

2019 ACA, SOUTHEASTERN



September 23-25 | St. Petersburg, FL

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Thank You! 2019 Conference Sponsors

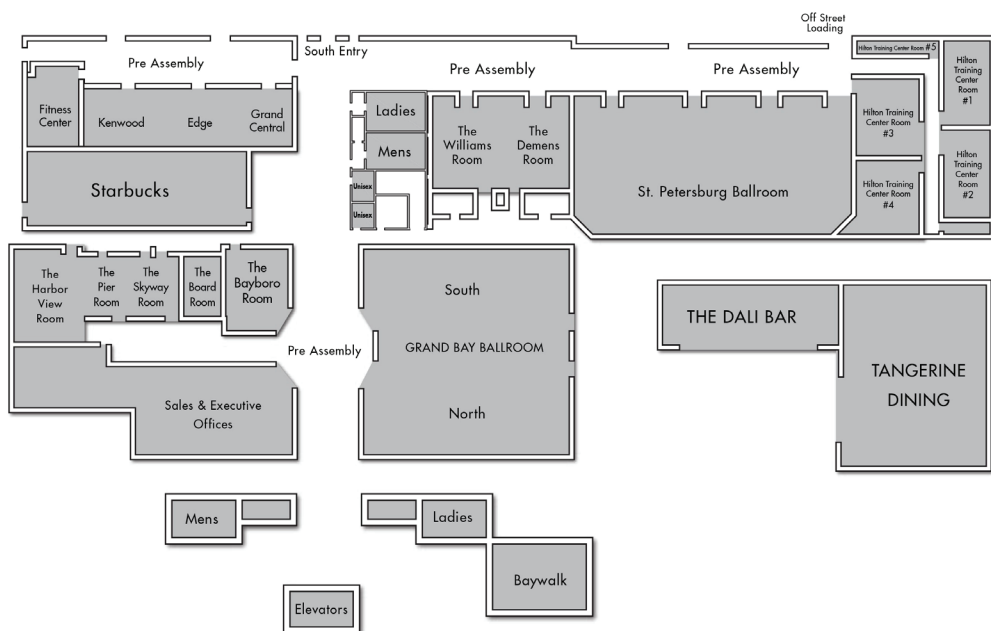


A SPECIAL THANKS TO

The staff of The Hilton St. Petersburg Bayfront

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

HOTEL FLOOR PLAN



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 Pre-Conference Workshop will receive an additional 4 CECs.

Participants who attend the Accreditation Process Workshop will receive an additional 6 CECs.

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



WE'RE DELIGHTED TO SEE YOU AT THE 2019 ACA, SOUTHEASTERN FALL CAMP CONFERENCE

Welcome to St. Pete!

Before we dive into our next few days together, I invite you to think back. How did you find your way to camp? What kept you coming back summer after summer? What experiences changed your life?

How do we create opportunities for similar life-changing experiences for our campers and staff? This week, we are asking those questions to spark conversations that will lead to tangible tasks that we can do during the school year to build on the successes we already have with our program.

The ACA, Southeastern Professional Development Committee has been gathering resources and speakers to bring you the topics and voices you've requested. We hope you will have many takeaways about staff development and appreciation, teambuilding, programming ideas, and so much more.

- Do you want to build a community that is significant? Start conversations about mission and program development at our many networking opportunities.
- Do you want to give stakeholders — staff, campers, and parents — the tools to tell others about the amazing work you are doing? You will appreciate our excellent content on marketing.
- Do you want staff and participants to feel a strong need to return year after year? Don't miss the excellent presentations on building culture for retention.
- Is it getting harder to recruit great staff? Our friends from the Project Real Job workgroup will share their insights and help us find the answers on how to combat staffing challenges because it's a completely different world than when we were campers and staff.

We are grateful you have made this investment in your professional development to grow and learn, and thank you in advance for speaking up, asking questions, and sharing your own expertise. These next three days are going to fly by, so be sure to take notes, make friends, and learn from one another. Make it your goal over the next few days to introduce yourself to new colleagues, learn, brainstorm, and learn some more!

As you attend sessions, please be sure to complete the session and conference evaluations. These completed evaluations are the best way to help us improve the conference from year to year. We are also available to answer any questions that you may have. We are here for support!

This is also a great time to recharge. The St. Petersburg area is full of opportunities to relax, reconnect with old friends, and share stories of last summer while gaining great ideas for next summer.

Lastly — if you would like to be more involved, please ask a staff member or a volunteer. Volunteering and working alongside ACA provides learning and growth for all. We would love for you to join the fun!



Bethany Frazier
Conference Chair



MENTAL
EMOTIONAL
SOCIAL
HEALTH

american **CAMP** association®

The concept of "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 ACAcampers.org/resource-library/research/healthy-camp-toolbox.

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SCHEDULE AT A GLANCE

SUNDAY, SEPTEMBER 22, 2019

10:00 a.m. – 4:00 p.m. **Camp Tour** Meet in Hotel Lobby

MONDAY, SEPTEMBER 23, 2019

8:30 a.m. – 1:00 p.m. **Accreditation Process Workshop** Williams

9:00 a.m. – 2:00 p.m. **Pre-Conference Workshop** St. Petersburg Ballroom 2

2:00 p.m. – 2:15 p.m. **Newcomers’ Orientation** Demens

2:45 p.m. – 4:00 p.m. **Keynote** — Kim Aycock and Debra Jordan St. Petersburg Ballroom 3

4:00 p.m. – 4:30 p.m. **District Meetings**
Florida St. Petersburg Ballroom 2
Georgia Demens
South Carolina Williams
North Carolina St. Petersburg Ballroom 3

4:45 p.m. – 6:45 p.m. **Exhibit Hall Roundtables** Grand Bay Ballroom

7:00 p.m. **Dinner on Your Own**
Ask new friends to join your group. Meet in the lobby.

TUESDAY, SEPTEMBER 24, 2019

7:00 a.m. – 8:00 a.m. **Daybreak Discussions** see schedule for room assignments

8:30 a.m. – 9:45 a.m. **Breakout Session #1** see schedule for room assignments

10:00 a.m. – 11:15 a.m. **Breakout Session #2** see schedule for room assignments

11:30 a.m. – 12:45 p.m. **Breakout Session #3** see schedule for room assignments

1:00 p.m. – 3:00 p.m. **Lunch in the Exhibit Hall** Grand Bay Ballroom

3:00 p.m. – 4:15 p.m. **Breakout Session #4** see schedule for room assignments

4:30 p.m. – 6:30 p.m. **EPIC Talks and Auction** St. Petersburg Ballroom 3

6:45 p.m. **Night on the Town**

WEDNESDAY, SEPTEMBER 25, 2019

8:30 a.m. – 9:45 a.m. **Breakout Session #5** see schedule for room assignments

10:00 a.m. – 11:30 a.m. **Closing Keynote** — Daniel Shore St. Petersburg Ballroom 3

2:00 p.m. – 8:00 p.m. **Youth Mental Health First Aid** Williams

THURSDAY, SEPTEMBER 26, 2019

9:00 a.m. – 12:00 p.m. **Youth Mental Health First Aid (Contd.)** Williams

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 St. Petersburg area.

Registration Hours:

Monday, September 23	8:00 a.m. – 5:00 p.m.
Tuesday, September 24	7:00 a.m. – 5:00 p.m.
Wednesday, September 25	8:00 a.m. – 10:00 a.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 — WIFI Code ACASE19

Complimentary wireless Internet is available in the hotel lobby, meeting rooms, and guest rooms

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 plan to spend quality time with our vendors on Monday and Tuesday to thank them for their support as well as find out what great materials and solutions they can offer to make your job easier and your camp better!

On Monday evening, we will have a special program in the Exhibit Hall: Exhibitor Roundtables.

This is your chance to enjoy refreshments and hear from every exhibitor as they travel from table to table and give a brief introduction to their products and services. We will have door prize drawings during this fun "speed dating" way to meet our vendors.

On Tuesday, we will have a provided lunch in the Exhibit Hall for an additional opportunity to get to know our exhibitors, take advantage of sales and start planning for summer 2020. The Tuesday lunch will be followed by the Exhibit Hall Scavenger Hunt. Visit the exhibitors and learn about their companies to get the clues and answer the questions you need to WIN! Grand prize is a \$100 gift card.

#ACASE19

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 #ACASE19 to share photos and talk about what you're learning and how much fun you're having.

ACA, Southeastern Service Project — School Supply Drive and Hurricane Dorian Relief

Please bring your donations for the Southeastern service project to the registration table. Support local teachers from the Pinellas School District looking for school supplies for their classroom.

Please bring batteries and gift cards for people impacted by Hurricane Dorian. Unopened packages of batteries and gift cards of any amount and from any store are greatly appreciated.

Thank you for your generosity!

2019 Southeastern Camp Conference Mobile App

Get the app! Our conference app has it all — speakers, schedule, exhibitors, sponsors, hotel map. Download our Yapp app today and start planning your best conference ever. Follow this link from your mobile device: my.yapp.us/SECON19

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The fastest way to load that URL on your phone is to point its camera at this QR code. Tap the prompt that comes up asking you to open a URL.



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 S O S D U N A U A P L M L O Y
 D C P R A N T T B A L J O R Z
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ANALYZE
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 COLLABORATORS
 COMMUNICATORS
 CREATIVES
 DIVERSE
 FACILITATORS
 INITIATIVE
 LEADERS
 MANAGERS
 NETWORKING
 RESOLVE
 SKILLS
 SOLVERS
 STORYTELLERS

PROJECT REAL JOB SESSIONS AT THE 2019 SOUTHEASTERN FALL CONFERENCE

Opening Keynote

**Meet Staff Where They
Are Rather than Where
You Wish They Were**

Kim Aycock and
Debra Jordan

Monday, September 23
2:45 p.m. – 4:00 p.m.
St. Petersburg Ballroom 3

**It's a Bird, It's a Plane,
It's a Think Tank!**

Project Real Job Workgroup

Tuesday, September 24,
7:00 a.m. – 8:00 a.m.
Williams

**Staff Recruiting Is
Not One Size Fits All: A
Closer Look at Unique
Staffing Situations**

Project Real Job Workgroup

Tuesday, September 24,
8:30 a.m. – 9:45 a.m.
Williams

**Camp as an Internship:
Creating Partnerships
That Work**

Debra Jordan

Tuesday, September 24,
10:00 a.m. – 11:15 a.m.
Williams

Closing Keynote

**From Onboarding
to Retention: Signs That
Your Staff Cycle
Is Healthy**

Daniel Shore

Wednesday, September 25,
10:00 a.m. – 11:30 a.m.,
St. Petersburg Ballroom 3

FEATURED PRESENTATIONS

OPENING KEYNOTE

MONDAY, SEPTEMBER 23

2:45 P.M. – 4:00 P.M., ST. PETERSBURG BALLROOM 3

Meet Staff Where They Are Rather Than Where You Wish They Were

Kim Aycock and Debra Jordan

Unanswered emails. Requests (demands) for time off. Parents who are way too involved. What's the matter with young people today? Most likely nothing! We have more in common with this cohort of staff than one might think; our needs are just expressed differently. We have an opportunity to communicate that we are in touch with the times and yet have a handle on timeless wisdom; this creates a win-win for everybody. Thus, we have to demonstrate that we understand the perspectives of those staff we hope to recruit and hire — and meet them where they are rather than where we wish they were.



Kim Aycock, Camp 2 Campus Learning Solutions

Kim Aycock, MST, has 30+ years of experience blending the skills of a master teacher with the knowledge of a seasoned camp expert. She trains camp staff at all levels and speaks professionally at regional and national conferences. Kim has the ability to connect with and motivate learners of all ages through her interactive and innovative presentations.



Debra Jordan, East Carolina University

Dr. Deb Jordan is a professor in Recreation and Park Management at East Carolina University. She started her professional career in camping and has more than 35 years of experience as an educator and trainer. Deb presents workshops and training sessions all over the country primarily in the areas of leadership development, diversity, and evaluation. Deb currently serves as the co-chair of standards for the ACA, Southeastern region and is deeply involved (along with Kim Aycock) in the efforts of ACA's Project Real Job initiative. Its goal is to provide resources to camps to help them find, recruit, and hire staff. Sharing research findings and best practices, Deb connects with camps through a variety of avenues.

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KEYNOTE SPEAKERS

Closing Keynote

WEDNESDAY, SEPTEMBER 25

10:00 A.M. – 11:30 A.M., ST. PETERSBURG BALLROOM 3

From Onboarding to Retention: Signs That Your Staff Cycle Is Healthy

Daniel Shore

Throughout the staff life cycle, camp leaders have opportunities to influence the staff experience. In this keynote session, Daniel Shore, a camp-focused researcher, will discuss familiar stages of the staff life cycle (e.g., staff training, supervisor support) with his unique, evidence-based perspective on how you can add intentionality to your approach toward the staff experience. Daniel has partnered with scores of camps to collect data from staff about their feelings and attitudes at each stage and will translate his research into leadership strategies. In particular, these strategies will include how to identify signs of a healthy staff life cycle as well as how to evaluate and achieve your leadership goals around the various elements of the staff experience.



Daniel Shore

Daniel Shore is a researcher and consultant with an MA (and about to finish his PhD) in workplace psychology. He conducts research across numerous settings, from cybersecurity teams to summer camps, and turns data into action by 1) facilitating training experiences, 2) conducting feedback focus groups, and 3) creating professional development and training curricula. In the camp world, Daniel combines his 10 summers of experience as a staff member, unit supervisor, and director of staff and leadership development with his research expertise to help camps strategically train staff to enhance the camp staff experience. Daniel is always looking to work with camp leaders who believe what he believes: to have a great camp with happy campers, you need happy counselors. Email Daniel with any thoughts, questions, or interest in being a partner through research and training workshops at Daniel@IMShore.com

PLAN TO ATTEND AN ACA, SOUTHEASTERN CONFERENCE TRADITION

Plan to attend an ACA, Southeastern Conference Tradition

LIVE AND SILENT AUCTION TO SUPPORT OUR SCHOLARSHIP PROGRAMS

Tuesday, September 24, 4:30 p.m. – 6:30 p.m. — St. Petersburg 3

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

NETWORKING OPPORTUNITIES AND SPECIAL EVENTS

SUNDAY, SEPTEMBER 22

Camp Tour and Activity Day

10:00 a.m. – 4:00 p.m.

Meet in the hotel lobby by 10:00 a.m. to carpool to the Suncoast Youth Conservation Center.

MONDAY, SEPTEMBER 23

Newcomers' Orientation

2:00 p.m. – 2:15 p.m. Demens

Meet other 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!

District Meetings

4:00 p.m. – 4:30 p.m. Each state meets in a different room

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

Florida	St. Petersburg Ballroom 2
Georgia	Demens
South Carolina	Williams
North Carolina	St. Petersburg Ballroom 3

Exhibit Hall Roundtables

4:45 p.m. – 6:45 p.m. Grand Bay 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 door prizes. You must be present to win.

TUESDAY, SEPTEMBER 24

Lunch in the Exhibit Hall

1:00 p.m. – 3:00 p.m. Grand Bay Ballroom

Get another chance to network and cultivate relationships with our exhibitors. Lunch is on us!

Lunch will be followed by the Exhibit Hall Scavenger Hunt. Visit the exhibitors and learn about their companies to get the clues and answer the questions you need to WIN! The grand prize is a \$100 gift card.

Professional Development Scholarship Auction and EPIC Talks

4:30 p.m. – 6:30 p.m. St. Petersburg 3

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

Night on the Town

6:45 p.m. Walk to great nearby restaurants and nightlife

Dinner on your own (with friends) tonight. Please meet in the lobby to explore beautiful bayfront St. Petersburg.

AWARD NOMINATIONS DUE BY JANUARY 10, 2020

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

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. The 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.

ACAamps.org/southeastern/nominationform

PRE-CONFERENCE LEARNING OPPORTUNITIES

MONDAY, SEPTEMBER 23

8:30 A.M. – 1:00 P.M., WILLIAMS

Accreditation Process Workshop

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 (one per camp). All other camps paying accreditation fees received access to an electronic version of the standards in October 2018. Non-fee-paying camps and camps wanting additional printed copies can purchase through the bookstore.

We will take a break for lunch on your own.

PRE-CONFERENCE WORKSHOPS

MONDAY, SEPTEMBER 23

9:00 A.M. – 2:00 P.M., ST. PETERSBURG 2

Lunch provided

Empowering Staff to Create the Culture Your Camp Craves

Jolly Corley

Millennials and Gen Z want transparency, collaboration, work-life balance, and leadership opportunities. You will be given the opportunity to consider ways to recruit, hire, and invest the time and energy required to give the best, and in turn receive the best out of your staff, while keeping the needs of potential staff and camp at the forefront. Staff who are thoughtful, engaged, and invested in the entire camp culture provide campers with an environment in which to thrive and grow.

Jolly Corley

Jolly Corley, MS, works with 150 university students each summer. She has been involved in the camping industry in the Midwest and New England for more than 20 years. The past 15 years have been spent developing emerging leaders in camping through staff development. Jolly has given workshops at the Mid-States Conference, ACA National Conference, camps, and businesses across the USA. Her undergraduate and graduate work revolved around leadership, group dynamics, experiential learning, philosophy, and theatre. Using games, theatre, and life experiences, Jolly prepares staff to understand that our own experiences are the most useful tools for reflection and growth toward a solid foundation to becoming leaders for life.

POST-CONFERENCE WORKSHOP

WEDNESDAY, SEPTEMBER 25 – THURSDAY, SEPTEMBER 26

8:30 A.M. – 1:00 P.M., WILLIAMS

Youth Mental Health First Aid

The Youth Mental Health First Aid Course is designed to teach individuals how to help an adolescent (age 12–18) who is experiencing a mental health or addictions challenge or is in crisis. The course introduces common mental health challenges for youth, reviews typical adolescent development, and teaches a five-step action plan for how to help young people in both crisis and non-crisis situations. Topics covered include anxiety, depression, substance use, disorders in which psychosis may occur, disruptive behavior disorders (including ADHD), and eating disorders. The scenarios used throughout the course are camp-based.

Schedule

Wednesday, September 25, 2:00 p.m. – 6:00 p.m.

Dinner break

Wednesday, September 25, 7:00 p.m. – 8:00 p.m.

Thursday, September 26, 9:00 a.m. – 12:00 p.m.

This post-conference training follows the 2019 ACA, Southeastern Fall Camp Conference. Attendance at the conference is not a requirement and this is a separate registration not included in conference registration. Hotel accommodations are not included. Meals are not included.



2019 CONFERENCE COMMITTEE

Conference Chair: Bethany Frazier, Florida/Quest, Inc. — Camp Thunderbird

Professional Development Leader: Deanna Ludwick, YMCA of the Triangle

LCOL Chair: Kim Aycok, Camp 2 Campus Learning Solutions

Auction Chair: Carly Robinson, Camp Kiwanis, Boys and Girls Club of Metro Atlanta

Auction Co-Chair: Missy Schenck, Green River Preserve

Exhibit Hall Chair: Darren Dannelly, Forsyth County YMCA

Logistics Chair: Randy Murr, South Carolina/Greenville County Parks Recreation, & Tourism — Camp Spearhead

Volunteer Chair and EPIC Speakers: Ruby Compton, Ruby Outdoors

Hospitality Chair: Janice Kerber, Florida Fish and Wildlife Conservation Commission



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EDUCATION SESSIONS

TUESDAY, SEPTEMBER 24, 7:00 A.M. – 8:00 A.M.

Making the Most of Your Equine Program

Mallory McBrayer and Jason Henson, Redeeming Freedom Ranch

St. Petersburg 1

In this session, we will discuss how to create an empowering, safe, and creative equine program! We will cover new programming ideas, how to create and write lesson plans, and how to prevent both horse and human burnout. Join us for some creative ideas on how to keep campers coming back year after year!

Redefining Your Camp Experience with Lessons from Burning Man Culture

Gracie Hansen, High Meadows

St. Petersburg 2

Camps and burn events are both temporary utopias with their own cultures created by parallel values. By examining these similarities, we can learn a variety of lessons including making the most of our time at camp, drawing power from our “camp selves,” and incorporating tools/language to help campers transition home.

Mandatory Fun: Creating Community at Day Camp

Katie Thurson and Katie Vatter, Happy Acres Ranch

Bayboro

Day camps provide several different options and opportunities for creating community in a setting that can look quite different than the standard model of community-building seen in and geared toward resident camps. From bringing in international staff, no-cell summer, “mandatory fun,” and alternative evaluation procedures, this session will give all camp directors something to think about!

It’s a Bird, It’s a Plane, It’s a Think Tank!

Project Real Job Workgroup

Williams

If you are bright, creative, engage in unique practices, think outside the box, have ideas, have been successful, or have struggled with recruiting and hiring staff, we want you to join us in this first-ever ACA, Southeastern Think Tank. This is a session “turned inside out,” where those in attendance will share thoughts, practices, policies, and experiences about recruiting and hiring staff so that we all leave with new ideas and new energy to begin the next season of finding and bringing on board a variety of camp staff. Several facilitators will be available to coordinate participant efforts and to take notes to be shared with you and the entire camp family.

EDUCATION SESSIONS

Yoga

Dedra Blakely, DeStress 101

Hilton Training Center 3

Join this morning yoga session to start your day feeling refreshed and balanced! Dedra hosts stress management workshops and retreats to help clients ease anxiety and restlessness with yoga, mindful breathing, and exercises for mind-body awareness.

TUESDAY, SEPTEMBER 24, 8:30 A.M. – 9:45 A.M.

Establish Your Camp Brand Positioning, Language, and Voice

Kelley Freridge, American Camp Association

St. Petersburg 1

Develop a better understanding of your audience and target consumer. Gain insight into progressive communication approaches and planning. Set goals for growing your audience through solid branding tactics.

We’re Not So Different After All: Helping Staff Become More Culturally Competent

Jessica Andrews-Wilson, GUIDE, Inc.

St. Petersburg 2

Before embarking on a summer full of diverse campers, our staff members need to be trained on how to recognize their own biases and tap into their own experiences to provide the best possible environment at camp. Participants will engage in several replicable activities designed to get staff thinking, talking, and acting in ways that increase their cultural competence. Participants will be given copies of all activities to make taking them back to programs simple!

Use the 5E Model to Write Lesson Plans for Summer and School Programs

Janice Kerber, Florida Fish and Wildlife Conservation Commission

Bayboro

Want to provide your staff with an easy way to present the concepts you want taught in your camp or school programs? The 5E model will provide you and your staff an easy plan to enhance the presentations of your programs. If you’re looking to jump into year-round programming by offering field experiences to schools, this method will provide you with a lesson plan format approved by most school districts.

EDUCATION SESSIONS

Internal Investigations in the #MeToo Era

Deborah Ausburn, Taylor English Duma LLP

Harborview

Camp administrators investigating claims of wrongdoing must simultaneously be fair to the declared victim and the alleged perpetrator, make mandated reports, respect confidences, preserve employee morale, be transparent with parents, cooperate with law enforcement, and, above all, protect the children in their care. This session will use case studies such as the USA Gymnastics scandal and the Covington Catholic incident to help administrators balance all of these competing mandates.

Lessons Learned Around the Campfire

Cole Kelly, Camp Weequahic/Campfire Conversation

Demens

The collective knowledge and wisdom of “camp people” is a tremendous resource from which all parents, teachers, and mentors could benefit. After interviewing camp professionals for the past year on the *Campfire Conversation* podcast, I’ve found several common themes that would be helpful for everyone back “in the real world.” Come learn about these insights and how you can use them to create a more meaningful bond with your current and future families and staff members.

Staff Recruiting Is Not One Size Fits All: A Closer Look at Unique Staffing Situations

Project Real Job Workgroup

Williams

Let's face it — recruiting staff is not the same across the board for all camps as there are different challenges that are unique depending on camp type. The Project Real job folks invite you to another Think Tank session in order to take a closer look at specific hiring strategies for day camps and camps that serve special needs populations. We will also zoom in on recruitment and hiring approaches to finding male, support, medical, and other hard-to-find staff. The inside-out nature of the session means that facilitators guide participants in a colleague-to-colleague exchange of on-the-ground strategies that work. Bring your tried-and-true (and effective) strategies for recruitment and hiring, as well as your woes and tribulations. The facilitators will take notes and make the ideas available to you as well as the entire ACA membership.

EDUCATION SESSIONS

TUESDAY, SEPTEMBER 24, 10:00 A.M. – 11:15 A.M.

Once Upon a Time . . . We Could Be Better at Conveying the Professional Value of Camp to Non-Camp People

Daniel Shore, I’m Shore Research & Consulting

St. Petersburg 1

Research shows that while we know the professional value of our experiences working at camp, the challenge is translating that into professional language when talking to people outside of the camp world, which, in turn, hinders staff retention. This is a storytelling workshop designed to provide tools, practice, and training strategies for sharing camp stories in professional settings such as job interviews. Daniel has taught this to undergrads and is excited to bring this to the camp world.

How to Measure the ROI of Your Marketing Strategies

Peter Ross, 829 Studios

St. Petersburg 2

There are myriad ways to market your camp, and all of them require time and money. In this session, we will review data from dozens of camps to determine where exactly you should be focusing your resources. Perhaps most importantly, we’ll have this discussion within the context of a marketing plan, so you’ll be able to take home a comprehensive framework for use with your business.

Camp Risk Management Tips That Are Sure to Make Your Insurance Company Happy!

Michael Swain, Markel Insurance

Bayboro

Having good risk management practices at camp can help produce a positive camp experience, and also help reduce the likelihood of you needing to file a claim with your insurance carrier. What better way to learn what insurance carriers might expect from your risk management program than listening to an experienced insurance loss control specialist? Risk management strategies need to support camper and staff safety, protect property, and help facilitate business continuity.

The Resilience Advantage: Adding HeartMath® Techniques to Transform Your Life, Work, and Summer Camp Experience

Kay Anderson, Skyland Camp / Skyland Equine

Harborview

Strengthening staff resilience has become an important strategy for improving personal and organizational effectiveness, productivity, health, and well-being. This session introduces you to a practical framework of self-regulation tools and resilience-building practices that have phenomenal outcomes in reducing stress and boosting energy and mental clarity. The results include decreased stress, and improvements in energy, health, and effective performance.

EDUCATION SESSIONS

Growing through Conflict

Jolly Corley, Jolly Corley, LLC

Demens

During this interactive session, you will learn to reframe conflict as an opportunity, rather than a barrier. By seeing conflict as a catalyst for change, you learn to use it as a tool for increasing productivity. Jolly will explore how emotional intelligence informs our relationship with conflict and work with you to identify your responses before you become emotionally hijacked. Through activities and exercises, you will explore ways to engage in difficult conversations and learn strategies for setting expectations and creating accountability.

Camp as an Internship: Creating Partnerships That Work

Debra Jordan, East Carolina University

Williams

“I can’t work at camp this summer; I need an internship.” Ever heard that before? Many camps advertise that they offer internships, but there may be little connection to actual university requirements. Internships are unique — students must pay for academic credit, homework is required, and to some extent, intern supervisors are accountable to university faculty. Once you understand the basics, you can offer a wide range of experiences to help create such partnerships to benefit all involved.

TUESDAY, SEPTEMBER 24, 11:30 A.M. – 12:45 P.M.

Social Media Marketing Panel

Kelley Freridge, American Camp Association

St. Petersburg 1

This session will be moderated by ACA’s Chief Marketing Officer Kelley Freridge, covering a deep dive on social media for camp experiences featuring Darby Dame from Camp High Rocks, Cole Kelly from Camp Weequahic, and Melissa Friedel, Pine Tree Camps.

Remember to Exhale

Dedra Blakely, DeStress 101

St. Petersburg 2

Participants will learn ways to manage stress through interactive mini sessions. From internal and external communication techniques, to the role of diet and exercise during times of acute stress, this workshop will engage participants with real-life scenarios and roleplaying to educate and inspire a healthier, stress-reduced lifestyle. Standing yoga poses are incorporated into the session to bring balance and focus to the mind and body. (No equipment or special accommodations needed.)

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EDUCATION SESSIONS

Bead Me a Story

Amy Monsky, Camp 42

Bayboro

Stories have a long-standing role in human cultural traditions. In addition to their entertainment value, storytelling offers a way to connect with others, learn about past events, and create a sense of belonging through shared customs and beliefs.

Participants will learn to tell stories using beads as a teaching mechanism. This technique is great for integrating science and art, and the hands-on component helps reinforce concept retention. Plus, it's a cool take-home project!

Ag Discovery Camp Programming: Connecting Tomorrow's Consumers to Today's Producers

Genevieve Mendoza, University of Florida

Harborview

Food for thought . . . have you ever taken a moment to think about the importance of agriculture in America's food system? Well, in this session, you will take a road trip through the process and walk away with a better appreciation of its importance to our food system and some neat, hands-on activities to help promote it in your camp setting.

Keys to Effective Task Management and Delegation with Less Stress for Managers and Supervisors

Diana Bloom, Mike Scott and Associates

Demens

Do you struggle with managing and tracking tasks? Diana will teach systems that can be implemented immediately to achieve higher productivity and efficiency in all areas of an organization. Diana will provide systems and processes to prioritize, delegate, and track work with less stress. You will learn techniques to achieve clarity in task management, how to prevent tasks from falling through the cracks, and how to track work to completion in both year-round and summer work and create an accountable culture.

What's Love Got to Do with It? Utilizing Appreciation Styles to Motivate and Retain Staff

April Mallot, Florida Sheriffs Youth Ranches

Williams

Oftentimes, a staff member who feels appreciated will be motivated to perform to the best of their ability. And in turn, that person will enjoy their time at camp and want to return for the next season. Attendees will gain knowledge of five appreciation styles and learn how to tailor appreciation to an individual staff member's needs.

EDUCATION SESSIONS

TUESDAY, SEPTEMBER 24, 3:00 P.M. – 4:15 P.M.

Micro-Learning: The End of Staff Training as We Know It

Kim Aycock, Camp 2 Campus Learning Solutions

St. Petersburg 1

Distracted. Impatient. Overwhelmed. Meet the modern learner (and many of your staff). A solution? Apply the “less is more” principle of micro-learning to both orientation and ongoing training in order to deliver content in small, bite-sized segments. Practice ways in this interactive session to give staff a distinct piece of timely information and reach a learning outcome in just a couple of minutes (but remember long after). Hello micro-learning, goodbye long lectures.

Serious Team-Building through Silly Improv Comedy Games (That You Can Take Back to Camp!)

Daniel Shore, I’m Shore Research & Consulting

St. Petersburg 2

Research shows that staff feeling listened to and supported are key drivers of staff engagement and retention. The good news is that improv comedy games thrive on listening and support! In this interactive session, you will strengthen your own skills while learning games for staff training and campers that further weave support into your camp culture. Beyond his camp and research experience, Daniel has been performing comedy for 10+ years and is part of The Carmichaels improv troupe in DC.

A Summer in Review . . .

Meredith Bunnell and Worth McMillan, The Redwoods Group

Bayboro

The summer of 2019 is in the books! A lot happened — mostly quality camp experiences! Unfortunately, there are always a few stories of incidents and accidents that occur at camps each summer. This session will review some of the trends we saw at camp in 2019 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 risk.

Hey, Did You Hear? Camp Gossip’s Hold on the Camp Community

Jolly Corley, Jolly Corley, LLC

Harborview

How do you maintain a positive work environment when camp culture sometimes seems to thrive on camp gossip? This session looks at strategies and ideas for staff orientation and ongoing work to develop less gossip at camp. The goal is to find meaningful ways to help staff and campers make better decisions in how they communicate, particularly in the realm of gossip.

EDUCATION SESSIONS

Projects: How to Start So You Can Finish!

Diana Bloom, Mike Scott and Associates

Demens

Do you have projects on your to-do list that you feel like you will never finish and cross off? Projects often take far too much time to complete and are difficult to manage or never get started in the first place. In this session, Diana will help you understand why and teach techniques and processes designed to complete a project on time and as planned. You will learn how to eliminate the overwhelming feeling that projects create and how to plan and execute a project successfully from start to finish.

Telling Your Story: Maximizing Brand Awareness through Storytelling and Innovative Marketing Practices

Angela Brisson and Tabitha Barnes, North Carolina 4-H Camps

Williams

In 2018, North Carolina 4-H Camps launched a new marketing campaign: Discover Your Way with North Carolina 4-H Camps. In this session, learn about our approach to planning, designing, and creating marketing materials to support this campaign based on personal stories from campers that articulate the impact of the camp experience in a compelling and relatable way. With a focus on storytelling, you'll walk away with new information and skills to help craft impact stories for your camp.

WEDNESDAY, SEPTEMBER 25 8:30 A.M. – 9:45 A.M.

Caught Between Two Staff Seasons: Looking Back Before Moving Forward

Kim Aycock, Camp 2 Campus Learning Solutions and Jolly Corley, Jolly Corley, LLC

St. Petersburg 1

Summer 2019 is one for the books. Now what? You are caught between wrapping up one camp season and marching toward the next. Take a moment to reflect on the recent summer with regards to staff culture in order to discover growth opportunities for 2020. Develop a plan for inviting staff back, offering leadership roles, and recruiting new faces. Leave ready to act in ways that will move you closer to your vision for staff culture long term.

EDUCATION SESSIONS

Property Maintenance and Management . . . on a Budget!

Jason Henson and Mallory McBrayer, Redeeming Freedom Ranch

Bayboro

Let’s work through staying within your budget while making improvements to camp! We will go through a variety of projects that we have tackled on various campuses, in addition to helping you brainstorm cost-effective solutions for your next improvement! Join us for some creative brainstorming and see what’s possible — even on a small budget.

Having Difficult Conversations and Doing It Better Than You Ever Have Before

Ruby Compton, Ruby Outdoors

St. Petersburg 2

Difficult conversations arise at camp all the time, especially with staff. In this session, participants will learn how to keep the conversation calm, keep it moving, and keep the focus on the plan for going forward. Disclaimer: there will be a few Jedi mind tricks shared as well to make these conversations easier the next time you find yourself in one.

There Is More to Marketing than Social Media

Cheryl Goldstein, Campfire Creative Marketing

Williams

Digital marketing is all the rage, and it is an essential tool. But it’s only one of the strategies you should be using to retain and recruit campers. A combination of smart branding and grassroots techniques will allow you to find those hard-to-get campers and help you hold onto the kids you already have. We will share some tried-and-true campaigns, encourage you to think out-of-the-box, and help you create ideas that you can go home and put into action right away.

True Colors as a Tool for Teamwork

Gracie Hansen, High Meadows

Demens

True Colors is a personality quiz that helps you understand your strengths and how you approach problem-solving. This session will give you an introduction to True Colors as you take the quiz and give you practical ways to use it as a staff training tool to promote teamwork among staff. This is an excellent way to help staff learn about their strengths and areas of growth, as well as being able to understand how to work with the strengths of your team.

EXHIBIT HALL HOURS AND FLOORPLAN

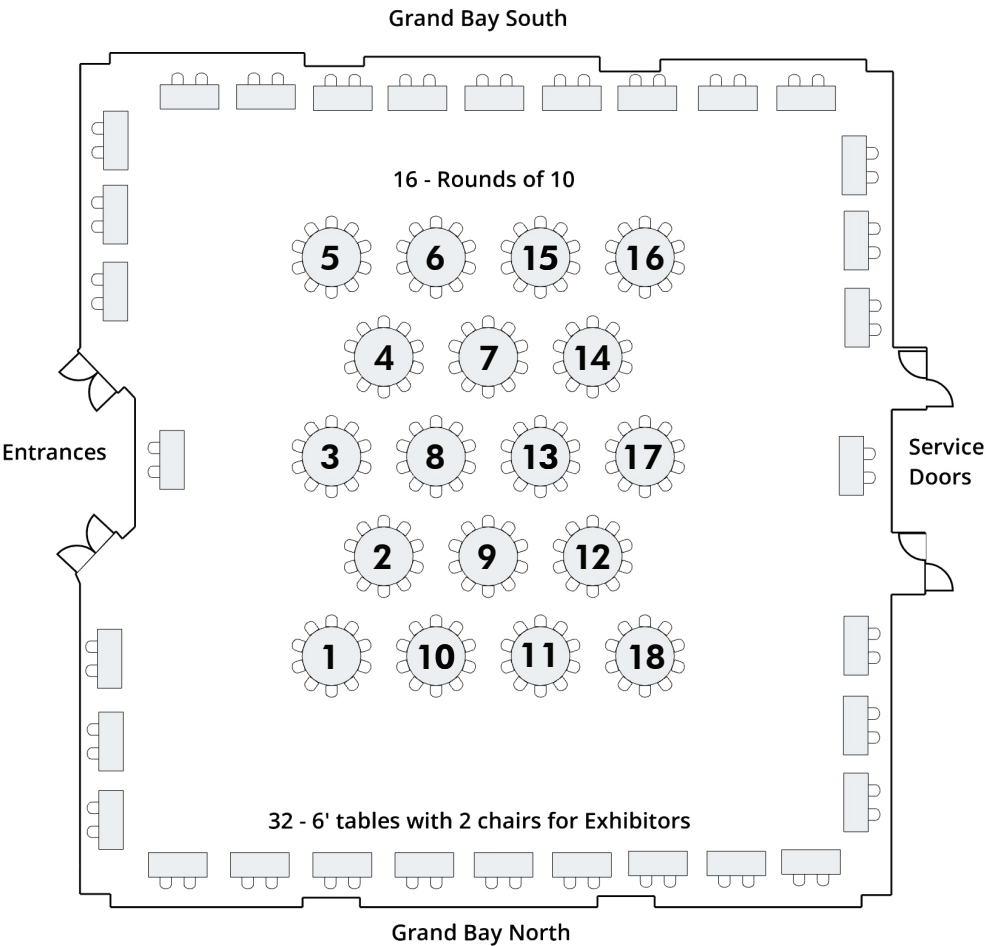
MONDAY, SEPTEMBER 23, 2019

1:00 p.m. — Exhibitor Set Up & Move In
4:45 p.m. – 6:45 p.m. — Exhibit Hall Roundtables

TUESDAY, SEPTEMBER 24, 2019

1:00 p.m. – 3:00 p.m. — Lunch with Exhibitors and Unopposed Time
3:00 p.m. – 4:00 p.m. — Exhibit Hall Break Down & Move Out

Many thanks to our vendors for their generous support.



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tony@camplochearn.com

ACA, Southeastern Awards

ACA, Southeastern has five 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 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.

Congratulations to This Year's Honorees!

Community Service Award

Curt "Moose" Jackson

Distinguished Service Award

Deanna Ludwick and Janice Kerber

Gay Byers Newcomer Award

Josh Wall



North Carolina

Property Management

November 14, 2019, 9:00 a.m. – 5:00 p.m. | *The Dale Earnhardt Environmental Leadership Campus at Oak Springs, Statesville, NC*

This training is for anyone in the camping and property management field that would like to learn some great tips and tricks directly from Husqvarna chain saw instructors. You will learn more about how to work in different situations with both simple and more complicated issues. Chainsaw are very effective tool, but it can also be dangerous if used improperly. In order to avoid accidents and unnecessary strain, you should use the correct working techniques, the best possible safety equipment and a modern chainsaw with functioning safety features this class will cover all of that and more. **There will also be a full camp tour of this new facility and a property issues round table at lunch time.**

South Carolina

Recipe for Success: Best Practices in Food Service

December 3, 2019, 10:00 a.m. – 3:00 p.m. | *Pleasant Ridge Camp & Retreat Center, Marietta, SC*

Join fellow camping professionals for an exciting professional development opportunity, Recipe For Success: Best Practices in Food Service. Take a tour of a state-of-the-art kitchen, bounce questions off experts during a panel discussion, let a guest speaker share their knowledge with you, and share your favorite recipes with new friends. Topics to be discussed might include: dietary needs and guidelines, encouraging healthy food choices, food budgeting, waste/composting, menu planning, trip camping food service, cost vs. quality, and more. Lunch will be included.

Florida

Active Shooter Protocols for Camps

March 3, 2020, 9:00 a.m. – 5:00 p.m. | *Everglades Youth Conservation Camp, West Palm Beach, FL*

What a shame that summer camps need to even think about active shooter protocols, but we must. Unfortunately, most programs available are for organizations that function within four walls — we don't. Join us on March 3, 2020, for an opportunity to develop an active shooter plan with law enforcement officers. We will look at common areas we utilize with campers and determine the best solutions for protecting them. Come with a map of your site to develop a specific plan of action for your facility. We will also participate in a mock shooting to help understand the process and how to train your summer staff.

Georgia

Celebrating Diversity: Kids, Camps, and Critters

March 12, 2020, 9:00 a.m. – 4:00 p.m. | *Fortson 4-H Center, Hampton, GA*

Youth participating in summer camps have all different levels of skills and abilities. How camps can create a culture of inclusion and belonging? What is the best way to serve these young people and ensure their diversity is celebrated? Participants will hear from youth development experts, discussing emerging trends and best practices. The afternoon will be spent learning about animals can be used to support youth with special needs. A tour of the Forston Farm, where sheep, goats, chickens, and rabbits live, will also be included.

Register & learn more at ACAcamp.org/southeastern/events

Find The Counselor

Win a prize!

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

123 Activities That Create Powerful Teachable Moments

ROPE GAMES



Using A Finite Collection of Ropes to Facilitate an Infinite Variety of Group Experiences

JIM CAIN

The Easy as 1-2-3 Series From Teamwork & Teamplay

Limit one prize per person



Follow us on Twitter @
MarkelCounselor to gain
insider clues about the game.

- Over 50 Counselor cut-outs are hiding around the conference.
- Find one – bring it to the Markel table or Ian Garner.
- Receive Dr. Jim Cain's book, *Rope Games* containing 123 activities that create teamwork & teamplay using a simple rope, string, webbing, etc.



Specialty insurance for camps

- Extensive safety education resources including Markel's Risk Management Library
- Professional, camp-experienced claims associates
- Dedicated help available 24/7

Contact your insurance agent and ask for a Markel quote today. To find a Markel camp agent, please contact us at **800-431-1270**. To learn more about Markel benefits and how The Counselor can protect your camp, visit us at campinsurance.com.

