

Current Research

Enrollment Survey

Camp Directors! We need your enrollment data!!! We asked in January and April how your enrollment and recruitment processes were going- now we want to know exactly how your summer went. **Please go online to and complete a brief ten-minute survey** that asks for you to estimate enrollment and recruitment information for the Summer of 2006 as compared to Summer 2005. These data are CRITICAL to our efforts to develop trends and track changes that may be occurring around the country. Once you complete the survey, you can immediately look at the results and even "filter" the information by characteristics like camp type, sponsorship, section, etc. **Go online TODAY** (but if not today, at least by Oct. 27) and contribute your valuable data to our efforts to have accurate enrollment information for you!

Salary Survey

Been wondering if your salaries are in line with what staff are paid from another camp similar to you? Check your mail boxes for this year's industry survey focused on Salaries and Compensation. This mailed questionnaire was sent to 1,700 camps randomly selected to provide this vital information, so if you receive one, please fill it out and return it by Oct. 27! We need our information to be as accurate as possible, so every single survey response is important to us. This questionnaire is the second in our annual systematic industry surveys, and the effort to compile needed information around business operations (Fall '05); salary information (Fall '06); and program/site information (Fall '07) so the data are never older than three years AND we can start to track trends. Thanks for your help!!

Budget Comparison Data Available

Building your budget for next year? Forty percent of camp directors completed the Business Operations Survey last fall indicating what percent of the camp's budget is designated for food, salaries, insurance, etc.

This information is available FREE to all ACA members. Go to www.acacamps.org/research and look for the "ACA Camp Business Operations Report – 2006." Data is available based on region of the country, camp type (day and resident), sponsor group, and budget size.

Learning Resources

American Camp Association 2007 National Conference

Widening the Circle
February 13-16
Austin, Texas

We're Live in the Live Music Capitol of the World!

Compelling reasons for learning "live" together in Austin at the ACA National Conference!

- Tackle hard-to-solve challenges and gain a new perspective on how your peers address issues at their camps.
- Do more than access the research, access the researcher.



- Post critical questions and participate in a learning environment of inquiry and investigation.
- Learn more about what you are doing well.
- Experience the sense of belonging in our national, learning community.
- Extend that sense of belonging by widening our circle, right in Austin.
- Enjoy the three “R’s”: Revive, Recharge, and Renew!

Widening the Circle

“Widening the Circle” challenges us to increase our capacity to bring the camp experience to people who are not yet “in the circle” and to rethink the role that camp can play in the community and the lives of all connected with it. Every camp can fill beyond capacity if we succeed in showing our potential families that the camp experience can make a difference for each and every camper, for a lifetime. We’re committed to continuous improvement, with a shifting focus on strategies each year. Our efforts to widen the circle complement our past focus on putting missions into action and partnering with parents.

Austin, Texas

Texas is a state rich in culture, people, geography, spirit, and politics. Austin is a gem of a city—a small-town feel, with bigger city conveniences, all wrapped up in a celebration of independence. Live music fans, outdoor enthusiasts, historians, students, epicureans, athletes, and shoppers will enjoy all that Austin offers. We encourage you to come a day early or stay for the weekend following the conference to fully experience Austin! To learn more about Austin and plan your stay, visit www.ACAcamps.org/conference.

Hilton Austin Hotel

All major conference events will take place in the Hilton Austin, located in downtown Austin, conveniently close to the Historic Sixth Street Entertainment District. Guests of the Hilton will enjoy convenience, value, and a variety of amenities that enhance the conference experience.

The hotel is located at 500 East Fourth Street, Austin, TX 78701, phone 512-482-8000. For more information about the hotel, visit: www.austin.hilton.com. To make reservations by phone, call **800-236-1592** and identify yourself with the American Camp Association. You can also make [reservations online](#). Special rates will be available three days prior and after the conference dates for those who wish to extend their stays to enjoy Austin sites and activities.

Hotel Sleeping Room Rates

Single Rooms: \$154
 Double Rooms: \$154
 Triple Rooms: \$169
 Quad Rooms: \$184

*Rates do not include state and local taxes.

Target Audience

The national conference is designed for a range of youth development professionals who work, teach, volunteer, lead, study, research, and contribute in a variety of ways to the camp experience. You’ll find seasoned camp owners and directors engaged in intense debates with researchers. The conference serves “pickles in the middle” by building on some early professional experiences. Students, from undergraduates to those in doctoral programs access the conference as attendees, panelists, and investigators. Educators contribute content and take back new knowledge to students. Programs are designed for the full range of learners; however, most programs are geared towards experienced professionals. The program book

indicates the intended audience, session by session. Participants are welcome to sample each and every component we offer.

Expected Outcomes

Leave the conference with timely, relevant information, including best practices, applied research, personal insights, group insights, specific case scenarios, staff training templates, and business innovations. Engage in networking opportunities designed to complement the program content offered.

Challenge Your Current Way of Thinking with Our Program

Keynote lectures, discussion groups, poster sessions, panels, lectures, and hands-on sessions are divided among five key areas:

- Youth Development for Campers and Staff—How camp professionals can effectively use the camp experience to help prepare young people for healthy and successful lives. Topics include: exploring participant development and behavior in the areas of health and wellness, bullying, etc.; creating program design; and establishing other ways to build on the fun and link activities to desired outcomes.
- Human Resources and Staff Training—In addition to critical areas in human resources like skillfully recruiting, selecting, managing, training, and motivating staff and volunteers, we're addressing goal-setting, leadership, outcomes attainment, youth involvement in decision making, and developing life skills on the job.
- Business Operations—Specific topics for camps and conference centers such as fund raising, development, finance, risk management, strategic planning, site and facility, environmental issues, food service, transportation, technology, and public policy.
- Strategies and Tools to Address Emerging Issues — Emerging and urgent issues, and how camps and conference centers can rapidly and appropriately address these challenges. Best practices in like-minded organizations, case-studies, and applicable research in take-home formats.
- A Special Fifth Area: "Widening the Circle" — Sessions that build our skills and knowledge base in public awareness, demographics, needs assessment, outreach strategies, effective partnering techniques, forming meaningful community links, marketing, and working with missions and outcomes.

ACA Headliners



Dr. David Elkind

The Power of Play

Dr. Elkind, professor of child development at Tufts University, joins us on Wednesday morning for a special keynote lecture, *The Power of Play*. Dr. Elkind's research in the areas of perceptual, cognitive, and social development of young children fueled the books, *The Hurried Child*, *All Grown Up and No Place to Go*, *Miseducation*, and *Grandparenting: Understanding Today's Children*. This much loved author and psychologist is the past president of the National Association for the Education of Young Children, and a frequent contributor to television programs including the *Today Show*, *20/20*, *Oprah*, and the Lifetime series which he co-hosted, *Kids These Days*.



Ann Sheets, National President, American Camp Association

Welcome and State of the American Camp Association

In addition to having arguably the best Texan accent, Ann deftly leads the American Camp Association in her role as national president. In a mix of wisdom, wit, common sense,

compassion, and a clear sense of what is right and good, Ann is an exceptional navigator. Ann's limitless energy is matched by her absolute dedication to what ACA can and will do!



Peg Smith CEO, American Camp Association

ACA Now and Beyond

For nearly a decade, ACA has enjoyed the leadership, drive, and vision of CEO Peg Smith. Addressing one person or television audience of millions, Peg's passion is overwhelmingly obvious—improving the lives of children and their families through camp experiences. Executive, soccer mom, child advocate, gardener . . . these are just a few hats Peg wears, typically in the same day!



Neil Howe

Millennials Rising

Opening Keynote Lecture

Renowned authority on generations in America, historian, economist, demographer, and author Neil Howe separates facts from myths about the new crop of teens. The “millennials” as a whole, are doing much better than most adults think. Neil talks about what motivates them as consumers and workers, and how they will shape our national future. We know our circle is constantly changing—come gain insight on what is next.

Abigail A. Van Slyck

A Manufactured Wilderness

Why were summer camps created? What concerns and ideals motivated their founders? How did they change over time? What factors influenced their design? Abigail A. Van Slyck trains an informed eye on the most visible and evocative aspect of camp life: its landscape and architecture. She argues that summer camps delivered much more than a simple encounter with the natural world. Instead, she suggests, camps provided a man-made version of wilderness, shaped by middle-class anxieties about gender roles, class tensions, race relations, and modernity and its impact on the lives of children. We will explore our changing attitudes toward children's health, sanitation, play, relationships between the sexes, Native American culture, and evolving ideas about childhood.

Aha Process

Along with the opportunity to serve and support campers and staff different than ourselves, we need workable strategies to meet the challenges that often result. Camps have a wonderful opportunity to contribute to the lives of all children—and in one example, camp can be in the lives of children caught in generational poverty. The two things that move children out of poverty are education and meaningful relationships. Come learn from the Aha Process about what innovative schools and nonprofits have successfully implemented.

Students Welcome!

The conference team welcomes students. Full-time students with current ACA memberships may attend the national conference at no charge—an exceptional benefit. Sessions especially helpful to students are highlighted in the program book.

Kindred and Affiliate Events

Many groups meet along with ACA as Kindreds, Councils, and Affiliates. Some groups meet off site and others meet in the Hilton Austin. As of September 26, 2006, groups planning to hold events include the American Cancer Society, the Association of Camp Nurses, the Association of Independent Camps, the Boy Scouts of America, C.A.M.P., Not For Profit Council, Religiously Affiliated Camps, Woodmen of the World, and others. For more information, visit www.ACAcamps.org/conference and consult the registration form.

Exhibitors

Conference attendees enjoy quality time with exhibitors. New exhibitors sign on with the ACA National Conference daily.

Attention Current and Potential 2007 ACA National Conference Exhibitors!

- Exhibit space is filling up fast with 65 percent of the floor already sold! [Don't wait any longer to assure your presence at this year's conference in Austin.](#)
- **Cash and Carry** **NEW!**
Exhibitors may conduct "cash and carry" sales provided that they have made arrangements to collect and report sales tax according to the rules set forth by the state of Texas.
- PROGRAM BOOK: The 2007 ACA National Conference program book is your on-site opportunity to effectively market your products to camp professionals. Owners, directors, and program specialists view the program book to plan camp purchases. Make them aware of who you are, what you are offering, and especially any show specials. [Maximize your exhibiting investment by advertising in the program book.](#)

Seriously Live—ACA Open Mike Night—Wednesday, February 14

Following the Grand Opening Event in the exhibit hall, plan to attend, wait . . . plan to perform at the ACA Open Mike Night. The Texoma House Band will back you up. Come enjoy the talents of your peers. Interested in performing? Visit www.ACAcamps.org/conference.

Night on the Town—Thursday, February 15

Try some true Texas barbeque, sample Southwest cuisine, and more on Night on the Town in Austin. One set price includes dinner and transportation and a whole lot of fun! Individuals are encouraged to sign up and enjoy a meal while meeting new camp professionals. Groups are welcome to sign up as well.

Student Camp Leadership Academy

The Student Camp Leadership Academy (SCLA) is an opportunity for university and college juniors, seniors, or graduate students, who are passionate about the camp experience, to explore the potential for a career in the camp experience field. The pilot event took place last November . . . this year's SCLA will be held Friday, November 3 – 5, 2006 at Timber Pointe Outdoor Center.

Visit www.ACAcamps.org/scla for full information and a registration form.

Camp Administrator Course in Cooperation with the NRPA, October 10, 2006

Youth development professionals in recreation and parks, attending the National Recreation and Park Association (NRPA) Congress and Exposition in Seattle, may register for a half-day pre-conference, "New Camp Administrator Orientation." The course is adapted from the New Director Orientation and will have a day camp focus. ACA and NRPA members may register at a reduced rate. **Register today!**

Sections Offer Basic Camp Director Course in Four Locations

Directors have multiple options to take the [Basic Camp Director Course](#) (BCDC) in 2006/2007. The BCDC provides the basics and more for camp directors with fewer than six years of experience or for seasoned program directors and site managers. This is an excellent opportunity to be sure you have well-rounded knowledge of the core areas and to begin a personal network of camp professionals. Course size is limited. [We encourage potential participants to register early.](#)

DECA Express '06

The 2006 Diabetes Education & Camping Association Conference (DECA Express '06), October 11 – 15, 2006, will be hosted by Camp Hertko Hollow, a specialty camp for youth with diabetes. The conference will be held at the Des Moines YMCA Camp in Boone, Iowa.

For more training and professional development event information, [visit the ACA training calendar online](#).

Association News

Camping Magazine Seeks Editorial Advisory Committee Members

Camping Magazine Editorial Advisory Committee (EAC) members review current needs of camp professionals; help to develop the magazine's editorial direction; and conduct a blind review (i.e., a review of articles without the author identified) of feature-length manuscripts prior to publication. The EAC's recommendations are advisory only. Final editorial decisions are made by the editor-in-chief with input from the committee, the national staff and, when appropriate, national leadership.

ACA seeks the following qualifications for potential committee members: skills in writing and/or editing, a thorough understanding of the camp profession either as a practitioner or in a related field such as research. The committee represents a cross-section of the ACA membership, with a balance of gender, professional background, and geographic location.

If you would like to shape the future of *Camping Magazine*, please send a letter of interest, a current vitae, and two recent writing samples to the ACA national office by November 30, 2006. Serving on the EAC is a voluntary position. EAC positions are slated to begin January 1, 2007.

E-mail: magazine@ACAcamps.org or mail to:

Camping Magazine

Editorial Advisory Committee

5000 State Road 67 North

Martinsville, IN 46151-7902

Camp Makes a Great Gift; Tell Your Camper Parents and Grandparents!

Pass the message on! Let your camp audience know that [camp makes a great gift](#). Refer camper parents and grandparents to www.CampParents.org where ways to promote the camp experience as a gift are explained. Parents can download colorful certificates that they can write out and give to their children.

The Premier Resource for Camp Professionals

[Provide subscriptions](#) to *Camping Magazine* for your key staff before the rates increase in January. Reap the rewards of year-round staff training.

ACA Partners with the FBI to Offer Camps Access to FBI Background Checks

In 2003, the U.S. Congress passed the "PROTECT Act" which is a multifaceted law that focuses on the prevention of the exploitation of children. Included in the Act was a pilot program to test out a number of different mechanisms to allow organizations that serve children to have access to timely, inexpensive FBI criminal background checks. That original pilot included three organizations: MENTOR – The National Mentoring Partnership, Boys & Girls Clubs of America, and the National Council on Youth Sports. The pilot was scheduled to end in 2005.

In 2005, the pilot was extended through June 2008, and was opened up to additional organizations that serve children. The American Camp Association was accepted as a partner in the program in July 2006. [Find out the details of the program.](#)

Enter the 2006 J. Wendell and Ruth T. Howe Golden Lens Contest

Picture This!

You could win:

- a \$150 cash prize for first place
- a commemorative plaque
- acknowledgement in Camping Magazine
- recognition at the 2007 ACA National Conference in Austin

Send us your favorite photos that depict the camp experience and represent the best practices in the field. [View last year's winning photographs.](#)

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. Photos sent electronically must be a TIF or JPEG file and at least 300 dpi.

Mail photos to:

Camping Magazine

American Camping Association

5000 State Road 67 North

Martinsville, IN 46151-7902

e-mail: magazine@ACAcamps.org

The Fall 06 issue of The CampLine Is Now Online!

[The Fall 06 issue of The CampLine](#), features the annual ACA Crisis Hotline overview and pertinent articles covering electronic communications at camp and addressing staff conduct outside camps' boundaries.

Volunteers Calling YOU to Make a Difference in CAMPAign '07

CAMPAign '07: a five-year, fund-raising effort draws to a close in February 2007. Thirty volunteers in four different ACA Sections will come together in a unified effort to raise funds for CAMPAign '07 and the camp experience on October 19, 2006. These volunteers from around the country are donating time, energy, and "cell phone" minutes to the first-ever CAMPAign '07 Phone-a-thon. Be sure to support your commitment to the camp experience by making a contribution or pledge when you get that special phone call in October! [You can also always make contributions online NOW!!!](#)

Phone-a-thon Volunteers

Okay . . . you just read about the CAMPAign '07 Phone-a-thon. Want to volunteer and have an impact far greater than your financial contribution? Contact [Tim Millbern](#), 765-349-3517 to find out more information and to lend a hand on October 19. It's easy . . . it's fun . . . and you will make a difference!!

Use the Correct ACA Logo

The American Camp Association has officially implemented our new brand, logos, and name, so now we need to do all we can to promote consistency with the new image and brand. Our collective work to get parents and the public to recognize the value of the camp experience and the credibility of our work will be much stronger if we are all using the same image and name!

Recent ACA research on Web site usage revealed:
77% of ACA-accredited camps have a Web site.

Of that 77%...

- 54% mention ACA on their site
- 56% do not display the accredited-camp logo
- 21% display the NEW accredited-camp logo
- 22% display the OLD accredited-camp logo
- 24% have a hyperlink to ACA's Web site

Of the 933 camp Web sites that do mention ACA...

- 42% use "American Camp Association"
- 58% use "American Camping Association"

Consistency is Key

We need ALL ACA-Accredited camps to join in a united marketing effort to enhance the value of accreditation consistently not only in your camp's marketing materials but on your Web site as well.

ACA's Web site supplies you with marketing tools that are designed to help you convey the value of accreditation to a public ready to hear about how fun and safety can co-exist at camp; how ACA Camps Set the Standard; and how new marketing language, presented consistently over time, can give your camp the edge.

[Download the new logo](#) to use in your marketing materials and Web site. You can also keep parents informed of the benefits of the camp experience by linking to www.CampParents.org, the new ACA parent site, or use content from the site to address parent concerns and answer questions.

Help us portray the new image of ACA and the value of ACA Accreditation!

Business Resources

Does Your Company Have Products to Market to Camp Families?

Consider [placing a banner advertisement on ACA's parent site](#). This Web site is devoted exclusively to providing an expert and comprehensive resource for parents who want their children to benefit from a positive camp experience.

USA TODAY's CAMP TODAY— The Place For Your Camp Message

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 2007 enrollment!
- Your message will reach a daily audience of 5.2 million readers per day, 39% 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 2006 edition. Due to the success of past features and continued interest from those who participated, we will be publishing a CAMP TODAY November 2006 edition!

The CAMP TODAY November 2006 edition will include editorial submitted by the ACA within both publication dates.

Topics covered will include:

- It's The Time of Your Life and the Promise of the Future
- Gift of Camp

Camp Today 2006 Publication Schedule:

Tuesday, November 7, 2006

Thursday, November 9, 2006

Deadline for space reservation, material, and payment:

Wednesday, November 1, 2006

Rates:

\$660. per column inch

Advertisers will receive an additional 15% off when camera-ready artwork is supplied,

Net price \$561 per column inch.

Unit Size:

Minimum ad size: 1 column x 1 inch. (1 13/16 inches x 1 inch)

(Ad size may increase by column inch up to 6 columns wide and by ½ inch increments in height)

CAMP TODAY is a black-and-white, national feature.

Don't miss out—book your space today! For more information or to place an ad, please contact Dana Revak, Account Executive/*USA TODAY*, (703) 854-6344; drevak@usatoday.com

ACA Business Partners Offer Discounts

To reference member discounts through additional ACA business partners, visit

www.ACACamps.org/partners. These partnerships offer you a customized product, better prices, or even both. But that's not all you have to choose from. [ACA's Buyer's Guide](#) includes a complete listing of all ACA Business Affiliates.

ACA Connect and ACA Purchase Power —New Programs for Camps

ACA Connect

ACA has established a program to connect camps and companies with appropriate, ACA pre-screened free products. ACA is regularly contacted by companies and corporations that have materials, products, and other resources available for camps FREE of charge. Some of the products are:

- food items
- games
- arts and crafts supplies
- posters

- sports equipment
- educational materials

ACA Purchase Power

ACA is beginning the process of negotiating directly with manufacturers of products regularly used by camps such as boat makers, paper/office supplies, tennis balls, basketballs, life preservers, etc. By combining our purchasing power, ACA camps could realize huge bulk pricing . . . 10,000 case (combined purchase power) pricing on copy paper as opposed to 5 case (individual camp purchase power) pricing. We need your input on this potential savings program

We want your opinion on the potential for these programs.

[Take this brief survey](#) and tell us what equipment or materials your camp would be interested in receiving as part of these programs. Taking the survey does NOT obligate you or your camp to the new ACA Connect program. ACA Connect will be a permission-based program that your camp will sign up for when the program is initiated Watch for more details And thank you for completing this [quick survey!](#)

SYSCO Offers Food Service Cost Savings

[ACA's SYSCO Program offers](#) competitive pricing for food expenses at camps. A tiered discount program is available exclusively for ACA-accredited camps and ACA Camp Affiliates. To take advantage of the savings, [complete the sign-up form](#) and forward it to a SYSCO representative. Camps must sign a new agreement annually to continue receiving discounts.

Membership: What's in it for you?

Attention Students!

We're pleased to offer full-time students holding ACA memberships access to complimentary registration for the ACA National Conference in Austin. [Check out the details on Student membership.](#)