



Inside ACA — July 2009

Message from the President



Friends:

You are in an exciting and productive time of the summer. Some camps have just begun, and others are half way through the season. I hope all of you are surrounded by campers and staff who are learning a great deal about themselves and others in the camp community. May all of your objectives be realized!! When I start to consider the breadth of camp experiences we are all using as teachable moments for others, I pause in awe. From day camps and resident camps to camps serving special populations and adults — ACA is involved. In every state, we contribute to the strength of the summer culture. In some places, we are key economic engines for our communities. In others, we are an integral component of the camp community that families will not allow to be omitted.

We are learning new skills and lingo this summer. Who would have guessed that we would be familiar with H1N1 and strategies to deal with ILI (Influenza-Like Illness)? We master what is necessary to help children, youth, young adults, and other campers gain independence, relationship skills, and positive development. We are paying closer attention to the stock market, registrations, and our bank accounts.

As you spend your summer in these wonderful learning communities, listen for the stories. You will hear stories of campers who come from tough situations and leave camp refreshed and inspired to seek a different future. You will also hear stories of healthy, well-adjusted campers who find new depth and vision as well. Your contributions to campers will be outstanding. **Just imagine what our communities will be like when twice as many campers are discovering the value of the camp experience!!**

So, on the late nights, on the canoe trips, on the backcountry trips, and in the intense conversations know that your efforts are being magnified. Even in these days of tight budgets and worried parents (and camp directors!), campers and staff are growing. Pat yourself on the back for your contribution, remind the neighboring camp director of your joint contributions. The excitement you add to the camp system makes it all possible and creative. Have a safe, joyous, and productive summer.

Peter Surgenor
ACA President

Learning Resources

2010 ACA National Conference News

Engaging Presenters and Timely Topics Welcome

The ACA 2010 National Conference Review Team will be accepting educational session proposals through September 15, 2009. All session proposals must be submitted online to be considered. To read more about the theme, session tracks and threads, and learn about the process, visit: www.ACACamps.org/cfp/. Special thanks to our 2009 National Conference presenters who shared their time, talent, and expertise to help make the Orlando event one of the most successful conferences to date. For more about the 2010 national conference, visit:



ACA Bookstore: Featured Products

Help staff avoid burn-out. Provide them with fresh activity ideas all summer. We recommend the entire 101 Activities series. Purchase all or individual DVDs from this series. Make your job easier this summer. Check out these and hundreds more resources at www.ACAbookstore.org. [Read more](#).

Reduce Nature Deficit Disorder in YOUR Camp!

[Connecting Children with Nature online course](#)

Reduce nature deficit disorder in YOUR camp! Do you recognize the health problems caused by youth who do not spend time outdoors? Are you able to talk to parents about the health benefits of camp?

Developed in partnership with the NRPA, this two-hour online course is designed to inform educators and recreation professionals who work with youth about the root causes of and solutions to "nature-deficit" disorder. The development of this course was generously supported by the Lilly Endowment Inc.



Upon completing this course, learners will be able to:

- Identify why children need to develop a stronger relationship with nature;
- Recognize the health problems caused by failure to spend time outdoors;
- Discuss how we as a society arrived at this problem;
- Describe the health benefits of playing outside;
- Illustrate what different groups and organizations are doing to combat this situation;
- Explain how youth development professionals are working to foster future environmental stewards; and
- Identify resources and best practices for ways that professionals and citizens can get involved.

The first 35 people to sign-up with ACA get access to the course for FREE! Don't wait; call ACA at 800-428-2267.

Latest Research

New Outcomes Scales Cover Problem Solving and Camper Connectedness

Interested in the new outcomes scales being developed this summer on problem-solving/decision-making and camper connectedness to camp? We are recruiting up to eight camps that are willing to have a minimum of seventy-five campers (ten to seventeen years old) complete the pilot versions for just one of the scales. It will take campers about ten minutes to complete and can be done anytime within the last three days of any session. As a thank you, pilot camps will receive a free copy of both new scales when finalized in late fall! If interested in piloting a scale, contact Deb Bialeschki at dbialeschki@ACAcamps.org. A special "Thank You" is extended to the Not-for-Profit Council for continuing to support this ongoing effort to develop strong outcomes measures for all camps.

Spring 2009 Enrollment Survey Results

Curious how your enrollment matched with general perceptions of other directors? Check out the detailed findings from the [Spring 2009 Enrollment Survey](#). View the early "April snapshot" (taken before the survey ended) as well as a brief Power Point that highlights three findings from the final results: general enrollment trends, returning camper rates, and requests for financial support. Lastly, you can read the open-ended responses for why directors think their enrollments are up or down as well as their biggest enrollment concerns.

PR Press Box

ACA Offers Information to Parents on H1N1

As parents look to make a smooth transition from the school year to the summer camp season, many have been asking questions this summer regarding H1N1 and camp. ACA chief executive officer Peg Smith addresses concerns and encourages families to work with their individual camp directors on specific questions in a short parent video.

ACA's parent video responds to some of the most commonly-asked parent questions about camp and H1N1. The video is available on [ACA's parent resource site](#), and on YouTube, Facebook, and Twitter. For additional H1N1 information, encourage your camp parents to visit www.CampParents.org or send questions via e-mail to parents@ACACamps.org.

ACA has been working closely with the Centers for Disease Control and Prevention (CDC) and the Association of Camp Nurses (ACN) since early April to monitor H1N1 and provide up-to-date information and guidelines to camps. ACA has also been in regular contact with camp directors around the country; these conversations point to a very clear consensus — camps have stepped up their already-tight screening procedures and health programs. The vast majority of camps are open and operating on their regular schedules.

New CDC Guidelines for Camps About Influenza-Like Illness (ILI)

The ACA Web site has been updated to reflect the new CDC guidelines for day and resident camps about influenza-like illness (ILI) management. These guidelines, along with those issued by your State's Department of Health, form the basis of a camp's preparedness plan to address ILI. Visit www.ACACamps.org/hottopics/camp_is_opening.pdf to read these guidelines.

ACA has posted an official statement regarding H1N1 on the Web site under Hot Topics/H1N1, the Media Center, and CampParents.org. You can view this statement at: www.ACACamps.org/media_center/press/090616.php.

Association News

ACA Gets Viral with *Because of Camp...*[™]

ACA has developed a public service announcement (PSA) titled *Because of Camp...*[™]. The purpose of this viral, Web-based, campaign is to familiarize the non-camp, general population with the benefits of camp. Through this PSA, ACA will gain brand recognition with the public; demonstrate the benefits of camp in simple, concise messages; and ultimately assist in meeting ACA's 20/20 Vision by reaching a large population of parents of camp-aged children.

Because of Camp...[™] consists of fourteen celebrities discussing how their lives have been changed... *Because of Camp...*[™]. The video is fifty seconds in length and includes appearances by Emma Roberts, Hill Harper, Lisa Loeb, Kerri Strug, Michael DeLorenzo, Justin Chambers, Paul Adelstein, James Pickens, Blair Underwood, Sharon Lawrence, Frank Sesno, Glynn Turman, Ashlan Gorse, and Lisa Raye. Visit www.ACACamps.org/becauseofcamp/ to view this impressive PSA.

Although traditional placements for the PSA are being pursued, this campaign was launched via Web sites, social networking sites, and e-newsletters. ACA is asking you, the membership, to share these videos with as many people as possible in as many places as possible. Feel free to send an e-mail to camp families, link on your Web site; display on your Facebook or Twitter pages . . . the goal is to spread to as many viewers as possible.



The national communications staff is available to help those who need assistance linking the PSA on Web sites, Social Network sites, or e-Newsletters. Contact Dawn Swindle at 765.349.3317 or dswindle@ACAcamps.org with any questions or concerns.

ACA would like to thank national board members Glynn and Jo-An Turman, ACA past-president Marla Coleman, and ACA national board member and conference committee chair Dayna Hardin for their continued dedication and efforts to this campaign. This PSA Campaign is made possible, in part, by generous funding from the Legacy Fund sponsored by the Association of Independent Camps and the Lilly Endowment Inc.

National Committee for Summer Camps in West Bank Visits ACA National Office

On Wednesday, June 17, a group of five representatives from the National Committee for Summer Camps in the West Bank visited the ACA National Office to wrap up a month-long trip to the U.S. The delegation was invited to the U.S. under the auspices of the Department of State's International Visitor Leadership Program. They were here to examine proven methods in summer camp management and measuring outcomes. Their visit took them to a variety of camps throughout the U.S. to see programs that serve children from a variety of ages, backgrounds, and abilities. Their visit was designed to meet the following objectives:



click to enlarge

1. To visit a variety of camps in the U.S. that offer positive activities, curriculum, and social skills to youth in high risk situations;
2. To compare curricula between various camp types, including day camps, residential camps, religious/interfaith organizations, and specialized camps (arts, sports, etc.);
3. To examine methods of staff and volunteer recruitment, training, evaluation, and retention;
4. To explore recruitment techniques and funding-source options for potential campers from underprivileged or at-risk backgrounds; and
5. To look at creative partnerships including businesses, community organizations, and schools to maximize effective solutions and positive impact on children and young adults.

Camp 2 Grow: Where Every Child Naturally Leads and Shines . . .

As part of the American Camp Association's [Camp 2 Grow](#) initiative, ACA has joined a national movement called Nature Rocks.

Nature Rocks is a campaign to inspire parents and caregivers to get children outside to play and explore, to make playing in nature a fundamental part of childhood and family life again. Launched in May 2009, Nature Rocks builds on the momentum of the burgeoning grass roots movement, and will show all families that a healthy environment, playing and exploring in nature, is an essential ingredient for family bonding and for raising happier, healthier and smarter children.



Check out Nature Rocks for fun and easy ways to connect families with nature. Nature Rocks has over 100 activities for groups and families and a "find nature" tool to identify local outdoor opportunities. We want all families throughout America to see for themselves how much Nature Rocks.

Nature Rocks was founded by ecoAmerica and the Children & Nature Network, and has been brought to life through partnerships with The Nature Conservancy, REI, the American Camp Association, and the Flora Family Foundation all of whom provide funding and/or in-kind support.

Learn more about [Camp 2 Grow](#). For more information about Nature Rocks, visit: www.naturerocks.org.

A Visual Tribute to the Camp Experience

During the anniversary years for the American Camp Association (2010) and organized camping (2011), ACA will commemorate the anniversaries with an online Web tribute and a historical series in *Camping Magazine*. ACA plans to create an extensive photo essay in the January/February 2010 issue of *Camping Magazine*, use historical photos to accompany each of the historical articles in the two-year series, create an online historical photo gallery, and use photos as part of a slide show at the national conference in February.

Send as many photos as you are willing to share...photos that show campers, staff, activities, buildings, equipment, etc.—and reflect the varied history of the camp experience. We prefer you send photos digitally—scanning all prints—as we do not want to be responsible for returning your irreplaceable photographs.

- Scan and save in full color (even if the images are black and white) at, at least, 300 dpi in JPEG or TIFF formats.
- If the files are too large to e-mail (over 10MB), then copy them to a CD or DVD and mail to: Camping Magazine/Historical Series, 5000 State Road 67 North, Martinsville, IN, 46151 Send photos no later than October 1, 2009.

Calling All Camps! ACA, AT&T, and Cell Phones for Soldiers Invite You to a Community Service Challenge

ACA is excited to answer a challenge from AT&T and Cell Phones for Soldiers (CPFS). Beginning this summer, we are launching cell phone recycling drives through ACA with AT&T and CPFS. CPFS is a charity started by two Massachusetts teens that collects and recycles used wireless phones, then uses the proceeds to purchase prepaid phone cards for military members stationed overseas. ***Deadline to report recycled cell phones for the contest is July 15!***

Your campers, who are enjoying the environment and learning leadership skills at camp, will have the opportunity to compete in a service project contest to see who can:

- Create the most environmentally-friendly cell phone recycle bin;
- Design the most creative cell phone recycling bins; and/or
- Collect the most used cell phones from their communities.

[Read more about this exciting challenge!](#)

Standards News

2009 Camp Accreditation Visits

Camp accreditation visits are underway and, to date, they seem to be going well. A few quick reminders to help make your visit go more smoothly:

- Make sure you have verified the day, date, and time the visitors will arrive!
- Confirm with the visitor how to get to your camp location, where they should park, and where to meet you.
- If campers and staff bring their lunch, please remind the visitors of this (as well as other potentially unique items regarding your camp – such as a "no nut policy") so they can be appropriately prepared.
- Please have all of the written documentation easily accessible and preferably in one location. Many camps will use notebooks, file folders, etc.
- Please share the news of the accreditation visit with your staff and campers. It is very possible the visitors will talk with some individuals from each of those groups.
- ACA Accreditation is about education – for the camp staff and parents!

If you have any questions regarding your visit, contact your local ACA office. And, most importantly have a wonderful summer!

Business Resources

Need Camp Products/Services?

Find resources for your camp from action games to yurts through ACA's [Online Buyers Guide](#). The *Guide* lists ACA Business Affiliates who know and understand the camp industry. Shop with those that are displaying the Business Affiliate logo — these businesses are helping support your camp through your local ACA office.

Consorta Saves Your Camp Money!

With camps keeping a close eye on their bottom lines more than ever this year, ACA would like to remind you of the ACA Group Purchasing Program that saves 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.

The program is an exclusive benefit to ACA-accredited and affiliate camps. Learn more at www.ACAcamps.org/partners/consorta.php.

"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*

FREE ACA Group Purchasing Program Registration

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

For information about new product updates and easy access to vendors, check out the inaugural issue of [ACA's PurchasingPoint iNews](#), the insider to your Web portal for lowering costs.

Camp Resources

American Red Cross Shares Summer Water Safety Tips

American Red Cross water safety tips include a handy summer water safety guide you can download, print, and distribute at camp. Learn basic water safety tips and how to respond to aquatic emergencies. [Download the handbook](#).

What Can You Do? Video Contest

The Campaign for Disability Employment's Online Video Contest is being held as part of the Campaign for Disability Employment's soon-to-be-launched national effort to increase employment of people with disabilities. Aspiring filmmakers taking part in summer camps around the country can participate in this important contest. Creative and compelling videos of all types are encouraged! Contest entries must be 60 seconds or less and reflect one or more of the campaign's key themes. Learn more about [the contest and the key themes](#). The winner will receive a prize worth \$1,500. Several selected videos may also be showcased on the campaign's Web site.

The deadline for entry is July 15, 2009. For more information, visit the contest Web site: www.jan.wvu.edu/videocontest/.

What the Economic Stimulus Package Could Mean for Your Camp

Does your camp property contain streams, lakes, or connections to regional water resources? Can you partner with local government to plan green infrastructure projects to address water and energy efficiency improvements or other environmentally innovative activities? If so, you may want to investigate the possibility of obtaining financial assistance from the Green Project Reserve. Thinking "outside of the box" can potentially yield funding, visibility, and a leadership role in implementing green technologies in your region. [Read More.](#)