



Inside ACA — February 2009

## Learning Resources

### ACA's 2009 National Conference

Discount Rates Extended for ACA National Conference!

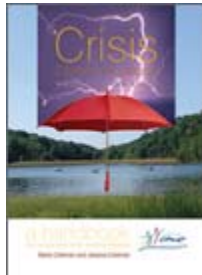
With our economy in mind, there are some enhancements and adjustments to the [ACA 2009 National Conference](#) we want to share . . .



- New keynote presenter added! Joe Hubbard will address Inspirational Leadership in [Today's Economic Times](#).
- Discounted hotel room rate still possible, based on availability at [Disney's Coronado Springs Resort](#) through our conference dates.
- [Registration rate freeze](#) — for those not registered yet, registration rates will not increase on February 9 as originally planned.
- New educational breakouts added to offer strategies to manage what we do in this economic environment.
- Enhanced job posting and resume posting services available on site in Orlando.

We are looking forward to an excellent conference in Orlando! Register today at [www.ACAcamps.org/conference](http://www.ACAcamps.org/conference).

### Crisis Communications Resources Available at the ACA Bookstore



*Crisis Communications: A Handbook for Camps and Other Youth Programs*, \$39.95  
Marla Coleman and Jessica Coleman

Take Control Before the Crisis. Be prepared to weather a storm. Be prepared for almost any camp crisis with a strong, comprehensive crisis communications system that keeps everyone — parents, staff, campers, the public, and the media — well informed and calm.



- Essential key messages
- Tips for dealing with media
- Advice for communicating with children, families, and staff
- Staff training insights
- Suggestions for building a crisis response team
- Templates for strategic planning

Available for sale at the 2009 ACA National Conference in Orlando!

### Additional Crisis Communications Resources

- [Risk and Crisis Management Planning: Workbook for Organization & Program Administrators](#) By Connie Coutellier and American Camp Association \$49.95

- [Accident/Incident Report Forms](#) and Risk Assessment Charts Package pricing. Free pdf download for ACA members.

Order your crisis communications resources today at [www.ACAbookstore.org](http://www.ACAbookstore.org). Be sure to visit the ACA Bookstore at the ACA National Conference in Orlando.

### **ACA's e-Institute Offers Three New Online Courses!**

ACA formed an educational alliance with the National Recreation and Park Association (NRPA) in 2008. ACA's mission is to enrich the lives of children, youth, and adults through the camp experience. NRPA's mission is to advance parks, recreation, and conservation efforts that enhance the quality of life for all people. In recognition of these complementary missions, an educational alliance was formed to advance the professional development of those individuals dedicated to carrying out these missions. The following two courses have been produced in cooperation with the National Recreation and Park Association:

- ***"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.
- ***"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.

Dispel the myths regarding criminal background checks with the following informative course:

- ***Criminal Background Checks — Dispelling the Myths and Confronting the Realities*** — Staff and volunteer screening and hiring practices should include criminal background checks. However, there is much confusion about the kinds of background checks (criminal and non-criminal) that are available to youth-serving organizations. The proliferation of "quick, cheap, and easy background checks" from online services confuses the issues when you consider that there is not a nationwide database of all criminal histories. This course will dispel the myths and make sense of the realities of what is available to you as an organization that selects staff and volunteers to serve children, youth, and vulnerable adults.

[Register TODAY!](#)

**Pre-order the May/June 2009 Staff Training issue of *Camping Magazine* for your staff today!**

Visit [www.ACAcamps.org/campmag](http://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](http://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](http://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](http://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](#) 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](mailto:hillary.hardt@jhu.edu) or call 410-516-6573 for more information.

### **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.

## **PR Press Box**

### **Updated Online Communications Toolkit Available**

In spring, the media turns its attention towards camp. Forty-four percent of ACA's media coverage in 2008 occurred between March 1 and May 31, well before most camp programs began. To help you prepare for the coming months, we have updated the online ACA Communications Toolkit.

The toolkit guides camps and staff through a variety of media relations issues, including a brief "media relations 101" overview covering the basics of media communications and terminology, steps in crisis communications, effective ways to generate story ideas, important tips for the media interview, and vital key messages including nature, the benefits of camp, and the economy.

The Communications Toolkit can be found at [www.acacamps.org/members/toolkit/](http://www.acacamps.org/members/toolkit/). In addition to the online toolkit, a printer-friendly, downloadable version is available.

Contact Dawn Swindle, PR Specialist, at 765-349-3317 or [dswindle@ACAcamps.org](mailto:dswindle@ACAcamps.org) with any questions regarding the toolkit or for media assistance.

### **Join the Media Relations Team Today!**

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.

For more information on the Media Relations Team, contact [Dawn Swindle](#) at 765-349-3317, or stop by CommuniCamp at the ACA National Conference in Orlando.

### ***Top Ten Reasons to Join ACA's Media Relations Team***

10. Become an overnight sensation on YouTube.
9. Autographed copies of printed interviews make great holiday gifts for family and friends.
8. Spice up your MySpace or Facebook profile with a "Me in the News" section.
7. Free media plug for your camp.
6. Build relationships with media in your area.
5. Share your camp expertise with the world.
4. Reach a broader parent base about the value of camp.
3. Help generate positive camp messages in the news.
2. Develop a reputation as a leading camp expert among your peers.
1. Assist ACA in stepping closer to the 20/20 Vision.

## Standards News

### 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: Dru Sjodin National Sex Offender Public Web Site, the NEW Web address is: [www.nsopw.gov](http://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!

### 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](http://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!

### 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 4, 2009.

For complete information and to register, visit: [www.acacamps.org/conference/standards.php](http://www.acacamps.org/conference/standards.php).

## Association News

### ACA and the National FFA Organization Collaborate to Promote Nature-Based Curriculum

Camp 2 Grow, an ACA nature-based leadership program made possible with the generosity of Lilly Endowment Inc., reaches its first milestone in a collaborative effort between the National FFA Organization (FFA) and ACA. A key objective of Camp 2 Grow is to disseminate educational materials that integrate best practices in youth development.

ACA has partnered with FFA to make available the organization's LifeKnowledge® Youth Leadership Curriculum to the camp community. The LifeKnowledge Youth Leadership Curriculum is a collection of more than 200 lesson plans for developing the "soft skills" of leadership, personal growth, and career success. The curriculum includes instructional strategies and tools. LifeKnowledge was created by FFA when a team of more than 1,000 teachers, researchers, and professionals comprehensively defined "leadership" and the competencies that make up leadership attributes. These competencies, also known as "precepts," are now taught, cultivated, and reinforced through experiential lessons that teach "Knowledge for Life."

***Each LifeKnowledge lesson:***

- Outlines learning objectives and applications
- Can be adapted to any youth setting
- Is based on a solid educational model
- Makes delivery easy with step-by-step instructions
- Will reach and engage even reluctant youth

***LifeKnowledge lessons help youth develop essential competencies through:***

- relevant subject matter
- proven teaching methods
- fully articulated handouts, tests, and activities
- opportunity for youth to see immediate results, assigning youth responsibility for their own learning

The LifeKnowledge curriculum will be distributed to thirty-five participating ACA-Accredited® Camps in a pilot program. The camps will incorporate the curriculum into their nature-based programs by this summer. This spring, all ACA camps will have the opportunity to participate in this important learning opportunity for campers and staff alike. Currently in development, the curriculum has been designed to:

- Teach practical and character-building life skills identified by business and intellectual leaders as critical for today's youth.
- Utilize scientifically supported teaching methods, theories, and strategies.
- Reinvigorate educators and volunteers who strive to reach learners in a natural and engaging way.
- Allow any youth worker to "pick up and teach" through the use of scripting.
- Address *all* learning styles and inspire active participation of even *reluctant* learners.
- Recognize the whole person, speaking to and optimizing the best self.

Watch for more details about this exciting educational initiative in the next issue of *Inside ACA* and upcoming e-communications.

**Changes to the American Camping Foundation**

Now that 2008 is behind us and we look to a positive future, it is important to remain clear and positive about what we do. All of you have been leaders of the Association through many different stages. We believe that the underlying focus has always been what is best for the Association. At this crossroads, we wanted to let you know of two changes. First, we will continue to be the American Camping Foundation (ACF), but we will d/b/a as the American Camp Foundation. This will align with the American Camp Association. None of the restrictions on previously donated funds will change. The purpose of the ACF is to support the work of ACA, and this support will also continue.

Secondly, the Foundation will be expanded. This is a hard time in the world of funds development. There is not enough money to do what our members would like us to do. Donors' resources are not what they used to be. This is not the time to rest or give up; it is time to get to work. We will be mobilizing a full complement of volunteer committees resourced and staffed in ACF:

1. Endowment Committee ( ongoing work and camperships)
2. Planned Gifts Committee (restricted)
3. Gift Committee (unrestricted annual giving)
4. Corporate Relations Committee (grants)
5. Investment Committee (stay on track with current policies and investment advisers  
J.P.Morgan/Chase)

The ACF Board passed both of these measures at their last meeting. Now is a critical time to get motivated to find the money needed to keep our profession vital in the development of our youth. You will be hearing more in the near future and in Orlando. Please encourage everyone you know to join the [Acorn Society](#) at our next conference.

### **ACA Economic Resources: Being Proactive in a Tough Economy**

ACA has provided a number of camp-specific resources to assist camps in dealing with current economic times. Visit [www.ACAcamps.org/economics](http://www.ACAcamps.org/economics) for more information.

### **Achieving ACA's 20/20 Vision Through National Collaborations**

An informative, online listing that provides an overview of ACA's various business partnerships and educational alliances is available at [www.acacamps.org/collaborations](http://www.acacamps.org/collaborations).

### **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. Kim Aycock, Jessica Coleman, Greg Cronin, Bob Ditter, Jeffrey Leiken, Ethan Schafer, Michael Thompson, Christopher Thurber, Stephen Wallace, and more offer their expertise and professional strategies in this special staff training issue created exclusively for staff and for trainers.

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](http://www.ACAcamps.org/campmag) to ensure your staff members each get a copy of this must-have training issue!

### **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!](#)

#### ***The Benefits of Hiring International Staff***

The value of international staffing is proving to be an important decision-making factor for parents and campers, a welcomed employment resource for camp directors, and ultimately a catalyst for the continued growth and success of the camp industry. [Read More.](#)

### **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 Partners

CampRegister



Trinity/HPSI



FoodSource Plus



### 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 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.

Grand Opening Sponsor



### 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.



### 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](http://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](mailto: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](http://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](mailto: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](mailto:sgordon@cityscoops.net).

Visit [www.cityscoops.net](http://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 2008 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](mailto:wedwards@rja-ads.com)

**Join other "Homeschool Friendly" Summer Camps in our 9th Annual Guide**

This is a perfect venue to reach out to the national homeschool community that's growing and growing. According to *USA Today*, homeschooling is up 74 percent from 1999 to 2007. As you can see, homeschooling is here to stay and continues to grow, year after year!

Are you attracting these families?

Each advertiser will receive a free, annual, 50-word listing on [www.homeschooogle.com](http://www.homeschooogle.com). This web site will help attract your local Homeschooling audience. So, you get 2 advertising/marketing opportunities with this feature, National and Local!

1/16.....BW.....\$205.00..... Marketplace Page 12 position only  
1/16.....4-Color...\$260.00..... Marketplace Page 12 position only

1/8.....BW..... \$390.00..... 50 word editorial...web banner w/link  
1/8.....4-Color...\$515.00..... 50 word editorial..web banner w/link

¼.....BW.....\$620.00..... 125 word editorial.web banner w/link  
¼.....4-Color...\$760.00..... 125 word editorial web banner w/link

½.....BW..... \$1005.00..... 185 word editorial..web banner w/link  
½.....4-Color...\$1125.00.....185 word editorial..web banner w/link

Full Page.BW.....\$1740.00.....250 word editorial..web banner w/link  
Full Page..4-Color..\$1225.00.....250 word editorial..web banner w/link

Web banner will run for 12 months on Summer Camp page, [www.homeschoolingparent.com](http://www.homeschoolingparent.com) (152x64 pixels).

DEADLINE: February 27, 2009. Insertions are on a first come, first serve, basis. Limited space availability.

Reserve your space TODAY, [advertising@homeschoolingparent.com](mailto:advertising@homeschoolingparent.com)

Questions? Please e-mail us, or call 765-362-5663

Homeschooling Parent Magazine is a division of:  
Alternation Education, LLC  
PO Box 68  
Crawfordsville, IN 47933

Special Offer: Run a second ad at 25% off.

## ACA Spotlight on Business

### ACA Business Partner Program Saves Camps 10-35%

FoodSource Plus is an ACA Business Partner program that could save your camp thousands of dollars. FoodSource Plus is a food and supply purchasing program that works with human service agencies nationwide, saving them money on their food, cleaning supplies, and paper goods.



***Now more than ever, this is a program you'll want to explore  
as a way for your camp to save money without sacrificing quality products and services.***

FoodSource has already conducted saving analyses for several ACA members and has found that you have an opportunity to **save anywhere from 10% to 35%** on food, cleaning supplies, and paper goods. This equates to thousands of dollars that can be redirected towards your valuable programs. Last season, Habonim Camp Tavor, Camp Darden, Camp Skimino and Camp Lakodia took advantage of savings through the FoodSource program. FoodSource Plus is familiar with how camps operate and is also working as a YMCA-approved vendor to bring savings to camps and child care centers.

**How it works:** FoodSource has arrangements with food wholesalers and distribution companies across the country, and their expertise is in negotiating the lowest possible costs for groceries, paper goods, and cleaning supplies offered by these vendors. With FoodSource Plus, you buy from the lowest pricing tier available. FoodSource guarantees your pricing with the distributor in our network, and there is no outside sales rep adjusting the pricing margins to make a profit. In addition to saving money on the products you are already buying, FoodSource can also assist you with menus and orders based on your budget, resources, dietary and nutrition requirements. FoodSource can also provide you with samples of what other camps are doing.

There is no cost to join FoodSource Plus, and the analysis of your purchases is cost free and implies no obligation for you to participate. FoodSource Plus will review your current expenditures and advise you as to the level of savings possible through their program, as well as assist with implementing the training, order guides, and menus customized for your camp's unique needs. ACA encourages you to explore this opportunity, as it may well save you time and money.

To request a free, no-obligation savings analysis showing you the level of savings you can achieve with FoodSource Plus, download and complete this [Request for Savings Analysis form](#) (PDF). Fax the form to Stephanie Bonenfant at 508-336-6695, or contact her at 866-248-4520; [sbonenfant@foodsourceplus.com](mailto:sbonenfant@foodsourceplus.com). Be sure to tell her that you are a member of ACA.