



american *CAMP* association®

2018 ACA, Southeastern Fall Camp Conference

Resilience and Readiness

October 15 – 17, 2018 • Savannah, GA

ULTRA CAMP AD

TABLE OF CONTENTS

CONFERENCE INFORMATION

The DeSoto Hotel Map2

Welcome3

Educational Endorsement Program (EEP)5

Schedule at a Glance6

General Information and Service Project9

Conference Committee23

Thank You to Our Conference Sponsors33

EDUCATION SESSIONS

Keynote Speakers11

Networking Opportunities and Special Events13

Accreditation-related Workshops.14

Pre-conference Workshops15

Night Caps & Daybreak Discussions16

Education Sessions18

EXHIBIT HALL

Exhibit Hall Hours and Floorplan24

Exhibitor Directory25

ACA INFORMATION

ACA, Southeastern Local Council of Leaders29

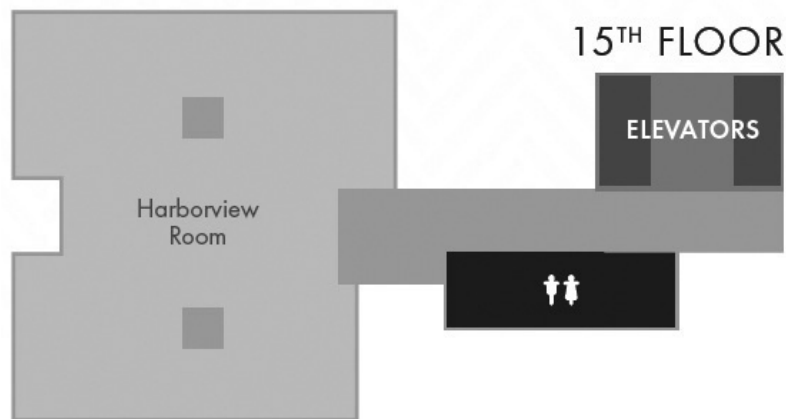
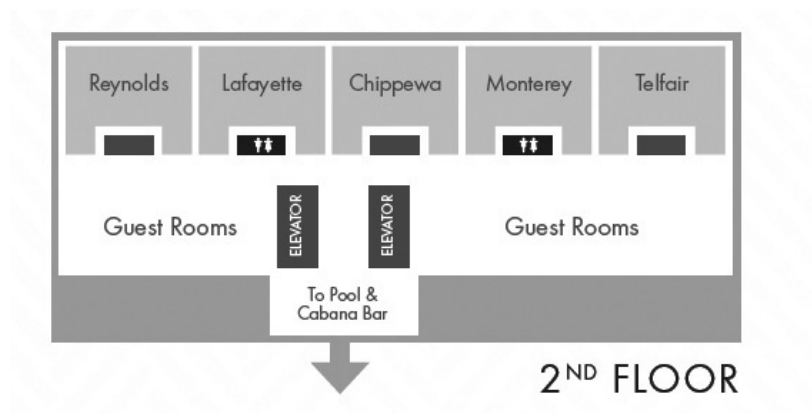
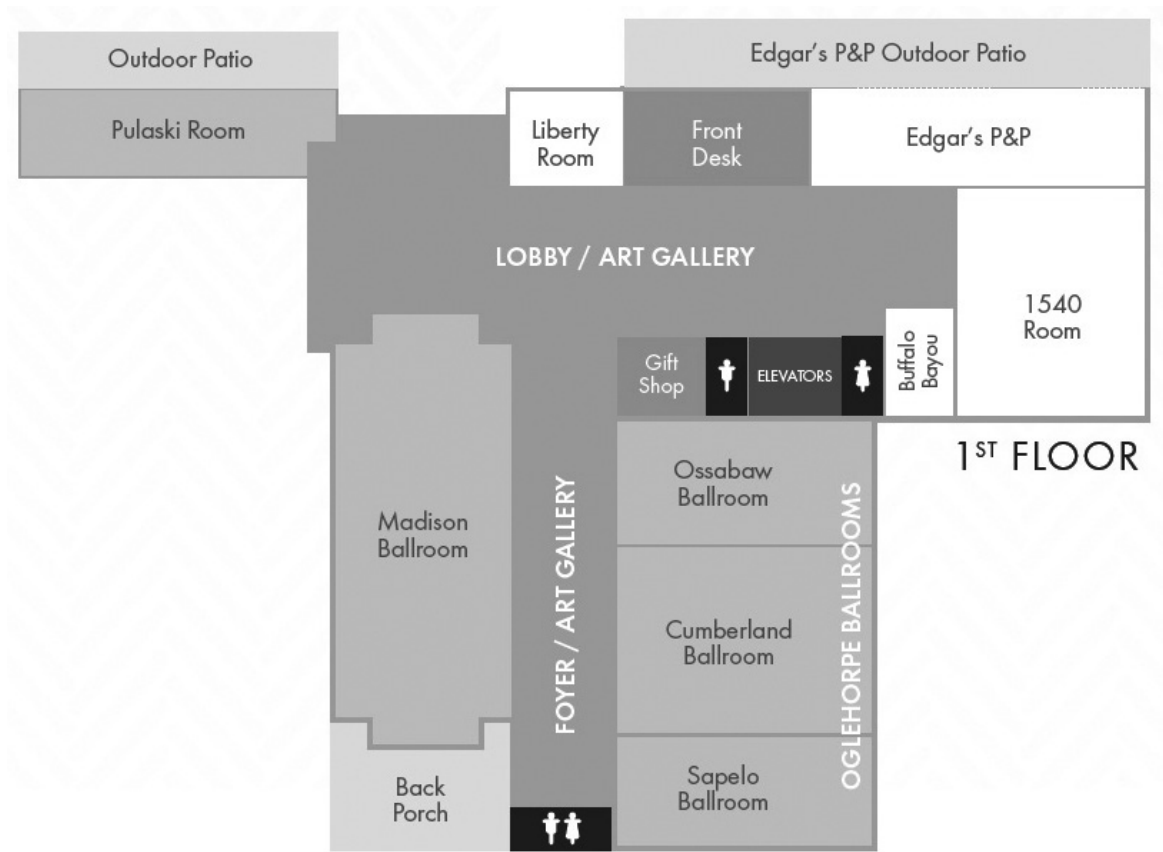
ACA, Southeastern Awards.30

ACA Eastern Region Staff31

Upcoming Events.32



HOTEL FLOOR PLAN



WELCOME TO THE 2018 ACA, SOUTHEASTERN FALL CAMP CONFERENCE

WELCOME TO SAVANNAH!

We are so excited to have everyone gathered together for some education, conversations, and reflection on the important work that we do as camp staff, managers, and directors. Camp is such a unique experience for campers and staff alike. Living in intentional community for one week, two weeks, or the entire summer gives us the chance to learn and practice life skills in a safe and supportive environment.

This week we are giving you the chance to focus on two key life skills: resilience and readiness. Both our keynote speakers and our EPIC pre-conference speaker will provide the information we need to create programs that will make our camp participants happier and more successful adults, as well as provide inspiration to stay strong through the winter months when some of the warm-and-fuzzies of camp tend to be overshadowed by the tedious bits of our jobs.

It has been a joy to be a part of the Southeastern conference planning team as we join the ACA staff — hard at work, coordinating with speakers, vendors, staff, and attendees to bring together this event. With over 20 great breakout sessions, food, and friends in the Exhibit Hall, the ever-popular Tuesday Afternoon Live auction and fundraiser, and the return of EPIC Talks, there is something for everyone.

With all of the great content, please don't miss out on enjoying our beautiful host city — Savannah! She has it all: fantastic food, pubs and breweries, rich culture and history, and quite a few ghosts! If you're attending alone, or just want to plug into the larger community, please stop by the hospitality table to find some opportunities to connect at the conference or out on the town.

Lastly, we would like to thank you for being here. Not only will you add your experiences to this community of learners and educators, but your attendance means that you are invested in making your camp and community a better place. You'll have conversations, collect ideas, and gain inspiration that will only serve to enhance the experiences you are giving to your campers and their families. You rock!

Now get your highlighter out, pick some awesome sessions, and we look forward to learning with you this week.

Bethany & Deanna

Conference Committee Co-chairs



Deanna

Bethany



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OUR CONFERENCE IS ENDORSED!

The ACA, Southeastern Fall Camp Conference has educational endorsement! This means that the program has been successfully vetted according to recognized criteria. By participating in the conference, attendees can earn Continuing Education Credits (CECs).

Participants who attend the full conference: 6.5 CECs.

Participants who attend Tuesday only: 3.75 CECs.

Participants who attend the EPIC Pre-conference Workshop will receive an additional 4 CECs.

Participants who attend Standards Course will receive an additional 6 CECs.

Participants who attend Standards Update will receive an additional 1.5 CECs.

Letters will be emailed after the conference with CEC recognitions. For documentation of the CECs that you've earned, go to: ACAcamps.org/pdc/cec-requests. For more information about the educational endorsement or to attend more events/online trainings that are educationally endorsed, visit: ACAcamps.org/staff-professionals/events-professional-development/educational-endorsement-program.

ACA's Educational Endorsement Program (EEP) is a platform to connect learners to educational opportunities. Learners can access quality education from any variety of organizations, associations, and businesses, and can be assured that these offerings have been vetted to meet ACA EEP requirements.



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Popular experts talk about topics you need to know about

- *Camp Is for the Camper* (ACA)
- *Being an Effective Nature Counselor: Activities to Engage Youth in the Outdoors* (Rogge)
- *New, Fast, and Effective Methods to Teach Staff to Be Outstanding Leaders* (Brandwein)
- *Critical Things Staff Need to Know:*
 - *About Bullying* (Haber)
 - *About Risk Management* (Coutellier)
 - *Counselor's Role in Healthcare* (Erceg)
- *Bullying Prevention for Staff* (StopBullying.gov)
- *Block the Blaze* (John Wayne Cancer Foundation)
- *Creating A Sense of Community in Camp* (Jacobs)
- *Recognizing and Reporting Child Abuse and Neglect* (Everhart)
- *Talking Transgender at Camp* (Teich)
- *Traumatic Head Injuries in Camp and Other Youth Settings* (Gaslin)

Online Staff Training Certificates — based on 13 core competencies needed to work in youth programs

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- MIDDLE MANAGER CERTIFICATE

For details, visit

ACAcamps.org/online-courses-webinars

SCHEDULE AT A GLANCE

MONDAY OCTOBER 15, 2018

8:30 a.m. – 3:00 p.m.	Accreditation Process Workshop	Ossabaw
9:00 a.m. – 2:00 p.m.	EPIC Pre-conference	Sapelo
2:30 p.m. – 3:00 p.m.	Newcomer's Orientation	Monterey
3:15 p.m. – 5:00 p.m.	Keynote — Jennifer Pharr Davis <i>Sponsored by Markel Insurance and Morrow</i>	Cumberland Ballroom
5:15 p.m. – 7:15 p.m.	Exhibit Hall Grand Opening	Madison Ballroom
7:15 p.m. – 8:30 p.m.	Dinner on Your Own	Walk to historic Savannah
9:00 p.m. – 10:00 p.m.	Night Caps	see schedule for room assignments



SCHEDULE AT A GLANCE, continued

TUESDAY OCTOBER 16, 2018

7:15 a.m. – 8:15 a.m.	Daybreak Discussion	Ossabaw
8:30 a.m. – 9:45 a.m.	Breakout Session #1	Ossabaw
9:45 a.m. – 11:00 a.m.	Exhibit Hall	Madison Ballroom
11:00 a.m. – 12:15 p.m.	Breakout Session #2	Ossabaw
12:30 p.m. – 2:30 p.m.	Luncheon featuring EPIC talks	Cumberland Ballroom
2:30 p.m. – 3:00 p.m.	District Meetings Florida Georgia South Carolina North Carolina	Monterey Chippewa Lafayette Reynolds
3:15 p.m. – 4:30 p.m.	Breakout Session #3	Ossabaw
5:00 p.m. – 6:45 p.m.	Reception and Auction <i>Sponsored by Signature Research</i>	Harborview
6:45 p.m. – 10:30 p.m.	Night on the Town	Walk to historic Savannah

WEDNESDAY, OCTOBER 17, 2018

8:30 a.m. – 9:45 a.m.	Breakout Session #4	Ossabaw
10:00 a.m. – 11:30 a.m.	Closing Presentation Dr. Laurie Browne	Cumberland Ballroom
11:45 a.m. – 5:00 p.m.	Visitor Update	Lafayette
11:45 a.m. – 5:00 p.m.	CARE Committee <i>The Committee for Advancement of Research and Evaluation</i>	Chippewa

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THE
DATE!**

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- Exhibit Hall

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GENERAL INFORMATION

Hospitality Table

The hospitality area will be available for area information and restaurant recommendations. This table is a great resource for information regarding the hotel and Savannah.

Registration Hours:

Monday, October 15	8:00 a.m. – 5:00 p.m.
Tuesday, October 16	7:00 a.m. – 5:00 p.m.
Wednesday, October 17	8:00 a.m. – 12:00 p.m.

Room Hosts Wanted

Stop by the registration table to sign up as a room host for the sessions you are attending. We'll give you a few simple instructions and a packet of evaluations to hand out 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 the speakers are their own and are not necessarily the opinions of the Southeastern Fall Camp Conference or the American Camp Association.

Electronic Recordings

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

Internet Access

Complimentary wireless Internet is available in the hotel lobby, meeting rooms and guest rooms. There is also a business center near the hotel registration desk if you need access to a computer.

In Case of Emergency

For emergencies, call 911. After calling 911, you can also dial the hotel operator from any hotel phone for support from hotel staff. If possible, please alert a member of the ACA staff.

Exhibit Hall

Please spend time with our vendors on Monday and Tuesday 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 your camp better!

Get Spotted in the Exhibit Hall and Win Prizes!

We will have secret spotters in the exhibit hall handing out stickers to participants they see actively engaged with exhibitors. Once you are given a sticker, make sure to wear it in an obvious place on your clothing because a second secret spotter will be looking for those stickers. If you are spotted wearing the sticker and actively engaged with an exhibitor, the second secret spotter will give you a playful pirate doubloon to exchange for a door prize. Take your doubloon to the MC table to collect your prize.

#ACASE18

Make sure you're a part of the conversation that's happening online about the Southeastern Fall Camp Conference! Connect with other camp professionals on Instagram, Facebook, and Twitter and use #ACASE18 to share photos and talk about what you're learning and how much fun you're having.

ACA, Southeastern Service Project

Please bring your donations for the Southeastern service project to the registration table. Thank you for your generous support of the camps in Puerto Rico.

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FEATURED PRESENTATIONS

OPENING KEYNOTE

Monday, October 15

3:15 p.m. – 5:00 p.m. • Cumberland Ballroom

“The Pursuit of Endurance”



Jennifer Pharr Davis

Jennifer Pharr Davis spent 11 summers at camp before deciding to hike the Appalachian Trail in 2005. Since then she has covered more than 14,000 miles of long trails and completed the Appalachian Trail three times. In 2011, with the help of her husband, Jennifer set the overall record on the Appalachian Trail. She credits her development at summer camp for instilling a love of nature and the pursuit of endurance.

Jennifer Pharr Davis is a hiker, author, speaker, and National Geographic Adventurer of the Year who has covered more than 12,000 miles of long distance trails on six different continents. In 2011, Jennifer covered the 2,185-mile Appalachian Trail in 46 days, 11 hours, and 20 minutes, maintaining a remarkable

average of 47 miles per day. By doing this, she claimed the overall (male or female) fastest known time on the “A.T.” and became the first woman to set the mark. Jennifer has written five books, including three North Carolina guidebooks and two hiking memoirs called Becoming Odysa and Called Again. She has also written articles for The New York Times, Outside magazine, and Trail Runner, and has been featured in The Washington Post, The New York Times, the Daily Beast, NPR’s Talk of the Nation and the CBS Early Show. Jennifer is a professional speaker who has shared her trail adventures with corporations, conferences, schools, and libraries across the country. She is the founder and owner of Blue Ridge Hiking Company (blueridgehikingco.com), a guiding service that strives “to make the wilderness accessible and enjoyable” for hikers of all ages, genders, and ability levels. She is also a board member for the Appalachian Trail Conservancy and an ambassador for the American Hiking Society. Jennifer lives in Asheville, North Carolina, with her husband Brew and their three-year-old daughter Charley.

Jennifer will be signing copies of *The Pursuit of Endurance* in the lobby following the keynote.

KEYNOTE SPEAKERS

CLOSING KEYNOTE

Wednesday, October 17

10:00 a.m. – 11:30 a.m. • Cumberland Ballroom

Camp and Readiness: The Lasting Impact of Our Work



Dr. Laurie Browne

Are kids today ready? Are they ready for school? Work? The increasingly complex and rapidly changing world? Many believe they are not, which has compelled a growing wave of research and policy focused on what it takes for kids to be ready to thrive in school, at work, and beyond. The great news? It is clear that camps play a vital role in preparing youth for what happens in their lives after camp. Join us as we discuss new findings from ACA's Impact Study that suggest that campers learn lasting skills that help them as they navigate college and their early careers, and that camps foster these outcomes in unique and distinctive ways. This will lead us to perhaps the biggest question facing our field: Are we ready to own our roles as youth readiness experts?

Laurie Browne, PhD, is ACA's director of research, where her work focuses on advancing the industry through high quality research and by supporting camps in their local research and evaluation efforts.

Prior to joining ACA, Laurie directed an ACA-accredited day camp while completing her graduate degrees at the University of Utah. Laurie lives with her family in Salt Lake City.

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NETWORKING OPPORTUNITIES & SPECIAL EVENTS

MONDAY, OCTOBER 15

Newcomers' Welcome

2:30 p.m. – 3:00 p.m. Monterey

Meet the attendees, find out more about the conference, and learn how to get involved! Everyone is welcome — not just newcomers. This is a great way to learn about sessions, opportunities, and ACA!

Exhibit Hall Grand Opening

5:15 p.m. – 7:15 p.m. Madison Ballroom

Meet the exhibitors and have fun! Here you will have the opportunity to connect with exhibitors and enjoy hors d'oeuvres, a no-host bar, and fantastic raffles! Door prizes will be given out every 30 minutes — you can only win if you are present.

TUESDAY, OCTOBER 17

Exhibit Hall Coffee Break

9:45 a.m. – 11:00 a.m. Madison Ballroom

Get another chance to network and cultivate relationships with our exhibitors. A mid-morning snack and coffee are on us!

Southeastern Luncheon featuring EPIC Talks

12:30 p.m. – 2:30 p.m. Cumberland Ballroom

Based on the popular "TED Talks," EPIC Talks provide emerging professionals with an opportunity to share impactful stories about their work as camp professionals and offer insight and inspiration.

District Meetings

2:30 p.m. – 3:00 p.m.

Network with other professionals from your area and find out all the great things that are happening in your specific state.

Florida	Monterey
Georgia	Chippewa
South Carolina	Lafayette
North Carolina	Reynolds

Silent and Live Auction and Volunteer Reception at Tuesday Afternoon Live!

5:00 p.m. – 6:45 p.m. Harborview

Plan to bid generously to support Southeastern Scholarships in our Live and Silent Auctions. We will toast our volunteers and raise the necessary funds to support professional development goals of the Southeastern community.

Sponsored by Signature Research 

Night on the Town

6:45 p.m. Walk to historic Savannah

Dinner on your own (with friends) tonight. Please meet in the lobby to explore beautiful, historic Savannah.



ACCREDITATION-RELATED WORKSHOPS

MONDAY, OCTOBER 15

Accreditation Process Workshop

8:30 a.m. – 2:30 p.m.

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.

Accreditation Process Guide, 2019 Edition: The printed version will be distributed to current fee-paying camps being visited in 2019 at the workshop (1 per camp). All other camps paying accreditation fees will have access to an electronic version of the standards in 2018. Non-fee-paying camps and camps wanting additional printed copies can purchase through the ACA bookstore.

WEDNESDAY, OCTOBER 17

Visitor Update Course

12:00 p.m. – 4:00 p.m.

Audience: This workshop is designed for current standards visitors. It must be completed by any visitor before he/she is assigned as a visitor for accreditation visits in 2019 and beyond.

Workshop Objectives: Participants re-commit to fulfilling the volunteer role of a visitor and leave feeling excited, engaged, and ready to provide appropriate support to their assigned camp in preparing for its visit based on the *Accreditation Process Guide, 2019 Edition* or to participate in review of the 2019 Annual Accreditation Report. Visitors will also review ACA resources and updated technology and will gain familiarity with the *Accreditation Process Guide, 2019 Edition*, as well as recommended communication practices for success in managing the visit or completion of Annual Accreditation Report. This course also includes an additional one-hour online segment.

Accreditation Process Guide, 2019 Edition: All current visitors will be provided the printed version at the course for use in their volunteer role. Visitors will also have access to an electronic version of the standards beginning in 2018.

Lunch will be provided for the Visitor Update Workshop!



PRE-CONFERENCE WORKSHOPS

MONDAY, OCTOBER 15

9:00 a.m. – 2:00 p.m.

Sapelo

Additional registration required

EPIC Pre-conference Workshop with Loida Noriega-Wilson

Lunch provided



Join us for an EPIC pre-conference session with Loida Noriega-Wilson. Loida will lead a master class in communication and leadership. This interactive session will focus on addressing communication gaps and handling difficult conversations. We will also explore career trajectory issues in camping and focus on how to achieve career goals.

Loida Noriega-Wilson is the president and founder of The Norwil Group, which drives performance through professional training, coaching and consulting — improving organizations and the people who manage them.

As a consultant, trainer, speaker, and published writer, Loida offers clients years of expertise in management, business consulting, human resources, development, leadership and training for organizations globally in various industries.

Loida is recognized as an innovative thinker, dynamic speaker, and as an agent for positive change. Loida's collaborative style benefits organizations as she looks closely at their processes, builds best practices, improves efficiencies and develops client relationships.

Prior to founding The Norwil Group, Loida's previous experience as a senior executive for domestic and international business management companies enables Loida to provide realistic and relevant solutions to your organization's challenges.

Loida is bilingual, a board-certified coach, and holds a master's from Rutgers University, School of Management and a B.S. in Political Science from University of South Florida. Loida was an adjunct professor at William Patterson University's College of Business.

EPIC Book Club

Join us in Sapelo at 1:00 p.m. on Monday, October 15, 2018, for the EPIC Book Club. We will be discussing Dr. Brené Brown's *Braving the Wilderness: The Quest for True Belonging and the Courage to Stand Alone*. All are welcome whether attending the EPIC pre-conference event or not.

NIGHT CAPS

MONDAY, OCTOBER 15 | 9:00 P.M. – 10:00 P.M.

Camp Is Over; Now What? Recruitment Techniques to Get Teachers on Board with Outdoor Education

Ossabaw

Samantha Teehan, Florida Fish and Wildlife Conservation Commission

Our research shows that teachers face numerous barriers to scheduling field trips in outdoor settings. In an open-dialogue session, we aim to elicit from participants the barriers they've observed that teachers face, share results of our research, and discuss ways to overcome barriers to engaging students in outdoor education. Participants will gain insight on how to recruit more teachers to provide opportunities for students to be immersed in the outdoors.

Share Your Rhythm, Share Your Spirit! — Conference-wide Drum Circle

Pool Area

Dave Holland, Beatin' Path Rhythm Events

After a day of travel, attending sessions, making professional connections, and shopping for your camp program, what better way to unwind, connect with your colleagues, and share your spirit than participating in an interactive drum circle? As a leader in your field, it is important to be reminded of why you do what you do! A drum circle is the perfect place to rekindle a connection to our purpose and to create that shared belief with those around us through playful, rhythmic interaction!

DAYBREAK DISCUSSION

TUESDAY, OCTOBER 16 | 7:15 A.M. – 8:15 A.M.

Meaningful Staff Appreciation Is Not "One Size Fits All"

Ossabaw

Kim Aycock, Camp 2 Campus Learning Solutions

Showing gratitude to staff is not "one size fits all," as not all people want to be appreciated in the same ways. Learn to speak a variety of dialects for appreciation and give meaningful and authentic recognition to staff for the valuable work they do without the cookie cutter. A long list of budget-friendly ideas for expressing gratitude will be shared and added to by participant contribution. Increase engagement and create a more positive environment for your staff this summer!



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Plan to Attend an ACA, Southeastern Conference Tradition

Tuesday Afternoon Live

Tuesday, October 16, 5:00 p.m. – 6:45 p.m. — Harborview

Live and Silent Auction to support our Scholarship Programs

The funds raised by the Silent and Live Auctions help to fund
Southeastern's two Professional Development Scholarships:

- James "Pop" Hollandsworth Memorial Scholarship
- Peggy Adams Equestrian Scholarship

Thank you for supporting Southeastern's commitment to professional development.

ACAcamps.org/southeastern/professional-development-scholarships-aca-southeastern

EDUCATION SESSIONS

TUESDAY, OCTOBER 16 | 8:30 A.M. – 9:45 A.M.

Expanding Horizons in Special Needs — Are You Obligated to Include (and How)?

Monterey

David Phillips, *Immersive 1st*

Serving children with disabilities is increasingly common. But how do you start from scratch or expand an existing inclusion program? What is the cost/benefit risk and reward? What are the practicalities in terms of group dynamic, staffing, facility, governance, finance, and fundraising. This will be a hands-on conversation designed to get your juices flowing and questions answered. We will also discuss the ethical realities — are you morally obliged to run a program and what is the difference between substance and show?

Preparation for the 2019 Camp Season: Is Your Risk Management Program Resilient and Ready?

Chippewa

Michael Swain, *Markel*

Implementing an effective risk management plan requires camps to be resilient and ready to respond to the exposures they might face. This workshop will help support your efforts to do just that!

Participants will start with a review of 2018 camp claim activity and key risk management concerns expressed for 2018. Participants will then reflect on what worked and what opportunities may exist to help support a positive 2019 camp experience.

What I Wish You Knew That I Did Last Summer: How to Recognize Staff Effectiveness

Reynolds

**Joy James, *Appalachian State University* and
Gwynn Powell, *Clemson University***

Please join us for a panel discussion with students who worked at camp last summer. We will learn their thoughts and feelings about how to call out slackers and praise high achievers. Join in the lively discussion with your questions as well.

The Path to Better Board Engagement

Telfair

Henry DeHart, *American Camp Association*

Whether you have a policy board or an advisory board, few organizations are able to fully engage their board members in a way that unlocks their potential to serve and support their camp. This session will walk participants through a series of key questions to develop a customized strategy to fully engage their board. It will also give participants tools to build clear boundaries that ensure their board stays focused on the strategic work of the board.

EDUCATION SESSIONS, continued

Ethical Decision-Making at Camp

Lafayette

Jessica Andrews-Wilson, *GUIDE, Inc.*

A camp day is full of decisions that need to be made on the spot and in the moment. . . are your staff prepared to make those decisions ethically? There are so many factors to consider: camp rules, safety, legal issues, etc. This role play will allow participants to understand and utilize the Ethical Decision-Making Model to see how decision making at camp can be easier and ethical.

25 Tools in 75 Minutes: Free Tools to Raise Your Youth Game

Ossabaw

Eric Rowles and Fred Baker, *Leading to Change*

Get ready for a lightning round of proven tools and strategies to raise your youth engagement game in our camp settings and beyond. We'll cover the best of technology, program design, media, funding and even after staff/parent communication methods. You'll leave with your head spinning, a handout of resources, and new ideas to take back to your camp. Hold on — this is a fast workshop that moves at warp speed!

TUESDAY, OCTOBER 16 | 11:00 A.M. – 12:15 P.M.

Protecting Your Campers' Data and Your Camp's Reputation

Monterey

Will Hendricks and Terry Robinson, *Morrow Insurance Agency*

Data security is vital in today's business world. Fifty-eight percent of the victims of a cyber incident are categorized as small businesses. As a camp owner or manager, it is your responsibility to protect your campers' personal information, credit card information, and healthcare information. Just because you use a third-party service to manage their data does not relieve your responsibility in the event of a data breach. Learn about the risks to your business and strategies to address them.

Camps on Campus: Challenges and Considerations

Chippewa

Buz Grover and Jessica Cain, *George Mason University*

Colleges are unique venues for hosting camps, venues that frequently contain every resource a camp might need or want. Whether a camp is internal to a school or external to it; however, there are unique challenges associated with holding camps on campus. In this session, we will discuss these considerations and challenges, both from an internal and external perspective, examining issues from intake to execution with an eye towards issues unique to colleges and universities.

Enterprise Risk Management in Camp

Reynolds

Daniel Matthews, *Camp Twin Lakes*

Learn about the process of integrating risk management in the overall management of your camp! Camp Twin Lakes was assisted by a large corporation's SVP of risk management to develop an enterprise risk management tool that we use to identify, categorize, and mitigate our risk. From using heat maps to measure risk exposure to developing risk tolerances, we have a tool that we use with our Risk Management Committee to review and keep mitigation at the top of our minds all year long.

EDUCATION SESSIONS, continued

Camp Design: Master Planning Basics

Telfair

Gregory Copeland and John Simpson, *Domokur Architects*

Camp Design: Master Planning Basics walks you through the integral camp master planning process and guides camp owners and directors to a successful camp planning experience. Based on the new book authored by Gregory Copeland on the master planning process for camps. An in-depth look at the steps, resources, and opportunities for camp professionals to plan the future of their camp sites.

Horses Aren't Just for Riding: How Summer Camp Horses Support Social and Emotional Development of Campers and Staff

Lafayette

Kay Anderson, *Skyland Equine*

Camp horses aren't just for riding anymore! Learn how horses are taking the reins to help campers (and staff!) increase emotional awareness and agility, improve empathy levels, enhance leadership skills, and explore 21st century skills. This groundbreaking work is used in corporate training and team-building programs across the world, and is now being introduced in the world of summer camps! You'll leave this session with great ideas, tools, and new perspectives about the wisdom of your own camp horses.

Yesterday, Today, and Tomorrow: Discovering Staffing Strategies That Work

Ossabaw

Debra Jordan, *East Carolina University* and
Kim Aycock, *Camp 2 Campus Learning Solutions*

Let's face it! Yesterday's hiring practices aren't achieving the results needed to get staff to work at camp in today's world. Stack the odds in your favor for tomorrow by understanding the latest staffing trends and brainstorming promising practices for recruiting and hiring. Learn initial findings from ACA's task force, Project Real Job, to help overcome the realities of filling staff positions and focus your energy with effective tactics for this year's hiring season.

TUESDAY, OCTOBER 16 | 3:15 P.M. – 4:30 P.M.

Understanding ACEs and What Is Camp's Role

Monterey

Katie Johnson, *The Redwoods Group*

Join the discussion about Adverse Childhood Experiences (ACEs) and what the impact is on our campers, our staff, and our communities. Through discussion and video, we will gain a better understanding the ACEs research and embark on a discussion of innovation and brainstorming as explore what the ACEs information means to your camp programs.

EDUCATION SESSIONS, continued

Building Resilience and Social-emotional Skills through Mindfulness Chippewa

Julia Fiore, North Carolina School of Science and Mathematics

Mindfulness can reduce stress and anxiety, increase attention and focus, and boost emotional regulation and empathy. In this session, we will explore what mindfulness is and how it can be incorporated into summer programs. Learn about the research and neuroscience of mindfulness to understand its benefits to both youth and youth leaders. Experience a guided mindfulness exercise and gain resources to bring mindfulness to your program.

Leader or Manager? Lessons Learned through Working with Volunteers and Growing Pains Telfair

Patricia Kardon, TICS, Inc.

Through working with a complex group of campers, families, and volunteers, Tricia is continuously learning what it takes to lead and grow an organization and its programs to best meet the needs of their community. Stories that reflect on the successes and struggles of stepping in to a position that has become more than a job — it has become a passion to improve the lives of others.

Add Something New to Camp! FWC's Youth Network Offers a Plan You Can Use to Bring Adventure to Camp Lafayette

*Kathryn Guindon, FWC Suncoast Youth Conservation Center and
Janice Kerber, Everglades Youth Conservation Center*

Please join us to learn how one state agency formed a partnership with groups across the state and what we offer in that partnership. In 2010, the Florida Fish and Wildlife Conservation Commission created a new initiative called The Florida Youth Conservation Centers Network. It consists of statewide public and private partners willing to use FWC curriculum and share equipment to enhance outdoor education programs at their facilities. Topics include: fishing, boating, shooting sports and wildlife discovery. The goal of the FYCCN is to have 450 partners by 2019, to Create the Next Generation That Cares™ about the natural world.

Camp on a Resume: Help Staff Get It "Write" Ossabaw

*Kim Aycock, Camp 2 Campus Learning Solutions and
Debra Jordan, East Carolina University*

We know that working at camp makes a huge difference in the lives of staff and develops 21st century skills such as communication, critical thinking, collaboration, and creativity. Yet, staff are often challenged to translate this to a resume that will stand out to future employers. In this session, camp and university career services professionals come together to share resume preparation tips so you can lead a compelling resume writing workshop — a value-added component to staff development!



EDUCATION SESSIONS, continued

WEDNESDAY, OCTOBER 17 | 8:30 A.M. – 9:45 A.M.

Last Summer at Camp. . .

Monterey

Worth McMillan and Katie Johnson, *The Redwoods Group*

"Last summer at camp. . ." we hear a lot of great stories that start out that way! Unfortunately, there are always a few stories that involve incidents and accidents at camp. This session will review the trends we saw at camp in 2018 and discuss lessons learned and strategies for prevention moving forward. The world of risk management is ever changing and evolving — let's talk about what's happening and how we are mitigating the risk.

Bullying vs. Conflict — Identifying the Difference

Chippewa

Dorcas Tomasek, *Dorcas Consulting*

How can you tell if an interaction is normal peer conflict or bullying? There is little doubt that bullies are not kind to others. They push, shove, and call people names. However, not every unkind thing constitutes bullying. Let discover how we can distinguish between hurtful or unkind behavior and bullying and learn appropriate ways to respond to either.

The Short-lived Impact of Summer Camp Staff Recognition on Non-recipients

Reynolds

Daniel Shore, *George Mason University*

This session will begin with Daniel sharing the results of a study he conducted at a summer camp in the Midwest (and used for his master's thesis) that asked two questions: "What is the impact of camp staff being recognized on the attitudes/feelings of non-recipients?" and, "How does that impact change over time?" The session will evolve into a broader discussion on recommendations for designing successful recognition programs that will make staff feel valued and supported by their camp.

Fostering Resilience at Camp: The Dos, The Don'ts, and The Seven Cs to Remember

Telfair

Kasey Bozeman, *Georgia 4-H*

Resilience: It's the capacity to recover quickly from difficulties. It's toughness. It's bouncing back. It's what today's youth need to be ready for the future. But how can we intentionally foster resilience at camp? Using Ginsburg and Jablow's (2011) seven crucial "Cs" of resilience — competence, confidence, connection, character, contribution, coping, and control — workshop participants will critically analyze the concept of resilience and apply these 7 Cs to camping programs.

Who's Your Data? Charts, Metrics, and Data for Better Marketing Decisions

Lafayette

Avery McGaha, *Green River Preserve* and
Stephanie "Ruby" Compton, *Ruby Outdoors*

If you are wondering how to spend your marketing budget to maximize the number of campers this summer, you need data. This session will share how to mine the valuable camper data that is already in your possession to better understand camper attendance patterns and where marketing and programming dollars are best spent. Learn what factors are really affecting a parent's decision to send their child to camp and what information you already have can predict those answers.

2018 CONFERENCE COMMITTEE

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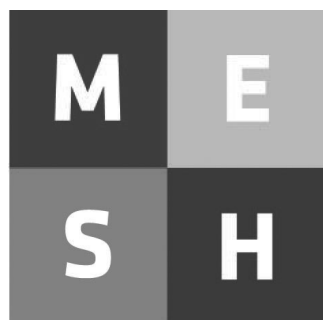
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Logistics Chair: Emily Diehl, Girl Scouts, Peaks to Piedmont

Registration/Volunteer Co-chair: Ruby Compton, Ruby Outdoors

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Hospitality Chair: Kasey Bozeman, 4-H & Youth Development, UGA Extension



MENTAL
EMOTIONAL
SOCIAL
HEALTH

american *CAMP* association®

The concept, “MESH,” focuses on the mental, emotional, and social health of campers and staff. It spans a broad scope of concerns and is the current focus of ACA’s Healthy Camps Initiative, sponsored by Markel Insurance. Learning how to handle MESH issues at your camp is integral to the safety of your campers and staff. The Healthy Camp Toolbox has excellent MESH resources and can be found at ACAacamps.org/resource-library/research/healthy-camp-toolbox.

Sponsored by Markel Insurance

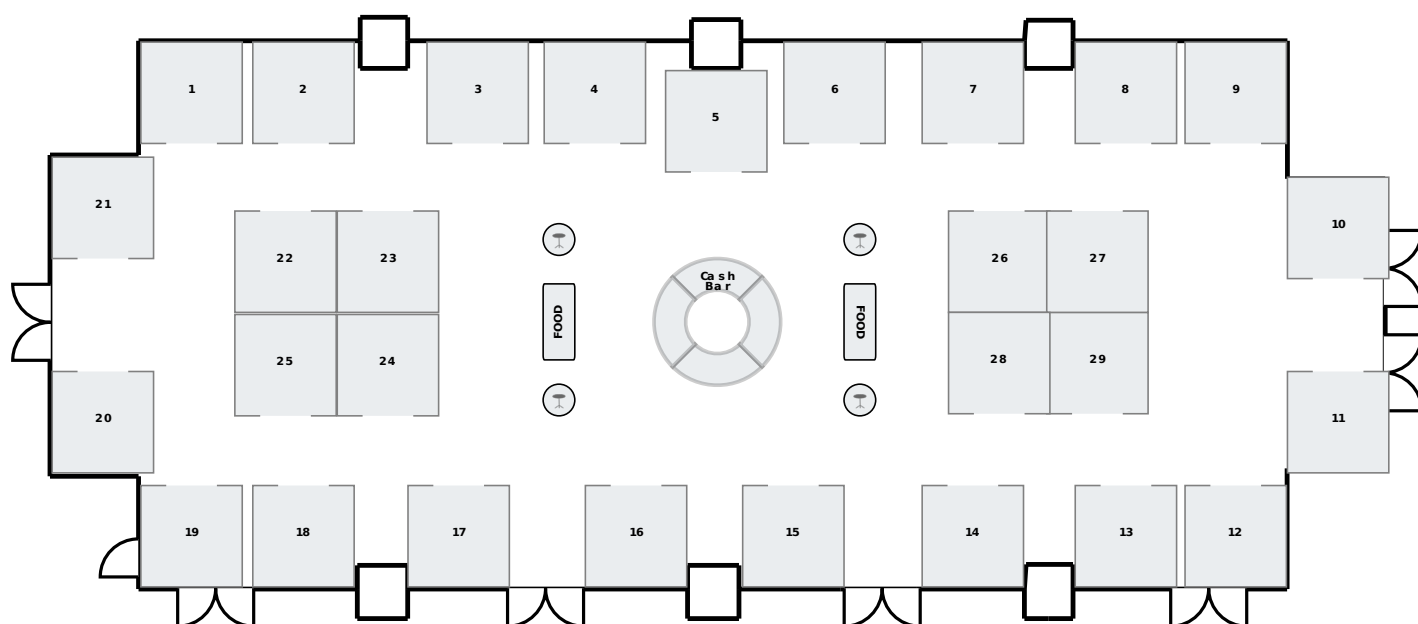
Monday, October 15, 2018

Welcome to the Exhibit Hall Block Party! Includes hors de' oeuvres, a no-host bar, and raffles!

Tuesday, October 16, 2018

Enjoy time with our vendors and a mid-morning snack and coffee on us!

Many thanks to our vendors for their generous support.



- | | |
|--|--|
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Mattresses (fluid-proof fabric, also custom sizes), replacement mattress covers (custom sizes available), wood and metal bunk beds, wood and metal furniture, heavy duty cots, roll-aways, pillows, blankets, sheets, and towels. Online catalog with prices at americanbeddingmfg.com.

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Premier provider of qualified and English-speaking international camp counselors and support staff since 1969. Camp America offers the very best service, selection, and international recruitment fairs in the industry. Our staff is experienced, efficient, and professional and our online staff search, matching, and management system is state-of-the art.

Camp Counselors USA (CCUSA) • 14

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For over 30 years, CCUSA has been providing US summer camps with international staffing services of the highest quality. Recruiting from over 40 countries worldwide, our first-rate international counselors and support staff are all thoroughly screened for quality skills, experience and English proficiency. CCUSA is a US Department of State designated J-1 Visa sponsor.

Camp Leaders • 24

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camppage.com

CampPage.com, a directory of summer camps in the United States and Canada, is an affordable option to promote summer camps and summer camp jobs on the Internet.

CampSite • 12

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Hatboro, PA 19040
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Camp Management Software that is intuitive and user-friendly for administrators and parents. Online camper registration, self-service parent dashboard, custom forms and reporting, program management, transportation, billing and financial suite, and much more. Let CampSite be your one-stop shop!

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212-901-1278
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Essensa is a national group purchasing organization that provides strategic procurement solutions and operational support to reduce costs and increase efficiency for camps and other commercial markets. We serve as a true business partner to our members and supplement our industry-leading purchasing program with a consultative approach, in-depth analytics, and vast supply chain expertise. Essensa works tirelessly to help members make smarter purchasing decisions that deliver savings and value.

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What do you get when you choose Markel Insurance Company as your camp insurance partner? The Counselor, our camp insurance program, offers your camp unparalleled protection, expert claims resolution, and extensive safety resources.

EXHIBITOR DIRECTORY, continued

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Often imitated, but never duplicated, One Source and its TotalCheck product gives HR professionals, small business owners, and nonprofits the most complete background information available along with education to empower those individuals to make the right decisions. All while fulling the accreditation standard HR-4. One Source is your collaborative partner to help you make confident hiring decisions.

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Signature Research, Inc. is a full-service challenge course and climbing tower company. We design, install, inspect, and train. We construct climbing nets and carry hardware, program equipment and rope. ACA Business Affiliate since 1979. Thirty-nine years!

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Redwoods uses caring to create change. We provide insurance and management consulting to socially responsible, youth-serving organizations. Our work is to serve, and our purpose is to transform. We use data gathered through insurance to guide behavior through consulting. So that together with our customers, we bring prevention to the forefront and healing to all.

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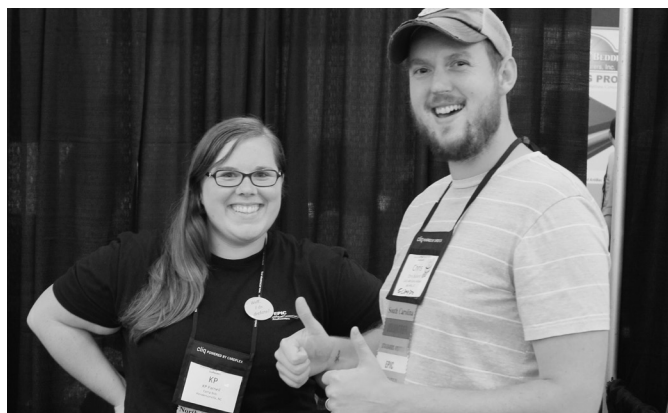
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kimdaycock@gmail.com

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kshreve@comgirlscouts.org

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dludwick@gssc-mm.org

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Greenville, North Carolina
jordand@ecu.edu

Standards Co-chair (2018) — Leadership Team

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Pine Tree Camps
Boca Raton, Florida
ddicerbo@lynn.edu

Florida State Representative (2021)

Janice Kerber
Everglades Youth Conservation Camp
West Palm Beach, Florida
terry@montgomerycenter.org

Georgia State Representative (2019)

Kasey Bozeman
4-H & Youth Development, UGA Extension
Hinesville, GA
kaseyb@uga.edu

South Carolina State Representative (2019)

Josh Wall
Greenville County Parks, Recreation, & Tourism
Taylors, SC
JWall@greenvillecounty.org

North Carolina State Representative (2018)

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YMCA Camp Hanes
King, North Carolina
v.elliott@ymcanwnc.org

EPIC Chair (2018)

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Brevard, NC
parnellkt@gmail.com

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Gainesville, Florida
tony@camplochearn.com

Chicka Elloy
Elevate Intelligence
Atlanta, Georgia
chickaelloy@gmail.com

ACA, SOUTHEASTERN AWARDS

ACA, Southeastern has four awards established to honor member involvement at the local level. All members of ACA, Southeastern have the right and are encouraged to nominate people for the following recognition awards, given at the ACA, Southeastern Fall Conference each year:

Community Service Award

Awarded for outstanding contributions and/or support by local individuals or groups to the field of camp, local region, or local community. Nominated individuals or organizations do not necessarily need to be members of ACA.

Distinguished Service Award

For service to the region that is outstanding and above and beyond the expectations of the position held. Nominee must have served with honor on the Southeastern or Florida Section Board, been an ACA member for ten or more years, and continually demonstrate high professional standards. No more than three service awards shall be awarded in any given year.

Gay Byers Newcomer Award

Awarded for outstanding involvement in regional activities and/or decision making. Nominee must have been a member of our section for less than ten years and demonstrate high professional standards.

Award Nominations Due by January 11, 2019

The following awards are given at the ACA, Southeastern Membership Meeting held at the ACA National Conference each year. Please start nominating today!
ACAamps.org/southeastern/nominationform

Appreciation Award

Awarded for outstanding contributions outside the region. This could be for service to more than one of the Southeastern states or at the national Level. Nominee should be a current ACA member who has been involved in the association for at least five years and who is making a significant contribution beyond the local level. No more than one appreciation award shall be awarded in any given year.

Edie Klein Award for Program Excellence

The Edie Klein Award for Program Excellence is given in recognition of existing programs of an exceptional nature occurring at a camp or retreat center in the Southeast. To qualify, the program must have been in operation for at least one year. Membership in the American Camp Association is not required. No more than three excellence awards shall be awarded in any given year.

.....

Congratulations to This Year’s Honorees!

Community Service Award	Distinguished Service Award	Gay Byers Newcomer
Jessica Andrews-Wilson	Frank Tindall	Kasey Bozeman

.....

Thank You to the Awards Committee!

Gywnn Powell, Clemson University | Kat Shreve, Camp Kudzu | Janice Kerber, Everglades Youth Conservation Camp
Kasey Bozeman, 4-H & Youth Development, UGA Extension | Josh Wall, Greenville County Parks, Recreation, & Tourism

MEET YOUR ACA TEAM



Tim Huchton, membership manager — thuchton@ACAacamps.org | (765) 349-3539

Contact Tim if you have a camp on a campus — i.e., a college or university, K-12 school, or are an independent third party with a program on a campus.

AND



Barry Welch, membership manager — bwelch@ACAacamps.org (765) 349-3535

Contact Barry if you are interested in EPIC (Emerging Professionals in Camping).

Contact us for assistance with:

- Your personal or camp membership questions.
- Guidance regarding starting a camp.
- Learning how your ACA membership can save you money.



Brandie Le Clair, standards manager — bleclair@ACAacamps.org | (765) 349-3536

Contact me for assistance with:

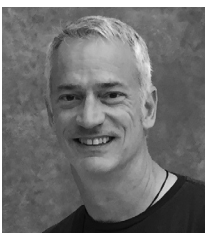
- Understanding and application of the ACA Accreditation Program including requirements, training, and available tools and resources.
- Specific standards related questions regarding applicability, implementation and compliance demonstration.
- Registrations, schedules and information about standards related training and workshops.
- Questions around state specific camp-related laws and regulations.



Jazmin Albarran, eastern region director — jalbarran@ACAacamps.org | (765) 349-3534

Contact me for assistance with:

- Public policy questions or to share regulation information with the organization.
- Learning about volunteer opportunities within your region or nationally.
- Questions or concerns when you are unsure of whom to contact.



John Beitner, professional development manager — jbeitner@ACAacamps.org | (765) 349-3525

Contact me for assistance with:

- Navigating ACA's vast collection of professional development resources.
- Individual and group registrations for in-person learning and online learning opportunities.
- Identifying how ACA can help you advance in your career.

UPCOMING EVENTS

Here are some upcoming events in the Southeastern region!

For more information and easy registration, visit ACAamps.org/southeastern/events.



Florida

Everglades Youth Conservation Camp — West Palm Beach
USA Level 1 Archery Instructor Certification 12/21/2018,
2/9/2019, and 4/12/2019

Canoe and Kayak Certifications being offered October &
December 2018 and April 2019

Email Janice.Kerber@MyFWC.com for more information
and to register



South Carolina

CRASE Training – Civilian Response to Active
Shooter Events



North Carolina

Kitchen Convergence for Food Service Managers and
Camp Directors



EPIC

EPIC Winter Retreat featuring Susan Fee



2019 ACA, Southeastern Fall Camp Conference

St. Petersburg, Florida | September 23–25, 2019

Hilton St. Petersburg Bayfront

333 1st Street South, St. Petersburg, FL 33701

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A SPECIAL THANKS TO

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All of the exhibitors, vendors, and local businesses that donated items to our auctions and raffles!

CONFERENCE NOTES

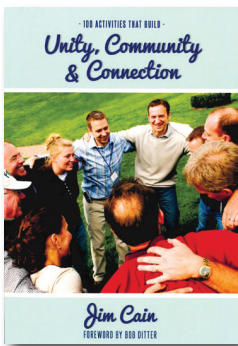
CONFERENCE NOTES

Find The Counselor.

The hunt for the Counselor is on again



The hunt for 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.
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and play the
Markel Challenge!

Win a prize just
for playing!

*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 Tuesday, Oct 16 at 10:45 am. **Winner must be present to claim prize.**

