

## A Message from the President

Festive music, bright decorations, sharing gifts, and huge smiles on the faces of kids of all ages—aren't the holidays wonderful? I love this time of year, especially because of the opportunity to be with friends and family for traditional celebrations. In some ways, ACA's national conference is just like a holiday—a time to which we look forward for several months, eagerly awaiting the gifts of inspiration and knowledge from speakers and session leaders, and visiting with friends and colleagues in the camp family. The traditions we share with our kindred groups and the celebration of our profession makes the American Camp Association national conference a special time for all of us.

Preparing for the conference, just like the holidays, is exciting, invigorating, and a lot of work. Both volunteers and staff have been working months to secure outstanding presentations. Heading up the 2007 conference as keynote speakers are Dr. David Elkind, author of *The Power of Play*, which will be published just prior to the conference (and which addresses the importance of free, imaginative play in the development of children), and Neil Howe, co-author of *Millennials Rising*, who will share how today's Millennial teens are defying conventional wisdom about youth. In addition, there are informative sessions on topics relevant to all aspects of youth development and camps, plus the opportunity to honor some of our colleagues for their outstanding service and to recognize unique camp programs.

Here's another great thing about the upcoming conference—it's in my favorite state, Texas! Our state capital, Austin, will be the scene for the 2007 conference from February 13 – 16. The early bird deadline is just around the corner, so be sure to [register online by December 12](#) and make plans to pack your boots and head on out to Austin, Texas, for the 2007 ACA National Conference.

Y'all come on down—I look forward to seeing you soon!

## Learning Resources

### **Widen Your Circle! Attend the 2007 ACA National Conference in Austin, February 13-16**

Register by December 12 for the best value!

Register online, by fax, or mail. [Access forms and online services](#). Special incentives are available for camp professionals who register for the Southwest Camping Conference and the ACA National Conference. [Learn more and register](#). And, while you have registration on your mind, remember to make your hotel reservations at the Austin Hilton. Learn more about the [Conference Hotel](#), and secure your room at the special rates available to ACA National Conference attendees.

Keynote Presenters and Selected Speakers Featured in the January/February Issue of Camping Magazine

Look for the next issue of *Camping Magazine*, featuring articles and interviews with [Keynote Presenters Neil Howe, Abigail Van Slyck, Ph.D., and David Elkind, Ph.D.](#)

Program Planner Available online in mid December

Access our [Program in Progress](#) now and revisit the site in mid December to try out the online itinerary builder or Program Planner. Customize your itinerary, selecting sessions by topic area, day, etc.

You're Live in Austin at the ACA Open Mike Night

On Wednesday evening, following the Exhibit Hall Reception, we're hosting an Open Mike Night. Strummers, fiddlers, singers, and other talented folks are welcome to share their talents and contribute to our circle of talent. We're letting you know now, so you can plan what instruments to bring along with you to Austin. Look for information about how to sign up in advance, in the January issue of Inside ACA.

Check Out our Packed ACA Exhibit Hall!

We're so pleased with the exhibitor response to Austin as a site, and the national conference as a key venue to meet camp leaders. Make plans ahead and [see who plans to exhibit in Austin](#). The exhibits will be conveniently located on the Sixth Floor of Austin Hilton, in the Grand Ballroom, near Registration and other key services.

### Premiere Sponsors

Special thanks to CampMinder, MySummerCamps.com, Markel Insurance, and Fleet Solutions for their generous, Premiere level sponsorship of the national conference.

[Learn more about these companies.](#)

### Back by Popular Demand—the ACA Today Show!

Don't be surprised when flipping through the channels on your hotel television, if you hear some familiar voices . . . including special guest anchor, Toni Hooten from the Texoma Chapter, Dan Mathews from Camp Twin Lakes in Georgia, and Kat Shreve, ACA director of education and T.V. personality. The show is intended to offer creative access to learning, an entertaining look at ourselves, and the news you need right now. Special thanks to CampTV for their guidance and generous gift in kind contributions to the process.

### **ACA Training Events**

#### ACA Basic Camp Directors Course (BCDC)

March 10-14, 2007

Potosi Pines Camp & Conference Center—Las Vegas, NV

April 15- 19, 2007

Camp Henry Horner—Ingleside, IL

**Registration is available online.** You'll need to choose the specific geographic course you would like in order to get the registration form.

## **Association News**

### **Share the Message About ACA Accreditation**

We encourage you to take advantage of all the online [ACA-Accreditation Marketing Tools](#)—display your camp's ACA-accreditation logo proudly and properly! Click on "Share the Message" for your online resource for accreditation marketing.

From proper logo use, press releases, and key messages to links to ACA's parent information site, [www.CampParents.org](http://www.CampParents.org), and more, find out everything you need to know about accreditation at [www.ACAcamps.org/accreditation](http://www.ACAcamps.org/accreditation).

## **New Online Tools to Promote the Value of ACA Accreditation**

Do you need help when asked to give a presentation at a P.T.A meeting—or to a church or community group? ACA has developed [talking points and a PowerPoint® presentation](#) to help you share the message with parents and the public about the benefits of the camp experience and the importance of ACA accreditation. These are available for download online. The talking points are in an online, Web version and in PDF format.

## **PROTECTScreen**

ACA is pleased to announce the commencement of our partnership with the FBI that will allow camps to receive \$18 Criminal Background Checks on volunteers in less than one week! All the information and materials you need to get started on this program can be found online at: [www.ACAcamps.org/publicpolicy](http://www.ACAcamps.org/publicpolicy).

## **Make a Difference!**

Members eligible to vote in the ACA election will be receiving either a print notification and ballot or an e-mail indicating the link to vote online by the end of December. Deadline for voting is January 29. The candidates and open positions follow:

### **President Elect**

Sharon Kosch  
Peter Surgener

### **Vice President**

Scott Brody  
Posie Taylor

### **Board Members-at-Large**

Greg Cronin  
Rich Garbinsky  
Gwynn Powell  
David Secunda  
Diane Tyrrell  
Steven Sudduth



### **Marge Scanlin Retires**

After forty years of serving as a volunteer and national staff member with the American Camp Association (ACA), Marge Scanlin, Executive Officer, Research and Intellectual Resources, has decided to move on to the retirement phase of her life. Many of us have come to associate

Scanlin with varied aspects of ACA during her twenty-six years on the national staff: education, accreditation and standards, risk-management, and research. She has often been the "behind the scenes" motivator, helping the Association take important steps forward through strengthened networks with other outdoor and youth organizations, financial backing through grants such as with the Lilly Foundation Inc., and tireless personal efforts at meetings, trainings, and conferences. While we will miss her presence and contributions, we wish her well as she has more time to spend with family and friends, to devote to her singing, to enjoy her patio and flowers, and to travel to those vacation destinations on her wish list.

As a tribute to Scanlin and her most recent contributions to ACA through research, an endowment has been established in her honor. The Marge Scanlin Outstanding Student Research Award will be presented each year at the national conference to a student (undergraduate or graduate) whose research has been judged to have made the most significant contribution to the camp profession that year. This endowment allows us in ACA with a lasting opportunity to acknowledge Marge's passion and commitment to quality and improvement based on solid information by encouraging those characteristics in young scholars. If you would like to make a contribution to the endowment, please send a check to the American Camping Foundation: Marge Scanlin Endowment and mail it to ACA, 5000 State Rd. 67 North, Martinsville, IN 46151-7902. The first award will be made at the ACA 2008 National Conference.

### **Camping Magazine's Editorial Advisory Committee Welcomes New Members**

The Editorial Advisory Committee bids an appreciative farewell to three members of the committee: Barry Garst, Viki Kappel Spain, and Steve Purdum, who contributed their professionalism and expertise to the committee. With career paths and responsibilities changing for these members, *Camping Magazine* opened three committee positions simultaneously.

The magazine is proud to announce the following new members will be joining the Editorial Advisory Committee January 1, 2007:

Marcy Brower—Co-founder and former co-owner/co-director of Circle M Day Camp in Wheeling, Illinois, Brower is a long-standing member of the American Camp

Association (ACA), Illinois. She serves as the newsletter editor and Mid States liaison. She has held numerous voluntary committee positions within ACA including recently serving as Board-Member-at-Large for three years on the National Board and the 2006 national conference committee. She continually works to extend camp opportunities to minority children and staff.

Gretchen Vaughn—Currently, Vaughn serves on the editorial committee for Girl Scouts—Mile Hi publications. In addition to experience in general camp management, she specializes in bullying prevention and camp wellness. Currently, Vaughn is the program executive and resident camp director at Flying "G" Ranch. Her educational background ranges from a B.A. in Asian studies to an M.A. in Chinese.

Andy Wexler—Wexler is president and founder of Pali Entertainment Group, parent company of Pali Overnight Adventures, Pali Mountain Retreat & Conference Center, as well as the Family Magazine Group. He has been a regular spokesperson for the news media and industry events and has worked consistently for the past fifteen years creating enriching and educational programming.

### **Camping Magazine Subscription Rate Changes**

The following rates for *Camping Magazine* subscriptions are effective December 1, 2006. ACA Associate and Professional Members receive *Camping Magazine* free of charge as a benefit. Student Members receive the annual Staff Training May/June issue.

One-year subscription: Mainland U.S., \$29.95; Alaska, Hawaii, Puerto Rico; Canada & Mexico, \$48; Foreign, \$54

Two-year subscription: Mainland U.S., \$56; Alaska, Hawaii, Puerto Rico; Canada & Mexico, \$92; Foreign, \$104

Visit [www.ACAcamps.org/campmag](http://www.ACAcamps.org/campmag) to order additional subscriptions for your staff members.

### **Got Campshots?**

A photo kiosk will be displayed during the 2007 ACA National Conference, Austin, Texas, in the Communicamp area. Here, you will be able to drop off CDs of your

camp's photos. ACA is collecting historical and contemporary photos from all ACA-accredited camps for use in Camping Magazine, promotional materials for ACA's 100th Anniversary celebration and the 150th Anniversary of the camp experience, and other ACA marketing and communications print and electronic publications.

In order for any photos to be considered for publication, the camp, camp location, and photographer if applicable must be identified. An approximate date must be indicated on all historical photos. For current photos, include a statement indicating your camp has model releases on file for all identifiable subjects in the photo.

Remember to bring your camp's photos to conference!

### **Stand Up and Be Counted . . . There's Still Time**

On October 19 the first-ever CAMPAign '07 Phone-A-Thon was held and raised nearly \$25,000 to the total of \$3.5 million raised so far! Didn't get called? Still want to show your support? You can add your name to the list of donors to CAMPAign '07 by donating online (link to <https://www.acacamps.org/campaign/pledgeform.php>). Plans are to celebrate our success at the conference in Austin. Don't be left out!

Special thanks to all of the ACA National Board members and volunteers from New England, New York, Ohio, and Southern California that helped make calls during the Phone-A-Thon. They did a great job!

## **Business Resources**

### **ACA Connect**

[www.ACAcamps.org/connect](http://www.ACAcamps.org/connect)

ACA has established a program to connect camps and companies with appropriate, ACA pre-screened free products. ACA is regularly contacted by companies and corporations that have materials, products, and other resources available for camps FREE of charge. Some of the products are:

- food items
- games
- arts and crafts supplies
- posters
- sports equipment
- educational materials

## **ACA Purchase Power**

[www.ACAcamps.org/purchasepower](http://www.ACAcamps.org/purchasepower)

ACA is beginning the process of negotiating directly with manufacturers of products regularly used by camps such as boat makers, paper/office supplies, tennis balls, basketballs, life preservers, etc. By combining our purchasing power, ACA camps could realize huge bulk pricing . . . 10,000 case (combined purchase power) pricing on copy paper as opposed to 5 case (individual camp purchase power) pricing.

## **USA TODAY's Camp Today**

The place for your camp message.

Publishing March 6 & 8, 2007

ACA members - take advantage of a Buy One Ad, Get One Ad FREE promotion.

Why should you advertise your camp in *USA TODAY's* Camp Today?

- Get a jumpstart on Summer 2007 enrollment!
- Your message will reach a daily audience of 5.2 million readers per day, 39% of which have children and household incomes in excess of \$90,000 annually.
- Rates start as low as \$561!!! (net rate)

*USA TODAY* would like to thank each and every camp that participated in the **CAMP TODAY** November 2006 edition. Due to the success of past features and continued interest from those who participated, we will be publishing a **CAMP TODAY** March 2007 edition!

The **CAMP TODAY** March 2007 edition will include editorial submitted by the ACA within both publication dates.

Topics covered will include:

- The Value of Camp: Fun & Safety
- Letting Go: Parents and Camps Foster Self-Reliance

Camp Today 2007 Publication Schedule:

Tuesday, March 6, 2007

Thursday, March 8, 2007

Deadline for space reservation, material, and payment:

Wednesday, February 28, 2007

Rates:

\$660 per column inch

Advertisers will receive an additional 15% off when camera-ready artwork is supplied, net price \$561 per column inch.

Unit Size:

Minimum ad size: 1 column x 1 inch 1 (13/16 inches x 1 inch)

(Ad size may increase by column inch up to 6 columns wide and by ½ inch increments in height)

**CAMP TODAY** is a black-and-white, national feature.

Don't miss out—book your space today!

For more information or to place an ad, please contact

Dana Revak, Account Executive/*USA TODAY*, (703) 854-6344;

[drevak@usatoday.com](mailto:drevak@usatoday.com).

## Youth Development Resources

### **Search Institute and the National Collaboration for Youth Conducts National Survey of Youth Workers**

The purpose of the survey is to promote understanding and lessons learned in working with young people. The results of the online survey will indicate opportunities and challenges youth workers face as bridges are built between secular and faith-based youth workers. [Lend your opinions in the important survey](#). (Source: IYI Weekly Update, November 27, 2006)

### **Child Trends' Summer 2006 Edition of The Child Indicator Now Available**

Read the annual report, *America's Children in Brief: Key National Indicators of Well-Being 2006* and learn about school readiness indicators as an approach to improving child outcomes at the state level. Visit [www.childtrends.org](http://www.childtrends.org) for more information

## **National Study Reports Parental Inattention Key to Teen Decision Making**

The sixth annual *Teens Today* report from Students Against Destructive Decisions (SADD) and Liberty Mutual reveals that high school teens whose parents pay the least attention to significant transition periods (45 percent), such as puberty, school change, and key birthdays, are more likely than teens whose parents pay the most attention (18 percent) to engage in high-risk behaviors.

Contact SADD for copies of the report, 877-SADD-INC, or for more information, visit [www.sadd.org](http://www.sadd.org) or [www.libertymutualinsurancecompany.com](http://www.libertymutualinsurancecompany.com).

## **Camp News**

### **YMCA Camp Kern Featured in *The Disney Way***

The story of how the YMCA Camp Kern team from 2002-2005 changed the retention rate of campers from 29 percent to its current 71 percent and retention rate of groups from 34 percent to 93 percent is highlighted in the popular book, *The Disney Way* by Bill Capodagli and Lynn Jackson.

YMCA Camp Kern offers year round and summer programming. Offering programming in: Outdoor Education, Conference and retreats, Equestrian programming, summer camp and corporate team building. It has been in operation for ninety-six years.