

# Program



9:00 a.m. – 9:30 a.m.      Arrival and Check-In      *Baxter Dining Hall*

9:30 a.m. – 9:50 a.m.      Welcome — Tim Street, Bradford Woods      *Baxter Dining Hall*  
Ice Breakers—Kyle Linback, YMCA Camp Tecumseh

9:50 a.m. – 10:50 a.m.      Keynote      *Baxter Dining Hall*

*Gary Forster, Gary Forster Camp Solutions, LLC*

### **The Eight Hallmarks of Great Camps**

The “average” camp isn’t full. Of their first-year campers, almost 2/3 don’t return for even a second year. (And you know what the “average” camp bathroom look like!) Comparing yourself to “average” isn’t very helpful. Instead, I compared camps with high camper return-rates. “Great” camps have continued to grow each of the past 14 years, and over 2/3 of *their* campers return each year. It’s time you put their secrets into practice. It’s not rocket science, and it’s NOT what most of us were taught.

10:50 a.m. – 11:00 a.m.      Break

11:00 a.m. – 12:00 a.m.      Round Table Discussions      *Baxter Dining Hall*

### **Tim Street, Bradford Woods**

Emergency Preparedness including EAPs, staff exercises, preparedness measures, active shooter scenarios, weather emergencies and more

### **Kevin Enders, Indiana Youth Institute**

Learn how to go to almost any conferences for free, find grants and funding for your camps, attend free IYI webinars, borrow books from their IYI lending library, etc.

### **Tracey Gaslin, Association of Camp Nurses**

Tracey will facilitate discussion on camp healthcare. The group may discuss anything from medication management, delegation of health activities, health care staffing, walking campers through panic attacks, working with staff issues, screening campers upon arrival, etc. Participants will be able to share what their camp does to address these issues.

### **Melanie Wills, Bradford Woods**

Staff Hiring/Recruiting – Be prepared to share ideas on how your camp attracts quality staff for the summer and year-round.

12:00 p.m. – 12:15 p.m.      Break

12:15 p.m. – 1:15 p.m.      Lunch and Networking      *Baxter Dining Hall*

1:15 p.m. – 2:15 p.m.

Breakout Session 1

**MESH (Mental, Emotional, and Social Health)**

*Baxter Dining Hall*

*Tracey Gaslin, Executive Director, Association of Camp Nurses*

56% of the calls to the ACA hotline in 2017 were MESH related. Learn what your camp can do about this growing trend.

**How to INCLUDE your staff on inclusion camping**

*Interpretive Center*

*Lisa Elder, Director of Recreation Therapy, Bradford Woods*

In this session we will talk about disability awareness, correct language regarding disability camping and also learn and practice different staff training activities. These training tools are not only for camps who specifically work with campers with disabilities or diagnosis, but can be used to teach your staff how to show empathy towards ALL of their campers and will bring an awareness to your staff about all of the different aspects that make up who their campers truly are.

**SPARK Training**

*Carr Center*

*Cara Scott, Senior Involvement Director, Indy YMCA*

Join Cara and learn how the Indy YMCA uses this inclusive, cooperative physical activity curriculum to train their staff.

**Measuring Outcomes 101: Easy Steps for Beginners**

*Foust Center*

*Mary Rogers, Executive Director, Sherwood Forest*

ACA's Youth Outcomes Battery (YOB) is a set of surveys designed specifically for camp professionals to use to measure camper outcomes. Join us in this session to learn about this easy and accessible tool. We will also share additional resources, including a new online community designed to support outcomes measurement.

2:15 p.m. – 2:30 p.m.

Break

2:30 p.m. – 3:30 p.m.

Breakout Session 2

**The Ten Reasons Camps Don't Fill**

*Gary Forster, Gary Forster Camp Solutions, LLC*

*Carr Center*

I've visited over 300 camps, many to document good ideas first-hand, and many more at their request to find why they have empty summer camp beds or day camp spaces. There may be a thousand different ways to run great program; but we show *no creativity* when it comes to preventing our own success. There are just 10, and when you see how damaging they are to so many camps, you'll have the best chance yet of filling your camp and solving your financial problems.

**Camp MarCom- Marketing and Public Relations Tips, Ideas, and Resources**

*Interpretive Center*

*Deidre Pettinga, ACA Chief Marketing Officer and Sam Hirt, ACA Communications Data Specialist*

As renown marketer Philip Kotler once said, "Marketing takes a day to learn. Unfortunately, it takes a lifetime to master." If you are looking to learn more about marketing and receive tips, ideas, and resources to help promote your camp programming to your target audience, spend some time at Camp MarCom. Join Deidre and Sam for insights on marketing, media relations and social media, as well as tips and resources ACA offers to support a camp's marketing efforts.

**Q &A with Tom**

*Baxter Dining Hall*

*Tom Rosenberg, ACA President/CEO*

If you have a question, Tom will have an answer! This informal session features ACA's CEO Tom Rosenberg and is a great opportunity to converse about current issues and hot topics.

3:30 p.m. – 3:45 p.m.

Break

3:45-5:00 p.m.

Tour of ACA National Office and/or Bradford Woods

5:00 p.m.

Thanks for attending

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