



Inside ACA — January 2009

Message from the President



Dear Friends:

As usual the New Year brings the opportunity to consider fresh resolutions to shape a different future for ourselves, our organizations, and our communities. Looking ahead is exciting, but we stand on the firm foundation of experience. We are all engaged in experiential education as we help campers, staff, and parents contribute to healthy communities.

ACA is in an exciting position in this New Year. Building on the almost one hundred years of organizational experience and being strengthened by the great contributions of leaders over the last ten years, we are shifting focus from business as usual to an exciting vision with a targeted completion in the year 2020. Learning from our experience we have perceived that doing more of the same will not strengthen us as we desire to make a larger contribution to our communities. The National Board is seriously considering new resolutions and new styles to move toward that vision. Watch for more information and be ready to consider new ways of being ACA with fresh resolve.

Doubling the number of campers by the year 2020 challenges ACA and members to make fresh resolutions. If your camp is at capacity or close, don't leave the job to others. Consider how you can provide resources (your knowledge) to those designing new programs. Maybe it is a school teacher looking for help designing a short-term camp program, maybe it is an existing community program looking for ways to engage learners in new ways using camp, maybe camp alumni are hoping to start a new camp experience based on their learning and development in your program. Maybe it is a community service program like yours with a struggling camp program. Doubling the number of campers by 2020 will take creative thinking. I hope you will resolve to look outside for opportunities to strengthen the camp experience even as you strengthen your own camp and the experiences there. Ron Heifetz in the book, *Leadership without Easy Answers*, challenges us to take a position on the balcony to see patterns beyond our own experience of dancing (daily life and camp). Take a walk up to the balcony, and see how you can contribute to the myriad of dancers involved in camp in 2009.

We build on the leadership contributions of national officers and board members to make these new steps into 2009 toward 2020, even as economic and world events provide us with new challenges. **Happy New Year!** I hope you find resources in ACA that help you contribute to new thinking as we move ahead.

Onward Ever,
Peter Surgenor

Learning Resources

ACA's 2009 National Conference

The Power of the Experience will be explored at many levels

Have you made plans to attend the 2009 National Conference? Register today, and start 2009 with a major professional development boost. You can register online, by fax, or by mail. For details, rates, and online access, [click here](#).

Don't Delay. Make Reservations Now at Disney's Coronado Springs Resort

Fan favorite, Walt Disney World®, offers a welcomed backdrop for the 2009 national conference. All major conference events and services will take place within *Disney's Coronado Springs* Resort. The accessibility offered by the Orlando International Airport, and the complimentary roundtrip shuttle now offered by Disney Resorts makes for an enjoyable trip. [Special rates are available](#). Considering a few days to relax along with the conference? Discounted rates are available four days before and after our conference dates on a space-available basis. Take advantage of the competitive airfares available right now, and plan your trip. **Hotel Rooms over all dates are available on a first-come, first-serve basis, up until January 16, 2009, so don't delay!**



Conference Rates:

\$169 Single, Double or Triple Room (one to three guests)

\$184 Quad (four guests)

Subject to sales and resort taxes, currently 12.5 percent, per night

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

[Registration through ACA.](#)

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.

Educational Programming—More than 125 Offerings

This year's selection of educational breakouts, discussion group offerings, keynotes, and commerce sessions offers an array of topics, presenters, and formats sure to match your needs. Experienced owners and directors will appreciate sessions organized with their needs in mind. Check out a [sampling of sessions](#) (PDF) designed for the seasoned camp professional. [View the complete program schedule](#) (PDF) for the ACA national conference.

2009 National Conference Service Project—Operation Camp T-Shirt II

Our National Conference Team asks that you pack some camp T-shirts, of all sizes, and bring them with you to the conference. With your help, we will demonstrate that "little things" matter and can make a difference. Community service is an integral part of ACA's 2009 National Conference at *Disney's Coronado Springs Resort* . . . now pack that shirt!!! If you are unable to attend the 2009 ACA National Conference, but would like to donate to Operation Camp T-Shirt you can send your donation to:

Operation Camp T-Shirt

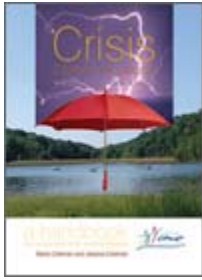
American Camp Association
Operation T-Shirt/National Conference Truck
5000 State Road 67 North
Martinsville, Indiana 46151-7902
(send by February 9, 2009)

Special Thanks to our Premier Sponsors



The ACA Bookstore: Your Storehouse of Knowledge

We have the resources you need to help you refine your marketing plans, seek sponsors, and review business practices. ACA offers hundreds of books, workbooks, training DVD's and tools, plus forms, and service logs to support your needs at camp. Check out our online store full of new materials and time-tested favorites www.ACAcamps.org/bookstore.



Crisis Communications: Weathering the Storm

Marla Coleman and Jessica Coleman

A strong, comprehensive communications system is essential to every camp, especially in times of crisis. This new handbook provides the necessary steps, and the resources to create a communications system for your camp, along with training tips to help you put your plans in action. Marla and Jessica will present a related session during the ACA 2009 National Conference on Wednesday, February 18, from 1:45 p.m. – 3 p.m., "Crisis Communications in Camp: What to Say, How to Say it, and When to Say It." Plan to attend the session, meet the authors, and add this great resource to your library for Summer 2009.



Basic Camp Management, Seventh Edition

Armand and Beverly Ball, American Camp Association, \$49.95

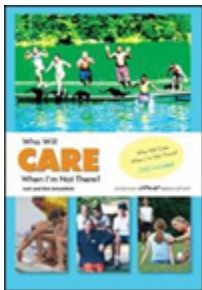
Available now! Our most popular college classroom book has been updated to reflect today's business challenges and opportunities.



Designing Quality Youth Programs

American Camp Association, \$29.95

This is a book designed for camp directors and youth development professionals who want to make their programs a better place for young people. Built on eight steps, including asking for input from the youth and your staff, assessing and brainstorming strategies, choosing an action plan and implementing it, and then sharing and evaluating what has been accomplished. This process is designed to be individualized: to draw upon and fit your mission and philosophy, to reflect input from your young people and staff, and to implement strategies that make sense for your program. The appendices included at the end of this book contain a multitude of forms and lists to help in designing quality youth programs.



Who Will Care When I'm Not There?

American Camp Association/Peg Smith, \$19.95, DVD

Use this emotionally charged video to impress upon your new staff the level of responsibility each member needs to feel. There is no greater responsibility a camp staff member could have than to take someone else's child by the hand and lead them safely through the camp experience. Children are irreplaceable. Make sure your staff fully understands and respects their responsibility.

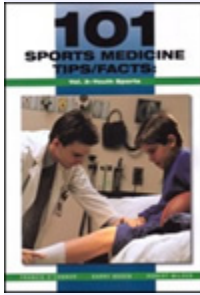


101 Marketing Essentials Every Camp Needs to Know

Jodi Ruddick, \$24.95

Anxious to invigorate your marketing plans for 2009? Incorporate Jodi Ruddick's marketing tips and boost your promotional efforts. You can meet Jodi in person at the ACA 2009 National Conference. She will present marketing topics on Thursday and Friday, February 19 and 20. For details about her sessions and all the great programming offered at this year's national conference, visit:

www.ACAcamps.org/conference



Attention: Camps Offering Sports Programming

ACA's Bookstore, in cooperation with Healthy Learning, carries a variety of resources related to youth sports, sports injuries, and coaching.

101 Sports Medicine Tips/Facts: Vol. 3—Youth Sports \$19.95. A must-have that separates fact from fiction and offers an excellent overview for youth-oriented sports activity.

Visit www.ACAcamps.org/bookstore today. ACA members receive a 5% discount on all orders.

Summer 09 Is Fast Approaching . . . Begin Staff Training Today!

Summer fun will be here before you know it! With only a few months before the summer 2009 camp season is upon us, how are you going to ensure that your staff are prepared? Don't wait until May or June . . . you can begin training TODAY!



Is time your enemy?

- Does it feel like you have more training topics than you have time together with your staff to cover these topics?
- Do varying school calendars make it difficult to coordinate a common period for staff orientation and training so that everyone learns at the same time?
- Do you ever wish you could cover some topics before the staff get to camp, so that they're already prepared to talk about how to USE the information?
- Are your staff members plugged-in and expecting you to teach them in new ways?
- Does your staff prefer to be communicated with via text, e-mail, camp's social networking site, or some other electronic methods?

Don't panic, ACA can assist you with a variety of distance learning opportunities available for you and your staff through ACA's online education system, the e-Institute.

[e-Institute Course Catalog](#)

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—a must for anyone working with risk and crisis management. Complementary to this course is the new handbook, *Crisis Communications: Weathering the Storm*, available for purchase in February.



[Camp Is for the Camper](#)

Critical information for front-line staff: role modeling, stress reduction, developmental characteristics of children, and camper behavior management techniques.

[Injury and Illness Prevention](#)

Three courses that present strategies for reducing camper and staff injuries and illness including: Reducing the Spread of Communicable Diseases, Knife Safety, and Minimizing Slips and Falls.

[Camp Business and Finance](#)

Budget and finance training including: budgeting, purchasing and receiving, handling cash, fund-raising, and camp store management.

[Creating Positive Youth Outcomes](#)

Design an evaluation process targeting youth outcomes; turn your targeted youth outcomes into a camp asset.

[e-Standards Course](#)

Overview of the ACA camp-accreditation process.

Take advantage of group pricing rates and member discounts on course registration fees. [Register for courses today!](#) Or, call 800-428-2267 for more information.

Pre-order the May/June 2009 Staff Training issue of *Camping Magazine* for your staff today! Visit www.ACAcamps.org/campmag for details.

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-five 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*, 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.

National Conference on Outdoor Leadership

The National Conference on Outdoor Leadership will be held on the Indiana University Campus on February 4-7, 2009, in Bloomington, Indiana. For more information, visit www.weainfo.org.

Learn How to Build, Strengthen or Expand Summer Programs

The 2009 Summer Changes Everything national conference, April 16-17 in Chicago, hosted by the National Center for Summer Learning at Johns Hopkins University gives you the opportunity to join program providers, curriculum developers, school administrators, policymakers, researchers, youth development

workers, and others who run and support quality summer programs. The conference promises two action-packed days of learning how to build, strengthen and expand summer programs, with workshop tracks that address innovative instructional approaches, knowledge and strategies for summer program providers, and expanding participation and access.

- Learn how summers can profoundly influence a young person's life trajectory
- Learn research-based methods and techniques that can revolutionize education, during the summer and year-round
- Make the most of strategic partnerships that can galvanize groups and get entire communities involved in the summer learning process
- Enjoy engaging speakers at workshops that have been uniquely tailored to take your knowledge and skills to the next level

Learn more at: www.summerlearning.org/nationalconference.

Also, be sure to register for in-depth, pre-conference institutes on April 15:

Emerging Leaders: Core Concepts for Successful Summer Programs

Making Summer Learning a Funding Priority

Pre-conference cost: \$175

[View the program book](#) (PDF) with recently added workshop updates and be sure and check back frequently for additional news and updates.

[Register online](#).

Contact Hillary Hardt at hillary.hardt@jhu.edu or call 410-516-6573 for more information.

Latest ACA Research

National Camp Business Operations Survey Completed!

Thank you to all the camps that participated in the Fall Camp Business Operations survey! We are compiling the data and will have summary reports posted in late January. Stay tuned!

Camps Needed to Help Develop Camp Quality Assessment Tool

Camps from Michigan, upper Indiana, and upper Ohio are needed for pilot sites for one piece of the new Camp2Grow project funded by Lilly Endowment. These camps will serve as "observation" sites to test a new tool being developed by ACA and the Center for Youth Program Quality. The only expectation for interested camps is to be willing to have an outside "observer" visit your camp for a day to watch staff-camper interactions at a variety of camp activities. If interested, please contact Deb Bialeschki (dbialeschki@ACAcamps.org).

Updated Youth Outcomes Data Entry Excel Tools Now Available

Using outcomes measures from the ACA Youth Outcomes Battery?? Then check out the [newly revised Excel-based analysis templates](#). The instructions address issues with working in older versions of Excel as well as provide an example of demographic data entry. Thanks to the support of the Not-for-Profit Council this revision also includes templates for the new Affinity for Nature outcomes measures (short and long forms) tested this summer!

ACA to Explore Emerging Issues in Camps—Survey Coming in January 2009

In November 2007, ACA conducted the first-ever emerging issues survey of ACA-affiliated camps to better understand the evolving and emerging issues and trends in the camp industry. Summary results are available at www.ACAcamps.org/research/emerging_camp_issues.php. The next emerging issues survey is scheduled for January 2009. Watch for an e-mail with the link so that you can share your perspectives on these important topics.

PR Press Box

Covering the Basics

It's only natural, at the start of a new year, to re-evaluate the previous year—what went well, what could be better. This year, when “resolving” to do things differently, better, and more efficiently, don't forget the basics. Before sending out a news release, make sure that you give them newsworthy, timely information.

Most editors, reporters, and news producers will look at seven indicators to determine if a story is newsworthy. Keeping these seven indicators (taken from the [ACA Communications Toolkit](#)) in mind when planning your news release or story pitch will increase your potential for coverage.

1. **Timeliness**—Is the story something that relates to current events or breaking news? Is it a local take on a bigger national story?
2. **Impact**—How many people in the community will the story influence or affect?
3. **Novelty**—Is there anything out of the ordinary? Will this challenge current assumptions or beliefs?
4. **Currency**—Is this a current event or something people are discussing now at water coolers?
5. **Prominence**—Are well-known people involved? Do prominent newsmakers, celebrities, politicians, or other high-profile people play a role in the story?
6. **Proximity**—Is this news occurring in the community or region where you are pitching the story idea?
7. **Conflict**—Is there a sense of drama or clash between people and institutions?

After evaluating your release based on these indicators, the next step is to send it to the media. A targeted release to specific media is often most effective. Identify reporters who cover the topics discussed in your release. If you are releasing a new environmental program, make sure you are not sending the release to your local crime reporter. Most newspapers and news channels list who to contact or news team members on their Web site.

If you are making a story pitch, it is essential that you are prepared with all of the information and facts. In addition to knowing your story, make sure that you have the correct name and contact information for the reporter or editor you are pitching to. And, it is always a good idea follow-up with each media contact—answer any questions and offer additional assistance.

Ensuring that the basics are covered will not only increase your chances for media coverage, but it will also help you begin to build a relationship with local media outlets.

[Click here](#) to view multiple advertising opportunities for your camp.

For more information on [media do's and don'ts](#), the [ACA Communications Toolkit](#), or for a copy of the most recent 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

2009 Annual SOC Available Online

One of the requirements of American Camp Association Accreditation is to read, sign, and submit the Annual Statement of Compliance. We strongly encourage camps to submit this document online early in the year. While we will continue to do this, we will also be enclosing a reminder in each camp renewal packet. This reminder will provide the camp the Web link to be used to read and submit this critical form. Basically, the steps to be taken include:

- Visit the ACA Web site at: www.ACAcamps.org/soc.
- You will need to have your ACA member number and password available.
- By clicking on the "Agree" tab and submit, you are agreeing to this document.
- This action will record the name of the user and the date the Statement of Compliance was read and submitted.
- You will receive a confirmation e-mail immediately after submitting the SOC.
- Should someone else from your camp attempt to submit the SOC at a later date, it will let them know it has already been completed.

Should you prefer to submit a paper copy, you have the option of printing a copy of the Statement of Compliance from this Web page. As always, you may also contact the ACA office for a copy to be sent you.

Remember, submission of the Statement of Compliance is required yearly!

Important Information Regarding Standards HR-4A (MANDATORY!)

We have recently been informed that the Web site which is REQUIRED to be checked in Standard HR-4A (National Sex Offender Public Registry) has both changed its name and Web address. The NEW name is: Dju Sjodin National Sex Offender Public Web Site, the NEW Web address is: www.nsopw.gov.

As stated above, checking this very specific Web site is a requirement of Standard HR-4A. If you use a background screening company that says they complete a "National Background Check," please verify they check this very specific site!

Camp-Accreditation Signs and Certificates

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:

This is the first time the camp is to be visited;
S/he is a new director of an already accredited camp; or
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

Calling all ACA Camps!

Act now for your opportunity to participate in a FREE search-engine optimization project

ACA, in collaboration with the School of Business at the University of Indianapolis, is looking for approximately ten camps to participate in the 2009 Google Online Marketing Challenge. Each camp participating in the Challenge will be involved in a project that will attempt to increase the camp's visibility on the Internet, using Search Engine Optimization.

This is the second year of the world-wide challenge that allows students to learn the fundamentals of search engine optimization using the Google AdWords online advertising product. There is no cost to participate in the challenge, and there will be no changes made to your camp Web site. Rather, student teams will simply use a budget of \$200 provided by Google (per each Web site) to maximize the site's visibility in online searches during the three-week contest. The only requirement is that the camp CANNOT be a current user of Google AdWords. In addition, a representative of the camp must be available to provide background marketing information to the student teams on a timely basis; this can be accomplished via e-mail exchanges.

The project will begin in early January and run through April. All participating camps will receive a follow-up report with information indicating the search words used, marketing strategy, the budget, and the results. Camps are free to use the strategy themselves, though there is no obligation to use Google AdWords once the contest is over.

Interested camps are urged to contact Dawn Swindle, public relations specialist, at pr@ACAcamps.org by January 10. If you have any additional questions about this opportunity, please address them directly to the University of Indianapolis project professors—Dr. Jerry Flatto, jflatto@uindy.edu, or Deidre Pettinga, dpettinga@uindy.edu.

Participants will be taken on a first-come, first-served basis, with final selections made by the project professors.

Again, there is no risk to your camp for participating. Participation does guarantee that your camp will benefit from the added exposure of \$200 worth of Google AdWords advertising.

The January/February Digital Issue of Camping Magazine Now Available

Check out the [digital January/February issue](#) of *Camping Magazine*. This special edition is packed with national conference highlights, sneak previews of keynote presentations, and other interesting articles.

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.

Last year, we tripled our orders. We ran out of copies and could not fulfill last-minute orders. Reserve your copies today online at www.ACAcamps.org/campmag to ensure your staff members each get a copy of this must-have training issue!

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!](#)

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.

Business News

Welcome New Business Partner—NJPA

ACA is pleased to announce our first **Fund Development Partner**. Join us in welcoming National Joint Powers Alliance® (NJPA)! Through this partnership, ACA camps and members will enjoy discounts from over forty-five nationally acclaimed vendors with thousands of products, all awarded under a national competitive bid process. Through [enabling legislation](#), NJPA is able to provide you valued purchasing solutions that will save time, money and avoid duplication of the competitive bid process. The purchasing process is simple. Submit your [no cost membership](#) application online from NJPA, contact the vendor directly and advise them of your participation in our program.



[About National Joint Powers Alliance \(NJPA\)](#)

Realize the power and value of National Contract Purchasing! At the National Joint Powers Alliance (NJPA) we are driven to provide efficient public service through our National Cooperative Purchasing Programs. NJPA is a national organization that creates a business and service alliance between buyers and suppliers. Our common needs and the desire to serve your agency will lead our efforts as we face the challenges of purchasing in the future. [See the NJPA catalog.](#)

Consorta

With camps keeping a close eye on their bottom line more than ever this year, ACA would like to remind you of the ACA Group Purchasing Program that will save your camp money. This program has special contracts negotiated just for you with FedEx, SYSCO, Gordon Foods, Sherwin Williams, Home Depot Supply, Ecolab, and hundreds of other companies. Never before have camps had this buying power. [Learn more.](#)

FREE REGISTRATION! [Request Passkey for PurchasingPoint Web Portal](#)
Questions? Contact [Kim Bruno](#), 765-349-3309 or [Paula McCarns](#), 765-349-3319.

"We have been delighted with the Consorta Program! We have saved a significant amount (20% or more) on our food purchases from SYSCO! As a nonprofit in a tightening economy, Consorta was just what we needed to make our dollar go farther! We are grateful to ACA for offering such a valuable resource. It has more than paid for our ACA Membership!"
Dan Mathews, M.Ed., CTRS, Camp Director

Visit the Exhibit Hall for Great Deals and Buying Ideas

ACA has an exciting exhibit hall lined up for you at the 2009 ACA National Conference in Florida. Be sure to join us for an evening celebration of the grand opening with our exhibitors. There are more than twenty new vendors joining us this year. Please let the exhibitors know how much you appreciate them being at our show. Exhibitors

Grand Opening Sponsor



help make our show the great success it is today. The exhibit hall will open on Wednesday, February 18, 2009, at 5:30 – 8:30 p.m. with a reception followed by "Game on ACA", including a BAGGO Social. [View the list of exhibitors](#) and start your shopping road map today.

Game On—ACA: BAGGO Tournament

Calling all ACA Conference attendees! Join us for a night of fun, prizes, music, and a little healthy competition. The first National Game On—ACA: BAGGO Tournament will be held Wednesday, February 18, from 8:45 – 11:45 p.m. in the Coronado Ballroom. No BAGGO experience needed — grab a friend and a cocktail at the cash bar and prepare to have a blast! The tournament follows a "March Madness" style with teams eliminating the competition one by one. Tournament entry is free. Each team will consist of two players, and be required to create their own team name. Random prize drawings will occur throughout the tournament. If competition is not your thing, plan to attend and support your favorite team. For rules, regulations, and BAGGO success tips, visit BAGGO booth 105, 107, and 109 during the Exhibit Hall Grand Opening on Wednesday night, 5:30 p.m. – 7:30 p.m. May the best team win!



A Special Thanks to Conference Sponsors

Please join us in thanking this year's premier level conference sponsors who have generously stepped up to the plate to significantly enhance the overall program experience through their generosity.



New Web Page Available—Corporate Sponsor Page

Visit ACA's [Corporate Sponsor Page](#) and see how the support from companies across the country is invaluable in helping ACA be a force for positive change in the lives of so many children, and we extend a heartfelt thank you to all of you whose contributions are doing just that. Show your support, donate today.

Multiple Advertising Opportunities for Your Camp

New Jersey Suburban Parent Magazine

Suburban Parent Magazine now covers three prime areas in New Jersey. The magazine will feature articles on camp in the January through May issues. The camp issues are some of the most popular issues each year.

Suburban Parent Magazine Zone I is a monthly parenting newspaper with coverage in Marlboro, Manalapan, Freehold, Old Bridge, and East, North, and South

Brunswick. *Zone I* has a controlled circulation of 30,000.

Suburban Parent Zone II has a circulation of 20,000 throughout South and North Edison, Metuchen, Woodbridge, Highland Park, the Plainfields, Piscataway, Middlesex, Dunellen, Iselin, Clark, and Westfield.

Suburban Parent Zone III has monthly coverage throughout the greater Princeton, Mercer, and Somerset county areas, combining a mailing and distribution including Princeton, Lawrenceville, the Windsors, Hillsborough, Somerville, and surrounding regions.

This parenting publication is distributed via libraries, nursery and private schools, YMCAs, afterschool centers, children's specialty stores, doctor's offices, and subscription.

Special incentive rates are available. Visit the *Suburban Parent* Web site at www.NJParentWeb.com. For more information, or to reserve your space today, contact Vern Boyar-Schwartz, Sales Manager, at 732-435-0005, ext. 125, or vern@NJParentWeb.com.

Chicago Tribune Camp & School Guide 2009

Advertise your camp or school programs! *Chicago Tribune* publishes a *Camp & School Guide* in *Chicago Tribune Magazine* every Sunday between January and August. The magazine is distributed to approximately **865,000 households** throughout the Chicagoland and surrounding areas. By participating in this weekly guide you can increase awareness and enrollment for your camp! For maximum exposure combine print with online at ChicagoTribune.com. With any print purchase receive 25,000 impressions for \$325/month. All types of camps will benefit from advertising in the guide – local, national, university, overnight and day camps.

To order space, please plan thirty-four days prior to publication. The first guide will publish January 11 and each Sunday thereafter. These advertisements are offered in numerous sizes in black and white.

Don't miss out on this terrific opportunity to reach potential campers and their parents! Please contact Meredith Rogers at 312-222-4060 or mrogers@tribune.com.

City Scoops

Reach the exclusive Manhattan market with *City Scoops*

- Lifestyle Magazine (glossy paper) focusing on dining, travel, entertainment, health, fitness for NYC residents
- Mailed to 600,000 households in exclusive Manhattan, New York, neighborhoods
- Eight mailings per year (Camp Edition in-home dates January 31, March 10, April 25)
- ACA Member special! **Buy one month, get one month FREE!**

2009 open rate pricing:

\$215 per column inch

- Deadline – two weeks before in-home date

For more information, contact Steve Gordon at 212-206-0610, ext. 11, or sgordon@cityscoops.net.

Visit www.cityscoops.net, for more details.

USA TODAY's Camp Today 2009!

USA TODAY, the place for your camp message, would like to thank each and every camp that participated in the **CAMP TODAY** November 2008 edition. Due to the success of past features and continued interest from those who participated, we will be publishing a **CAMP TODAY** March 2009 edition!

ACA members - take advantage of a Buy One Ad, Get One Ad FREE promotion.

CAMP TODAY March 2009 Publication Schedule:

- Tuesday, March 10, 2009
- Thursday, March 12, 2009

Why should you advertise your camp in *USA TODAY's CAMP TODAY*?

- Get a jumpstart on Summer 2009 enrollment!
- Your message will reach a daily audience of 3.6 million readers per day, 50 percent of which have children and household incomes in excess of \$100,000 annually.
- Rates start as low as \$589!!! (net rate)

March 2009 **CAMP TODAY** editions will include editorial submitted by the ACA within both publication dates. Topics covered will include:

- Child's Connection to Nature
- The Importance of Camp and Community

Deadline for space reservation, material, and payment:

- Wednesday, March 4, 2009

Rates:

- \$693 per column inch
- Advertisers will receive an additional 15 percent off when camera-ready artwork is supplied, net price \$589 per column inch.

Unit Size:

- Black and white
- Minimum ad size: 1 column x 1 inch (1 .71 inches x 1 inch)
- Ad size may increase in width in full columns up to 6 columns wide and by ½ inch increments in height

Don't miss out—book your space today! For more information or to place an ad, please contact:

- Camp Today, Account Executive/USA TODAY Marketplace
- 1-800-397-0070
- wedwards@rja-ads.com