



Inside ACA — May 2009

Message from the President

In this season when we are so accustomed to change, we find that more change is happening to us faster. We are accustomed to helping teachers and students end school years even as we anticipate staff arrival and our great training experiences. We know how high pressure this time will be and expect to manage ourselves and help those around us.

This issue of *Inside ACA* has some important tools for you to support your work over the next few weeks. Check out the [Because of Camp...™ PSA](#) — use it to tell *your* story. Even as the new government is trying to wrestle with many important issues as we head to camp, there will be continuing activity on the legislative front. Check out the Congressional ToolKit — making it easy to invite legislators to your camp. It's a perfect tool to help you take positive action and stay aware of possibilities.

We are hoping to increase understanding about the value of the camp experience to participants and their families. The 20/20 Vision Update clarifies more of the questions that you have raised as we move ahead to educate those around us of the crucial contributions we make.

And, this issue offers resources about H1N1 influenza. It's good to stay informed regarding this health issue as we build new camp communities this season. I happened to catch Garrison Keillor this past weekend and his interview with a porcine guest. This is an event that is so serious that humor can raise public awareness and help reduce the risk of transmission.

My best wishes to you as you complete your lists of staff and campers, as you contemplate great learning at camp, and as you prepare your facilities to support the best experiences possible.

Learning Resources

Save the Date for the 2010 ACA National Conference!

February 16 – 19, 2010, is the date, and 2010 is the year . . . to celebrate! ACA marks its 100th anniversary — the national conference kicks off this historical celebration with a phenomenal line-up of educational sessions, social networking opportunities, exciting keynote addresses, an expansive exhibit hall, and much more! [Click here for important upcoming events and dates.](#)

Keep Campers and Staff Healthy at Camp

ACA provides resources for your staff to make camp a healthy community.

The Basics of Camp Nursing

Linda Erceg and Myra Pravda

Help any health-care professional get up and running immediately. This book includes information about the role of the camp nurse, regulations, setting up the health center, orienting staff, record systems and screening processes, communicable disease management, medication management, injury and illness surveillance, responding to emergencies, and interfacing with tripping programs. To read [more about this book or order a copy click here.](#)

Related e-Institute Courses

Have all staff take the Injury and Prevention Courses at ACA's e-Institute – before they arrive at camp. For more information about the following courses, [click here](#):

- Ouch: Protective Equipment: What All Staff Should Know
- Reducing the Spread of Communicable Disease in Camp
- Footloose: Minimizing Slips and Falls at Camp
- Knife Safety: Reducing Sharp Object Injuries at Camp

For more resources, go to the [ACA Bookstore](#).

Learn "Live" From the Experts! Sign-up today for an ACA Webinar

Helping Camps Reconnect Children with Nature

This ninety-minute Webinar will focus on nature-deficit disorder and specific strategies camp can implement to reduce the disconnect between children and nature. ACA's new *Affinity for Nature* outcomes scale — used to document a child's emotional connection to nature — will be highlighted. This informative session helps show the value of nature-based programs at your camp. Session will be conducted by Barry Garst, ACA director of development and research application. [Participate LIVE on May 14](#).

Camp Is for the Camper Online Training Program (ACA's #1 e-Course)

The *Camp Is for the Camper* Online Training, Second Edition gives staff a jumpstart in considering their roles and responsibilities before arriving at camp. The program's four interactive modules address counselor responsibilities as role models, stress reduction while working at camp, and demographics of today's campers and behavior management techniques. The program content draws from the popular booklet, *Camp Is for the Camper*. [Learn More](#).

Reducing the Spread of Germs in Camp (and Other Injury and Illness Prevention e-Courses)

The recent announcement about Swine Flu has many camp directors wondering how they can train their staff to be more vigilant in reducing the spread of disease-carrying germs. ACA's injury and illness prevention e-courses target prevention strategies that camps can use to reduce the likelihood of participant and staff injuries and illness. Courses are available on topics such as minimizing the spread of communicable diseases, reducing slips and falls through the use of proper footwear, and safe knife-handling techniques. [Learn More](#).

Criminal Background Checks — Dispelling the Myths and Confronting the Realities

Staff and volunteer screening and hiring practices should include criminal background checks. However, there is much confusion about the kinds of background checks (criminal and non-criminal) that are available to youth-serving organizations. [Learn More](#).

Connecting Children with Nature

Developed in partnership with the NRPA, this three-hour online course is designed for educators and recreation professionals who work with youth on the root causes of and solutions to nature-deficit disorder. The development of this course was generously supported by the Lilly Endowment Inc. [Learn More](#).

Camp Administrator 101: Preparing for Your New Role

This course provides new camp directors with an overview of risk management, staff training, communication, and leadership. [Learn More](#).

Communicating in a Time of Crisis: Are You Prepared?

This course provides camp directors and camp employees with the information they need to respond appropriately and effectively to unexpected events and crises. Learn how to develop a Crisis Response Team and proper procedures for reporting and responding to crises. [Learn More](#).

Latest Research

A Snapshot of Camp Enrollments for Summer 2009

The Spring 2009 Camper Enrollment Survey is still open for another two weeks, but a "snapshot" of the data so far gives us a few clues of what the summer 2009 might look like. As of the end of April, there were responses from 362 camps. While the numbers are likely not what camp professionals would like to see, it is important to understand them within a context that includes past trends and the acknowledgement that these data may differ based on specific geographic influences and in some cases, camp affiliation. To help with this needed context, [this summary provides a comparison to last year's Spring Enrollment survey](#).

Check Out Results From ACA's Emerging Issues Survey

Curious about what directors think are the emerging issues for the field? If so, check out the findings from the [Emerging Issues Survey](#) conducted in January-February. The PDF shows the percentages of answers to the issues' questions we received this past year. The Excel version shows the percentages for each question as well as the responses to the open-ended questions.

Enroll in Year 4 of the *Healthy Camp Study*

Want to gain a powerful risk management tool for reducing injuries and illness at your camp? Go to www.ACACamps.org/research/enhance/healthy_camp_enroll.php and enroll your camp in Year 4 of the *Healthy Camp Study* today. Participation is *free*, confidential, and it's okay if you didn't participate in Years 1-3. You'll devote about twenty minutes each week to enter data into an easy online system. Each participating camp receives a detailed camp-specific report analyzing the injuries and illnesses of that camp, along with a national report for comparison. Become one of the hundreds of camps benefitting from this important study.

Attention Directors! Your Opinion Counts in ACA's Spring Enrollment Survey

Everyone is wondering how the economy is affecting enrollments in camp programs as well as staff recruitment. We need your help if we are to answer this question accurately. The *Spring Enrollment Survey* is designed to "take a pulse" on how camps think current enrollments compare to a year ago! Every director is asked to go to www.ACACamps.org/research/ (click "April 2009 Camper Enrollments and Staff Recruitment Survey") and complete a short survey. You can also check the "real time" results from the survey from this same link. The survey is open until May15, but why wait?

New Outcomes Scales

With the financial help of the Non-Profit Council, ACA will be working with the University of Utah to develop two new outcomes scales to add to our [Youth Outcomes Battery](#). If you'd like to pilot one of the new scales, please contact Deb Bialeschki at dbialeschki@ACACamps.org. It's easy to do, and we'll thank you with a free copy of the new scales!

PR Press Box

ACA Launches *Because of Camp...*™ PSA

ACA has developed a public service announcement (PSA) titled *Because of Camp...*™. The purpose of this viral, Web-based, campaign is to familiarize the non-camp, general population with the benefits of camp. Through this PSA, ACA will gain brand recognition with the public, demonstrate the benefits of camp in simple, concise messages, and ultimately assist in meeting ACA's 20/20 Vision by reaching a large population of parents of camp-aged children.



Because of Camp...™ consists of fourteen celebrities discussing how their lives have been changed... ***Because of Camp...™***. The video is fifty seconds in length and includes appearances by Emma Roberts, Hill Harper, Lisa Loeb, Kerri Strug, Michael DeLorenzo, Justin Chambers, Paul Adelstein, James Pickens, Blair Underwood, Sharon Lawrence, Frank Sesno, Glynn Turman, Ashlan Gorse, and Lisa Raye. Visit www.ACAcamps.org/becauseofcamp/ to view this impressive PSA.

Although traditional placements for the PSA are being pursued, this campaign is being launched virally via Web sites, social networking sites, and e-newsletters. ACA is asking you, the membership, to share this video with as many people as possible in as many places as possible. Feel free to send an e-mail to camp families, link on your Web site; display on your Facebook or Twitter pages . . . the goal is to spread to as many viewers as possible.

The national communications staff is available to help those who need assistance linking the PSA on Web sites, Social Network sites, or e-Newsletters. Contact Dawn Swindle at 765-349-3317 or dswindle@ACAcamps.org with any questions or concerns.

ACA would like to thank national board members Glynn and Jo-An Turman, ACA past-president Marla Coleman, and ACA national board member and conference committee chair Dayna Hardin for their continued dedication and efforts to this campaign. This PSA Campaign is made possible, in part, by generous funding from the Legacy Fund sponsored by the Association of Independent Camps and the Lilly Endowment Inc.

Standards News

National Board Approves Standard Revision!

At the April 2009 ACA National Board meeting, the board approved the recommended revision to Standard HW-17 (concerns availability of an AED). **EFFECTIVE 2010**, the following standard will be implemented (this wording will replace the current wording of Standard HW-17):

Does the camp have access to an AED (automated electronic defibrillator), available within the timeframes recommended by the American Red Cross and managed by trained personnel. The AED may be located on the camp property or available through another provider.

This standard will NOT be mandatory and will not apply to trip or travel camps or other off-site programs.

This recommendation came from the National Standards Commission after much research and discussion with individuals both from the camp field as well as authoritative sources. Please contact Rhonda at rmickelson@acacamps.org should you have any questions.

Is Your Camp Being Visited in 2009?

If your camp is scheduled for an accreditation visit during the 2009 season, remember the following:

- Accreditation applies to all camp programs and services offered under the same camp name throughout the year, except for single-day events.
- Make sure you have downloaded the most recent updates! These are posted at: www.ACAcamps.org; click on the Accreditation tab in the center of the page. There is one update that is inclusive of ALL revisions from May 2007 – January 2008. There is a second update that only includes those revisions voted on by the Council of Delegates in December 2007.
- We strongly recommend (some Sections require) a Written Documentation Preview (WDP). Work with your assigned visitor to take advantage of the very helpful opportunity. A WDP does not have to take place in person – documents can be shared electronically, via mail, etc.

Remember, the ACA-accreditation process is designed to be an educational experience. Include key staff as you prepare for your visit, and let your entire staff know what's happening on the day of the visit.

Association News

Calling All Camps! ACA, AT&T, and Cell Phones for Soldiers Invite You to a Community Service Challenge

ACA is excited to answer a challenge from AT&T and Cell Phones for Soldiers (CPFS). Beginning this summer, we are launching cell phone recycling drives through ACA with AT&T and CPFS. CPFS is a charity started by two Massachusetts teens that collects and recycles used wireless phones, then uses the proceeds to purchase prepaid phone cards for military members stationed overseas.

Your campers, who are enjoying the environment and learning leadership skills at camp, will have the opportunity to compete in a service project contest to see who can:

- Create the most *environmentally-friendly* cell phone recycle bin;
- Design the most *creative* cell phone recycling bins; and/or
- Collect the most used cell phones from their communities.

[Read more about this exciting challenge!](#)

20/20 Vision Update

Wondering how we are doing as we strive toward our vision of 20 million children per year having camp experiences by the year 2020, for the public to value the camp experience as an integral part of a child's education, and for the American Camp Association to be recognized as the preeminent camp resource for parents and camp professionals? Read the full-account of our progress to date: www.acacamps.org/2020/.

The ACA Camp Crisis Hotline

800-573-9019

The ACA Camp Crisis Hotline is available twenty-four hours a day and is offered year-round. It is important to remember the hotline is not a medical, insurance, or legal advice hotline, but it does serve as an "ear" to help you talk through your crisis. The hotline staff can help you think of issues and questions and identify other resources that can assist you.

Invite Your Legislators to Camp With ACA's "Congressional" Toolkit

This summer is a great time to invite your elected leaders (state and Federal) to your camp to show them that camp is not just recreation, but as part of year-round learning experiences, it contributes to the growth and development of children, youth, and adults.

The American Camp Association has made inviting your legislators to camp easy — with the informative [Toolkit: Congressional Visitors and Your Camp](#), complete with samples of invitation letters, agendas for the day they visit, tips from Congressional staff members, advice on working with the media — and much more.... And, all for free!

Join in the movement to educate our elected leaders about the value of the camp experience in the education of all of America's children!

Camp 2 Grow: Where Every Child Naturally Leads and Shines . . .

Be part of Camp 2 Grow's Environmental Leadership Program!

- Cutting edge leadership curriculum designed for nature-based settings
- Easily integrated into your camp setting
- Completely customizable to achieve camp-specific goals

Bring this dynamic curriculum to your camp. Visit www.ACAcamps.org/camp2grow for details.

Camp 2 Grow, funded through the Lilly Endowment Inc., is an initiative created by the American Camp Association® to encourage and teach leadership skills among campers in unique nature-based settings. This initiative fosters positive youth development with a multifaceted focus on engaging youth from disadvantaged backgrounds, parent outreach, staff training, and environmental stewardship.

Check Out the Digital May/June Issue of Camping Magazine!

The best-selling May/June Staff Training issue is [now available online](#). Find a plethora of powerful insights! From how your personality affects you at camp to how camp changes lives, you'll find answers, advice, and more in this information-packed issue.

Two Thumbs Up for Heads or Tails!

On February 19 at ACA's National Conference in Orlando, Florida, ACA's Fund Development Committee hosted a Heads or Tails event. Conference attendees gave donations of \$5 or more to "purchase" Mardi Gras beads and participated in an elimination game in which they simply had to correctly guess if the toss of a coin would land on heads or tails. Guessing correctly allowed them to stay in the game.

The last three people standing were winners. But ACA is the ultimate winner. The event was a great success! Over 400 strands of beads were sold. And over \$2,600 was raised for ACA's Annual Fund.

Congratulations to the following donor participants:

- First prize went to **Tommy Feldman**, who received a Tiffany & Company pearl bracelet.
- The second-place prize of a free registration to the 2010 ACA National Conference in Denver went to **Skip Walton**. (Skip also had the honor of taking the first-place prize in 2008!)
- Third place prize of a basket of ACA goodies and gourmet coffee and chocolate went to **Jeff Cheley**.



**Tommy Feldman,
First Prize Winner**

Many thanks to all those who donated to the ACA Annual Fund through this event. And, thanks to our fantastic volunteers who helped with the event.

Donations to ACA's Annual Fund are welcome at any time during the year and go to support everything ACA does: Public relations work to encourage families to send their children to camp even in these tough times, research that proves the value of the fun your program provides, and education to help directors and staff grow professionally and advance the field of camping. Ultimately, every ACA endeavor will enrich the lives of children, youth, and adults. Your help and support are always welcome!

[Make a tax-deductable donation now!](#)

Programming Video This Season? Obtain a Public Performance License from the MPLC

As the camp season approaches, be reminded that a public performance license is required to show videos or DVDs at your camp. The Motion Picture Licensing Corporation (MPLC) provides this license with a discount for American Camp Association (ACA) members. If you are already an MPLC license holder, you need not re-apply. Your license is automatically renewed at your guaranteed low rate.

The Federal Copyright Act, Public Law 94-553, Title 17 of the United States Code, states that all home videocassette exhibitions outside one's personal residence are "public performances" and mandates they be licensed. Non-compliance can subject those who infringe to statutory damages starting at \$750 per exhibition. This legal requirement applies equally to profit and nonprofit facilities, whether or not an admission is charged. The MPLC, the authorized licensing representative for Hollywood studios and producers, provides the license that is required to comply with Federal law. It also allows those who rent

your facility to be covered for video use, protecting your property from inadvertent copyright liability.

If you currently show videocassettes or plan to this season, [download an application](#), and return it with the appropriate payment. Your Certificate of License will be sent by U.S. mail. We hope that you will join the over 250,000 locations nationwide that have obtained MPLC licenses and now show movies legally.

Once you are licensed, your fee remains unchanged (except for possible CPI adjustments), representing a substantial cost savings. If you have questions, please contact either the ACA membership department at (317) 342-8456, or the MPLC at (800) 462-8855 or www.mplc.org.

Membership Discounts Now! Make Each Staff Member an ACA Member!

Save up to \$1,250 now and have all this, too:

- Make all your staff ACA members.
- Increase professionalism of your staff.
- Retain staff from last year.
- Offer a bonus to staff even before the season begins.

Purchase by May 15, 2009, and receive these discounts.

Regular Membership Discount Special Offer

- Give 5 or more *new individual camp staff memberships* at \$75 each! (These memberships are regularly \$200 each. You **save \$625.**)

Student Membership Special Offer

- Give 10 *new student memberships* at \$30 each! (These memberships are regularly \$35 each. You **save \$50.**)
- Give 20 *new student memberships* at \$25 each! (These memberships are regularly \$35. You **save \$200.**)
- Give 50 *new student memberships* at \$10 each! (These memberships are regularly \$35. You **save \$1,250.**)

Membership Benefits

- All memberships are effective for one year after date of purchase.
- Student members receive all ACA publications (e.g., *Camping Magazine* and *The CampLine*) electronically.
- Individual members may opt to receive print *or* electronic versions of ACA publications (*Camping Magazine* and *The CampLine*). Please indicate "print" or "electronic" for each person on your list.
- All members receive discounts on books and DVDs, discounts on e-Institute courses, Webinars, and other educational events, and access to current research and networking opportunities including the Camp Directors Discussion Group. Students also receive FREE registration to the ACA National Conference in Denver (February 2010)!

Show your staff that you believe in their future, and give them the opportunity to grow in our professional community.

For more information, contact the membership department at 800-428-2267.

Order Extra Copies of the May/June Staff Training Issue of Camping Magazine, While they Last!

The ever-popular staff training edition of *Camping Magazine* is now available. [Order a copy for each of your staff members](#). Only in limited supply – available on a first-come, first-serve basis.

Relevant Issues

Information on H1N1 Influenza

On April 26, 2009, Charles E. Johnson, Acting Secretary of the U.S. Department of Health and Human Services, declared that as a consequence of confirmed cases of H1N1 Influenza in California, Texas, Kansas, and New York, a public health emergency exists nationwide.

In response to this stated emergency and to address the concerns of the camp community, ACA has prepared [information on H1N1 Influenza](#) with the help of Linda Erceg, R.N., M.S., P.H.N.. We will update this page as new information becomes available. Information can be accessed at www.ACAcamps.org/hottopics/swine_flu.php

Business Resources

Need Camp Products/Services?

Find resources for your camp from action games to yurts through ACA's [Online Buyers Guide](#). The *Guide* lists ACA Business Affiliates who know and understand the camp industry. Shop with those that are displaying the Business Affiliate logo — these businesses are helping support your camp through your local ACA office.

Check Out New Camp Products

Visit ACA's [New Product page](#) for new product listings from your ACA Business Affiliates.

Consorta Saves Your Camp Money!

With camps keeping a close eye on their bottom lines more than ever this year, ACA would like to remind you of the ACA Group Purchasing Program that saves your camp money. This program has special contracts negotiated just for you with FedEx, SYSCO, Gordon Foods, Sherwin Williams, Home Depot Supply, EcoLab, and hundreds of other companies. Never before have camps had this buying power. The program is an exclusive benefit to ACA-accredited and affiliate camps. Learn more at www.ACAcamps.org/partners/consorta.php.

"We have been delighted with the Consorta Program! We have saved a significant amount (20% or more) on our food purchases from SYSCO! As a nonprofit in a tightening economy, Consorta was just what we needed to make our dollar go farther! We are grateful to ACA for offering such a valuable resource. It has more than paid for our ACA Membership!" Dan Mathews, M.Ed., CTRS, *Camp Director*

FREE ACA Group Purchasing Program Registration

Register today! [Request Passkey](#) for PurchasingPoint Web Portal. Questions? Contact [Kim Bruno](#), 765-349-3309 or [Paula McCarns](#), 765-349-3319

For information about new product updates and easy access to vendors, check out the inaugural issue of [ACA's PurchasingPoint iNews](#), the insider to your Web portal for lowering costs.

Camp News

Bill and Phyllis Wiley Receive ACA, Ohio Buckeye Award

The *Buckeye Award* is the highest honor presented to a member of the ACA, Ohio local office. This year, Bill and Phyllis Wiley were honored with the award for their lifelong ministry to young people and leadership in the camp industry and the American Camp Association. The award was presented at the Ohio Camping Conference on January 29, 2009.

