



Inside ACA — August 2007

Current Research News

ACA's Efforts to Connect Children With Nature

Camp is an important context where children experience nature firsthand. In fact, one of ACA's current areas of emphasis is reconnecting children and nature. ACA is pursuing collaborations with other organizations in a national movement often credited to Richard Louv, author of *Last Child in the Woods: Saving Our Children From Nature Deficit Disorder*. A new task force has been created by ACA's Board of Directors to coordinate this effort. For more information about this initiative, contact Barry Garst, director of research application, at (765) 349-3312 or bgarst@ACAcamps.org. Green is Spoken Here! A wide variety of online nature education resources are available from ACA that can help you connect children with nature:

- [Camp Resources](#)
- [Family Resources](#)

Teen-Focused Column Coming Soon to Camping Magazine

Do you want to know more about teens . . . their likes and dislikes, "hot-button" social issues, spending behaviors, and generally what makes them tick? Beginning with the September/October 2007 issue of *Camping Magazine*, ACA will present a series of columns about teens based upon the research collected from Teen Research Unlimited (TRU), a leading provider of teen data. TRU surveys teens from across the U.S. and even employs teens from major U.S. cities to help them determine "what's hot" and "what's not."

Creating Positive Youth Outcomes Workbook Available Now!

Thinking about how to evaluate the outcomes of your program? Need some help? ACA's outcomes resources are designed to assist camps with their evaluation efforts. Access the [Creating Positive Youth Outcomes workbook](#), a tool for helping you and your staff develop a process to identify and measure outcomes. Link to the ACA [Camper Outcomes Questionnaires](#). These age-specific versions of short, easy-to-administer surveys are available free to any ACA member. Check it out today to give yourself reliable tools that will help you "tell your story" with solid evidence tomorrow!!

ACA to Survey Camps to Learn More about Sites, Facilities, and Programs

ACA is committed to providing industry relevant research and information that camps can use to improve their business operations. Following the Budget and Finance Survey in 2005 and ACA [Camp Salary and Compensation Report 2007](#), ACA is now poised to survey members about camp sites, facilities, and programs in the fall of 2007. We encourage every ACA camp to take advantage of this important opportunity to help us provide you with relevant business research you can use. Learn more about ACA's [business operations research](#).

Learning Resources

2008 American Camp Association National Conference at the Gaylord Opryland Hotel in Nashville, Tennessee

Many Voices, Once Community . . . Join a nationwide network of camp professionals and others furthering child and youth development.

Programs are designed around you. A variety of program formats fit almost any learning style. Attend this educational event and bring back to your camp valuable insights. "The Strength of Many Voices" offers us a platform to explore ways to share what we know, with new and expanded audiences, in a compelling way.



Programs, offered in a variety of learning formats, will address:

Child and Youth Development and Behavior — Preparing young people, through the camp experience, for healthy, successful, and meaningful lives. Topics may include exploring participant development and behavior in the areas of health and wellness, bullying, program design, and other methods to build on the joy of camp and link activities to desired outcomes.

Staff Training and Leadership — In addition to critical areas in human resources like skillfully recruiting, selecting, managing, training, and motivating staff and volunteers, we'll address goal setting, leadership, outcomes attainment, youth involvement in decision making, and developing life skills on the job. Sessions that address staff health and wellness will be highlighted.

Business and Operations — Learn about successful fundraising strategies, best practices in finance, risk management issues, strategic planning, site and facility management, marketing innovations, environmental issues, food service, transportation, technology solutions, and public policy.

Emerging Issues, Tools, and Strategies — We'll devote significant program time to the Just-in-Time learning needs, their potential solutions, and the innovations that our audience provides through highly participatory sessions. Some sessions will explore the adaptability of solutions provided by related organizations to the camp community.

Innovative Programs and Activities — Sessions in this area will highlight some of the creative and emerging programs that camps offer. You'll take home some terrific ideas to add or modify your already successful program design.

Headlining Speakers

Tuesday, February 12 • 3 p.m.

Making an Impact in the Lives of Children, Youth and Teens

Rick Rigsby, Ph.D.

Dr. Rigsby is an educator, former television reporter, communications specialist, and athletic team chaplain.



Wednesday, February 13 • 8 a.m.

The Pressured Child at Camp

Michael Thompson, Ph.D.

Dr. Thompson is a consultant, author, and psychologist specializing in children and families.



Thursday, February 14 • Noon

Creating Winning Teams

Sally Jewell, CEO, REI, Inc.

Sally Jewell is an environmentally conscious and community-oriented CEO, leading one of the nation's most well-respected companies, REI.



Friday, February 15 • 12:15 p.m.

The Strength of Many Voices

Peg Smith, CEO, American Camp Association (ACA)

Peg Smith is a leader, visionary, educator, and child advocate. She has a passion for improving the lives of children and families through camp experiences.



Hotel Accommodations

\$160 per night, single and double rooms, special rates will be available three days prior and post-conference dates for those who wish to extend their stays to enjoy Nashville sites and activities.

The hotel address is:

[Gaylord Opryland Resort & Convention Center](#)

2800 Opryland Drive • Nashville, TN 37214

866.972.6779

[Experience Nashville](#)

Discover more about [specific sessions and kindred and affiliate events](#).

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Consider Presenting at the ACA National Conference!

Proposals for educational breakout sessions offered at the 2008 National Conference will be accepted online through September 10, 2007. Notifications will be made by September 30 to aid your planning. Our conference theme, *The Strength of Many Voices*, offers a wide range of programmatic possibilities. For complete instructions including the process for submission, visit: www.ACAcamps.org/conference.

ACA Basic Camp Directors Course (BCDC)

October 22-26, 2007

Northern Virginia 4-H Educational Center – Front Royal, VA (just outside of D.C.)

Additional courses will be listed online as details become available.

[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

The New Face of ACAcamps.org

The new homepage design and layout provides for intuitive navigation, emphasizes the site's top high priority pages, offers easy access to recent homepage features, and displays vibrant and informative graphics.

[Explore the new layout today!](#)



Enter the J. Wendell and Ruth T. Howe Golden Lens Photography Contest

The Golden Lens Award

You could win:

- A \$150 cash prize for first place
- A commemorative plaque
- Acknowledgement in Camping Magazine
- Recognition at the 2008 ACA National Conference

Send us your favorite photos that depict the camp experience and represent the best practices in the field. Include with each submission the photographer's name, camp name, contact address, phone number, and a letter stating the camp or photographer has a model release on file for identifiable subjects in the photo and that grants ACA permission to use the photo in publications. Photos sent electronically must be a TIF or JPG file and at least 300 dots per inch (dpi).

Deadline for photo submissions: November 2, 2007

Mail photos to: Camping Magazine
American Camp Association
5000 State Road 67 North
Martinsville, IN 46151-7902

E-mail: magazine@ACAcamps.org

ACA Welcomes New Communications and Marketing Specialist



Jane Rulon has just joined the ACA staff as communications and marketing specialist. She brings an extensive background in public relations and association management to the job, having spent twelve years in Washington, D.C., working for organizations such as the Radio-Television News Directors Association. Most recently, she headed up the office of the Indiana Film Commission, promoting the state of Indiana as a location for film and video production. She's worked in tourism development and arts and culture promotion, as well. A North Dakota native, she grew up in Indianapolis and studied journalism at the University of Iowa. She still treasures memories of her days at ACA-accredited CYO Camp Rancho Framasa in Brown County, Indiana, the summer she was ten.

Sign up for CAMP e-News!

CAMP e-News is a helpful and informative education tool that you can offer your camper families and prospects. If you wish to continue to receive this parent newsletter, [please sign up](#).

Online Centennial Tribute for Camps

Is your camp one hundred years old? Celebrate your camp's one hundred-year anniversary with ACA's Web-based tribute to member camps. Your camp's centennial story can be shared with thousands of Web visitors every day. [Complete the Historical Profile form](#). ACA will proudly add your camp's story to the running tribute of outstanding camps that have reached the centennial milestone.

Relevant Issues

29,000 Registered Sex Offenders Found on MySpace

According to a recent *Associated Press* article, MySpace.com has found more than 29,000 registered sex offenders with profiles on the popular social networking Web site. This number is more than four times the number cited by the company two months ago, North Carolina officials said Tuesday.

A North Carolina attorney, Roy Cooper, is one of several attorneys general who recently demanded the News Corp.-owned Web site provide data on how many registered sex offenders were using the site, along with information about where they live. MySpace, citing federal privacy laws, initially withheld the information. After the states filed formal legal requests, MySpace began sharing the information in May.

At the time, MySpace said it had already used a database it helped create to remove about 7,000 profiles of sex offenders, out of a total of about 180 million profiles on the site.

Visit [Their Space . . . Or Yours? Internet Issues Come to Camp](#) for expert advice on:

- Creating Internet social networking policies
- Developing protocols for staff
- Educating parents
- Other recommended online resources

Visit [Their Space or Yours? Social Networking Sites Bring Risks and Rewards to the Camp Community](#) to learn how camps can respond to the risks of online social networking sites from creating Internet policies and protocols to partnering with parents.

Business Resources

USA TODAY'S CAMP TODAY—The Place for Your Camp Message

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 2008 enrollment!
- Your message will reach a daily audience of 4.4 million readers per day,
- 50% 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** February 2007 edition. Due to the success of past features and continued interest from those who participated, we will be publishing a **CAMP TODAY** November 2007 edition!

The **CAMP TODAY** November 2007 edition will include editorial submitted by the ACA within both publication dates. Topics covered will include:

- Benefits of the camp experience
- The variety and diversity of opportunities for all children to enjoy camp

Camp Today 2007 Publication Schedule:

Tuesday, November 6, 2007

Thursday, November 8, 2007

Deadline for space reservation, material, and payment

Wednesday, October 31, 2007

Don't miss out - book your space today. For more information or to place an ad, please contact Lance Gordon, Account Executive/USA TODAY Marketplace Today Tel: (800) 397-0070 · E-mail: lgordon@rja-ads.com.

ACA Can Save Your Camp Money . . . and It's NOT Too Late for THIS Summer!

The new ACA/Consorta program is saving camps BIG money off of food costs, maintenance, building and office supplies, etc. BUT DON'T TAKE OUR WORD FOR IT. Sign up for our new program and experience it for yourself. Your bottom line will be glad you did.

Look at the average savings:

Food – 17% (Sysco, Gordon Foods, FoodSource Plus)

Office Supplies – 20%

Maintenance Supplies – 10% to 25%

And More!!!!

Sign up today and receive access to the exclusive ACA Purchasing Point Web site. Designed to help you save! Contact your ACA Business Development Team: Tim Millbern, 765-349-3517; Kim Bruno 765-349-3309; or Paula McCarns 765-349-3319.

Donors Make a Difference

Introducing: Camp Gives a CLASS a World of Good!

Next summer, ACA will begin an initiative to follow an entire classroom of at-risk kids through several summers of camp. Starting in 2008, a carefully selected school and teacher will participate in this initiative. The chosen classroom's students will be given camperships to attend a camp for several consecutive summers. During that time, as well as throughout the year, the student campers, camp director, parents, and teacher will describe their experiences at camp through a specially designed blog on ACA's Web site. If you're interested in participating in this one-of-a-kind project or have ideas to share, please contact Gillian Frazier by e-mail gfrazier@ACAcamps.org or phone (765) 349-8456, ext. 508.

If They Call . . . Will You Answer?

Watch your mailbox in coming weeks for information regarding ACA's second annual Phone-a -thon. Last year, the event helped CAMPAign '07 reach the \$3.5 million mark! We're hoping this year will be even more successful! Donations you make will go back to help your local section, as well as to the national annual fund efforts. If you're interested in being a part of the Phone-a-thon, contact Gillian Frazier, gfrazier@ACACamps.org or (765) 340-8456, ext. 508.

Donating Made Easy!

Did you know there are ways to support ACA by doing every day things such as online shopping and using a search engine? These methods are simple, easy ways to contribute to ACA!

Through iGive.com® (www.igive.com), each time a purchase is made at one of the 629 participating stores online, a percentage of the total is donated to ACA. In order to use this program, users have to complete a simple registration and designate ACA as their cause. After the registration is complete, each time users wish to make an online purchase, they log on to iGive.com and enter the store's Web site through an iGive.com link, the participating stores will make a donation—anywhere from .04%-24% of the purchase price! Additionally, the donations made on the behalf of the user are a tax deduction for the user!

How about earning money for ACA simply by searching the Internet? ACA is also a registered cause for GoodSearch (www.goodsearch.com) powered by Yahoo! ® By simply designating ACA as the user's charity, the organization will receive a penny for every search made. There is no registration for users or limit to the donation size, as long as the program is used sincerely.

Child and Youth Development Resources

Grant Opportunities

GameStop Youth Grants

[GameStop youth grants](#) are available for anyone in the U.S. or Canada, twenty-five or under, who has a great idea for a community action project. The grants can fund your bright idea! One winner is awarded a \$500 grant each week. All you need to do is fill out an application and get one nonfamily member to write an online recommendation letter.

Plum Grants

[Plum grants](#) are available for anyone in the U.S., 25 or under, who has already started a community action

project and needs a little money to keep it going. Plum grants are awarded every week in the amount of \$500. All you need to do is fill out an application, attach a short budget, and get one nonfamily member to write an online recommendation letter.

Using Blogs and Multimedia for Organizations

What does Web 2.0 mean? Since the term was coined and has become a "buzzword," the meaning can vary from a function on a Web site, such as blogging, to a more complicated view on how the Web site is created and how it interacts with the World Wide Web. [Read More](#) (PDF).

Family Day

The National Center on Addiction and Substance Abuse at Columbia University is sponsoring Family Day, celebrating the day nationwide on September 24, 2007. Originally launched in 2001 after research consistently found that the more often kids eat dinner with their families, the less likely they are to smoke, drink, or use drugs, Family Day has been an annual event.

Camps can promote Family Day by:

- Organizing events involving family members that lead up to Family Day.
- Encouraging city and county executives to proclaim the day dedicated to families.
- Distribute Family Day brochures to your campers and families.
- Link to the Family Day Web site from your camp's site.

For more information, visit www.casacolumbia.org or call 212.841.5200.