ACA, Southern California/Hawaii

2019 SPRING LEADERSHIP CONFERENCE

APRIL 9–12
PALM SPRINGS
CALIFORNIA

PROGRAM BOOK
Find The Counselor.

The hunt for the Counselor is on again

The hunt for Markel's safety mascot, *The Counselor*, is on again!

- 50 Counselor cut-outs are hiding around the conference.
- Find one – bring it to the Markel booth or Ian Garner.

Limit one prize per person
If you find one please leave any others you see hidden for other attendees to find and enjoy the game.

Play the Markel Challenge and win an Apple IPad*

Camp directors need nerves of steel!
Do you have what it takes to complete the Markel Challenge?

*Successful navigation of the Markel Challenge game will provide one entry into a drawing for an Apple IPad. You may play the game more than once; however, there is a limit of only one entry per person in the IPad drawing. The IPad drawing will be held Wednesday, April 10 at 3:45 pm. Winner must be present to claim prize.*
WELCOME TO SLC 2019!

Aloha! The theme of Spring Leadership Conference (SLC) 2019 is Hawaiian Tropics, and the SLC committee welcomes you to the SLC ‘ohana (family). During your week, we hope you take time to soak in all the wonderful things Palm Springs and the Riviera have to offer while also enjoying the conference’s extraordinary educational sessions, social events, professional networking, and teambuilding with your camp team. This conference is made possible by the hard work and dedication of a fantastic group of camp professionals. The committee has worked hard to create an unparalleled educational opportunity for everyone. If you need anything, please feel free to find one of the faces below. Mahalo and have a wonderful week!

Diana Huff  
Conference Co-chair

Nick Coffing  
Conference Co-chair

Michael Heiman  
AV Chair

Alisa VinZant  
Marketing & Social Media Chair

Jake Young  
Marketing & Social Media Support

Stephen “Snacks” Smigielski  
Vendor Showcase MC

Gabe Ryland  
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Kayla Weissbuch  
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Liz Kimmelman  
Socials Support

Ariel Abt  
Volunteer Chair

Daniel Hammond  
Volunteer Support

Andy Kimmelman  
Vendor Support
Save the Date for 2020!

Spring Leadership Conference
April 21–23, 2020
Same location! The Riviera Palm Springs
Palm Springs, CA
**Monday, April 8**
- 2:00 p.m. – 7:00 p.m. Associate Visitor Course
- 6:00 p.m. – 9:00 p.m. Campy Hour in Gypsy Rose

**Tuesday, April 9**
- 7:30 a.m. – 9:00 a.m. Breaklight Concessions Available
- 8:00 a.m. – 3:30 p.m. Pre-Conference Training & Meetings — Sponsored by WAIC
  - ACA New Director Orientation
  - MCN First Aid Certification Course
  - Childcare Preventative Health Certification Course
  - ACA Accreditation Process Workshop
  - Best of Bob: Staff Training Edition with Bob Ditter
- 12:00 p.m. – 1:00 p.m. Lunch Concessions Available
- 3:00 p.m. – 3:45 p.m. New Attendee Orientation
- 4:00 p.m. – 5:30 p.m. Opening Playnote with Jon Colby
- 5:30 p.m. – 7:30 p.m. Tiki Hour Pool Party at Chiki Pool — Sponsored by Air O Sport
- 7:30 p.m. Onward

**Wednesday, April 10**
- 8:00 a.m. – 9:00 a.m. Breakfast Concessions Available
- 8:30 a.m. – 9:00 a.m. Vendor Showcase Coffee Break — Sponsored by Signature Research
- 9:00 a.m. – 10:15 a.m. Educational Breakout Sessions Round #1
- 10:15 a.m. – 10:45 a.m. Doughnut Hole and Coffee Break
- 10:45 a.m. – 12:00 p.m. Educational Breakout Sessions Round #2
- 12:15 p.m. – 1:45 p.m. Vendor Showcase & Banquet Luncheon
- 1:45 p.m. – 2:15 p.m. Vendor Hall
- 2:15 p.m. – 3:30 p.m. Educational Breakout Sessions Round #3
- 3:30 p.m. – 4:00 p.m. Vendor Hall Snack Break
- 4:00 p.m. – 5:15 p.m. Educational Breakout Sessions Round #4
- 5:30 p.m. – 7:30 p.m. Dinner on Your Own
- 7:30 p.m. – 10:00 p.m. Evening Social: Beach Party Game Night — Sponsored by JotForm

**Thursday, April 11**
- 8:00 a.m. – 9:00 a.m. Breakfast Concessions Available
- 9:00 a.m. – 10:30 a.m. Morning Keynote with Jeff Merhige — Sponsored by Markel Insurance Company
- 10:45 a.m. – 12:00 p.m. Educational Breakout Sessions Round #5
- 12:00 p.m. – 1:30 p.m. Lunch Concessions Available
- 12:00 p.m. – 1:45 p.m. Lunch on Your Own
- 2:00 p.m. – 3:15 p.m. Educational Breakout Sessions Round #6
- 3:15 p.m. – 3:45 p.m. Ice Cream in El Dorado Lobby
- 3:45 p.m. – 5:00 p.m. Visitor Huddle
- 5:00 p.m. – 7:00 p.m. Educational Breakout Sessions Round #7
- 7:00 p.m. – 8:30 p.m. Dinner on Your Own/Street Fair
- 8:30 p.m. – 10:30 p.m. Evening Social: Pub Trivia

**Friday, April 12**
- 8:00 a.m. – 9:00 a.m. Breakfast Concessions Available
- 9:00 a.m. – 10:00 a.m. Educational Breakout Sessions Round #8
- 10:15 a.m. – 11:15 a.m. Educational Breakout Sessions Round #9
- 11:30 a.m. – 12:15 p.m. SLC Closing Campfire
GENERAL INFORMATION

Registration & Hospitality
The hospitality area will be available for questions and restaurant and food recommendations. This area is a great resource for information regarding the hotel and Palm Springs.

Registration Hours:
Tuesday, April 9 7:30 a.m. – 5:00 p.m.
Wednesday, April 10 8:00 a.m. – 5:00 p.m.
Thursday, April 11 8:00 a.m. – 5:00 p.m.

Room Host Volunteers Needed
Volunteers are the backbone of our conference, which means we need you! Come to a quick volunteer orientation on Tuesday, April 9, immediately following the Opening Playnote. Meet at the stage at the General Session to sign up as a room host for the sessions you are attending. We’ll give you a few simple instructions and you’ll be on your way!

Program Session Seating
Seating is available on a first come, first served basis. For safety and comfort, we will not exceed the allowed seating capacity of each program room. Out of courtesy to the speakers and other attendees, do not take a seat in the session unless you plan to stay for its entirety. Also, please do not enter a room if a “session is full” sign is on the door.

The opinions of speakers are their own and not necessarily the opinions of the Spring Leadership Conference or the American Camp Association.

Electronic Recordings
Recordings of program sessions require permission of the speaker. Please ask permission of speakers before recording their session.

Internet Access
Complimentary wireless Internet is available in the hotel lobby and guest rooms.

In Case of Emergency
For emergencies, call 911. After calling 911, you can also dial 66 from any hotel phone for support from hotel staff. When possible, please alert a member of the ACA staff.

Meet with Your Leadership Team
If your leadership team is with you at the conference and you want to have a meeting of minds, or just need to schedule a meeting in a quiet place, we’ve got space for you! Thursday, April 11, 5:00 p.m. – 7:00 p.m., meeting space is available in our session rooms. Check in at registration to reserve a space, and it’s yours!

We’re Endorsed!
The Spring Leadership Conference has educational endorsement! This means that the SLC program has been successfully vetted according to recognized criteria. By participating in the conference, attendees can earn up to 16.5 Continuing Education Credits (CECs). For documentation of the CECs that you’ve earned, go to: ACACamps.org/pdc/cec-requests. For more information about educational endorsement or to attend more events/online trainings that are educationally endorsed, visit: ACACamps.org/pdc/educational-endorsement-program.

Vendor Showcase
Throughout the day on Wednesday, April 10, 8:30 a.m. – 5:30 p.m., our sponsors and vendors will be available in the Grand Ballroom to meet you, highlight their products and services, and answer your questions. Please spend time with our vendors on Wednesday to thank them for their support, as well as find out what great products and services they can offer to make your job easier and camp better!

Bookstore
The ACA Bookstore can be found in the El Dorado/Royal Lobby during the conference. Browse new titles, pick up some trusty favorites, update your training library, and purchase materials while at SLC.

Special Hotel Meal Options
Foyer Between Grand Ballrooms and Conference Center

Breakfast Concessions
(Tuesday, Wednesday, Thursday, & Friday)
Breakfast Burritos $7
Egg & Chorizo Sausage
Egg, Bacon, & Cheese
Egg & Potato
Bottled Juice or Water $4
12 oz. Hot Coffee $3
Breakfast Pastries $5
Yogurt Parfait (with granola and berries) $7
Fruit Cups (fresh seasonal mixed fruit chunks) $7

Lunch Concessions
(Tuesday & Thursday)
Tuna Salad on Croissant $8
Turkey Sandwich on Wheat $8
Turkey in a Spinach Tortilla Wrap $8
Salad Selection $8–$10
Fruit Cups $7
Chips $1
Soda or Water $4
Gatorade $5
FEATURED SPEAKERS

**Opening Playnote with Jon Colby**
Tuesday, April 9, 4:00 p.m. – 5:30 p.m.
Jon Colby has been empowering people with improv for 20 years. From presenting and performing to directing and teaching, his engaging, interactive approach has successfully helped audiences across the US to be better communicators, leaders, co-workers, teammates, salespeople, doctors, and even camp directors. Jon combines his master’s in education and his background in theatre to craft a meaningful and entertaining experience where audiences have the opportunity to immediately apply what they learn. As a graduate from the world-famous Second City Conservatory comedy program and an educator with more than 15 years of classroom experience, he is able to keep an audience laughing while dropping practical knowledge. He has motivated thousands of clients, including some of the nation’s top companies and organizations, such as AT&T, Charles Shwab, Century 21, and universities across the country. Audience members participate in various activities and leave motivated with actionable takeaways that they put into effect immediately. No one is put on the spot. Everyone is engaged from start to finish.

**Banquet Luncheon with Beth Jenson**
Wednesday, April 10, 12:15 p.m. – 1:45 p.m.
Beth Jenson, LMHC, assists Camp Orkila YMCA on Orcas Island with year-round camper and staff behavioral and mental health issues, professional ethics guidelines, crisis management, and helps staff in attending to their own personal boundaries and self-care. She listens to Gen-Y staffers’ problems and concerns all year round and creates training designed to keep staff engaged, motivated, and emotionally resilient in the face of “tired brain.” She is a licensed mental health counselor in the state of Washington, with a private practice specializing in kids, teens and families. Beth especially loves her work supporting camp staff with especially “quirky” kids and often wishes she had the amazing superpowers of Gen-Y herself.

**Keynote Session with Jeff Merhige**
Thursday, April 11, 9:00 a.m. – 10:30 a.m.
Jeff has just completed his 25th professional year as a YMCA executive. He is currently the executive director of the Joe C. Davis YMCA Outdoor Center home of Camp Widjiwagan in Nashville, Tennessee. He has worked successfully for the: Dayton YMCA, Detroit YMCA, Ann Arbor YMCA, and Nashville YMCA. In addition, Jeff is currently the co-chairman of the new YUSA Overnight Camp Cabinet charged to elevate YMCA camping in all 300 YMCA camps and conference centers in the USA. Jeff and his staff team’s accomplishments have been featured in two editions of the national management book The Disney way. The latest edition, published in April 2016, featured the first two years in Nashville and changing the staff culture into one of financial and program excellence. Last year his team raised more than $360,000 in annual support and $1.3 million in capital support in a non-capital campaign environment. As the executive director of YMCA Camp Kern near Dayton, Ohio (2002–2013). His time was highlighted by building more than 20 new buildings and activity areas including the first YMCA Zip line Educational Canopy Tour called: “Ozone Zip Line Adventures.” Jeff is married to Amy (whom he met at camp) and has two children (Luke, 13, and Sydney, 9) who attend three camps each summer — Widjiwagan, Kern, Surf Camp (Luke), and Camp Juliet Lo (Sydney).

Sponsored by Markel Insurance Company
Education Sessions with Bob Ditter

Wednesday, April 10 and Thursday, April 11

Bob Ditter has been teaching, coaching, and learning from camp professionals since he was a counselor at a boys’ sailing camp on Cape Cod in 1974. He is a highly regarded child, adolescent, and family therapist from Boston and an internationally recognized trainer and consultant. Bob has the largest lexicon of published camp titles of anyone in the field, with five books, 21 training DVDs, and an article or column in every issue of Camping Magazine since 1987. He is currently on the Board of Harbor Camps, which operates camps for transgender or gender variant children; and is president of the Board of Boston Explorers, an urban day camp for curious, capable kids in the city who have little access to quality camp programs. Bob is well known to folks in Southern California/Hawaii and appears regularly at SLC. This spring, Bob, in conjunction with Markel Insurance and ACA, will be producing a webinar on sexual harassment and camp safety titled, “Safety from Sexual Harassment at Camp in the Age of #MeToo.” This program will be made available for free, courtesy of Markel Insurance, to every ACA member camp for their staff orientation.
Western Association of Independent Camps

• PROUD SPONSOR of SLC Pre-Conference Education

• Focused on the needs of independent camps, STRONG NETWORKING between members, & OPEN SHARING of ideas and information

• For information about WAIC and the BENEFITS of becoming a member, visit www.WAIC.org

• Visit us at the SLC Vendor Showcase

JOIN US! 68th Annual WAIC Conference
November 7-10, 2019
Newport Beach • California

WAIC.org
SLC SOCIALS

MONDAY — CAMPY HOUR
6:00 p.m. – 9:00 p.m. • Gypsy Rose
Arriving early for the conference? Meet up with other camp pros and kick off your week together. Appetizers are on us; drinks are on you. This is a member appreciation event. Hope to see you there!

TUESDAY — TIKI HOUR POOL PARTY
5:30 p.m. – 7:30 p.m. • Chiki Pool
Sponsored by Air O Sport
Help kick off the conference in style and get those aloha vibes flowing at our Tiki Hour Pool Party! You can lounge and network in our private pool or socialize around the fire pit while joining forces and playing some fun, luau-themed games with your new camp friends.

WEDNESDAY — BEACH PARTY GAME NIGHT
7:30 p.m. – 10:00 p.m. • Grand Ballroom
Sponsored by JotForm
Come decked out in your favorite vacation getaway gear for this trip through the tropics.

THURSDAY — PUB TRIVIA
8:30 p.m. – 10:30 p.m. • Royal I in Conference Center
After enjoying a dinner out in Palm Springs, come on back to the hotel for Pub Trivia! Each round will give you a chance to win some cool prizes donated by our vendors. You will have the chance to team up with other camps to create a super team who will attempt to answer the toughest of questions!

VOLUNTEERS

Thank you to the many volunteers who make the work of ACA, Southern California/Hawaii possible!

Local Council of Leaders

Chair: Andy Kimmelman, Tumbleweed Day Camp & Camp Ursa Major

Leadership Development & Volunteerism: Joyce Knoll, Girl Scouts San Gorgonio Council

Government Relations: Andy Moeschberger, Gold Arrow Camp

Membership: Erin Johnson, Girl Scouts of Orange County

Professional Development: Chad Edwards, Camp Ronald McDonald for Good Times

Standards: Maria Horner, Catalina Island Camps
Childcare Preventative Health Certification Course
Suzanne Hammond, A-B-CPR (approved class by EMSA)
8:00 a.m. – 4:00 p.m. | El Dorado IV

As the number of campers with medication continues to rise, all camps must be sure that procedures are in place to be sure that staff are appropriately trained and supported. The system must define roles and responsibilities and assure that any individual administering a medication has some basic knowledge of safe medication management. Recognizing that a registered nurse or physician will not be with, or available to, campers at all times to administer individual doses of medication; whether that is activities on a remote area of the camp property, overnights, out-of-camp activities or trips, or times when the nurse is busy with a healthcare emergency with other campers or staff. In these circumstances, it is appropriate for a nurse to delegate an individual with training to administer a single dose of medication at a specific time. This course is designed for the camp professional who may take on the responsibility of the health supervisor or be delegated the task of medication administration. This course will offer the basics of administering medication. This course is not designed for managing medications, or making medication decision, but rather a guide to administering medications properly. This class will cover immunization, health records, infectious diseases, sanitation, safety policies, and nutrition guidelines. Upon completion, each participant will receive a completion certificate. This is a one-time-only class and does not need to be renewed.

Mental Health First Aid Certification Course
Shawn Harris, Riverside University Health System, Behavioral Health
8:00 a.m. – 3:30 p.m. | Royal I

Mental Health First Aid is an eight-hour course that gives people the skills to help someone who is developing a mental health problem or experiencing a mental health crisis. The evidence behind the program demonstrates that it does build mental health literacy, helping the public identify, understand, and respond to signs of mental illness. Just as CPR helps you assist an individual having a heart attack, Mental Health First Aid helps you assist someone experiencing a mental health or substance use-related crisis. In the Mental Health First Aid course, you learn risk factors and warning signs for mental health and addiction concerns, strategies for how to help someone in both crisis and non-crisis situations, and where to turn for help. Topics covered include depression and mood disorders, anxiety disorders and substance use disorders. Mental Health First Aid teaches about recovery and resiliency — the belief that individuals experiencing these challenges can and do get better, and use their strengths to stay well.

NOTE: Pre-Conference events require pre-registration. Not Registered? Check in at the registration area to inquire about available spaces.
PRE-CONFERENCE OPPORTUNITIES (Sponsored by WAIC) — TUESDAY, APRIL 9

ACA, New Director Orientation
8:00 a.m. – 3:30 p.m. | El Dorado III
The ACA New Director Orientation (NDO) is a special eight-hour course (8 CECs) for seasonal or new camp directors, assistant directors, program directors, or persons that have been in other administrative positions and are considering directing a camp. The NDO course helps directors and supervisors develop the skills they need to be effective leaders for their camp program. The course covers five critical areas: camp management leadership, risk management, camper behavior, staff training, and staff supervision.

Accreditation Process Workshop
9:00 a.m. – 2:00 p.m. | Royal III
Audience: This workshop is designed for camp representatives who are preparing for accreditation visits in 2019 and beyond. The course is appropriate for those who are new to the accreditation process and those who have been part of an accreditation visit or completed standards training in the past. Every camp being visited must have at least one person who completes the workshop on behalf of the camp; that person must actively assist in preparation for the accreditation visit, be on site a significant amount of time during the camp season, and participate fully in the on-site accreditation visit. Workshop Objectives: Participants leave feeling excited, engaged, and ready to prepare for an accreditation visit. They know where to find and how to use information, resources, and technology provided by ACA. They can navigate the Accreditation Process Guide, 2019 Edition, to understand compliance and applicability of standards, including all revisions to the standards and the accreditation process, and they can articulate the steps in the visit timeline and the responsibilities of the camp and the visitors.

Best of Bob: Staff Training Education with Bob Ditter
Bob Ditter
9:30 a.m. – 3:00 p.m. | El Dorado I
If you don’t know what “drop the rope” is, or if you aren’t sure where “money in the bank” originated, and you can’t say what the five most common mistakes are that adults make with kids — and you want to add new life to your staff training with the latest from Bob Ditter — make it your business to get to the Pre-Conference Staff Training Workshop at SLC!
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**BREAKOUT SESSIONS — TUESDAY, APRIL 9 & WEDNESDAY, APRIL 10**

**TUESDAY, APRIL 9**
4:00 p.m. – 5:30 p.m.

**Opening Playnote**

Jon Colby  
Grand Ballroom

Jon Colby has been empowering people across the country with improv for more than 20 years. His engaging, interactive approach will teach you how to employ the same “Yes, and . . . “ mentality that performers use to make you a better communicator, leader, co-worker, and even friend. Every activity is entertaining and has a great takeaway that can be applied immediately.

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**WEDNESDAY, APRIL 10**
9:00 a.m. – 10:15 a.m.

**What Are You Saying? Improv(e) Your Communication**

John Colby  
El Dorado I

We all like to think that we are good communicators, but this workshop will help you assess your strengths and weaknesses through a variety of interactive improv games. We will look at non-verbal communication, listening skills, response time, and having thoughtful or even difficult conversations. Whether you’re speaking with campers or other adults, effective communication is paramount to the success of any relationship.

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**Leadership Secrets of an OG**

John Beitner, American Camp Association  
El Dorado II

The future of leadership is one where leaders engage, inspire, ignite, and disrupt. Create a high-performing culture in your camp with the perspectives and best practices gained over a long career in camping and as a volunteer and staff member with the ACA. Lessons learned through trial and error, tips and tricks, and secret sauce recipes will be shared.

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**Lessons Learned from Crisis — Panel**

Michele Branconier, American Camp Association  
El Dorado III

Learn from our colleagues about what to expect if you must shelter in place with campers and staff during a wildlands fire, your staff perform a rescue at the pool, or you are ordered to evacuate staff and campers during a fire. Learn more about insurance as it relates to emergencies and natural disasters. Panel members include Andy Balendy, Guided Discoveries; Sarah Horner Fish, Tom Sawyer Camps; Ian Garner, Markel Insurance; and Ray Lopez, Circle V Ranch.

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**Branding and Brand Development**

Kelley Freridge, American Camp Association  
El Dorado IV

Establish your camp brand positioning language and voice. Develop a deeper understanding of your audience and target consumer. Gain insight into progressive communication approaches and planning. Set goals for growing your tribe through solid branding tactics.
Everyone’s Invited! Inclusion in Summer Camp  
April Swenson, Clark Jewish Community Center of San Francisco  
Royal I

Inclusion does not end with the school year. Children and their families want to be included in summer programs and be a part of their community year-round. We will be sharing our experience in transforming our camp into a fully inclusive program. What started as a pilot program has become one of our ingrained offerings. The word is out, and the families want in — in on the fun, in on the unique experiences camp offers, and in on the memories of their children being included.

Using the Five Love Languages to Connect with Campers and Staff  
Kelly Jones, Outpost Summer Camps  
Royal II

Do you connect easily with some campers and staff but struggle to bond with others, despite your efforts? In his book, *The 5 Love Languages*, Dr. Chapman identifies the primary ways people feel valued. Using a “love languages lens” has helped our team relate to campers and staff more intentionally and effectively. Come learn strategies to improve your ability to notice clues signaling others’ preferences. Join us for a lively dialogue to learn about yourself and those you work with and serve.

Intentional Programming  
Tim Deisler, The Painted Turtle  
Salon I

Camp is meant to be fun, but today, camp needs to be much more. Kids are missing out on learning life essentials in other areas of life, but camps have answered the call. Every activity done at camp should mix fun with another core competency like connection, resilience, or autonomy. We will delve deeper into the planning and implementing process to foster the growth of countless children.

Rockin’ Rope Program: Training and Coaching Staff in Challenge Course and Adventure Activities  
Rohan Shahani, Challenge Works  
Salon II

Adventure programs like ropes courses and zip lines are an exhilarating way to help campers and staff develop a multitude of skills, break barriers, and have F.U.N. The most important part of any of these programs are a well-trained staff and qualified supervision. In this session, we’ll explore how we are training and supporting staff in the field, assessing their performance, and coaching them to be better operators and facilitators.

WEDNESDAY, APRIL 10
10:45 a.m. – 12:00 p.m.

A Small Step to Giant Leaps: “Moonshot” Your Summer Program with NASA Activities  
Leslie Lowes, NASA/Jet Propulsion Laboratory  
El Dorado I

Join this summer’s national 50th anniversary celebration of the first human landing and footsteps on the moon! Take the first small step to help kids make giant leaps in understanding the science and engineering of past, current, and future space exploration, with free, hands-on NASA camp activities. Make your STEM summer camp exciting and timely. Leaders only need curiosity to learn with their kids — use right away since no science or engineering background is required!
The Gen Z Frequency: Learning to Communicate and Connect with Gen Z
Bob Ditter
El Dorado II

If you are confounded by the ways your staff communicate and want to know the five essential factors for engaging with this generation, come to this practical, fact-filled and powerful session. Gen Z grew up on social media — instant virtual access in a world driven by opinion and a glut of information. Learn how to communicate, build community, conduct staff training in ways that reach them. If you have staff ages 16–22, you will find this session eye-opening — chock full of useful information.

Behind Closed Doors: When a Camper Is Brought to the Office
Tate Castro, Tumbleweed Day Camp
El Dorado III

When a camper gets in trouble and is brought to the office, staff are tasked with diffusing a challenging situation, correcting behaviors, and creating a plan for the future, all without skipping a beat. What should the conversation sound like? How do you and the camper move forward to have a positive relationship? This session will cover how to have those crucial conversations, how to help create future success for the camper, and what you are responsible for after the conversation takes place.

Disaster Strikes, Camp Responds — Building a Disaster Response Day
Camp Network
Mikey Latner, Project:Camp
El Dorado IV

How can we work together to use our skills, resources, and networks to support communities quickly, efficiently, and effectively after disaster? We will discuss setting up day camps in emergency situations to support parents as they take care of their needs after a disaster. Topics in this workshop will include building an efficient communication system, streamlining resources, rapid staffing, needs assessments and response planning, working with emergency responders, etc.

Use Meetings to Change Your Culture
Henry DeHart, American Camp Association
Royal I

We often underestimate the impact our meetings have on our culture. We view meetings as a necessary evil required to move work forward, but we are missing the opportunity to use a powerful platform to shape our organizational culture. Because meetings are a ubiquitous part of our daily lives, they present a significant opportunity to set the tone and pace of our work. In this session, we will explore some simple but powerful practices for when and how to conduct efficient and effective meetings that can have a dramatic impact on your culture.

How to Make Your Camp #Trending
Jake Young, Brave Trails
Royal II

In the age of hashtags, it’s essential that we are up to date on how best to recruit and engage campers. Social media is an effective tool to grow your organization and share your story. Are you using this tool to its full potential? Through this interactive workshop, come learn how Camp Brave Trails doubled its Instagram following in just six months and take away knowledge and tools to enhance the effectiveness of your camp’s social media presence!

Partners and Pitch Decks
Kelley Freridge, American Camp Association
Royal III

This session will cover the essentials of a good pitch deck, what brands and businesses are looking for in partnerships, and leveraging your audience as influencers.
BREAKOUT SESSIONS — WEDNESDAY, APRIL 10

How to Demonstrate the Impact of Your Camp
Traci Gillig, USC Doctoral Candidate
Salon I

This workshop educates about how camp leaders can use research approaches to evaluate the impact of their program and share their findings with the camp community, funders, and others. We will discuss 1) how camp leaders can conduct research on their own using surveys and other methods and 2) how to identify potential research partners. An existing partnership between Brave Trails and a University of Southern California researcher will be shared.

Getting Comfortable with the Uncomfortable
Marea Colombo, Catalina Sea Camp
Salon II

With our limited time and resources, as leaders we often look for “quick solutions” to problems at summer camp. In this session, I will teach techniques to slow down, and use active listening to truly understand, and hear our campers. In this hands-on session, I will run participants through the training I use for my own staff, a program that helps them understand the campers, each other and dig a little deeper into their own biases and perceptions.

WEDNESDAY, APRIL 10
12:15 p.m. – 1:45 p.m.

Speaker
Beth Jenson

Join us for the Vendor Showcase and featured speaker Beth Jensen.

WEDNESDAY, APRIL 10
2:15 p.m. – 3:30 p.m.

Hackathon
John Beitner, American Camp Association
El Dorado I

What the heck is a hackathon? A hackathon is a fun, fast, and fruitful way to generate lots of ideas and tackle your organization’s most challenging problems. Join this hands-on session to unleash your creativity and learn the hackathon process by doing.

Research You Can Use: New Findings from ACA’s Impact Study
Laurie Browne, American Camp Association
El Dorado II

Now more than ever camp professionals need reliable evidence to support their work, especially for program design, staff training, and marketing to parents, partners, and funders. Join us to learn about the American Camp Association large-scale national study on the lasting impacts of camp among campers, staff, and families. We will share new findings and plan how you can use these findings at your camp and in your outreach and discuss ways to engage with camp research at the local and national level.

“There’s an App for That!” — Benefits of Apps for Camps
Alexandra Linyard, 1218 App Team
El Dorado III

Apps are a game changer for camps! Join us as we share our knowledge and experience to help camp directors and owners make the best technology decisions for their programs. Learn what makes a great camp app. Find out how much it costs to develop, launch, and maintain a mobile app. Get best practices and actionable tips from ACA camps that have successfully launched their apps. This session is a must if you are looking for a way to better connect and communicate with camp families.

Sponsored by Markel Insurance Company
Social Media Panel
Kelley Freridge, American Camp Association
Alisa VinZant, Camp Fox, and
Jake Young, Brave Trails
El Dorado IV
Come join Kelley Freridge from the American Camp Association, Alisa VinZant from Guided Discoveries, and Jake Young from Brave Trails for a panel-style session Q & A on maximizing your social media.

Healthy Campers Are Happy Campers! The Benefits of a Camp EHR in Health and Safety Management
Dr. Michael Ambrose, CampDoc.com
Royal I
Higher quality, complete health and safety documentation that is legible and organized, will make your camp clinic more efficient and help your staff avoid mistakes. Which is why camps are adopting Electronic Health Records (EHRs) now more than ever. Together we’ll explore how EHRs can help you prepare for your upcoming camp sessions, effectively communicate to your camp families and staff, and help your staff avoid critical mistakes. Resulting in healthier and happier campers!

Camp Leadership through Yoga
Zachary Lasker, Camp Bob Waldorf
Royal III
Serving as a camp leader can be extraordinarily difficult as you try to balance the complexities of stamina, originality, and blurry vision. Yoga is a tool that helps practitioners cultivate energy, perseverance, and new discoveries. In this workshop, we will practice yoga to develop skills in focus, intention, and motivation that can be applied to your work as a camp leader. All levels of yoga practice welcome. Dress comfortably for physical activity.

Instruct-able Uncrustables
Stephen Smigielski, Pali Adventures
Salon I
Have you found yourself having to repeat “simple” instructions to staff over and over before you decide you should just do it yourself? Are you always hungry at conferences and find yourself banned from the vendor hall for taking too many free samples? If you said yes to both, then come on by for a hands-on workshop focused on how to give instructions that are more effective and easier to comprehend for both camper and adult audiences. Warning: things may get messy, but also delicious.

We Say Camp’s Inclusive! But What About Our Policies, Traditions, Unspoken Rules, Games, Activities?
Yatiel Owens, Camp Winnarainbow
Royal II
As a Camp Winnarainbow community, we recognize that we do not come from different but equal points, that the ways in which we can hurt each other are not the same (i.e. micro/ macro aggressions) and that historical inequities and power dynamics are relevant to our work. We found it is important to keep the conversation of inclusion and equity in the forefront of our everyday, year-round work. We will share what we’ve learned over the years through stories, activities, and offer concrete solutions.

Sound Off! Engaging Participants through Music, Rhythm, and Tone
Rohan Shahani, Redstone Solutions
Salon II
Music is an instructional medium that can help engage their feelings and emotions. Sound is a medium that all people can interact with, even those with different hearing abilities. In this workshop we will explore how sound, song, tone, and rhythm can be integrated into your presentations, and how it engages your participant’s thoughts, emotions, actions, and feelings.
Mitigating Meltdowns: Planning for the Predictable Emotional Crisis Rhythm of Camp
Beth Jenson
El Dorado I

A meltdown is an emotional eruption — moody, overwhelmed, irritable, yelling, crying, withdrawing, self-destructive behavior. A camp-wide meltdown often feels like an insurrection, results in mass-quitting, and usually includes large groups of staff getting drunk in town and deciding not to come back on time. During this session, we will learn how to: predict the rhythm of summer camp meltdowns; prevent through management interventions to meet needs before they reach critical mass; and manage when meltdown occurs at camp, how to recover (and not make it worse).

Developing Community and Connection in the Age of Fortnite® and Social Media
Bob Ditter
El Dorado II

Come learn by doing and utilizing the best techniques for developing community and connection with a staff that has grown up on social media. Learn the keys to effective staff training that is impactful and memorable for a generation that responds to a specific approach. This will be an interactive session with many practical takeaways that you can use this summer. This is a standalone session. You can come to part one or part two without having been to the other.

Design Your Own Adventure Games
Ron Eckert, Yosemite Sierra Summer Camp
El Dorado III

Adventure games grant us the unique opportunity to renew the imagination of our childhood. This interactive workshop will provide a live game along with beneficial evaluations and discussion in creating your camp’s very own adventure game! Day camps and residence camps alike will be guided in meaningful and perhaps hilarious conversations around creative preparations, script writing, game guidelines, and focused discussion on the power of modeling old-fashioned fun in our summer programs.

How to Get Your Nurse Vacancies Filled Quickly (or How to Get Your Summer Staff Vacancies Filled Quickly)
Nadia Guzd, CampNurseJobs.com | AllCampJobs.com
El Dorado IV

Discuss recruiting challenges and how to overcome them.

Emotional Safety and Mental Health
Deborah O’Dell, Cedarbrook Camp Southern CA
Royal I

I will discuss the need for emotional safety at camp and how to ensure it. This will cover the most common mental disorders, what they might encounter, and how to deal with it.

Effective Staff Training for the iGen Generation
John Swanwick, AstroCamp and Camp Motorsport
Royal II

Generation Z, or iGen as they are known, now make up the majority of our campers and more importantly our staff. I’m sure you’re thinking; “Xennials, Millennials, iGen, why does it matter which generation my staff are a part of?” I get it, you know that your staff training works, so why change it? If we want to continue to make a real impact on the lives of children, we need to ensure that our camp beliefs connect to the beliefs of this generation. That connection happens during staff training!
Giving and Receiving Feedback
Jessie Shear, Sierra Canyon Day Camp
Royal III
Have you ever found yourself giving a piece of feedback and felt like you were talking to a wall? Or, ever find yourself avoiding giving a piece of feedback to save someone’s feelings, only to find the situation become worse than when it started? This session will aim to temper these feedback fears. Learn how to both give and receive feedback in a manner that is honest, timely and helpful, and how to develop a consistent culture of feedback in your camp community.

Art of Inclusion . . . on the Yoga Mat!
Zachary Lasker, Camp Bob Waldorf
Salon I
How do you create a space where unique individuals can have a shared experience? It is our responsibility as camp professionals to help our staff and campers grow self-aware of their strengths and to give them the space and tools to overcome deeply personal obstacles at an appropriate pace. Experience strategies for creating an inclusive space through a yoga practice that can be integrated into your work at camp. All levels of practice welcome. Dress comfortably for physical activity.

It’s All about the Games . . . and A Little about the Debrief
Kassandra Wilsey, Cali Camp
Salon II
Take a break from those “other” sessions and let’s play! Bring some of your favorite games to share with others and play a few of mine. We will also dive into the value of the “debrief.”

Native American Imagery in Camp
Les Peters and Bob Cabeza, YMCA of Greater Long Beach, Community Development Branch; Steven Fine, Canadian Camp Association; and Laurie Browne, American Camp Association
Summit II
Participants will hear from a panel of Native American professionals in the youth development, camping, and outdoor education field about how to develop a cross-cultural understanding of respect and engagement of Native American culture within a camp environment. Participants will have the opportunity to cultivate knowledge, dialogue and interaction about Native American culture. They will leave with a greater understanding of respect of inclusion and cultural competence as camp staff.

#ACASLC
Make sure you’re part of the conversation that’s happening online about the Spring Leadership Conference!

Join us on Facebook at facebook.com/acasocalhawaii/

Follow Z at twitter.com/Zisforme
Use #ACASLC to tweet about what you’re learning and how much fun you’re having!
THURSDAY, APRIL 11
9:00 a.m. – 10:30 a.m.

Keynote
Lessons in Leadership: Based on 25 Years in Professional Camping
Jeff Merhige
Grand Ballroom

THURSDAY, APRIL 11
10:45 a.m. – 12:00 p.m.

Camper and Staff Anxiety: Where It Comes from and How to Manage It
Bob Ditter
El Dorado I

The National Institute of Mental Health reports that more 25 percent of young people in the United States between the ages of 13 and 18 have received a formal diagnosis of anxiety. This is an epidemic! In this highly informative session, Bob will help us understand what’s causing this unprecedented wave of anxiety in our young people and will provide us with many practical tools to help. Come learn ways to help campers and staff better manage the anxiety that otherwise might interfere with their ability to be at camp and, for staff, perform their best. This is a powerful and instructive session that will give you many ideas you can put into practice this summer. You may even pick up some ideas for managing your own anxiety.

Camp-to-Go
Melanie Hong, Yosemite Sierra Summer Camp
El Dorado II

At the end of each incredible and intense summer, we often are left hoping that campers will take their growth and experiences with them. If you are wondering how you can keep families growing and connected year-round, we will give you practical tools on how to effectively send “camp-to-go.” You will walk away with a personal, practical, and creative plan of action to build a unified message across your various platforms of family communication — blog, email, social media, you name it.

Email Is King: Nurture and Convert Leads to Customers through Personalized Email Automation
Peter Ross, 829 Studios
El Dorado III

Today’s buyers want hyper-personalized content from companies they interact with at every touchpoint. Nurturing leads from the moment they initiate interest to when they make a purchase decision is imperative to increasing top-line growth. When prioritizing marketing channels to elevate your camp’s identity and facilitate a thoughtful lead to customer experience, email is king. The moral of the story here is that if you aren’t leveraging personalized email marketing, now is the time.

Measuring Outcomes 101
Laurie Browne, American Camp Association
El Dorado IV

We all know that campers and staff get great things out of their time at camp, but figuring out how to capture those outcomes can be tricky. In this skill-building session we will explore the benefits of measuring camper and staff outcomes and strategies that are accessible and easy to implement even during the busiest times during your camp season. We will practice using one specific tool, ACA’s Youth Outcomes Battery, and discuss tips and tricks to using this tool to measure camper and staff outcomes this summer.
Quirky Kids: What We Can Do When a Kid Doesn’t “Fit”
Beth Jenson
Royal I

Every cabin has a quirky kid or two. These are campers who tend to act, do, and socialize differently from their peers. Quirky kids often don’t pick up social cues, or else alienate friends with impulsive, spacey, or explosive emotions. Keeping quirky kids following camp rules can be a nightmare for a new counselor. And they just can’t stop talking about Magic the Gathering. During this session, we will examine your “norms” in what a child is expected to be able to socially do within a camp program; identify some differences between deliberate and unintentional “acting out”; increase staff and peer acceptance, tolerance, and awareness of a wider spectrum of social diversity; give staff awareness and tools in how to socially coach the quirkier kids; and enforce tolerance and inclusion amongst their peers for harmless weirdo behavior.

Lens, Level, Language (LLL): A Tool for Working with Challenging Campers and Staff
Kelly Jones, Outpost Summer Camps
Royal II

In working with difficult camper behaviors, directors and staff often face two simultaneous challenges: coping with their own feelings (e.g., frustration and disappointment) and providing meaningful assistance to help the child succeed at camp. Dr. Kelly will provide three specific self-evaluation tools to help you more quickly and accurately assess and address tough situations and have more fun!

Training Staff to Intentionally Develop 21st-Century Skills in Campers
Dave Brown, Mountain Camp
Royal III

Camps have been teaching “21st-century skills” from the beginning. As research increasingly demonstrates that the camp is ideal for developing key life skills such as grit, curiosity, and collaboration, it also provides blueprints to do it better. Born from a research collaboration with Challenge Success, this staff training module distills and simplifies the factors that lead to the development of 21st-century skills at camp, so your staff can confidently and intentionally help kids grow.

Camp Legislation 101 for 2019
Andy Moeschberger, Gold Arrow Camp
Summit Room V

Every year, the California legislature and United States Congress pass thousands of bills. Some of them are intentionally aimed at camps. The vast majority are not, even though they have impacts on everything from the wages you pay to the kinds of roofs you can put on new cabins. This session will highlight the new laws in 2019 that will impact your camp.

What Will You Leave Behind? Legacy Building at Camp
Jaclyn Smith, Camp Skyland Ranch
Summit Room VI

We live in a world left by those who came before us. And those who will come after us will have only what we leave them. What would you like your legacy to be? How will you go about instilling your ideas and successes at camp this summer for years to come?
Change Made Easier
Heather Vilhauer, Cal State East Bay
El Dorado I

Change is hard! Come learn how to successfully work with staff, parents, and campers to implement small- and large-scale changes using evidence-driven techniques. Topics will include designing change, addressing emotions involved in change, and typical roadblocks to change. Skills learned will be applicable to all who work in camps (not just managers) and be useful to other parts of your life as well! Participants will leave with a toolkit that will guide change within their organization.

Rachel Hood, Sunny Days Camp Northridge
El Dorado II

The camp environment includes new staff and returners, all of which are supervised by peers, oftentimes coworkers from prior summers. This presentation will discuss how camp leaders can maintain objectivity and professionalism while supervising and evaluating their friends. Strategies will be provided to avoid alienating staff and creating cliques. Join this interactive session and share your thoughts on building trust among staff and creating an inclusive and dedicated team.

How to In-House Your Camp’s SEO
Peter Ross, 829 Studios
El Dorado III

There’s a lot of misinformation floating around the Internet when it comes to search engine optimization. Do keywords still matter? What’s a rich snippet? Why set up Google Webmaster Tools? We’ve all read the same blog articles and attended the standard search engine optimization seminar. This is something different. We’re going to debunk the myths and give you actual strategies that you can put to work immediately.

Let’s Get Ready to Rumble: Tough Conversation Workshop
Diana Huff, AstroCamp, and
Andy Kimmelman, Tumbleweed Day Camp
El Dorado IV

Let’s face it; no one likes difficult conversations! Do you wish that you had the right vocabulary and a better approach to make those conversations more effective and meaningful? Brené Brown’s book, *Dare to Lead*, introduces a technique called “rumbling” in which courageous leaders confront tough conversations with confidence and vulnerability. In this session, we will explore and practice how to “rumble with vulnerability” to build daring leadership. No previous reading necessary.

Improve Your Sex, Drugs, and Rock-n-Roll Talk: “Just Say No” Didn’t Work in the ’80s, Either
Beth Jenson
Royal I

All summer camps include a “Sex, Drugs, and Rock-n-Roll Talk” in staff training, hoping it will enforce a no-tolerance staff policy for having sex, drinking, or doing drugs on camp grounds. The quality, specificity, and clarity of this discussion (or is it a pre-camp scolding?) directly results in staff compliance with camp rules. “Just say no” didn’t work in the ’80s, and it still doesn’t work at camp, so let’s discuss a more effective, collaborative, and crystal-clear message delivery to keep your staff safe, clean, sober, and attentive while employed at your summer camp. During this session, we will: identify reasons why normally “good” staff might use or abuse drugs and alcohol; talk frankly about sexual health, safety, and consent in relationships between staff members; predict the upswing of urges and surges due to fatigue and loneliness; create and deliver consequences for rule breaking that maintain staff morale and relationships; build trustworthy supports and safe relationships to support staff in sobriety.
Building an Inclusive Camp Program for All
April Tani, The Painted Turtle
Royal II

Building a camp experience for a child with special needs may be a daunting task. This session provides guidance on how to carefully review your camp program to determine how to plan, structure, and implement a safe and inclusive program. Areas to be covered include staffing, training, facilities, food services, medical care, and adaptive and inclusive programming. Leave this session equipped to welcome a child or many children with various abilities to reap the great rewards of your program.

Crisis — It Really Can Happen To You!
Tori Barnes, American Camp Association
Royal III

Don’t wait until you are faced with a crisis that you aren’t prepared for. Join us for a journey through the lessons learned from ACA’s Crisis Hotline and practice with case studies developed from emerging themes. The ACA Hotline is a year-round, 24/7 service provided to any camp or member who needs help in a crisis. Gain knowledge, resources, and confidence to prepare for your upcoming summer!

Scavenger Hunts 101
Kassandra Wilsey, Cali Camp
Salon I

Come learn, play, and experience the many different types of scavenger hunts to add to your program this summer!

From Three Strikes You’re Out to Offering Restorative Justice: Our Positive Behavior Support Journey at Camp
Yatiel Owens, Camp Winnarainbow
Salon II

Elders remind us that sitting in circle is an old way of teaching and learning. Modern neuroscience and social wisdom is catching up with where we started as Humans. This workshop will tell the story of how we moved away from current behavior management philosophy of rewards and consequences to offering restorative justice (ORJ) in our every day camp life. We will share the basic premises we agree on, the unique methods we developed for our camp community and how we train staff.

THURSDAY, APRIL 11
3:45 p.m. – 5:00 p.m.

Giving Guidance — A Critical Camp Leadership Skill
Bob Ditter
El Dorado I

Most camp professionals know how important it is to give feedback to staff about their performance at camp. Those same professionals also admit how awkward it is to actually give that feedback. This session will not only give you the essentials of giving feedback to staff, it will teach you how to do it in a way that staff can actually take in and use! Bob has complied some exciting new material and techniques that are easy to grasp and universally practical. The approach and skill you learn in this session are also easy to pass onto to your young camp leadership.
Camp Staff Make Camp, But Don’t Let Them Break It
Jeremy Hamlett, Sunny Days Camp
El Dorado II

Do camp staff really make or break camp? While it is true that the hard work of camp staff does make camp, they should not break a camp program or reputation. Preparing camp staff to make camp, but not break it, begins with the recruitment process, takes form during the training process, and continues during the summer with constructive feedback. Join staff from Sunny Days Camp as they share practices for selecting, training, and developing camp staff that make camp a fun and safe experience!

1, 2, 3 . . . C. I. T!
Caitlin Latta, Jameson Ranch Camp
El Dorado III

Looking for ways to develop or freshen up your counselor-in-training program? Look no further! Learn new team-building activities, discussion topics and resources that will help make any CIT or LIT program even better than before. Come ready to share and participate in what promises to be a fun and productive session for all!

Fundamentals of Becoming a Learning Organization
Henry DeHart, American Camp Association
El Dorado IV

Your families and participants demand an efficient, customer-focused experience from the time they click on your website to the last day of camp (and beyond). A “learning organization” has a culture of constant improvement, led by frontline staff that is fully oriented to the experience of the participant. Understanding the basic principles of a learning organization, which are taken from the discipline of design thinking, and beginning to apply them to your camp can have remarkable impact on the quality of the experiences you are providing.

The Power of Strength-Based Teams
Sara Kuljis, Yosemite Sierra Summer Camp
Royal II

This session is for leaders who want to maximize the effectiveness of their teams. Our natural talents hold our greatest potential for job satisfaction and success. When team members are aware of their own, as well as each other’s unique strengths, they can partner more intentionally to achieve goals and serve others. Drawing on Gallup StrengthsFinder research, we will explore how investing in strengths rather than focusing on weakness can build a more productive, engaged, and successful team.

Culture of Excellence
Jeff Merhige
Royal III

In this breakout, Jeff will describe and share the story of creating a workplace culture of excellence in camping. He will share the story of how a team turned a camp around from losing $456,000 a year to net positive in four-and-a-half years. Come learn about a “dream, believe, dare, do” workplace culture, leadership skills to be developed, tools for group collaboration, and having a mission and vision to lead your camp into growth and success.

Diversity as a Lens: Cultural Competency and Tips for Integrating Diversity Topics in Staff Trainings
Rebecca Bernard, Woodcraft Rangers
Salon I

What is your cultural lens? How does this impact your interaction with others; including colleagues at work, campers, and the community at large? Woodcraft rangers will walk you through a series of exploratory questions and exercises that can help guide you and your staff as you prepare to support diverse audiences at camp. Whether you are just starting out in the conversation of diversifying your camp, or are already running diverse camps and are interested in tactical cultural competency techniques that can be used to train frontline staff, this session is for you.
**What’s in the Box? How to Build an Affordable/Portable Escape Room That Fits in a Box**  
Stephen Smigielski, Pali Adventures  
Salon II

Today we aim to answer Brad Pitt’s most famous question: What’s in the box? Escape rooms are a growing trend in camps. However, escape rooms can be resource intensive and unwieldy. Escape room in a box is non-proprietary and totally stealable low budget alternative to the classic escape room model. Its portable and does not even require a room! You will get to play through the escape room and be offered a free write-up for the room should you so choose.

**FRIDAY, APRIL 12**  
9:00 a.m. – 10:00 a.m.

**Fund-Raising: You Have to Learn It**  
Jeff Merhige  
El Dorado I

In this session, Jeff will share how he went from hating fund-raising to making it a passionate part of his career. Learn the joy and adventure of sharing passion and stories to get the kids what they need. This session is appropriate for all levels of professionals and it’s a skill you need to have in this industry.

**Theme-ing Your Camp: Programming Special Events for a Successful Summer**  
Rachel Hood, Sunny Days Camp Northridge  
El Dorado II

Trying to find new ways to make your camp more innovative and fun? Join us as we embark on a journey to a summer that takes campers’ interests to a completely new level. Come learn about how weekly camp themes and special events can transform your summer. Camp is all about the kids. Learn how to theme each week to give your campers the experience of a lifetime. This session will cover ways to plan weekly themes, create special events, and celebrate your campers and staff with camp awards.

**When Bagels Aren’t Enough**  
Amole Darden, Pali Institute  
El Dorado III

How many of you appreciate the hard work that your staff do? Hopefully, that is all of us! Staff who feel valued and affirmed are more energetic, engaged and committed than those who feel overlooked by camp leadership. In this session we will cover the many ways that we can show appreciation for staff and boost morale beyond just providing bagels for breakfast.

**Put Your Lifeguard Training Worries out to Sea**  
Devin Niebrugge, Girl Scouts of Greater Los Angeles  
El Dorado IV

This presentation is intended to help camps gain a solid understanding of how to see specialized aquatic staff through hiring, training and successful on the job performance. We will go over tips and tricks from my waterfront experience, break into small groups to crowdsource successes and challenges of waterfront training, and network with other waterfront directors.

**It’s about the Journey, Not the Destination: Process Art and Beyond**  
Kiley Wolff, The Painted Turtle  
Royal I

It’s easy to get caught up in designing visual art activities that instruct campers step-by-step to a similar end result. We’ll be proposing an alternative with process art, focusing more on the process of creating rather than the end product. This will be a hands-on session where participants will get to learn about and make process art and other open-ended activities for school-age and teen campers. Projects are mostly low-budget requiring minimal facilities. Come create!
Child Life and Camp: Impactful Play for Children
April Tani, The Painted Turtle
Royal II

Child Life specialists are educated and clinically trained in the developmental impact of illness and injury. In hospital settings, Child Life specialists provide evidenced-based, developmentally appropriate interventions to support children impacted by acute and chronic illness, injury, trauma, disability, loss and bereavement. Join this session to learn how the foundations of Child Life are relative to all youth-serving settings and how Child Life may inform and enhance your camp program.

Balancing Family and Friends in the Summer Time
Paul Kupferman, Catalina Sea Camp
Royal III

You are a camp person. You throw yourself completely into your camp in the summer, some of your relationships are going to get neglected. How do you find a way to balance your family and friends during the summer? Do you have children of your own? A partner? A mom and dad? A best friend? Join our interactive session, open your heart, share your stories, and let’s all come up with great ideas for attaining equilibrium with our friends and family in the summer.

Trust-Based Team-Building to Bring Staff Together
Todd Mitchell, Mountain Camp
Salon II

Do you run teambuilding as part of staff training? Are you ever grasping at straws with what to do or want to start implementing facilitation into your staff training? In this session, you will run through several trust-based teambuilding initiatives focused on bringing your staff together and prepare them to work together as a team to support one another for the whole summer.

FRIDAY, APRIL 12
10:15 a.m. – 11:15 a.m.

Staff Training: Make It Amazing
Jeff Merhige
El Dorado I

Build a team that will provide amazing positive lifetime memories for campers through their delivery of camp activities and incredible role modeling. This session will discuss how to have an amazing staff training. Participants will receive a sample staff training schedule and hear how Jeff’s team focuses on preparing staff to create an incredible summer for kids.

LGBTQ Camper and Staff: Questions, Answers, and Solutions
Jessica Weissbuch, Brave Trails
El Dorado II

Bring your questions, answers and scenarios to this interactive, judgment-free, Q & A session about lesbian, gay, bisexual, transgender, and queer (LGBTQ) campers and staff. Together we will brainstorm solutions to your specific needs.

Making Summer Memories: Differentiating Your Day Camp from a Day Care
Sean Haggerty, Sunny Days Camp Northridge
El Dorado III

Does your day camp struggle with creating a unique summer experience? This session provides directors information on how to build memorable experiences for campers and staff through special events and themed programs. Set your day camp apart by building connections with campers that make them want to return to camp each year. Come learn how directors and counselors can work together to provide positive culture and environment that encourages campers to engage in activities and build friendships.
Spark for Humanity . . . Where Everyone’s Story Matters
Tori Barnes, American Camp Association
El Dorado IV

Does it feel like there is division in the world? Spark is a game that aims to bring both depth and lightness to the game tables of the world, so people can talk about what matters most. Using the kindling, fuel, and flame cards sit around the “fire” with us and spark conversations that matter. Play this game and a bonus card game at your next staff training!

Keeping Camp Alive in Schools
Tess Fife, Camp Beyond Camp
Royal I

How can camps address the often-missing piece to a camp program; offering educational content to schools while reducing impact on the resource both camp and teachers lack — time? By utilizing existing school resources and technology, a camp can integrate their programs into classrooms and remove a second barrier for teachers; camp expertise. Session will discuss solutions and an example of how technology is being used to enhance camp programs.

More Effective Than an Angry Facebook Rant — Legislative Advocacy and Camp
Andy Moeschberger, Gold Arrow Camp
Royal III

In the current political climate, people are more engaged than ever before with government. How can you most effectively advocate for your camp and programs with legislators? This session is designed to give you some basic tools that you can use to engage with government officials (outside of yelling at them on Twitter or marching on DC with signs and pitchforks).

What to Do When a Wabaloo Meets a Fro-Frumm
Stephen Smigielski, Pali Adventures
Salon I

As summer camps continue to garner international appeal, so too has the need for a more proactive stance towards providing staff with the tools they need to communicate with a growing group of second language learners. In this interactive, up and moving activity you will get to channel your inner Bill Murray as we get lost in translation and travel to the strange lands of the Wabaloos and Fro-Frumms.

FRIDAY, APRIL 12
11:30 a.m. – 12:15 p.m.

SLC Closing Campfire
Nick Coffing, Canyon Creek Summer Camp
Grand Ballroom

‘Ohana’ means family. Family means nobody gets left behind or forgotten.” What a perfect quote to describe the truest form of camp — inclusion. Come join us for our closing tradition at SLC and hear some inspirational stories from the front line and maybe even share one of your own “ohana” moments. Our hope is this session will remind you of the power of ohana in camp and empower you to leave Spring Leadership Conference more motivated than ever before.
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Throughout the day on Wednesday, our sponsors and vendors will be available in the Grand Ballroom to meet you, highlight their products and services, and answer your questions. Please spend time with our vendors on Wednesday to thank them for their support and find out what great products and services they can offer to make your job easier and your camp better! We would like to thank our vendors and sponsors for helping to make the Spring Leadership Conference a can’t-miss event!

Thanks to Our 2019 Sponsors!

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California Camp Realty was established in 1985 with the mission to preserve California’s diverse camp heritage. We only broker camps with existing Use Permits. We can buy, sell, or lease your camp. We can also broker established camp businesses. The owner, Cory Jones, is an ACA certified camp director, accreditation visitor, and standards instructor and is committed to preserving camps. A portion of commissions is donated to ACA-accredited camps. CA BRE 01943556/Brokers CA BRE 00929625

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JotForm
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San Francisco, CA 94111
415-317-0927
jotform.com
JotForm is an online form software that helps you register campers, accept payments, and manage the information you need to run your summer camp smoothly. Best of all, it’s free to use.

Markel Insurance
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hrs-intalere.com
HRS-Intalere is a group purchasing organization with established roots as a healthcare GPO. In 2014, we were able to offer many of our heavily discounted contracts to camps and retreat centers. Our members receive access to a level of pricing typically reserved for large conglomerates and Fortune 500 companies. With more than 1,500 supply contracts available, the average savings our members receive through our food service program is between 3–24 percent annually. Membership is free.
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The Western Association of Independent Camps (WAIC) is a leader in the camp industry with owners and directors committed to sharing best practices, knowledge, and expertise. It’s the networking and collaboration of ideas throughout our organization that bring exceptional value to our members and affiliates. Please visit WAIC.org or email membership@waic.org for more information about the benefits of joining WAIC and attending the 68th Annual WAIC Conference from November 7–10 in Newport Beach, California.

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