

American Camp Association® , Rocky Mountain Section
Fall Conference Schedule
November 11th – 13th, 2009

Wednesday, November 11

- 12:00-12:45 p.m. **Registration/Lunch**
- 1:00-6:00 p.m. **Open Space “Create Your Conference”, facilitated by Tom and Jennifer Leahy**
- 6:30-7:15 p.m. **Dinner**
- 7:30-8:30 p.m. **Fire side Chat with Art Wannlund (Lodge Downstairs)**
Art Wannlund one of ACA’s National Board Members will facilitate a discussion about the future of ACA. Many have heard about the 20/20 Vision but what do these changes mean for me, my camp, the Rocky Mountain Section. Bring your questions and ideas!

Thursday, November 12

- 8:45-9:30 a.m. **Registration**
- 9:45-10:00 a.m. **Welcome, Introductions**
- 10:00-11:30 a.m. **Keynote Address: Jennifer Selke, PH.D - (Sportsplex Gym)**
Moving Ahead of the Curve
Camp professionals have lived through over a decade of rapid shifts in society. Think of the drastic transformations in technology, staff expectations, parent involvement, behavior and mental health disorders, play-time, academic demands, etc. Initially, camps were caught off guard in some areas and slow to adapt. Currently, the industry is positioned to take the lead. What can you expect from the coming crop of campers and staff? How does technology play a role in your camp and business? Discover what changes are occurring and more importantly, what you can do to stay ahead. Learn how camps can be flexible while continuing to provide that quality experience that changes lives.
- 11:30-12:30 p.m. **Lunch**
- 12:45-2:15 p.m. **Breakout Sessions**
- Converting Your Web Site to 2.0 (Sportsplex Gym)**
Jennifer Selke, PH.D
The new level of technological interactivity between web sites, services, and customers along with social phenomena are driving new types of online communities and social networks. It has changed the way web pages are designed and the expectation the customer has. Come hear what you can do to move your web site out of the dark ages.
- Building Good Will (Lodge Downstairs North)**
George Stein, Dream Big Day Camp, Owner/Director
In this session George will share specifically what he does at Dream Big to create good will amongst their clientele. There are several ways they surprise their clients in Disney-like fashion. The group will then be asked to share ideas of what they do in this area.
- Teaching Leadership to Young People (Bristlecone Conference Room)**
Gary Cukjati, National Outdoor Leadership School, Rocky Mountain Director
In this session you be challenged to identify your camp’s definition of leadership, and how to build a structure in your outdoor activities (such as backpacking or rock climbing) to support leadership development in campers. You will also learn how the National Outdoor Leadership School defines leadership and creates parallel structures for teaching leadership to youth.

Evaluation? It's a good idea, but I just don't have time! (Sportsplex Gym Conference Room)

Deb Bialeschki, American Camp Association, Director of Research

All of us believe that we help our campers grow, but many of us seem to run out of time to actually collect information that would help us prove it. If we're lucky we might have time to gather satisfaction information from our campers, staff, and parents. This session is for administrators and staff who want to know how to design a less time-consuming process that results in information that documents camper development, provides insights about your staff training and staff practices, and gives you information to use for program improvement. We'll share ideas on how your evaluation data can be used for marketing and share some resources to help you get started.

Tight Times - Creatively Assessing your Camp (Columbine Conference Room)

Cesar Gellido, Fletemeyer & Lee

Where do you start to save money or increase revenue! Get a fresh viewpoint on practical ways to look at your camp. Examine and assess three main areas, your programs, site and facilities. Come join us for an interactive discussion along with examples of inexpensive improvements. Participant will come away with practical and possible actions that will either increase their revenue or save money.

2:30-4:00 p.m.

Breakout Sessions

The Power of the New Press Are People Talking About You? (Sportsplex Gym)

Jennifer Selke, PH.D

Traditional forms of communication are dead, conversations are alive online. People are expecting to interact with their products and brands. On the Internet, everyone has a voice. How do you shift from shouting at your customers to joining their conversations? Where are the influential bloggers in your community? Discover tools to track conversations about your camp and industry. Learn the "rules" of this new form of media and develop a strategy to gain leverage and momentum. Leave with a plan of what you want do next to tap into the online conversation.

Elements of Choice & the Paradox of Risk (Lodge Downstairs)

Tom Leahy, Leahy & Associates, Inc

Facilitating a challenge course experience that translates into higher self-efficacy, increased self esteem and a healthy set of personal boundaries for staff and campers is no simple task. Knowing a few games, how to belay and spot participants are good foundational skills but it takes a deeper understanding of facilitation to execute a program in which learning and personal growth is the end game and thrill is the icing on the cake. Learn how some basic understanding of choice theory and the development of self-efficacy will fulfill the promise that campers expect of the challenge course. Join Tom Leahy for a presentation of how your program is most likely to fall short of its potential and how the challenge course can become a transformative journey for both campers and staff.

Training Your Staff to be Risk Managers (Bristlecone Conference Room)

Liz Tuohy, National Outdoor Leadership School, Risk Management Senior Consultant

Learn how to use the limited amount of time you have for staff training to maximize your staff's alignment with organizational values and make them competent field-based risk managers. Learn how to build risk management knowledge specific to your program. We will address the needs of small and large programs.

Found Objects Boxes (Columbine Conference Room)

Juli Kramer, Art for the Whole Child

During this session you will learn about the fun and wonder of found objects boxes. You will start your own found objects box and experience firsthand the different materials and method used to make the boxes. The nature of the project allows for time to chat and catch up with camp friends and make new ones! Upon completion of the session, participants will be better able to explain the importance of creativity in enriching their camp arts programs, describe the value of the social environment created in meaningful arts programs, and list the materials needed to make the found objects boxes and ways to obtain those items. You will also feel more comfortable taking creative risks with your own artwork.

The Future of ACA, Discussion About the 20/20 Vision (Sportsplex Gym Conference Room)

Art Wannlund, ACA National Board Member

If you missed his fireside chat now is your chance! Art Wannlund one of ACA's National Board Members will facilitate a discussion about the future of ACA. Many have heard about the 20/20 Vision but what do these changes mean for me, my camp, the Rocky Mountain Section. Bring your questions and ideas!

4:30-7:00 p.m.

Exhibit Hall/Social Time/Dinner (Lodge Upstairs)

7:15-9:15 p.m.

Evening Entertainment/"I Believe Fundraising Event" (Lodge Downstairs)

Raising money to support the work of ACA, Rocky Mountain has become a conference tradition. For this event, there are two ways to raise money. "Star-Search ACA Edition" is a game show designed to take advantage of your talents real or imagined, traditional or out of the ordinary! Can you sing, dance, play an instrument, juggle, recite poetry, play a kazoo, chop boards in half to music, tell jokes, make awesome paper airplanes, burp a song, sword swallow, do gymnastics, and oh much more!!! And what if your talents are not necessarily so out in the open? We have room for you too, in our "Don't Forget the Lyrics" segments occurring between each of the talent acts. To participate in the talent portion of the program, it will be \$10 per act, with a top prize of \$100. Participation in "Don't Forget the Lyrics" is \$5 per participant, with a top prize of \$50 and is guaranteed to provide some laughs! So, get your creative juices flowing, bring your necessary props, and plan to join in what should be a very entertaining fundraising event.

A "traditional" silent auction will also be held featuring exciting items such as gift certificates, outdoor gear, resort vacations, gift items, food and wine, theme baskets and more.

Friday, November 13

8:00-9:00 a.m.

Breakfast

9:15-10:45 a.m.

Breakout Sessions

Key Elements to Successful Facilitation On and Off the Challenge Course (Lodge Downstairs)

Tom Leahy, Leahy & Associates, Inc

A Challenge Course is commonly seen as a place where we "facilitate" growth, "debrief" experience and "celebrate" success in our goals. What if every "element" of camp could take on that spirit of facilitation? Join Tom for a presentation and discussion of how the skills and techniques used by successful challenge course facilitators can be applied the moment the campers get off the bus. Tom will discuss a number of key elements in facilitation that can be taught to staff to create in them a form of "conscious competence" and grow them as facilitators no matter what their role in camp.

Special Needs for Every Camper: Training Staff to Meet the Needs of All Campers! (Sportsplex Gym)

Betsy Strohmaier, Mountain Day Camp, Director

Training staff to work with campers of all abilities does not have to be a challenge. In this interactive workshop, you will discover ideas and activities on how to train your staff and set up an atmosphere that welcomes campers of all abilities!

Budget Friendly All Camp Programs (Bristlecone Conference Room)

Jenn Barta, Rocky Mountain Village, Program Director

Programming for camps with small budgets can be difficult, but in this session we'll show you how you can create fun and easy all camp programs with little to no cost. Take away fun and dynamic ideas that you can use for summer 2010. Participants will leave this session with specific evening programs as well as skills to plan their own. All camp programs can be effectively planned and executed using props, costumes, and other items the camp already has. We will discuss both outdoor large scale programs as well as rainy day activities that can be done inside. We will discuss adapting programs to match themes, as well as age and ability level of participants.

Altered Books (Columbine Conference Room)

Juli Kramer, Art for the Whole Child

During this session you will learn, hands-on, how to make an altered book and incorporate this project into your camp arts program. You will use a wide variety of visual arts materials, which may give you ideas for additional projects. The possibilities of how you and your campers can use these books are endless, as are the memories and relationships built during the creative process!

ACA Hotline, Lessons Learned (Sportsplex Gym Conference Room)

Rhonda Mickelson, American Camp Association, Director of Standards

Each year, ACA analyzes the issues and provides helpful case studies and resources to assist in crisis management, staff training, and preparation for the unexpected. While the ACA Hotline is always there in times of need, there are some things to consider ahead of time. Several issues are reported more frequently to ACA – providing valuable lessons every camp can learn. Topics will include: health/medical issues, personnel issues, allegations of abuse – at home and at camp, camper behavior issues, death, and special situations.

11:00-12:30 p.m.

Breakout Sessions

Getting the Most Out of Your Male Counselors (Lodge Downstairs South)

Marty Ferguson, Camp Chief Ouray, Director

What sorts of feedback do campers and parents give you regarding your male counselors? Are your male counselors giving your campers the same quality experience as your female counselors? This session is designed to focus on improving the experience your male staff provide for campers. Tenets from "Season of Life" by Jeffrey Marx and real life application from Summer '09 will be shared. This session will remind participants what it is like to be a young adult male and help them speak directly to their male staff about over-coming societal expectations. Recommended for male supervisors, but females are also welcome.

Going Digital - Camper Paperwork Reduction (Sportsplex Conference Room)

David Secunda and Cathy Hansen Stamp, Founder Avid4 Adventure and Recreation Law Attorney

Come share your successes and challenges and hear about the best practices in the industry for the reduction of camper paperwork. Where do you turn after online registration in order to streamline and reduce the physical papers that are created, copied and moved from place to place for each camper? Specifically we will look at release forms, medical forms, third party paperwork, programmatic notes on campers, and more. We will dive into both the logistics and legality of going digital.

When Saying "Thanks" Isn't Enough (Bristlecone Conference Room)

Jenn Barta and Casey Wells, Rocky Mountain Village, Director and Program Director

This session is designed to share ideas about what works and perhaps what hasn't for letting staff know that you appreciate them. In addition to talking about having different generations of camp staff at the same time, we will spend quite a bit of time focusing on the Millennial's as summer staff members, and what they want from you to keep motivated and doing their job this summer. It will be a roundtable, interactive session with not only ideas from us, but we will be facilitating the retrieval of ideas from the participants. There will be fun props and take home ideas that will be useful in the summer of 2010. This session is designed for anyone who supervises staff at any level.

Twitter for Camp Tweeples (Sportsplex Gym)

Ariella Rogge, Sanborn Western Camps, Associate Director

Interested in learning about the Twittisphere? Want to know how to find people to follow and get them to follow you? Get the scoop on the hottest trend in social networking and marketing and find out how your organization can benefit! In this session we will cover, To Tweet or Not to Tweet...levels of commitment, 10 Twitter Must Do's (and 10 Must Don'ts), discuss benefits/challenges of Twitter, and learn how to incorporate Twitter into your overall online marketing campaign. This session is great for both current Twitter users and Twitter newbies. We'll share strategies and spend time actually using Twitter, Tweetdeck and other platforms. Having your own laptop is recommended but not essential.

Leadership: What Really Matters? (Columbine Conference Room)

Ryan and Ashley McGowan, Sanborn Western Camps

Research says we need to get campers involved, that they want to help make decisions, and it is up to us as camp directors to teach them the essential components to be an ethical and responsible leader in a global society. This is a daunting task and leaves a lot of room for interpretation. At the end of the day, what really matters? This session will cover key research findings about leadership in camps. Going beyond camp leadership, the session will provide information about key leadership traits and skills. The session will give camp leaders the skills necessary to help their campers become better leaders in the camp community as well as in campers' home communities.

12:30-2:00 p.m.

Lunch/Annual Meeting