEN HERE

ACA Receives Lilly Endowment Inc. Grant

ACA is proud to announce that Lilly Endowment Inc. has awarded a Nature-Based Leadership Program grant to establish the Camp 2 Grow program. This \$490,000 grant will support the distribution of a leadership program and the development and implementation of a national campership program that will ensure greater numbers of children and youth have the opportunity to experience camp.

Camp 2 Grow will disseminate educational materials that integrate best practices in youth development with an emphasis in environmental stewardship and facilitate a national conversation with caregivers highlighting the importance of nature-based experiences for positive child development.

(NREC) DIG IT! The Secrets of Soil is the 2009 theme of the National Association of Conservation Districts (NACD). NACD, the Smithsonian's National Museum of Natural History (NMNH) and the Soil Science Society of America are collaborating on educational materials. These materials should be available by December 1. Please visit

<http://www.nacdnet.org/stewardship&education/> for additional information and downloadable education items. The soils education material title is the same as the current exhibit at the Smithsonian NMNH. The exhibit will be in Washington, DC until January 2010 and then will travel through 2013 to 10 sites across the US.

SITE & FACILITY

1. Improper protective surfaces
2. Inadequate Use Zone
3. Protrusion and entanglement hazards
4. Entrapment in Openings
5. Insufficient equipment spacing

If you knew what I know about the power of giving, you would not let a single meal pass without sharing it in some way.

Buddha (563 BC - 483 BC)

NRPA's National Playground Safety Institute (NPSI) has identified twelve of the leading causes of injuries on playgrounds, and published *The Dirty Dozen - A Checklist for Safe Playgrounds*.

The Dirty Dozen Online Guide is now available for FREE and is an excellent service to share with employees and park advocates, parents, educators and the general public.

<http://www.pyxislearningcenter.org/DirtyDozen/DirtyDozen.html>

HEALTH & WELLNESS/ FOOD SERVICE

Camp Injury and Illness Reports Coming in Late December

Year Three of the five-year Healthy Camp Study — funded by Markel Insurance — is over and the summary reports are being finalized. Every camp that participated in the Healthy Camp Study during the summer of 2008 will receive an individual report about their camper and staff injuries and illnesses. They'll also receive a national report so that they can compare their results with national averages. Look for more information about the Year Three Healthy Camp study results in the March/April issue of *Camping Magazine* and the spring issue of *The CampLine*. For more information about injury and illness prevention resources, visit <http://www.acacamps.org/research/enhance>.

To access online courses related to camper and staff injury and illness prevention, visit: www.ACacamps.org/einstitute/healthycamp. With two more years of the Healthy Camp Study, there's still time to enroll. Find out how at: www.ACacamps.org/research/enhance.

PROGRAMMING

The National Forum on Children and Nature has endorsed The Birds and the Bees Challenge, a project to be administered by Celebrate Urban Birds.

It is one of 30 projects chosen nationwide to creatively reconnect kids with nature, benefiting their overall health and appreciation for the outdoors.

Formed in 2007 by The Conservation Fund, the [National Forum on Children and Nature](http://www.birds.cornell.edu/celebration/temporary-national-forum-on-children-and-nature-endorses-project) recognized an urgent need to reconnect kids with nature.

The Forum chose 30 out of 560 proposals through a year-long process to cull the best ideas to improve children's health through nature.

We are thrilled to receive this important recognition of our work!

Learn more:

<http://www.birds.cornell.edu/celebration/temporary-national-forum-on-children-and-nature-endorses-project>

(EEAI)

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www.acaohio.org

FROM THE SECTION OFFICE

As usual the New Year brings the opportunity to consider fresh resolutions to shape a different future for ourselves, our organizations, and our communities. Looking ahead is exciting, but we stand on the firm foundation of experience. We are all engaged in experiential education as we help campers, staff, and parents contribute to healthy communities.

ACA is in an exciting position in this New Year. Building on the almost one hundred years of organizational experience and being strengthened by the great contributions of leaders over the last ten years, we are shifting focus from business as usual to an exciting vision with a targeted completion in the year 2020.

Learning from our experience we have perceived that doing more of the same will not strengthen us as we desire to make a larger contribution to our communities. The National Board is seriously considering new resolutions and new styles to move toward that vision. Watch for more information and be ready to consider new ways of being ACA with fresh resolve.

Doubling the number of campers by the year 2020 challenges ACA and members to make fresh resolutions. If your camp is at capacity or close, don't leave the job to others. Consider how you can provide resources (your knowledge) to those designing new programs. Maybe it is a school teacher looking for help designing a short-term camp program, maybe it is an existing community program looking for ways to engage learners in new ways using camp, maybe camp alumni are hoping to start a new camp experience based on their learning and development in your program. Maybe it is a community service program like yours with a struggling camp program. Doubling the number of campers by 2020 will take creative thinking. I hope you will resolve to look outside for opportunities to strengthen the camp experience even as you strengthen your own camp and the experiences there. (to read the rest, http://www.acacamps.org/inside/09_01/president.php)
Onward Ever, Peter Surgenor

NEWS YOU CAN USE

Calling all ACA Camps!

Act now for your opportunity to participate in a FREE search-engine optimization project. ACA, in collaboration with the School of Business at the University of Indianapolis, is looking for approximately ten camps to participate in the 2009 Google Online Marketing Challenge.

This is the second year of the world-wide challenge that allows students to learn the fundamentals of search engine optimization using the Google AdWords online advertising product. There is no cost to participate in the challenge, and there will be no changes made to your camp Web site. Rather, student teams will simply use a budget of \$200 provided by Google (per each Web site) to maximize the site's visibility in

online searches during the three-week contest. The only requirement is that the camp CANNOT be a current user of Google AdWords. In addition, a representative of the camp must be available to provide background marketing information to the student teams on a timely basis; this can be accomplished via e-mail exchanges.

http://www.acacamps.org/inside/09_01/association.php#2

IU Executive Development Program

Indiana University, Bloomington, IN

April 5-8

For more information: go to

www.iuedp.org or call or email Julie Knapp, EDP Director at 812-856-1068
(julknapp@indiana.edu)