

20/20 Vision Update – Rescheduled Leadership Summit

Date: November 3, 2009

To: Section Presidents

cc:

ACA National Board	Audit and Financial Policies Committee
ACA National Past Presidents	Board Development Committee
20/20 Vision Founding Group (<i>Michael Buker, Dave Hilliard, Chuck Jerden, Robert Lebby, Fred Miller, Scott Ralls, Suz Welch, Jean McMullen, Ann Sheets, Peter Surgenor, Peg Smith, and Art Wannlund</i>)	Council of Delegates Task Force
Members of the ACA Council of Delegates	Field Service Committee
All Section Board Members	Fiscal Task Force
Accreditation and Education Task Force	Membership Task Force
	National Standards Commission
	Policies and Organizational Systems Committee
	Section Executives

From: 20/20 Task Force *Scott Brody, Rich Garbinsky, Ann Sheets, Peg Smith, Peter Surgenor, Posie Taylor, Diane Tyrrell, Art Wannlund, Susan E. Yoder*

We are writing to provide you with the update we promised in our October 20, 2009 memo (found online at: <http://www.acacamps.org/2020/>). We are at an important point in our process of defining what we must look like and how we must act in order to achieve our vision of 20 million campers by the year 2020. Many of you expressed your feeling that we have not given you enough opportunities for meaningful deliberation. In our 10/20/09 memo we shared with you that we consulted with Fred Miller of the Chatham Group for guidance. (Fred is a much respected strategist and facilitator who knows the camp community. He had previously agreed to facilitate the Leadership Summit.) At Fred's recommendation, we decided to pause in our process, and to postpone the Leadership Summit.

Instead, we will be moving forward by doing two things:

- Continuing to meet with Sections in-person and over the phone. (*Remember, we will meet with you any time, any place – if at all possible. Simply contact us at 2020@acacamps.org to arrange a meeting.*)
- Convening a small work group of 8-12 people to continue deliberations with Fred's help. At this work group meeting we will clarify our intent and purpose as we adapt and respond to the demands of the future. We will also develop strategies to take us from our current position to the desired outcomes of the 20/20 Vision. Those strategies will eventually assist us – all of us – in developing the delineation of roles and responsibilities.

We did not make this change without serious consideration. This is important work and deserves both diligence and care. We will reschedule the Leadership Summit to be held in Denver in conjunction with the ACA National Conference. The details of the work group meeting and the Leadership Summit follow:

2020 Work Group

- 8-12 people, including Fred Miller. We are currently working with Fred and the ACA National Board to identify participants. We are identifying people who:
 - Are from geographically diverse locations.
 - Are volunteers. (No staff will be in attendance, except for the CEO who will participate only occasionally throughout the meeting and then only as a resource.)

- Can commit to participating fully in the dialogue.
- Can consider the big picture — that is, in the end, “What must ACA look like and how must ACA act to meet the overall goals of 20 million campers annually by the year 2020?”
- Have business acumen.
- Have the ability to suspend judgment in order to fully participate.
- Can engage in conversation with different viewpoints.
- December 1-3, 2009 in Chicago (at the location of the postponed Leadership Summit)
- We will communicate the participant’s names with you once they have been confirmed.

Rescheduled ACA Leadership Summit

- Replaces some of the time regularly scheduled for the ACA Council of Delegates Meeting in Denver.
- Will be held on [Monday, February 15, 2010 \(beginning at 2:00 pm\) through Tuesday, February 16, 2010 \(ending at 11:00 am\)](#)
- Attendees are the original participants of the Leadership Summit – including the three individuals per Section originally chosen by each Section.
- To register for the rescheduled Leadership Summit, visit <http://www.acacamps.org/2020/2020VisionSummit2010.php>

ACA Council of Delegates Meeting

We will hold a [brief meeting of the entire Council of Delegates at the National Conference](#) – following the Leadership Summit. There are no items for action that we are aware of at this time. However, the ACA National Board understands the importance of conducting the business meeting portion of the COD meeting. The business meeting includes: State of the Association report, report from the CEO, and a financial report from the ACA Treasurer. This meeting (as all COD business meetings are) is open to anyone who wants to attend.

- Tuesday, February 16, 2010; 11:30 am – 1:45 pm
- Denver, Colorado (in conjunction with the ACA National Conference).

Some of you have shared with us that you do not want to expend the funds to send your Delegates to meetings where there is no formal action. [It will be up to your Section to decide whether you will send all of your Delegates to the COD business meeting, or just the three individuals](#) who attend the Leadership Summit. Again, anyone is welcome at the COD business meeting.

What’s Next?

We continue to be inspired by the fact that the preferred future of the 2020 Vision has been embraced across the country. We understand that the devil is in the details and have responded by pausing to host the work group meeting, continuing to meet with Sections, and rescheduling the Leadership Summit from December to February. As we have said before, the process is not the outcome here. Instead, the commitment of the 20/20 Task Force remains the same – to provide a recommendation to ACA’s National Board of Directors about how we, as an association, must adapt to achieve our collective vision of 20 million children in camp.

As a reminder, the Fiscal Task Force is hosting [two Webinars](#) for those who are interested in the financial detail provided in the 10/20/09 emailing. These Webinars are open to anyone and are offered:

- Thursday, November 12, 2009: 10 am – 12 pm Eastern
- Wednesday, November 18, 2009: 2:30 pm – 4:30 pm Eastern.

Sign up to participate in either Webinar online at:
<http://webportal.acacamps.org/Events/CalendarEventsListView.aspx>

Thank You!