

## A Message from the President



Happy New Year! It's great to have the opportunity to reflect on the year just ended and look toward the future. As members of the American Camp Association, we can look back on 2005 with great pride. We completed our first full year with a new name and logo; we launched our outstanding new parent initiative, *CAMP* magazine; and we had the highest membership ever in ACA in 2005!

The impact of ACA's efforts in educating parents and getting our messages to the public has been amazing in the last twelve months. We can all be proud that media calls have increased by 129 percent; national media calls have increased by 220 percent; half a million copies of *CAMP* were distributed to libraries, schools, physician offices, and airline lounges; and reprints of *CAMP* articles reached an audience of ten million in thirty-five magazines across the country.

I am equally excited about 2006. In January, ACA members will have an opportunity to comment on the proposed accreditation standards which will be formally presented in Chicago at the national conference. The second issue of *CAMP* magazine will hit the newsstands in January, as well.

In February, we will gather together at the national conference to learn and grow as we discuss **Partnering with Parents**. This theme will be woven throughout the conference. There are excellent keynote speakers: Richard Louv, Dr. Marcia Tate, Alex Kotlowitz, Dr. Wendy Mogel, Jay Frankel, Bob Ditter, and Faith Evans. Please join your colleagues and me for the 2006 American Camp Association National Conference, February 7 – 10, in Chicago. Check out the conference Web site, [www.ACACamps.org/conference](http://www.ACACamps.org/conference), for all the details and online registration instructions.

ACA's research efforts will continue in 2006, as will the many regional educational events. Our business partnerships are continuing to grow, and CAMPAign '07 is on target, with gifts of over \$3,000,000. With membership and camp accreditation on the rise, just think of the impact that the American Camp Association will be making on children and youth, their families, and camp professionals!

It's always encouraging to look to the future, and ACA's future is bright. I wish you the same bright future in 2006 and look forward to seeing you in Chicago at the national conference. Happy New Year!

## Current Research

### Exciting Program Improvement Project Data from ACA Research

Marge Scanlin, ACA's executive officer of research and intellectual resources, and Michelle Gambone, president of Youth Development Strategies Inc. and a sociologist, are leading a presentation and intriguing discussion about how camp contributes to youth opportunities and supports at the 2006 ACA National Conference in Chicago on Wednesday, February 8, from 1 – 2:15 p.m. What promising practices are emerging as we evaluate the results of the Program Improvement Project data? Hear camp directors talk about how they improved their camps.

## Learning Resources

### Four Knowledge-Packed Days You Don't Want to Miss!

#### Partnering With Parents

**2006 ACA National Conference \* Chicago, Illinois \* February 7-10**

Have you made your plans to come to Chicago for the ACA 2006 National Conference? There's still time! [Register today](#).

The Sheraton Chicago will only accept reservations at the [special ACA conference rate](#) for a limited time—**special rates only available through January 12**. [Register today](#).

#### *Learn and Grow*

Take a look at the full [Program Preview](#), complete with topics, presenters, and special events and design your itinerary around the knowledge you want most.

#### *Network and Have Fun!*

Join us in the magnificent city of Chicago! In addition to great education, there are some wonderful networking opportunities including the new Late Night ACA Coffee House, organized by Young Professionals in ACA.

Are you coming in early, staying late, to [enjoy Chicago](#)? We plan to share a bit of Chicago with you, during the [Night on the Town](#).

We're looking forward to seeing you in February!

### Take the Basic Camp Director Course (BCDC)

The BCDC provides the basics for camp directors with fewer than six years of experience or for seasoned program directors and site managers. This is an excellent opportunity to be sure you have a basic knowledge in the core areas and begin networking.

BCDC trainings are scheduled in the following areas:

#### **January 12-16, 2006**

*Following the Texoma Winter Conference*

Highland Lakes Camp and Conference Center • Spicewood, Texas

Course Cost: \$275 ACA Member, \$325 Nonmember

Room and Board: Dorm Rooms\* • \$160

*Participants need to supply linens for dorm rooms for twin-sized bunk beds.*

#### **March 19-23, 2006**

Sky Lake Center • Windsor, New York

Course Cost: \$275 ACA Member, \$325 Nonmember

Room and Board (includes linens): \$183.25 double or triple;

\$263.25 single (first-come, first-served basis)

#### **April 2-6, 2006** *Prior to the Mid States Conference*

Camp Henry Horner • Ingleside, Illinois

Course Cost: \$275 ACA Member, \$325 Nonmember  
Room and Board (includes linens): \$180 triple, \$210 double,  
\$242 single (first-come, first-served basis)

For more information or to register, please visit [www.ACAcamps.org/education](http://www.ACAcamps.org/education) or contact Laura Bennington at [lbennington@ACAcamps.org](mailto:lbennington@ACAcamps.org) or 765-342-8456, ext. 323.

## Bookstore News!

### Exclusive Bookstore Savings

NEW!

#### **Nature-Oriented Activities: A Leader's Guide 4th Edition**

Learn why your school, club, or youth program should make nature activities a priority. Build your program by selecting from hundreds of activities that really teach about nature instead of just being set outdoors.

NS20/~~\$28.95~~ \$14.48      Member ~~\$19.95~~ \$9.98

#### **Secret Encounters: Addressing Sexual Behaviors in Group Settings**

Youth workers from all professions can find the responses and procedures they need to ensure effective strategies to deal with inappropriate behaviors—includes specific tools and questionnaires to assess your camp culture; develop sexual harassment policies; and create a camp sexual safety plan.

CY50/~~\$41.95~~ \$20.98      Member ~~\$29.95~~ \$14.98

#### **The Complete Resource Pack: Policies, Checklists, and Procedures for Camps and Youth Programs**

Contains sixty-six sample policies, checklists, and procedures that can be customized to fit the uniqueness of each camp.

CS98RPC/~~\$55.95~~ 27.98      Member ~~\$39.95~~ 19.98

## Relevant Issues

### Online Open Hearing Transcript Available

The transcript from the first [ACA Council of Delegates Online Open Hearing](#) is now available! The hearing was held on December 9, 2005 and focused on the draft revised ACA-Accreditation Standards.

## Association News

### Catch the Spirit of CAMP!

ACA's special publication, *CAMP: A Resource for Families*, which introduces parents to the breadth of the camp experience, is available for ordering now.

### ACA Negotiates Partnerships with Background Check Service Providers

ACA is currently negotiating business partnerships with several criminal background check service providers. In the near future, as an ACA member, you can enjoy high quality background checking services at

discounted rates from a variety of companies to give you the best choice for your camp's needs. Watch the [ACA Web site](#) for details coming soon!

### **ACA Offers Staff Recruitment Solutions**

#### **[Year-Round Jobs at Camp](#)**

An e-mail listing of year-round jobs distributed twice a month to thousands of job seekers in the camp market. Place your ad today!

#### **[Summer Jobs at Camp](#)**

This state-of-the-art, interactive online employment center allows you to post individual jobs, search resumes, and find the perfect candidate. Start looking for summer staff now!

### **Information and Opportunities for Environmental Programs**

ACA's partnership with the Leave No Trace Center for Outdoor Ethics provides ACA members with a host of opportunities to provide environmental awareness for your campers.

- Plan a PEAK (Promoting Environmental Awareness in Kids) Program
- [Host an Awareness Workshop](#)
- [Grant Opportunities](#) for Camps from Leave No Trace
- [Request a visit](#) by the Traveling Trainers
- Discounts on Leave No Trace materials for ACA members—receive up to a 20% discount on Leave No Trace materials

For more information about the partnership and additional information on Leave No Trace, please visit [www.acacamps.org/education/oe.php](http://www.acacamps.org/education/oe.php)

### **Hollandsworth Receives "Award of Merit"**

ACA member James G. "Pop" Hollandsworth was honored for his contributions to the Asheville School in Asheville, North Carolina. Working for the school for thirty year, Hollandsworth founded a modern-day mountaineering program for the school. Hollandsworth was awarded the "Award of Merit," the school's most distinguished honor for his meritorious service and commitment.

### **"10 Things You Can Do To..."**

The "10 Things You Can Do To..." is a new column in Camping Magazine that will begin in the March/April 2006 issue. The purpose of the column is to highlight practical, field-tested strategies for success in camp operations, programming, staffing, resource development, etc. The "10 Things You Can Do To..." column gives a voice to camp directors, owners, and staff, who will generate the content of the column.

Some examples might be:

#### **10 Things You Can Do To . . .**

- ...recruit 5 high-quality volunteers.
- ...raise \$10,000 to support your camp.
- ...attract two committed board of directors.
- ...stop bullying in your camp.
- ...make your camp an emotionally safe environment.

We would like you to contribute your Top 10 list of practical ideas to *Camping Magazine*. Send your ideas via e-mail to [magazine@ACAcamps.org](mailto:magazine@ACAcamps.org). We look forward to your bright ideas!

### **The Latest Issue of Camping Magazine Is Now Online!**

The [January/February 2006 issue](#) of *Camping Magazine* is exclusively devoted to the 2006 ACA National Conference in Chicago, featuring dynamic feature stories from the keynoters.

## **Resources**

### **Search Institute Launches MVParents Campaign**

A practical initiative for parents that is based on the Search Institute's 40 Developmental Assets can help motivate parents to stay engaged with their kids through their highschool years. For more information, visit [www.MVParents.com](http://www.MVParents.com).

### **New Guidebook Offers Effective Service-Learning Strategies**

*KIDS as Planners: A Guide to Strengthening Students, Schools, and Communities through Service-Learning* is a new guidebook offering teachers, school administrators, students, youth workers, and community partners ideas for creating exemplary service-learning projects. The [guidebook provides tools](#) to expand your service learning opportunities along with reproducible examples.

### **Teens and Volunteering**

A new federal study finds that 55 percent of American teenagers volunteered last year— nearly double the rate of adults. The national study, conducted by the Corporation for National and Community Service in collaboration with the U.S. Census Bureau and Independent Sector, found that 15.5 million teenagers volunteered during 2004, contributing more than 1.3 billion hours of service. That translates into a rate of 55 percent compared to the adult volunteer rate of 29 percent as established by the Bureau of Labor Statistics. A copy of the study, titled "Youth Helping America – Building Active Citizens: The Role of Social Institutions in Teen Volunteering," can be found at [www.nationalservice.gov](http://www.nationalservice.gov).

### **Smallcraft Safety Certification: Reality or Urban Myth?**

Every year ACA gets several phone calls from members to report that the American Red Cross (ARC) is discontinuing their Smallcraft Safety course. Before you panic - we talked to John Hendrickson at the national headquarters of the American Red Cross who reports this rumor is absolutely **untrue**. John reported that when chapters of ARC are in transition, some information can be inaccurately reported and this is no exception. Smallcraft Safety is alive and well and is still being coordinated through the St. Louis Chapter of ARC. For information about how to host a training at your camp or in your section, contact Joyce Bathke with the St. Louis Chapter at 314-516-2733 or [jbathke@redcrossstl.org](mailto:jbathke@redcrossstl.org).

## **Membership: What's in it for you?**

### **New ACA Partnership Reduces Product Costs for Members**

A new ACA business partner, [Trinity/HPSI](#), offers ACA members opportunities to save on food service and many other goods and services, including first aid, janitorial and office supplies, filters for HVAC systems, copiers, mattresses, linens, furniture, and much more.

Though larger percentage savings will often be realized for other goods and services, the food service agreements usually result in the greatest actual dollar savings, typically yielding 10 percent to 20 percent savings from a camp's previous pricing as an individual "street" customer.

There is no charge for participation with Trinity/HPSI. Their service is funded through a very small percentage of the sales volume of Trinity/HPSI members provided by some of their vendor partners. Call Gay Claypool at 615-851-0999 for more information.

For more information about ACA business partnerships and member savings, visit [www.acacamps.org/partners](http://www.acacamps.org/partners).

### **Music and Motion Picture Licensing**

Read important information in the following releases about the benefits you have as an ACA member to use ASCAP licensed music and show videos at your camp:

[ASCAP Music Licensing](#)

[Motion Picture Licensing](#)

## **Quick Stats**

### **How Do Teens View the Future?**

Results from a Washington Post, Kaiser Family Foundation, Harvard University regional survey of teenagers (ages fourteen to seventeen) and their parents revealed the following interesting results:

- 40% of the teens surveyed believe they are headed in the right direction.
- 54% say they are on the wrong track.
- 63% believe "now" (current time) is a good time to be growing up.
- 63% believe they will be rich some day.

To view the full results of the survey, visit <http://washingtonpost.com/wp-srv/artsandliving/HighSchoolNational.pdf?nav=nsc>.