



Inside ACA — August 2009

Learning Resources

2010 ACA National Conference News



Opening Keynote Event – Tuesday, February 16, 2 p.m. - 3:45 p.m.

Mark Victor Hansen

Join co-creator of the *Chicken Soup for the Soul* series of books for the official opening of the ACA 2010 National Conference. His experiences as an author, collector of great stories, entrepreneur, and philanthropist are woven through his presentations. Mark delivers proven messages of possibility, opportunity, and action. Note the earlier Opening Keynote start at 2 p.m. Watch for other keynote presenters and nationally recognized speakers as the program develops in the months to come.

Accepting Educational Breakout Session Proposals and Camp Research Forum Proposals

Have an innovative program you wish to share with your peers? Are you utilizing cutting-edge technology to streamline your operation? Are you making significant advances in developing youth and staff in your camp? Conducting camp-related research? Plan to submit your session proposals online, and join our nationally recognized faculty as a presenter at the 2010 ACA National Conference. Session proposals are due by September 15, 2009. Research proposals are due by September 30. For details about submitting, visit: www.ACAcamps.org/conference.



Check Out Our 2010 Sponsors and Exhibitors Confirmed To Date

We're extremely pleased to have a number of sponsors and exhibitors confirmed for the 2010 National Conference at this early juncture. New exhibitors are added every week. You can check out the companies, organizations, and agencies sponsoring and exhibiting with us at www.ACAcamps.org/conference.

Special Thanks to our Premier Sponsors



ACA Bookstore: Featured Products for End-of-Summer Stress Relief

Books and resources to help manage stress and motivate staff. Check out these and hundreds more resources at www.ACAbookstore.org.

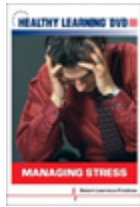


Humor as a Tool for Good Health

\$49.95

Most adults have forgotten why it is so important to laugh. Humor as a Tool for Good Health presents an overview of a step-by-step approach for creating more joy and laughter. The DVD

features numerous strategies and tools that individuals can employ to create more humor in their day-to-day lives.



[Managing Stress](#)

\$49.95

Stress has been linked to numerous health-related issues, both physical and mental. Managing Stress is a comprehensive management program that is designed to teach individuals how to take a proactive approach with their day-to-day stress.



[Confidence Makes Things Happen](#)

\$49.95

The DVD reviews the importance of commitment, preparation, discipline, self-image, and the elements required for excellence. When individuals think positively with confidence life becomes richer in achievement and experience. The DVD focuses on the fact that when people give the world the best they have, the best will come back to them.



[The Effectiveness of Humor in Leadership Roles](#)

\$49.95

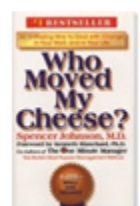
The Effectiveness of Humor in Leadership Roles teaches how individuals can balance achieving goals, striving toward success, and incorporating humor as a way to keep the work environment positive and fun. Evidence exists that lends credence to the observation that people who laugh together can work longer and harder together, and be more effective in the process. The DVD explains why a positive environment creates a more enjoyable experience for everyone involved.



[CrazyBusy: Overstretched, Overbooked, and About to Snap! Strategies for Handling Your Fast-Paced Life](#)

\$14.95

Dr. Hallowell has helped more than a million readers free themselves of the distractions and compulsions of ADD. Now in CrazyBusy, he offers the same sound, sane, and accessible guidance for anyone suffering from the harried pace of modern life. If you find yourself pulled into a million different directions, here at last is the opportunity to stop being busy, start being happy, and still get things done.



[Who Moved My Cheese?](#)

\$19.95

"Cheese" is a metaphor for what you want to have in life — whether it is a good job, a loving relationship, money, a possession, health, or spiritual peace of mind. Written for all ages, the story takes less than an hour to read, but its unique insights can last a lifetime.

The Bookstore now features a ["What's New" section](#) for timely, recently added resources for camps and youth development programs.

Touro University Nevada Offers Master of Science in Camp Administration and Leadership

The MS in camp administration and leadership at Touro University Nevada is structured so students can continue to work and remain in their communities, utilizing a 100 percent distance education approach.

[Read more.](#)

PR Press Box

Social Networking and Camp

As the summer camp season wanes, campers and staff alike may be feeling "campsick" for the friends, and for all practical purposes the "family," they have to say good-bye to. And, while modern technology is a friend to those wishing to stay in touch — it can quickly become tricky and murky waters to navigate.

Social networking sites like Facebook, Myspace, and Twitter allow campers to keep in touch with each other and with their favorite staff members and counselors long after the embers die down on the last campfire of the year. However, through these same sites, campers may inadvertently be exposed to more mature content. How can this be avoided? Is there a recommendation for dealing with this situation?

In his article [Their space... or yours? Internet Issues come to Camp](#), Stephen Wallace recommends camps use the following guidelines to keep both campers and camps safe:

- **Establish and disseminate policies regarding the posting of personal information online** — If you currently do not have a social networking policy for camp staff, create one. It is important that rules are explicitly outlined, and that consequences are clearly stated. If you are just now developing this policy, be sure to send it home with campers and to include it in camp e-newsletters to families.
- **Prohibit the use of images (pictures or logos) of or from your camp** — Again, this should be clearly stated in your policy.
- **Visit the sites to monitor compliance** — Let staff and campers know that sites will be checked. Ask for full disclosure from staff of any social networking pages.
- **Notify campers and their parents about violations of your policy** — If a violation occurs, you need to let families know that you are aware of the violation and that appropriate actions are being taken.
- **Follow through with consequences** — Let violators know that this is a matter to be taken seriously and that you will follow through with policy. It's important for the safety of campers and for your camp staff that the rules apply to everyone.

Social networking sites can be fun and keep your camp community connected. Many camps already offer a "cyber-space" for camp alumni, staff, and campers to gather, comment, and receive updates. It's important to make sure that this is done with intention and that safety and appropriateness are a top concern. In the end, it will only serve to benefit everyone. Camp is a place for children and youth to make authentic human connections and take healthy risks in a safe and nurturing environment. It's critical that this environment extends beyond the campus, and into every aspect of "camp life."

A more in-depth article on the complexities of social networking and its impact on the camp community can be found in the [September/October 2006 issue](#) of *Camping Magazine*.

For more information on social networking, visit ACA's Web site.

Association News

***The CampLine* Shines Online!**

Beginning with the Fall 2009 issue, look for *The CampLine* online! *The CampLine*, published three times a year, has served as the premier legal, legislative, and risk management resource for camp professional for decades—and will continue to provide quality content in a new online version only.

Online Advantages:

Easily accessible archive of all issues.

Download and print any issue at home or at the office.



Another step in ACA's Green Spoken Here campaign.
A faster way to receive vital and timely information.

All American Camp Association (ACA) members will receive an e-mail notification when each new issue of The CampLine is available online.

Visit *The CampLine* online today! www.ACAcamps.org/campline

The CampLine is a free publication to all ACA members. Nonmembers can subscribe at www.ACAcamps.org/campline.

New Cause Marketing Agreement Supports Change a Life Today: Send a Child to Camp

Healthport, a company that provides hospital billing coding services, has chosen ACA's [Change a Life Today: Send a Child to Camp](#) campaign as its charitable cause for a current e-mail promotion launched to 1200 hospitals from July 13 and running through September 30, 2009. For every client lead during this promotion, the company will donate \$10 to the Change a Life Today campaign.

Additionally, during this promotion, a link is provided within the e-mail for personal donations. Healthport will match any donation up to \$100.

H1N1 Hot Topics

[Share Questions and Solutions About H1N1](#)

A [new message board](#) is available for camp directors to share questions and solutions regarding H1N1.

ACA continues to work closely with the CDC and the Association of Camp Nurses to monitor the H1N1 Influenza situation and provide regular updates and information to our camps. Visit www.ACAcamps.org/hottopics/swine_flu.php regularly for any new information or guidance.

Opportunity for Camps to Sign Up for Camp 2 Grow Environmental Leadership Program

Camp 2 Grow is an environmental leadership and stewardship program developed by the American Camp Association through funding from the Lilly Endowment Inc.



The Camp 2 Grow Environmental Leadership Program teaches middle and high-school aged youth fundamental leadership knowledge and skills in a nature-based setting. The nucleus of the program is [LifeKnowledge®](#) - a cutting-edge leadership curriculum created by the National FFA Organization, with environmental stewardship applications designed to be integrated into a typical camp schedule and completed within a two-week period.

Based on a solid educational model and tied to national education standards, each lesson includes:

- learning objectives and applications,
- step-by-step instructions for easy delivery, and
- an intentional scope and sequence that will help youth develop essential leadership competencies.

Camps can customize the Environmental Leadership Program by selecting additional lessons most appropriate to achieve camp-specific goals.

Earlier this year, ACA debuted Camp 2 Grow in 35 grant-funded camps. These camps are helping ACA to refine and evaluate Camp 2 Grow.

Any day or resident camp can buy-in to the Environmental Leadership Program and gain full access to the leadership lessons by registering at www.ACA.lifeknowledge.com, then clicking on the Camp 2 Grow tab.

Be Part of History . . . ACA's History

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*. We are hoping you are willing to send a selection of historical photos from your camp that we can use as part of a visual tribute to the history of the camp experience. We plan to do 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.

We're willing to take 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 ask that you send them to us digitally — that all prints be scanned — 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, and e-mail them to graphics@ACAcamps.org.
- If the files are too large to e-mail (over 10MB), then copy them to a CD or DVD and mail to us at: *Camping Magazine*/Historical Series, 5000 State Road 67 North, Martinsville, IN, 46151

We'll need photos no later than October 1, 2009. You can provide them to us any way that is convenient.

Thank you for helping us. We have so much to celebrate!

Business Resources

ACA Camps Benefit from Xerox FreeColorPrinters

ACA has partnered with Xerox FreeColorPrinters to provide eligible ACA camps with a free color printer. The Xerox FreeColorPrinters program helps camp leaders inform, educate, and entertain campers and their families using cost-effective, vivid, color-printed materials.



[Learn more about FreeColorPrinters](#)

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.