



Inside ACA — November 2007

A Message from the President



Every once in a while, there's an event, meeting, or training that produces an unexpected result. Such was the case last month, when ACA section representatives from across the country gathered in Indianapolis to prepare for their upcoming terms as section presidents. I've had the opportunity to attend this training several times, and each time, it's a positive experience. But this year, the excitement in the room was electrifying as we talked about the future of our association.

The American Camp Association® (ACA) is changing, and I believe you'll like what's happening. Our CEO, Peg Smith, shares her "20/20 vision" for the future of ACA in the [November/December issue](#) of *Camping Magazine*. Check it out, and you'll see what has our new section leadership jazzed. And if that makes you curious, come early to the national conference in Nashville and participate in the business meetings of the association! You don't have to be a delegate to attend the business meetings; you are welcome to be a part of the discussion about our future.

Speaking of Nashville, registration is now open for the February 10 – 15 national conference, and discounted hotel rates for the fabulous Gaylord Opryland Resort & Convention Center are available first-come, first-served through January 9, 2008. This will be a conference to remember, with headline speakers Dr. Rick Rigsby, Dr. Michael Thompson, REI CEO Sally Jewell, and ACA CEO Peg Smith. The educational sessions alone are worth the trip, but the networking opportunities with camp and youth development professionals will make you come back year after year. Get all the details at www.ACACamps.org/conference and check out "The Strength of Many Voices" in 2008 in Nashville. Remember, the early-bird registration deadline is December 10.

Finally, if you haven't already received the [November/December issue](#) of *Camping Magazine*, watch for it in your mailbox soon. This issue focuses on "Green Spoken Here" – the camp community's commitment to environmental stewardship, technology in nature programs, and maximizing environmental programs at camp. In Jim Parry's column, he says "the most important thing is simply for all of us to remember how wonderful the natural world is, and to share that." It's a great issue from cover to cover, and I think one of the best ever. The contributors are our colleagues, generously sharing their ideas, programs, and values for the betterment of all camps and our environment. And that's just one of the many things that makes ACA a true community of camp professionals.

Ann Sheets
President, American Camp Association

Learning Resources

The Latest News About the 2008 ACA National Conference in Nashville

Fall Resource Flyer Features National Conference Program

Get the details on keynote lectures, educational breakout sessions, commerce sessions, and discussion groups by checking out the ACA [November Resource Flyer](#) online (PDF - 2MB).



Register Now for the Best Values

Register today and save! Early bird registration deadline is December 10, 2007. Best values are offered to ACA members. Consider joining today and access the best rates.

Make Plans to Attend One or More Pre-conferences on Tuesday, February 12

Arriving early in Nashville? Make the most of your day and plan to participate in the many pre-conferences and courses offered prior to the Opening Keynote Event. Here's a quick look at pre-conferences secured to date. We anticipate adding more.

ACA Standards Course

8:30 a.m. - 2:30 p.m.

Learn how to assist your camp in preparation for the accreditation visit by participating in the ACA Standards Course. In addition to helpful information about pre-visit preparation, the course offers valuable information about the on-site visit experience. In addition to directors and administrators preparing for visits, persons interested in becoming volunteer visitors are welcome to attend. Although there is no cost to attend the course, pre-registration is required and space is limited. For details, visit: www.ACAcamps.org/conference/standards.php.

Making Program Matter, Part II: Program Design to Intentionally Meet the Developmental Needs of Your Campers

9:30 a.m. – 12:00 p.m.

Maggie Braun, Camp Wehakee

Cathy Scheder, University of Wisconsin, Stevens Point

ACA research reveals that youth programs are successful in meeting the developmental needs of campers when Supportive Relationships, Safety, Challenging Activities, and Meaningful Involvement are intentionally integrated into the camp's design. Maggie and Cathy will introduce the four supports of youth development identified by ACA research and demonstrate how you can effectively design your program to integrate these elements into the many facets of your camp operation. This highly interactive workshop will engage participants in assessing the camp experience and integrating these components into their camp.

Personal and Organizational Change Necessities for Successful Work With Diverse Populations at Camp

12:15 p.m. - 2:45 p.m.

Michael Shelton, Ph.D., Philadelphia Recreation and Parks System

Plan to participate in this highly interactive workshop designed to provide participants with a concise protocol for outreach to new demographic groups, an introduction of diversity training tools for camp staff, and the opportunity to take a validated inventory to measure individualized strengths and weaknesses with a diversity skills set. Attendance is limited to the first 35 participants to pre-register. We are asking each organization interested to limit participation to two individuals. There is no cost for this workshop. ACA is covering the cost of the Cross-Cultural Adaptability Inventory (CCAI). [E-mail Melany Irvin](#).

The Ideal Camp Director: Myth or Endangered Species?

12:30 p.m. – 2:30 p.m.

Christopher Thurber, Ph.D., CampSpirit

Scott Arizala, The Camp Counselor

This specialized professional development seminar will combine the talents of two camp consultants who work closely with dozens of camp directors each year. Chris and Scott will cull their academic and field experience to provide participants with a framework and a set of tools that promise to vault your directing skill and your happiness to the next level. Through signature strength identification, mind-body connection, and cultural analysis, participants will learn the best ways to achieve peak performance from themselves and their entire camp team. Plan to participate in this lively, innovative, and challenging session for experienced directors.

THINK FAST! — How to Get Swift Solutions to Perplexing Problems at Camp

12:30 p.m. – 2:45 p.m.

Michael Brandwein, Educator, Author, and Consultant to Camps

Gwynn Powell, Ph.D., University of Georgia

Jennifer Selke, Ph.D., University of California, Berkeley

Hit the ground running at conference by learning and practicing this exciting new set of consultive problem-solving techniques (including the fantastic "tongue depressor") to get great ideas out of others -- taught by a terrific trio of trainers. Immediately turbo-charge your networking at conference. Get solutions to your biggest camp challenges. Learn super ways to use these methods with staff and campers!

Our List of Exhibitors Participating in Nashville Is Growing!

Check out the companies, organizations, and institutions exhibiting in Nashville. The list continues to grow, so visit it often. You can link directly to the [exhibitors' Web sites](#).

Conference Sponsors Support the ACA Camp Community

We thank the following companies for their continued support of the ACA National Conference and the wider camp community:

Meet Our Conference Sponsors



ACA 2008 National Conference Team Organizes Service Project – Operation Camp T-Shirt

Join the 2008 National Conference Team in an easy and fun service project by packing one or more extra camp T-shirts in your bags as you head to Nashville. We're setting out to donate 1,000 shirts for 1,000 kids in need. [Learn more about this project](#).

Camp Tour – Organized by the International Camping Fellowship (ICF) With Support From ACA, Heart of the South

A double feature, open to all: A tour of Tennessee camps plus a multicultural opportunity to network with international ACA conference attendees. [Learn more about the Camp Tour](#).

ACA Regional Conferences Listed Online

Check out ACA's Web site for a [complete listing of ACA regional conferences](#) with live links to ACA local office Web sites for more information.

ACA Basic Camp Directors Course (BCDC)

January 11-15, 2008 (post Southwest Conference)
Hoblitzelle Camp & Conference Center – Midlothian, TX

April 6-10, 2008
JCYS Camp Henry Horner – Ingleside, IL

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

Ann Sheets Receives Prestigious Alumni Award

Ann Sheets, president of the American Camp Association, recently was honored with the Distinguished Alumni Award from Aurora University. The award honors alumni who graduated more than fifteen years ago for criteria including excellence in vocational achievement. Sheets graduated from George Williams College, which is now a part of Aurora University. George Williams College alumni include several ACA national presidents, including Nelson Wieters, Tom Curtin, and Armin Luehrs, and others. The first Camp Director Institutes, from which the CCD program emerged, began at George Williams.

Join ACA's Media Resource Team!

Do you speak passionately about the value of camp in the lives of children and youth? Does your camp have a unique program to share? Do you offer specialty activities that are cutting-edge? Are you willing to help ACA be the voice of the camp experience?

ACA gets hundreds of media requests each year, and we look forward to expanding our media resource list to include more camps and more voices who can share with the media the depth, breadth, and importance of the camp experience. With your help, ACA can influence print and broadcast stories that appear throughout the country.

Please join Harriet Lowe, director of communications, and Jane Rulon, media specialist, in Nashville at the ACA National Conference on Tuesday, February 12, from 1:00-2:30 p.m. (room assignment TBA) for a mini-media training session and the opportunity to sign up as a member of ACA's Media Resource Team. If you can't attend, but want to participate—or if you have any questions—please contact [Jane Rulon](#) or call 765-349-3317.

Give Camping Magazine to Your Staff and Give the Gift of Knowledge

Give the gift of knowledge Order multiple subscriptions of *Camping Magazine* for your staff and SAVE! Give your camp staff year-round access to the premier camp resource. Minimum order: 5 subscriptions* for \$100 – a savings of \$9.95 per subscription. Special rates* available through December 31, 2007. [Order today!](#)

*Special rate can only be applied to a minimum order of 5 subscriptions or more. Each subscription can be sent to five different addresses. Pricing will be adjusted after submission of order and will appear on billing receipt.

Operation Purple® Summer Camp Proposals Now Being Accepted

With the successful completion of the 2007 *Operation Purple* Summer Camp program, the National Military Family Association (NMFA) is now accepting camp proposals for the 2008 camp season!

Operation Purple camps offer children of service members a free week of summer camp. The goal is to help military children of various ages learn coping skills associated with deployment-related stress, provide a support network of peers, and most of all, have fun. *Operation Purple* imparts to these young heroes the message that "Kids Serve Too." Since *Operation Purple* began in 2004, NMFA has sent more than 10,000 military children to an exciting week of camp.

If you would like to impact the lives of military children—this is the perfect opportunity! To obtain a copy of the proposal guidelines, list of frequently asked questions, and to view the training slideshow from this year, please visit the program's [Web site](#). We encourage all interested applicants to review the documents and training slide show that provide vital information about our curriculum and expectations for *Operation Purple* camps.

For questions about the *Operation Purple* Summer Camp program, please contact [Cynthia Clagg](#). The deadline for receipt of proposals is **December 3, 2007**, so please do not delay. Proposals can be e-mailed to cynthia.clagg@nmfa.org or mailed hardcopy to:

The National Military Family Association
Attn: Cynthia Clagg
2500 North Van Dorn Street, Suite 102
Alexandria, VA 22302

Selected camps will be notified in January 2008.

ACA-Accreditation Message Reaches More Audiences Through Business Affiliates

In new collaborative ventures between ACA and two Business Affiliates, Gocamps.com and Summercamps.com, the ACA-accreditation message is reaching a broader audience.

[Summercamps.com](#) features a prominent link to CampParents.org; offers a search function for ACA-Accredited® camps directly from its home page; displays the ACA-accredited logo; and provides information about what it means to be ACA accredited, promoting the value of ACA-accredited camps throughout its Web site.

[Gocamps.com](#) refers its site visitors to key messages describing what ACA accreditation means, and the ACA-accreditation logo is indicated with each ACA-accredited camp listing.

ACA encourages ACA-accredited camps listed with either of these online camp directories to confirm that ACA accreditation is part of their customized profile features. Please take advantage of this expanded opportunity to share the message of your camp's commitment to providing children with a safe, healthy, and nurturing environment.

Latest Issue of Camping Magazine Available Online

The November/December issue is [now available online](#). This issue features articles under the important theme of Green Spoken Here. Discover how camps are going green and ways your campers and staff can be better stewards of the environment.

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).

Mail photos to:

Camping Magazine

American Camp Association

5000 State Road 67 North

Martinsville, IN 46151-7902

E-mail: magazine@ACAcamps.org

Deadline: November 30, 2007

Photo Release Form Required for All Photo Submissions to ACA

An [online photo release form](#) is required for photo submissions to ACA. Please complete the form when sending any photo submissions, either electronically or through the mail.

Business Resources

Use ACA Business Partners and Calculate Your Savings!

We feel strongly that you can save money and trim your camp's budget by doing business with ACA Business Partners!

Indulge us for a minute. Pull out your calculator and figure what your camp might save if you:

- Reduce your credit card company's fees and some of the miscellaneous charges.
- Purchase a John Deere tractor or Gator using the **ACA/John Deere** program and save 28%.
- Chop 15% off your food budget using the **ACA/Consorta/SYSCO** or **ACA/Consorta/Food Source** program.
- Save an amazing 40% off your overnight mailing costs using the **ACA/Consorta/FedEx** option.
- Save 20% off your camp's office supplies.

And, if you're planning some capital or major maintenance improvements to your camp this year, calculate your savings with **ACA/Consorta/Sherwin-Williams** for paint supplies. You'll save 25% off the **lowest** contractor's price. If you order supplies through **Home Depot Supply**, you benefit from free shipping and the **LOWEST CATALOG** price offered!

Read more about these programs that add value to your ACA affiliation on our Web site at www.ACACamps.org/partners. Or, call 800-428-2267 and ask for Paula McCarns or Kim Bruno, your ACA Business Development Team, to discuss these opportunities for your camp. Let us help you realize the best deals possible!

Deadline Is Today for Advertising Your Camp in USA TODAY'S Camp Today issue.

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, November 1, 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.

Watch for more opportunities to advertise your camp in future USA TODAY'S Camp Today editions in the next issue of *Camping Magazine*.

Standards News

Accreditation and the Statement of Compliance

By now, a legal representative for each ACA-accredited® camp should have signed and submitted the 2007 Statement of Compliance (SOC). Annual submission of the SOC confirms a camp's compliance with applicable laws and codes and with ACA standards and ethics throughout the entire year and is a required part of the accreditation process. Without the current signed SOC, ACA has the authority to remove accreditation. To verify that the SOC for your camp has been received, contact ACA at 800-428-2267, ext. 305.

Accreditation applies to all camp programs and services offered under the same camp name throughout the year, except single-day events.

Was Your Camp Visited in 2007?

If your camp was visited this year, you should receive a letter from your local office with the official notice of your accreditation status no later than November 10. If you have not received a letter by this date, please contact your local office directly.

All ACA-accredited camps will be receiving their 2007 accreditation certificate in December.

Save the Date—Standards Instructor's Course

When: December 6 - 9, 2007 (Thursday – Sunday)

Location: Bonclarken Camp and Conference Center, Flat Rock, North Carolina (www.bonclarken.com)

Minimum/maximum participants: 8/20

Cost: \$425, which includes: transportation to/from airport in Asheville, North Carolina; three nights lodging (hotel style, shared room; single rooms available at additional cost); meals/snacks during course; course materials; and Instructor's Manual. Participants are responsible for their transportation costs to either the Asheville airport or course site.

Registration deadline: Friday, November 16, 2007

For complete information and registration instructions, contact your section standards chair.

Donors Make a Difference

If They Call...Will You Answer?

ACA's Second Annual Phone-a-thon has begun! Between November 1- 21, volunteers across the United States will be gathering to call you and encourage you to support the mission and programs at ACA. Last year, the event helped CAMPAign '07 reach the \$3.5 million mark! We're hoping this year will be even more successful! If you miss or can't wait for your call, you can donate **now** by visiting ACA's [secure online donation page](#)! We look forward to seeing your support soon!

ACA Business Affiliates Care About ACA!

Currently, ACA Business Affiliates lead the way in the percentage of donations through our membership renewal form, ahead of camp renewals and individual memberships. Since July 1, 16% of our business

members have donated, giving nearly \$2500! Obviously, these companies are fantastic at supporting the camp experience through their products, services, and through their actions. Thanks so much!

Donations Made Easy!

ACA is a public charity and needs your help. Currently, only 34% of the operating budget is funded by membership dues and camp fees. The rest is dependent on the generous contributions of many to promote the work you do. Now it's easier than ever to donate! Log on to www.ACACamps.org/support and give through our easy and secure online donation form.

Child and Youth Development Resources

Teen Childbearing Research from Child Trends

A new Child Trends research brief reveals that 20% of births to female teens between the ages of fifteen and nineteen in 2004 were to teens who were already mothers.

The brief, [Repeat Teen Childbearing: Differences Across States and by Race and Ethnicity](#), highlights state-level data on second and higher order births. The proportion of teen births that are repeat births in each state tends to mirror overall teen birth rates:

- Texas, which has the highest overall teen birth rate (63 births per 1,000 females ages 15-19), also has the highest percentage of repeat teen births (24%).
- New Hampshire, which has the lowest overall teen birth rate (18 births per 1,000 females ages 15-19), has the lowest percentage of repeat teen births along with Maine and Vermont (12%).

For more information, visit www.childtrends.org.

Funding Opportunities

[AmeriCorps State and National Grant Competition](#)

In the FY 2007 competition, special consideration is given to projects that address one or a combination of the following four strategic initiatives that meet the critical needs of the U.S., achieve national service goals, and address community problems:

1. Mobilizing more volunteers.
2. Ensuring a brighter future for all of America's youth.
3. Engaging students in communities.
4. Harnessing baby boomers' experience.

For more information, visit americorps.gov. The grant application deadline is January 8, 2008.

[Educational Grants for Disadvantaged Youth](#)

Staples Foundation for Learning® provides educational funding for disadvantaged youth. The following criteria are used to evaluate potential funding. The organization must:

- Have a nonprofit tax-exempt classification under 501(c)(3) of the Internal Revenue Code.
- Align with Staples Foundation for Learning's mission and give focus on job skills and education.

Funding proposals may be submitted online at www.staplesfoundation.org. Deadline for funding applications is December 7, 2007. For more information, e-mail foundationinfo@staples.com.

Research Nuggets from TRU (Teenage Research Unlimited) What's in a brand name?

MP3 player, athletic shoes, soda? iPod®, Nike®, Coca-Cola®? Each of these examples speak to the same item, however, they can be referred to from a name-brand perspective. TRU's most recent survey asked respondents to rate their favorite brands. Among teens and twenty-somethings, Nike continued its streak of over a decade as the top prize winner on TRU's Coolest Brand Meter™. What's more, the runners-up are common to both teens and twenty-somethings, as well: Sony, Coke®, and Apple®.

This youth market, faced with constant change, seems to seek out iconic brands they know and trust. In fact, while certain subgroups may gravitate toward the white-hot brand of the moment, the vast majority prefer to stick with those solid, steady brands they can count on to endure.

How can we find intersections for camps concerning this information? Several questions come to mind: Does your camp or organization use the same logo for promotional material, clothing, envelopes, etc.? The same font? The same "tagline" for your agency? Do you use them consistently and every chance that you can?

The loyalty and the memory of our young consumers hints that this practice is a good habit. The opportunity to "get the message and the brand out" is always there