



Inside ACA — December 2007

Current Research News

Sneak Peek at the Camper Enrollment Data for Summer 2007

Thanks to the 620 camp directors that went online to complete the Summer 2007 Enrollment survey, we have a picture emerging about the numbers of campers and staff in camps this summer. While a full article will appear in the 2008 March-April issue of *Camping Magazine*, here are a few "teaser" findings. When asked to compare the Summer of 2007 to 2006:

- 53 percent of the directors said their total enrollment was higher (and 23 percent of them said it was higher by >10 percent)
- Boys enrollment was higher in 39 percent of the camps and 45 percent higher for girls
- 64 percent of the camp directors said their camper return rate was about the same as last year while 23 percent said they had more returning campers. Staff return rates were similar with 50 percent of the directors indicating about the same return rate as last year, while 23 percent said they had more returning staff than in 2006.
- Directors indicated that it was more difficult to get staff this summer (27 percent) or about the same (51 percent) than last year.

Stay tuned for more detailed findings about enrollment trends from the perspectives of sponsorship, type, and region.

Learning Resources

Fly South for the 2008 ACA National Conference in Nashville!

Register by December 10 to Access the Best Rates!

[Register online](#), by mail, or fax by December 10, and you will enjoy the lowest possible rates for the ACA 2008 National Conference. More values are available for multiple registrants from your camp or conference center. Are you a full-time student with an ACA membership? As part of our ongoing commitment to your professional development, you can register at no charge.



Gaylord Opryland Hotel Offers Something for Everyone

Don't delay in making your hotel reservations at the Gaylord Opryland hotel. Discounted rooms are available on a first-come, first-served basis, through January 9, 2008. The hotel offers guests a full-range of services, and includes a state-of-the-art health club, variety of restaurants, shops, and well-appointed guest rooms.

[Make your reservations today!](#)

Late Breaking Speaker News!

We are pleased to announce the additions of some new speakers to this year's educational program. Plan to attend strategic thinking sessions led by Michael Wood of Tru Research on Wednesday and Fred Miller with the Chatham Group on Thursday. [Check out the entire program, including topics, presenters, and special events.](#)

Watch Your Mailbox for the January/February Issue of Camping Magazine

Camping Magazine will feature articles written by National Conference headlining speakers. If you are traveling to Nashville, you'll enjoy this preview of the presentations. For our nontraveling learners, this is our way of bringing the learning lessons right to your door.

Our Exhibit Hall Continues to Grow

Check out our growing list of exhibitors who will be traveling to Nashville to meet with you, share the latest trends in services, and reveal the best-selling products that support our work at camp. [Link directly to exhibiting companies, organizations, and agencies.](#)

Sponsor Spotlight

Our ability to offer a high-quality educational offering at a good value is due largely to our generous sponsors, CampMinder and Markel Insurance Company. A special thanks from all at ACA, including the 2008 National Conference Team, goes to these companies that have invested in and supported this year's meeting.

Meet Our Conference Sponsors



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

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.



ACA Comments on the New Regulations From the US Forest Service Regarding Public Lands Use Permits

The US Forest Service (USFS) has developed new directives regarding outfitting and guiding special use permits for public lands. The USFS has provided a public comment period (until January 17, 2008), and ACA took the opportunity to review the directives and provide comment. We support the proposal as it incorporates many of the goals set forth in our Public Policy Position Statement on Public Lands. We encourage all members to also provide comment and have placed key messages and links to the relevant documents on our Web site at: www.ACAcamps.org/publicpolicy/publiclands.php. Special thanks to Jane Sanborn and Steve Shively of the Public Policy Committee for leading our efforts in this area!

Camping Magazine Welcomes Editorial Advisory Committee Member

Rita Yerkes, Ed.D., begins her new tenure with the Editorial Advisory Committee (EAC) in the 2008 publishing year. Yerkes is dean of the School of Experiential Leadership at the George Williams College of Aurora University, Williams Bay, Wisconsin, and brings a broad academic expertise to the committee.

Got Campshots?

A photo kiosk will be displayed during the 2008 ACA National Conference, Nashville, Tennessee, 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. Submit the ACA [online photo submission form](#) so that we have your information on file and place your photos in the kiosk. Be sure to label the photo with your name and camp name.

Remember to bring your camp's photos to conference!

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.

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!

ACA Spotlight on Business

Business Resources

Your first stop for products and services to help you do the "business of camp" should be the [business pages of the ACA Web site](#) where you will find a listing of all Business Affiliates that support the camp industry. You will also find links to unique products, new product releases and special savings. Check the Web site regularly to find everything you need for camp!

No Time to Let Lawn Care Hibernate – Tips from John Deere

Cooler weather is no reason to let lawn care hibernate for the season. A few easy steps taken now can help prevent damage and delays come spring. To ensure a healthy lawn next spring, the experts at [John Deere](#) offer a few recommendations:



Store your mower properly.

- Tighten all nuts and bolts.
- Check belts, filters, and safety shields.
- Change the oil.
- Sharpen the blade.
- Add a fuel stabilizer to help protect against clogs in the carburetor from old fuel. After adding the stabilizer, run the engine for five minutes.

Organize, repair, and store.

- Review all pesticide labels and fuel cans and sit them high on a shelf where children can't reach them.
- Make sure fertilizer is in a dry place to prevent any moisture damage.
- Wash and dry all metal tools, and then spray them with a good household oil to prevent rust.
- Clean mowing equipment and inspect it carefully for cracks or loose hardware.

For more information on lawn mower storage and maintenance, visit www.johndeere.com.

Planning to Purchase Lawn and Field Care Equipment?

Has your precious tractor turned into a dust collector, parked permanently in the maintenance building? Maybe it's time to think about purchasing a new mower to tackle those endless landscaping projects around your camp. Choosing the right mower for your camp property may seem like a daunting task. However, by following these simple steps, you can take the guesswork out of this purchase:

Know your landscape. The key to buying a new mower is knowing the type of machine your landscape needs. Take a walk around. How much space do you mow? Is it flat and smooth, or sloping? Do you need to mow around trees, cabins, and other buildings or plow the driveway? If you're working with areas of less than half an acre, a walk-behind mower will do the trick. Do you have inclines? John Deere offers an array of self-propelled mowers that will make cutting up and down those hills quick and effortless. A ride-on mower or tractor may be a better choice for those with larger acreage, but make sure to pay attention to the mower's maneuverability if you have to tightly turn around many obstacles. These days, riding mowers offer different options for traction and turn radius with the added versatility of attachments.

All grass isn't alike. Grass comes in many different shapes and sizes. How thick and course your grass is will determine the type of mower required. Lawns with thicker, tougher grass will require a mower with higher horsepower and bigger, taller wheels. If you want your mower to last for a while, you'll need to make sure you have enough power to handle the grass and fields in your camp.

How handy are you? Ask yourself, how often am I going to use my mower? If you know you'll be putting your mower to good use, make sure you purchase a machine you'll know how to maintain and tune

properly. Choose a brand with a reputable maintenance record or take advantage of John Deere's Ready To Mow™ mobile maintenance service. A well-kept, clean mower and tractor can last for many years.

Check your wallet. What's your budget like? Thanks to advancements in technology, even the more basic models offer nice amenities like cruise control and hydrostatic steering. Talk with your local dealer or retailer and tell him what your needs are. They know their equipment and can help you make the right decisions for the right amount. **AND DON'T FORGET TO ASK FOR YOUR EXCLUSIVE ACA DISCOUNT. YOU WILL SAVE SIGNIFICANT DOLLARS!**

Some Other Lawn & Field Care Hints

Mower deck adjustment. Adjusting the height of the mower deck enhances stress tolerance put on the blades of grass. The experts at John Deere recommend their one-third rule for mowing – Only the top one-third of the blade of grass should be cut. This will reduce the chances of the grass burning.

Thirsty lawns need water. Summer can be tough on a lawn or sports field. Signs of dehydration include curling grass blades and a bluish-green color. Another sign is footprinting – if you can see your footprints in the grass, your grass is thirsty. Most lawns and fields need about an inch of water per week. If you are unsure of how long to water, put a mark one inch from the bottom of several plastic containers and spread around the watering zone. Clock the time it takes to reach the one-inch mark and water for that length of time in the future.

Dealing with drought. No one likes the effects of drought on grass. First, follow any water restrictions in your area. If grass is still growing into the drought, mow on the high side to encourage roots to go deeper. Lengthen the time between irrigations but water thoroughly but efficiently, wasting no water on runoff. Do not water for just a short amount of time a few times a week. This invites weeds to grow. During severe water shortages, let your grass go dormant. Your grass can actually survive a few months of no water and will recover quickly once rain returns.

Fertilizer, yeah or nay? Fertilizer can help revitalize a stressed lawn or field as long as it has enough water. If you irrigate or it's a rainy summer, the grass will be encouraged to grow. When a field is growing steadily, experts at John Deere recommend keeping it well fed. If you use fertilizer in a dry summer, you strengthen the chances of burning your grass.

Save Up to 28% on all John Deere Equipment

ACA has developed a special partnership with John Deere Company to help you maintain your camps! ACA camps can now obtain quotes on equipment by visiting your local John Deere dealer. Identify yourself as part of the ACA discount program with John Deere and as an ACA camp. The ACA discount program is listed on the dealer's pathways site under National Accounts. John Deere dealers will give you a discounted quote on equipment and demonstrate the equipment you are interested in.



Discounts range up to 28% off the retail price. Commercial mowers, tractors attachments, gator utility vehicles, and hand-held power equipment are included in the program. You can check out equipment and prices online at www.johndeere.com or call John Deere National Accounts at 800-358-5010 option 2. Place your order before **December 31** and ACA and your ACA local office will receive a donation from John Deere!

Products and services mentioned in Spotlight on Business have not necessarily been used or reviewed by the American Camp Association and mention of them does not constitute an endorsement from ACA.

Standards News

NEW FORMS for ACA Members and Camps

The Association for Camp Nurses (ACN) and the American Academy of Pediatrics (AAP) recently joined together to develop two new medical forms for camps to use with their camper population. One form is a four-page camper health history; the second form is a one-page medical recommendation form to be completed by the physician. These two forms used together are equivalent to the old "Green Form" for campers and will meet the current ACA Standards for HW-2 and HW-6.

The ACN has also developed several additional forms to be used as a template and/or a sample for camps. These include: Health History Form for Camp Staff, Medical Recommendation for Camp Employee, Request for Additional Information about Your Child's Asthma, Health History Form for Short-Term Campers (three nights or less), Health and Emergency Information for Adult Campers, and Exemption for Immunization Request.

All of the above mentioned forms are available as a free download for ACA members. Several of these, as well as other forms may be purchased in a convenient 100 pack through the [ACA Bookstore](#).

For description and additional information, visit: www.ACACamps.org/members/healthforms/

Is Your Camp Being Visited in 2008?

If so, it is not too early to be reviewing your written documentation, your hiring policies, policies regarding staff and camper possessions, etc. Also, make sure someone who will be involved in the preparation of your materials and on site the day of the visits attends a Standards Course. More than one person from a camp may attend a Course for no charge. Please make sure you have reviewed the revised [Standards and Interpretations](#) (PDF). Contact your local office for the dates of a Standards Course in your area and if you have additional questions.

ACA Standards Course

Course Description: The purpose of the Standards Course is to prepare Camp Directors for their accreditation visits and to serve as an introduction to the Standards program for persons interested in becoming Visitors. The person completing the Standards Course is expected to assist the camp in preparation for the accreditation visit and participate in the on-site visit.

When: Tuesday, February 12, 2008 ~ Prior to ACA National Conference 8:30am – 2:30pm Includes lunch break (on own)

Where: Gaylord Opryland Hotel – Nashville, TN

Who: Camp Directors/Administrators

Why: Standards Course attendance is required of a Camp Director/Administrator of any camp seeking accreditation when:

1. This is the first time the camp is to be visited,

2. S/he is a new Director of an already accredited camp.
3. There have been major changes in the accreditation program (Camp Directors who have previously taken a Basic Standards Course and have been through the accreditation process under the previous set of standards may attend either a **Standards Update Course** or the full **Standards Course**).

Number 3 above applies to all camps as we are in the second year of the three year cycle for implementing standards revisions.

Registration: [Pre-registration is required](#) for this Standards Course.

Registration Deadline is January 25, 2008. [Registration](#).

Required Materials: Participants must provide their own copy of the [Accreditation Process Guide](#).

Participants will have a one hour break for lunch on their own.

Maximum attendance is 50 people. Space is limited, so register early.

Donors Make a Difference

Gifts to ACA Are Tax Deductible

The end of the tax year is quickly approaching. December 31 is the last date for tax deductible donations that will qualify for the 2007 tax year. Gifts made to the American Camp Association are tax deductible! We rely on the generous support of others to continue to increase public understanding and support for the value of the camp experience, to increase the number of children youth and adults of all social cultural and economic groups able to have a camp experience, and to ensure the camp experience will be of high quality. Please consider including ACA in your philanthropic giving this holiday season!

A World of Thanks to ACA, Great Rivers!

During the ACA, Great Rivers conference, a White Elephant/Silent Auction was conducted for ACA. During the event, members raised \$677.10 for ACA's Annual Fund! ACA, Great Rivers, thanks so much for your continued support and leadership! You each are the true expression of spirit and passion behind the positive camp experience!

ACA National Staff Cares About ACA!

The American Camp Association national staff cares about ACA! 100 percent of our staff members have given a gift to the annual fund. The commitment these individuals have made is a great example of the support of ACA's mission to enrich the lives of children, youth, and adults through the camp experience. Can you match their commitment?

Donations Made Easy!

ACA is a public charity and needs your help. Currently, only 34 percent 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! Visit www.ACACamps.org/support/ and give through our easy and secure online donation form.

Child and Youth Development Resources

YouthBuild Grants

U.S. Secretary of Labor Elaine L. Chao recently announced the award of \$47 million to 96 groups that will provide education in construction as well as leadership training to at-risk young people across the United States, who will take part in building affordable housing in their own communities. The U.S. Department of Labor's YouthBuild program will include individuals who have been in the juvenile justice system, youth aging out of foster care, high school dropouts, and others.

Organizations chosen for YouthBuild funding include workforce investment boards, faith-based and community groups, and local and nonprofit housing development agencies. For more information on YouthBuild grants and other Department of Labor youth employment programs, visit www.doleta.gov/youth_services.

NHSA Releases The Parenting Imperative Policy Brief

The National Human Services Assembly (NHSA) announces the release of *The Parenting Imperative: Investing in Parents So Children and Youth Succeed*. The brief explains parenting success strategies and how these strategies can strengthen families and communities. Community groups and family-serving agencies will find best practices and recommendations. This twenty-page brief, the 22nd in a series on Family Strengthening produced by NHSA, can be found at <http://www.nassembly.org/fspc/index.html>.

Research Nuggets from TRU (Teenage Research Unlimited)

Wonder how your Millennial campers and staff think about money?? Check these ideas out from the latest TRU View!

Do you know which discretionary items rate the highest proportion of their spending money?? If you guessed clothes, you'd be right!

And even their clothes buying fits with TRU's *Armchair Activism*[™] theme for teens and camp staff. For example, environmental messages on the famous *C&C California* organic T-shirt line allow them to exercise their advocacy by wearing their favorite Save the Earth sound-bites such as "Pull the Plug," "Go Paperless," or even "Flush Less"! For those millennials looking to invest, they can even start their own mutual funds! Thrasher Funds ([Gendex Mutual Fund](#)) allow these *Passionate Pragmatists*[™] to invest in markets near and dear to their hearts such as Urban Outfitters and Abercrombie & Fitch.

Monthly Spending by Category		
Teen	Category	Twenty-something
\$53	Clothes	\$90
\$29	Going Out to Eat	\$67
\$24	Entertainment	\$44
\$24	Electronics	\$43
\$17	Snacks	\$29
\$14	Health & Beauty Aids	\$24
\$161	Total Shopping Basket	\$297

So what's the message to camp professionals? This generation has money to spend, are passionate about their causes, yet remain pragmatic about the ways they act on these concerns. Does this have you thinking about how to stock your trading post/camp store? OR... give you incentives to give campers and staff for a sundry of reasons from recruitment to alumni rewards to even just returning for another year? OR... give you an idea for an end-of-the-season thank you in the form of a gift certificate to a clothing store?