



Inside ACA — December 2008

Learning Resources

ACA 2009 National Conference, The Power of the Experience

Early Bird Deadline Fast Approaching – December 8, 2008

Have you registered yet? Register prior to December 8 to tap the most savings! The process is easy. You can register online, or download the forms to send by fax or by mail. [Click here for rates, packages, and forms.](#)

Check out the Program, Organized by Topic Area

With more than 125 program offerings to choose from in Orlando, you can pack a powerful professional development punch, early in 2009. Check the program out online by clicking here, or check your mailbox for the November Resource Flyer, packed with details about the conference.



Super Sessions — Heavy-Hitting Headliners

We consider all our presenters to be top-notch, so consider this listing merely a sampling of the talent we are showcasing at this year's National Conference:

Jay Frankel	Kevin Gordon
Jennifer Harber	Jodi Rudick
Arthur Kessler	Karen Carlson
Bob Ditter	Jeffrey Leiken
Kim Aycock	Joel Haber
Peg Smith	Jordan Coleman
Michael Brandwein	Michelle Cummings
Steve Schainman	John Malinowski
Chris Thurber	Linda Erceg
Faith Evans	Ned Hallowell
Karla Henderson	Skip Walton
Ron Fairchild	Nancy Shenker
Dan Zenkel	Pat Williams
Linda Perlstein	Jim Cain

For the full list of sessions accepted to date, visit www.ACAcamps.org/conference. Articles from selected presenters will be featured in the January/February issue of *Camping Magazine*.

Disney's Coronado Springs Resort — Make Your Reservations Today!

Did you know rooms are available on a first-come, first-serve basis at our special conference rate of \$169, single, double, or triple occupancy? In other words, don't delay in making your reservations. This special rate can be extended four days prior or after our conference dates, depending on availability. This full service, Disney resort offers family-friendly services and amenities. Disney resort guests now enjoy

complimentary, round-trip ground transportation from the Orlando International Airport. For more about the hotel, [visit our customized Disney pages](#).

Tickets to Disney Theme Parks

Visit our customized pages for links to various ticket packages. The options seem endless, but take a moment to [check out the After 4 p.m. ticket option](#).

Night on the Town (NOT), Chapter Two!

For the past several years, we've offered Night on the Town options that showcase our host-city's atmosphere and cuisine. In addition to the great dining, entertainment, and transportation, our Night on the Town has been just as much about offering some casual and meaningful networking. In 2009, we have a special opportunity to marry those offerings with Disney's attractions. On Thursday evening, February 19, we will plan to meet informally in designated parks and points, including the Magic Kingdom, at selected times to offer opportunities to experience these amenities together. We will offer options for meeting up with other attendees at parks that require a ticket, as well as entertainment and dining spots that don't require any special purchase. Transportation from *Disney's Coronado Springs* Resort to the Disney venues is complimentary for guests. Look for more about our NOT, Chapter 2 as our conference dates approach. In the meantime, [check out the ticket options including specially priced, After 4 p.m. passes](#).

Pre-Conferences Enhance Your Conference Experience

Several pre-conference offerings have been organized to make the most of your conference experience. For those arriving a little early, consider attending one or more of these great offerings:

Monday, February 16

1 p.m. – 5:30 p.m. and 7 p.m. – 9 p.m.

What Now? Effectively Addressing Mental Health Issues at Camp

Karen Carlson, Bob Ditter, Linda Erceg, Alicia McAuliffe-Fogarty and Chris Thurber

\$79 members and \$89 non members

Tuesday, February 17

9:30 a.m. – 12:30 p.m.

Friendship and Social Cruelty in Camp

Michael Thompson

2:30 p.m. – 2:30 p.m.

Marketing the Power of Our Experience: Intentionally Communicating Youth Outcomes to Parents and Stakeholders

Cathy Scheder and Maggie Braun

12:30 p.m. – 2:30 p.m.

Collaborative Problem Solving—Advanced Skills for Defusing Emotional Bombs

Chris Thurber



For details about each pre-conference, visit:

www.ACAcamps.org/conference/preconference_bonuses.php

Kindred and Affiliate Groups

Check out the Kindred Groups and Affiliates that will host pre-conferences, special luncheons, and other events as part of the ACA National Conference. Details about events, registration procedures, and contact information are available at:

www.ACAcamps.org/conference/kindred.php

For additional information about the 2009 National Conference, including news about our Community Service Project, www.ACAcamps.org/conference.

December Is Stock Up Time — Visit the ACA Bookstore for Resources You'll Need in 2009

Gear up for Summer 2009 now, with the tools, forms, and other resources from ACA's Bookstore, offered in cooperation with our publishing partner, Healthy Learning.



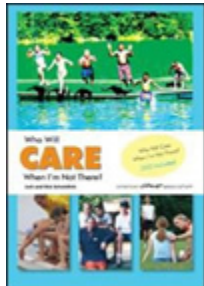
[Homesickness Prevention Tool – The Secret Ingredients of Summer Camp Success](#)

Look no further than ACA's homesickness prevention program. This award-winning DVD/CD set (\$9.95 for individual copies / \$5.95 in bulk) lowers the intensity of first-year campers by an average of 50 percent! This translates to more fun for campers, less stress for staff, fewer parent phone calls, and better outcomes for your camp program. Slide the DVD/CD set into new campers' registration packets and watch severe homesickness disappear.

WINNER!
2008 Telly Awards

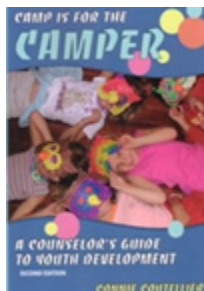


[Camp Health History Forms](#), [Camp Health Record Forms](#), [Accident-Incident Report Forms](#), [Camp Health Record Logs](#) and [Transportation Logs](#) make easy work of information you need to collect and maintain.



[Who Will Care When I'm Not There? \(2nd Edition\)](#), Peg Smith, American Camp Association, \$19.95

Do you have the latest edition, in DVD format of the sensitive and effective way of sharing the critically important message of the depth of responsibility for campers that our counselors must understand? This recent edition includes an expanded facilitator's guide for easy use in staff training.



[Camp Is for the Camper: A Counselor's Guide to Youth Development \(2nd Edition\)](#), Connie Coutellier, American Camp Association, \$9.95

Build your counselors understanding of the ages and stages of youth development of the campers in their care. Offer insights into how your counselor's actions may be translating to camper parents, supervisors, and the campers themselves. This time-tested training tool is effective for both new and returning counselors. Order one for each counselor, or keep multiple copies on hand as an accessible, quick-reference.

Check out all the titles at www.ACAbookstore.org.

Online Courses Target Illness and Injury Prevention

ACA's Injury and Illness Prevention e-Courses are a series of courses related to the provision of healthy camp experiences for participants and staff. These courses, based on results from ACA's Healthy Camp

Study, target prevention efforts that camps and other youth development programs can take to reduce the likelihood of camp injuries and illness.

Reducing the Spread of Communicable Diseases in Camp: Why We Should Do It In Our Sleeves

Did you know that campers are twice as likely to become ill at camp as they are to get injured? You owe it to your campers and staff to stop the spread of germs! This course teaches camp professionals how to reduce the spread of communicable diseases like the common cold. In the end, you'll have a healthier camp community. Specific activities that camp directors can include in staff orientation and training are included in the course.

Footloose: Minimizing Slips and Falls at Camp

The majority of camper injuries result from trips, slips, and falls, and these injuries are often associated with improper footwear. The purpose of this module is to teach camp directors and staff strategies for preventing foot and ankle injuries through the application of footwear selection guidelines that are appropriate for children and the camp setting. Ultimately, the goal is to reduce the number and severity of foot and ankle injuries that occur in camps.

Knife Safety: Reducing Sharp Object Injuries at Camp

One of the most common causes of staff injuries in camps is knife injuries to the hand or finger from improper use. The purpose of this module is to teach camp directors and staff strategies for preventing knife-related injuries through the application of knife handling and usage guidelines that are appropriate for the camp setting.

Member and non-member pricing are available for these e-Courses. All three courses are included in one course fee. For information about these courses, please visit www.ACAcamps.org/einstitute/healthycamp.

For more information about ACA's e-Institute, please visit www.ACAcamps.org/einstitute/courses.php.

Learn more about the [Healthy Camp Study](#).

The Basic Camp Director Course (BCDC)

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 for camp professionals to develop well-rounded knowledge of the core areas and to begin building a personal network of camp professionals.

The course is offered over five days. Courses serve twenty to thirty-five participants and are supported by two trainers. Participants receive an extensive course notebook and a copy of the most recent edition of Basic Camp Management by Armand and Beverly Ball and the American Camp Association.

February 13-17, 2009

Southeastern
Life Enrichment Center
4991 Picciola Road
Fruitland Park, FL 34731

March 22-26, 2009

Mid States
JCYS Camp Henry Horner
P.O. Box 297

Ingleside, IL 60041

For more information and to register visit www.ACAcamps.org/education/bcdc.

Crisis Communications and Camp Administration e-Institute Courses Debut in January

ACA is pleased to announce an educational alliance with the National Recreation and Park Association (NRPA). NRPA's mission is to advance parks, recreation, and conservation efforts that enhance the quality of life for all people. In recognition of our complementary missions, an educational alliance has been formed to advance the professional development of those individuals dedicated to carrying out these missions.

To provide high-quality learning in the areas of recreation, camping, experiential education, and youth development, NRPA and ACA are collaborating to create online education courses, available through NRPA's Pyxis Learning Center and ACA's e-Institute.

Two courses are currently under development and will debut in January 2009.

1. *"Communication in a Time of Crisis—Are You Prepared?"*
A one-hour course targeting camp directors and managers. Based on information from the American Camp Association's knowledge center, this course covers crisis identification, crisis key messages, media communications, and developing a crisis response team. This course is a must for anyone working with risk and crisis management.
2. *"Camp Administrator 101: Preparing for Your New Role"*
A three-hour course targeting new directors and managers. Based on the American Camp Association's popular New Director Orientation program, this course teaches the fundamentals of leadership, staff training, and supervision; risk management; and child development/behavior.

ACA and NRPA are excited about this new alliance and look forward to offering even more educational opportunities in the future.

ACA Regional Conferences Listed Online

Check out ACA's Web site for a [complete listing of ACA regional conferences](#) with live links to ACA local office Web sites for more information.

Latest ACA Research

Camp Injury and Illness Reports Coming in Late December

Year Three of the five-year Healthy Camp Study — funded by Markel Insurance — is over and the summary reports are being finalized. Every camp that participated in the Healthy Camp Study during the summer of 2008 will receive an individual report about their camper and staff injuries and illnesses. They'll also receive a national report so that they can compare their results with national averages. Look for more information about the Year Three Healthy Camp study results in the March/April issue of *Camping Magazine* and the spring issue of *The CampLine*. For more information about injury and illness prevention resources, visit <http://www.acacamps.org/research/enhance>.

To access online courses related to camper and staff injury and illness prevention, visit: www.ACAcamps.org/einstitute/healthycamp. With two more years of the Healthy Camp Study, there's still time to enroll. Find out how at: www.ACAcamps.org/research/enhance.

A Snapshot of Camper Enrollment from the Summer of 2008

Did you know that 45 percent of resident camps and 50 percent of the day camps said they had higher enrollments this summer than last year? Resident and day camp directors also indicated the following: parents waited longer to enroll their children in camps (52 percent, 61 percent respectively); more children wanted to go to camp than they could accommodate (26 percent, 33 percent respectively); and more requests were received for financial support (56 percent, 54 percent respectively). When asked if the economy negatively affected them this summer, there were mixed opinions, especially among resident camp operators. Forty-three percent of resident directors said yes, there was a negative effect, while 40 percent disagreed with that statement. Day camp directors had more agreement among themselves when 52 percent said there was a negative effect while 32 percent disagreed. Want more information? Go to www.ACAcamps.org/research/improve and check out the summaries. Look for a complete analysis in the March/April issue of *Camping Magazine*! Thank you to all of the 522 directors/liaisons who completed the 2008 Fall Enrollment Survey! By taking time to respond to the questions, we have some great insights into the summer of 2008.

ACA Camp Emerging Issues Research Published in Camp Business Magazine

Results from ACA's 2007 Emerging Issues Survey were published in the November/December issue of *Camp Business Magazine*. [View this article](#). Go to www.ACAcamps.org/research/improve/emerging_issues.php to view the complete survey results. The next Emerging Issues Survey is scheduled for January 2009.

PR Press Box

Finding the Hook

There is a saying in print and broadcast journalism "if it bleeds it leads." In today's world, where so many news stories "bleed," it can feel like even our best efforts are ignored. How do we compete with car accidents, global economy crises, and sensationalized national tragedies? We have to find the hook.

Webster's online dictionary defines hook as both something designed to attract or ensnare and a selling point or marketing scheme. In the world of public relations, we are doing both. The hook in public relations is the "Ah-ha!" or the thing that makes something newsworthy and relevant. It's the "thing" that makes the public care about what you are saying.

For example, the [Change A Life](#) campaign is a very noble and sincere cause. Eleven months out of the year, as much as we hate to admit it, this story might fall into the "yeah that's nice, but..." category. However, as we approach the holiday season it becomes far more significant. Giving becomes the hook. It's a great time to contact the media about the good work of [Change A Life](#), the importance of camp, [ACA's 20/20 Vision](#), and how your camp is doing everything feasible to provide the camp experience to as many children as possible.

It's an excellent time to write a letter to the editor, respond to news blogs, write a press release, or call your local radio station and ask to be included on a local program. Some local radio and television stations will list places to give or donate on their Web sites. Explore all of the options in your area and take advantage of the holiday spirit — or at least take advantage of the hook.

For more information or assistance promoting the [Change A Life](#), or for a copy of the media tip sheet, contact Dawn Swindle, public relations specialist, at dswindle@ACAcamps.org or 765-349-3317.

ACA Needs You!

As part of the national public relations plan, we will be working to identify new positive camp stories and new resources for the media. In the last year, ACA received over 300 media requests. We would like to expand our media resource list to include more camps and more voices who can share with the media the depth, breadth, and importance of the camp experience. With your help, ACA can influence print and broadcast stories that appear throughout the country. If you would like to join the ACA Media Resource Team or if you have any questions, please [submit our online form](#) or contact [Public Relations](#) at 765-349-3317.

Standards News

Accreditation and the Statement of Compliance

By now, a legal representative of all ACA-Accredited® camps should have signed and submitted their 2008 Statement of Compliance (SOC). Annual submission of the SOC confirms their compliance with applicable laws and codes and with ACA standards and ethics throughout the entire year and is a required part of the accreditation process. Without the current signed Statement of Compliance, ACA has the authority to remove accreditation. To verify that the SOC for your camp has been received, contact ACA at 800-428-2267, ext. 305.

Accreditation applies to all camp programs and services offered under the same camp name throughout the year, except single-day events.

Was Your Camp Visited in 2008?

If so, you should have received a letter from your Section office with the official notice of your accreditation status by now. If you have not yet received this letter, please contact your Section office directly.

All camps/programs re-accredited and newly accredited in 2008 (those visited this past summer) will be receiving a new, metal camp accreditation sign for display. These signs are slightly larger and more durable than the previous accreditation sign and will be shipped in early 2009.

All ACA-accredited camps will be sent their yearly accreditation certificate in winter of 2009.

Is Your Camp Being Visited in 2009?

If so, it is not too early to be reviewing your written documentation, your hiring policies, policies regarding staff and camper possessions, etc. Also, make sure someone who will be involved in the preparation of your materials and on site the day of the visits attends a Standards Course. More than one person from a camp may attend a course for no charge. Please make sure you have reviewed the [revised Standards and Interpretations](#). Contact your local Section for the dates of a Standards Course in your area and if you have additional questions.

ACA Standards Course

Course Description: The purpose of the Standards Course is to prepare camp directors for their accreditation visits and to serve as an introduction to the Standards program for persons interested in becoming Visitors. The person completing the Standards Course is expected to assist the camp in preparation for the accreditation visit and participate in the on-site visit.

When: Tuesday, February 17, 2009 — Prior to ACA National Conference

8:30 a.m. – 2:30 p.m. — Includes lunch break (on own)

Where: *Disney's Coronado Springs* Resort — Orlando, FL

Who: Camp Directors/Administrators

Why: Standards Course attendance is **required** of a Camp Director/Administrator of any camp seeking accreditation when:

1. This is the first time the camp is to be visited;
2. S/he is a new Director of an already accredited camp; or
3. There have been major changes in the accreditation program (Camp directors who have previously taken a Basic Standards Course and have been through the accreditation process under the previous set of standards may attend either a Standards Update Course or the full Standards Course).

Number 3 applies to all camps because we are in the third year of the three-year cycle for implementing standards revisions.

Registration: **Pre-registration is required** for this Standards Course.

Registration Deadline is February 2, 2009.

For complete information and to register, visit: <http://www.acacamps.org/conference/standards.php>.

Association News

ACA Receives Lilly Endowment Inc. Grant

ACA is proud to announce that Lilly Endowment Inc. has awarded a Nature-Based Leadership Program grant to establish the Camp 2 Grow program. This \$490,000 grant will support the distribution of a leadership program and the development and implementation of a national campership program that will ensure greater numbers of children and youth have the opportunity to experience camp.

"We are thrilled that Lilly Endowment Inc., a national youth and community development foundation, has invested \$490,000 in the camp cause. During this tough economic climate, this is not only an honor; it also reaffirms our work as camp professionals. The principals at the Lilly Endowment Inc. recognize that camp is essential to the development of healthy, productive children and communities," said Peg Smith.

Camp 2 Grow will disseminate educational materials that integrate best practices in youth development with an emphasis in environmental stewardship and facilitate a national conversation with caregivers highlighting the importance of nature-based experiences for positive child development.

CampTV Media and ACA Win 2008 Telly Award

CampTV Media and ACA won the 2008 Film/Video Bronze Award for [The Secret Ingredients of Summer Camp Success](#). The Telly Awards honor the very best local, regional, and cable television commercials and programs as well as the finest video and film productions, and work created for the Web. Judges evaluate entries to recognize distinction in creative work. The 29th Annual 2008 Telly Awards received over 14,000 entries from all fifty states and five continents.

To find out more about Telly Awards for creativity in video production, [click here](#).

ACA's Partnership With My College Options Offers a New Resource for Parents and Students

My College Options is an online college planning program that connects students with the right college or university through their individualized online College Planning Profile. By visiting www.MyCollegeOptions.org and updating their educational goals and aspirations, students will receive a unique profile listing several colleges and universities that fit their needs and interests. In addition, there are numerous planning tools, calendars, FREE ACT and SAT prep programs, and articles on topics such as financial aid, debunking college myths, and how to choose a major that students can use to simplify and enhance their college search. This program is designed for ninth through twelfth-grade students. All information is completely free to students and families.

My College Options allows ACA to gain relevant research on student thoughts and opinions as well as have a better understanding about the makeup of student members, including:

- The most popular career and college major choices
- The percentage of students who are first in their family to attend college
- What tools they believe will best help them prepare for the future

Obtaining these data help ACA communicate and better serve its student membership.

Parents and students can access the link to My College Options directly from www.CampParents.org. Let your ninth through twelfth-grade campers and younger staff know about this excellent college preparation resource from ACA.

Available for Pre-Order: May/June Staff Training Issue of Camping Magazine!

The ever-popular staff training edition of *Camping Magazine* is now available for pre-ordering. Last year, we doubled our orders of this issue, which is widely used by camps for staff orientation and training. We expect even more orders this year . . . that's why it's critical for you to pre-order early to guarantee the quantity you want for your staff training programs.

Reserve your copies today online at www.ACAcamps.org/campmag!

Partnership with College News Directs Thousands to ACA Employment Center

If you haven't posted your summer job openings on ACA's Employment Center, then now is the perfect time! ACA has recently partnered with College News, a print and electronic magazine that is distributed at 120 NCAA colleges and universities nationwide. The estimated print circulation is 200,000 (with an estimated readership of 800,000) and there are 80,000 visitors to the Web site each month!

In addition to an employment opportunity ad, ACA has an article running in each version of the magazine on the benefits of summer camp employment, and two banner ads online that direct students to the ACA online Employment Center.

Need Staff? Check Out ACA's Staff Recruitment Solutions!

Year-Round Jobs at Camp

An e-mail listing of year-round jobs distributed twice monthly to thousands of job seekers in the youth development and camp field. Currently, more than 27,500 year-round job seekers will see your ad in their inbox because they subscribed to this list. We also post each issue on ACA's Web site. [Place your ad today!](#)

Summer Jobs at Camp

This interactive online employment center allows you to post individual jobs, search resumes, and connect with job seekers directly.

[Start looking for summer staff now!](#)

In Memoriam

Betty van der Smissen

A good friend to all of us in camping, Dr. Betty van der Smissen, died on November 6, 2008, after a valiant fight with cancer. For more than fifty years, Dr. Betty van der Smissen dedicated her professional life to excellence in research and programming in the outdoors and to the professional organizations related to the outdoors.

True to Dr. van der Smissen's style, she worked and was involved in the profession right up to the last week of her life. She was such an icon to our field and her loss makes us aware of the many places of influence she occupied. She worked with the American Association for Health Physical Education & Dance's (AAHPERD) outdoor programs beginning with the Council on Outdoor Education. She was instrumental in the development of the Association for Experiential Education (AEE); served on AEE's original bylaws committee; and assisted in the development of the AEE Accreditation Program.

Her university leadership with outdoor programs helped shape the development of outdoor research and programming, and she organized two national symposia on outdoor research and evaluation. At the root of these many contributions was her love of camping and the outdoors. Her early experiences in outdoor programming were with church camps, and she was an early member of Christian Camping International. Her time with ACA was incredibly influential as evidenced by the fact that she was the first research chair on the American Camp Association (ACA) national board and conducted research on the ACA camp standards that resulted in the first major revision. She made a huge impact upon the American Camp Association as national president from 1980-1982.

Dr. van der Smissen was a giant in the field, and we will miss her intellect and vision. She was a model of humility, ethical living, and service to others. She was a strongly committed, passionately involved person who was logically solid in her beliefs and actions. Betty believed that quality outdoor programming that makes a difference in the lives of children and adults rests with our ability to assess and validate its benefits through research. To continue Dr. van der Smissen's support of research related to outdoor benefits, an endowment in her name has been established. For more information on how to contribute, go to www.aee.org. We honor her memory as a nation of camp professionals who have been touched in some way by her legacy, and we are grateful.

Allen "Moe" Sigoloff

Allen "Moe" Sigoloff, known to generations as "the heart of Camp Thunderbird" and in American Camp Association (ACA) circles as "a champion for the camp movement," died in November at his home in Missouri after a brief illness. He was sixty-eight.

Moe, his camp nickname, had been involved with Camp Thunderbird for Boys and Camp Thunderbird for Girls in Minnesota since 1958, working his way through the ranks from junior counselor to director. He and his wife Carol became the directors in 1971.

Moe's passionate voice and spirit of volunteerism were an inspiration within the camp community; he was a role model for so many in the field who wanted to emulate his concerned, compassionate, and committed

values, which ran the gamut from caring for individual campers to caring for the environment.

Among his legacies are his staunch support for the value of a camp experience, as a member of the Public Awareness Committee and as an advocate for shifting a nationwide perception from year-round school to year-round education, of which camp is a vital component. His advocacy began with the organization of the first Private Independent Camps symposium in Chicago in the 1970s. His active involvement in the Public Awareness Committee led to the Joe Kruger Endowment, leading ultimately to a new image and identity for ACA.

Moe was involved in just about every National and Association of Independent Camps (AIC) conference since that time. His was a face you just looked forward to seeing, and his larger-than-life presence did not belie that he was a giant in the camp industry. He is remembered for putting others first.

Among the many recognitions for his eight-year term on the Independent Camps' National Advisory Board, his term as president from 1978 to 1982, and two terms as national AIC vice president, he recently received the ACA Regional Leadership Service Award and an ACA Honor Award by his peers. He received the Speedy Altman Award, the highest honor given by the Independent Camp community in 1989. Besides the Public Awareness Committee, Moe also was a member of the National Insurance Committee and was a trustee of the ACA, St. Louis board for many years. He also was active in ACA, Northland, where his camp was situated.

Contributions can be made to the Speedy and Honey Altman Memorial Camp Foundation, which enables underserved children to have a camp experience that Moe nurtured and cherished for every one of his own campers over his lifetime of service to them and to the camp industry.

Speedy and Honey Altman Memorial Camp Foundation
2001 S. Hanley, Suite 195
St. Louis, MO 63021

Grant Resources

Do Something Offers Grant Opportunities

Do Something is a nonprofit organization that offers youth tools to make a difference in their communities. By leveraging communications technologies and through the numerous grant opportunities and resources, *Do Something* enables teens to convert their energy and ideas into positive action.

The following grant opportunities are available:

Using Music to Make a Difference

Amounts offered: 20 \$500 grants; 5 \$3000 grants + a paid trip to the GRAMMY® Awards

Deadline: December 15

Winners Notified: January 9

Winners Announced: End of January

Eligibility: U.S. or Canadian citizens, nineteen years and under.

For more information and to apply, visit www.dosomething.org/keychange.

Education and Mentoring

Amount offered: 10 \$500 grants

Deadline: December 15

Winners Announced: February 1

Eligibility: U.S. or Canadian citizens, Twenty-five years and under.

For more information and to apply, visit www.dosomething.org/grants/teachsomething.

Business News

Norman E. Friedman Appointed to Board of Directors of Stop It Now

Norman E. Friedman, M. Ed. of White Plains, New York, has been appointed to the Board of Directors of Stop It Now! Friedman, a well known advocate for children and author of *Inoculating Your Children Against Sexual Abuse: What Every Parent Should Know!* has been appointed to a three-year term according to Deborah Donovan Rice, President and C.E.O of Stop It Now!

Retired in 1999 as executive director of the Jewish Board of Family & Children's Services – Hawthorne Cedar Knolls Residential Treatment Center in Hawthorne, New York, Friedman is now a consultant to the AMSkier Insurance Company in Hawley, Pennsylvania — the largest insurer of residential and day camps in America.

Stop It Now! is a national organization, founded in 1992, that emphasizes a public health approach to prevent child sexual abuse by emphasizing adult and community responsibility. It also operates a national helpline (1-888-PREVENT) for adults who are concerned about inappropriate behavior with children themselves or people they know. For more information, visit www.stopitnow.org.