



Inside ACA — October 2007

Current Research News

Research Update

The Camper Enrollment and Staff Recruitment Survey is open for business!! We are gathering data from all camps for the Summer of 2007! If you are a camp director, please [complete this seven- to ten-minute online survey](#) before October 19, 2007! Your information is critical for accurately tracking trends in camper enrollment and staff recruitment. Once you complete the survey, you can immediately look at the most current results in total, or you can "filter" the results. "Filtering" allows you to look at the results from a certain perspective such as type of camp (day or resident), sponsorship, section, etc. Please do your part and complete the survey today!!

Did you ever wish you had the most up-to-date information about the types of sites and facilities or the scope of programs at our camps? The third and final systematic survey in the three-year series of camp business research will be appearing in your mail box shortly. If you are randomly selected to participate this year in the survey, a mailed questionnaire will be delivered to you at the beginning of October. Please complete this survey and return before the end of October! This information is critical to our effort to generate an accurate assessment of the business of camp!

Learning Resources

2008 ACA National Conference—What You Need to Know!

Registration Services Available Now

Don't delay—register for the ACA National Conference and enjoy early bird discounts. You can check out rates, options, and [register online](#). As part of our continuing commitment to student members, ACA offers complimentary registration for those attending college full-time. Participants who register for the Heart of the South Conference and the ACA National Conference earn a 50 percent rebate off of the Section event. [Find out more](#).



Keynote Lecturers Selected for Nashville

Kicking off this year's meeting at the opening Keynote Event is Rick Rigsby. Rick's compelling and inspirational message will reveal how we can make an impact in the lives of our campers and counselors. Michael Thompson follows on Wednesday morning with special insights on the social worlds of children. Thursday's mid-day keynote and lunch will be given by Sally Jewell, who will share strategies to create winning teams. Peg Smith will round out the event, providing the closing keynote lecture, The Strength of Many Voices. [Read more](#).

Check out Kindred and Affiliate Events Scheduled in Nashville

Many Kindred and Affiliate Groups will meet in conjunction with the ACA National Conference. In some cases, the events are scheduled around events during the Tuesday-Friday main conference schedule. Many groups meet prior, so [check out the offerings](#) before you plan your travel.

Getting to Know Nashville

Nashville's Gaylord Opryland Resort provides us with a unique setting for the conference. It's rare to find so many features, dining options, shopping venues, informal gathering places, spacious meeting rooms, conveniently located exhibits, along with all the services we've come to enjoy from full-service resorts—all under one roof. Nashville's central location makes driving an option for a large percentage of attendees. [Discover more about the hotel](#). The resort is less than thirty minutes from the Nashville Airport, making the trip convenient. We hope you'll plan a few extra hours here and there to enjoy Nashville's many features and attractions. Start planning your trip today.

Check Out Current National Conference Exhibitors

You can browse the [exhibitor's list online](#). Many vendors have already reserved booth space, and many more will be exhibiting at the conference. Be a step ahead of the crowd, and make the exhibit hall a familiar place to shop before you even get to the conference!

From the ACA Bookstore

The Best in Staff Training by the Experts

Each volume in the American Camp Association's *By the Experts* series features articles on a specific topic that have been carefully selected from past editions of *Camping Magazine*. The contributing writers are recognized as authoritative voices in their respective fields of interest.

The ACA Bookstore is your source for learning resources covering the latest trends in the camp industry and child and youth development. A full resource list is [available online](#).

[Order online](#) or call 888-229-5745. Member discount available at check-out.



ACA Basic Camp Directors Course (BCDC)

October 22-26, 2007

Northern Virginia 4-H Educational Center – Front Royal, VA (just outside of D.C.)

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

Deb Bialeschki Honored With Distinguished Colleague Award

Deb Bialeschki, senior researcher with the American Camp Association (ACA) was awarded the "Distinguished Colleague Award" by the Society of Park and Recreation Educators (SPRE) at the 2007 National Park and Recreation Congress. SPRE's highest award recognizes meritorious and distinguished service to the organization and to recreation, leisure, and park education. Bialeschki's work as both an educator/researcher at the University of North Carolina-Chapel Hill and as a researcher for ACA were noted as just a few of her contributions.

Camping Magazine Seeks Editorial Advisory Committee Member

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 1, 2007. Serving on the EAC is a voluntary position. EAC positions are slated to begin January 1, 2008.

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

Camping Magazine
Editorial Advisory Committee
5000 State Road 67 North
Martinsville, IN 46151-7902

Latest Issue of The CampLine Available Online

The Fall 07 issue is [now available online](#). This issue features the annual ACA Crisis Hotline overview and important articles covering Part II of Lessons Learned from the 2007 Insurance Roundtable Discussion and helpful tips for staff management.

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

The Golden Lens Award

You could win:

- A \$150 cash prize for first place
- A commemorative plaque
- Acknowledgement in *Camping Magazine*
- Recognition at the 2008 ACA National Conference

Send us your favorite photos that depict the camp experience and represent the best practices in the field. 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 and that grants ACA permission to use the photo in publications. Photos sent electronically must be a TIF or JPG file and at least 300 dots per inch (dpi).

Mail photos to: *Camping Magazine*
American Camp Association
5000 State Road 67 North
Martinsville, IN 46151-7902

E-mail: magazine@ACAamps.org

Deadline: November 30, 2007

Relevant Issues

Fraud Alert: Never Disclose Your Personal Information by Phone

An ACA-affiliated camp recently reported that an individual contacted the camp claiming to be from ACA and offering a free electronic *Camping Magazine*. The individual asked for personal information such as birth date and place of birth. This individual and call were not authorized by ACA. ACA receives private information by the Internet through a secure server or through information that you send to ACA by fax or e-mail.

If you receive such a call, we urge you to hang up and not disclose any information to the caller. We also ask that you report suspicious calls of this nature to ACA as soon as possible.

Business Resources

More Green . . . with Spotlight on Business

It is more than the environment that your camp will be saving when you review the new Spotlight on Business starting in November. Look for this new section of Inside ACA that will feature new camp products, special sales, helpful buying tips, and cost-saving opportunities. Spotlight on Business will also be conveniently e-mailed to your camp e-mail address from time to time or can be accessed directly from Inside ACA. It's another way ACA is going GREEN!

WIN an ACA Conference Registration

You could win a full registration to the 2008 ACA National Conference in Nashville, Tennessee, by providing us with exhibitor leads. Ever wondered why your favorite company was not in the exhibit hall? Well, we can help!

[Pass along the contact information](#) for the companies that you purchase products and services from. ACA will contact your favorite vendors and share the value of meeting ACA members all in one place, face-to-face at the national conference. The more resources we have in the exhibit hall the better for all. Your favorite vendors will appreciate the opportunity for extra exposure to the camp industry . . . and you will have the chance to win a free conference registration.

If they book a booth for the Nashville Conference, you will be entered into a drawing for a full paid registration! Drawing will be held on December 10, 2008. GOOD LUCK...and thank you for your support!

ACA/Consorta – Group Purchasing Program!

Dozens of camps took advantage of the new ACA Group Purchasing Program last summer. Whether it was office supplies, building and maintenance supplies, food or overnight mailings, camps were saving 10 percent – 40 percent on purchases. Don't let another season go by without checking out the ACA Group Purchasing Program . . . it's easy to sign up and it's FREE. [Sign up TODAY!](#)

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 2008 enrollment!
- Your message will reach a daily audience of 4.4 million readers per day,
- 50% 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 2007 edition. Due to the success of past features and continued interest from those who participated, we will be publishing a **CAMP TODAY** November 2007 edition!

The **CAMP TODAY** November 2007 edition will include editorial submitted by the ACA within both publication dates. Topics covered will include:

- Benefits of the camp experience
- The variety and diversity of opportunities for all children to enjoy camp

Camp Today 2007 Publication Schedule:

Tuesday, November 6, 2007

Thursday, November 8, 2007

Deadline for space reservation, material, and payment

Wednesday, October 31, 2007

Don't miss out - book your space today. For more information or to place an ad, please contact Lance Gordon, Account Executive/USA TODAY Marketplace Today Tel: (800) 397-0070 · E-mail: lgordon@rja-ads.com.

Donors Make a Difference

The Phone-a-thon is coming!

ACA's second annual Phone-a-thon is quickly approaching. Between November 1 and November 21, volunteers across the country will be calling to challenge you to publicly show your support for ACA and tell

the world that you believe Camp Gives Kids a World of Good! Donations made will benefit programs at both the section and national levels. Watch your mailbox for more information coming soon!

Introducing: Camp gives a CLASS a world of good!

Next summer, ACA will begin an initiative to follow an entire class of children who are at risk through several summers of camp. Starting in 2008, a carefully selected class of children will be given camperships to attend the same camp. During that time, as well as through the year, keep updated on their progress through blogs on ACA's Web site, from campers, the director, parents, and teachers. If you're interested in helping, please contact Gillian Frazier, by e-mail gfrazier@ACACamps.org or phone (765) 349-8456, ext. 508.

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.

Standards News

New Look to the Revised 2006 Standards Interpretations!

The revisions to the *2006 Accreditation Process Guide* (APG) now have the look and format of the actual guide! In an effort to clarify some of the standards and correct some minor printing errors, the National Standards Commission published a document with revisions to the *2006 Accreditation Process Guide* which was posted on the ACA Web site in early June 2007. The [document that is now posted](#) (PDF) contains all of those revisions PLUS two additional changes. One is in HW-8 where Standards B & C have been combined to avoid double jeopardy for a camp; the other is HW-9 where the second bullet from the original printing was removed as it is covered elsewhere. It is recommended to print off these revisions to insert into your APG. If you have already done so, please note the above changes to HW-8 and HW-9.

ACA Local Offices Have Received Scores

ACA local offices have been provided with the scores for all camps where an accreditation visit was conducted this summer. The Section boards will be reviewing these and will vote on the accreditation status of all camps (those visited in 2007 and those continuing) no later than October 31, 2007. Camps will be receiving a letter from the Section notifying them of their status no later than November 10.

Thanks to ACA Visitors

Many, many thanks to the 1400+ ACA standards visitors who volunteered days of their valuable time to travel to camps to conduct written documentation previews and on-site accreditation visits. The ACA accreditation system relies on the willingness and expertise of its trained volunteers who complete 800-900 on-site visits within a two-month period. No other national accreditation program has such dedicated volunteers!

ACA members interested in getting involved as visitors should contact their [local ACA Office](#) for information on eligibility and training options.

Annual Statements of Compliance

Camps who are seeking or renewing ACA accreditation have received numerous notices about submitting their 2007 Statements of Compliance. Submission of the Statement of Compliance confirms their compliance with applicable laws and codes and with ACA standards and ethics and is a required part of the accreditation process. At this time, we are encouraging camps to [sign and submit the Statement of Compliance electronically](#). Contact the standards department with questions or to request a paper copy, 800-428-2267, ext. 305. The deadline for camps to submit their 2007 Statement of Compliance is October 31, 2007.

Save the Date—Standards Instructor’s Course (Updated)!

When: December 6 – 9, 2007 (Thursday – Sunday)

Location: Bonclarken Camp and Conference Center, Flat Rock, North Carolina (www.bonclarken.com)

Minimum/maximum participants: 8/20

Cost: \$425, which includes: transportation to/from airport in Asheville, North Carolina; three nights lodging (hotel style, shared room, single rooms available at additional cost); meals/snacks during course; course materials; and Instructor’s Manual. Participants are responsible for their transportation costs to either the Asheville airport or course site.

Registration: Deadline: Friday, November 16, 2007

For complete information and registration instructions, contact your section standards chair.

Child and Youth Development Resources

ACCT Practitioner Certification Standards

In June 2007, The Association for Challenge Course Technology published Practitioner Certification Standards, which are designed to produce a uniform language and standard of practice in the challenge course industry. The standards were created by a committee drawn from both the vendor and the practitioner communities, including people with extensive experience in camping, and were sent out for public comment several times in order to gather the widest amount of input possible.

These standards outline the procedures to be followed in a certification program, which will actually be administered by Challenge Course vendors. The standards define the levels of certification, with Level I (entry level); Level II (experienced facilitator); and Challenge Course Manager (experienced facilitator with managerial training); and outline the skills and experience included at each level.

The standards have been sent out to current ACCT members and are available for purchase on the ACCT Web page, www.acctinfo.org, or by calling 847-325-5860.

For more information, contact Sylvia Dresser, executive director of ACCT, at Sylvia@acctinfo.org or 847-945-0829.

Research Nuggets from TRU (Teenage Research Unlimited)

And the Teens Said

The language, the fashion, the gadgets that find their way to school at the beginning of the year no doubt will find their way, or at least try to find their way, to camp this summer. What should we be preparing for?

According to the [August 24, 2008, edition of TruTeen](#), students appeared with the following items: expensive designer purses (no mention if there was an accessory teacup pet in there, too), the latest "labeled" clothing, and the most "have-to-have" of the season, the iPhone. Are your camper and staff policies prepared to address such items? Will you need to tweak your parent packet information?

Interestingly, TruTeen didn't stop at asking what did teens bring but followed it up with asking if they had the ability to invent something and bring it to school, what would it be? While some responses were similar to those depicted in the nostalgic newsreels of the "City of Tomorrow" mock ups complete with monorails and individual space packs, we saw in grade school, teens had some inventive nuggets embedded in their replies. Their suggestions included a green, paper-free environment; a locker combination that did away with the two turns right, one turn left, now line up the numbers method of opening; and a means to keep one's lunch at a serve-safe temperature all day. What kind of feedback would we get if the context was camp? Predictably, our campers would say elevators, air conditioning, moving sidewalks, etc. However, we shouldn't shy away from asking such questions. We just may stumble upon a gem that could improve our camp community and the experience of the campers in it.