



2018
MID-ATLANTIC
CAMP CONFERENCE

January 9–10
Chevy Chase, MD



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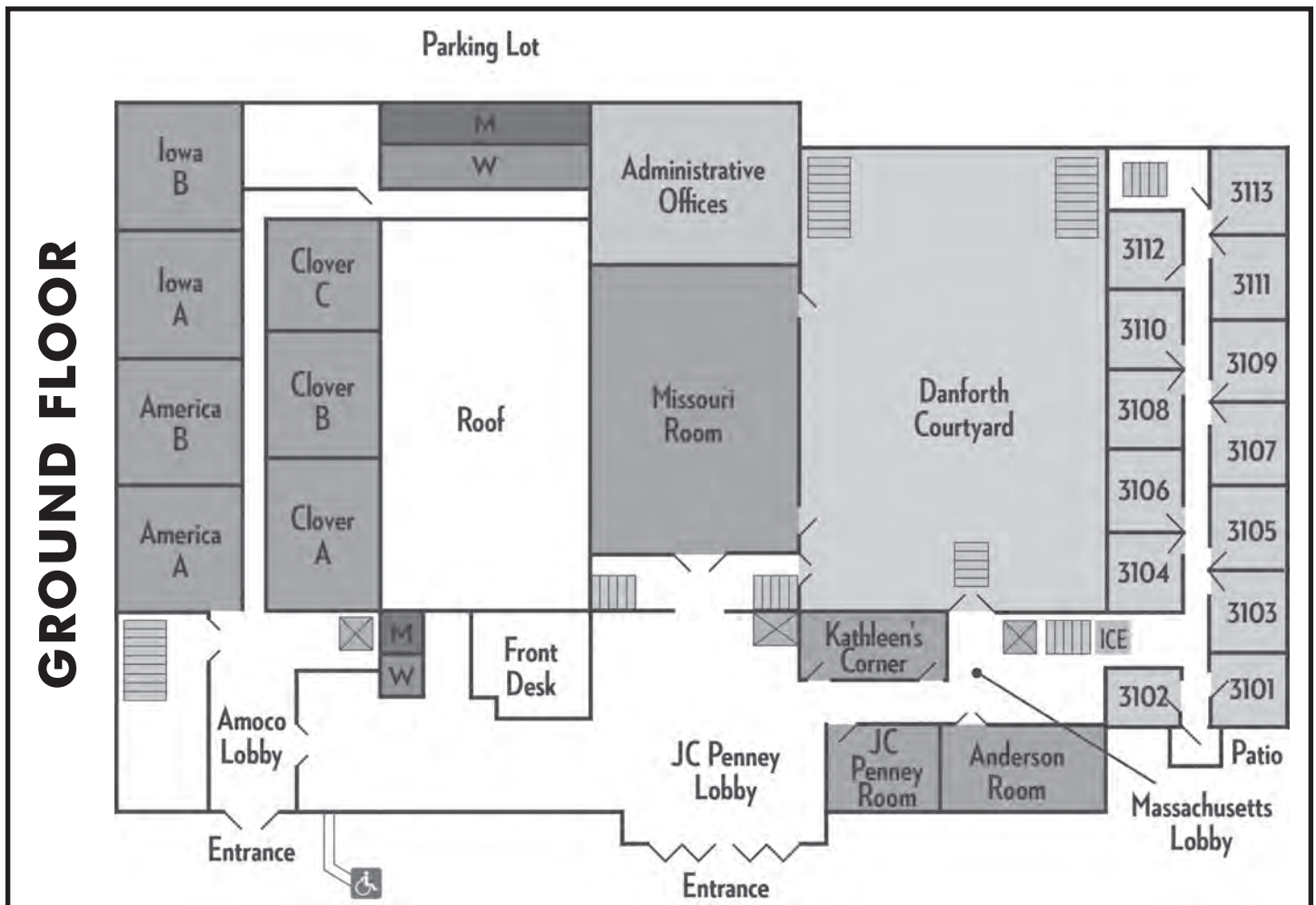
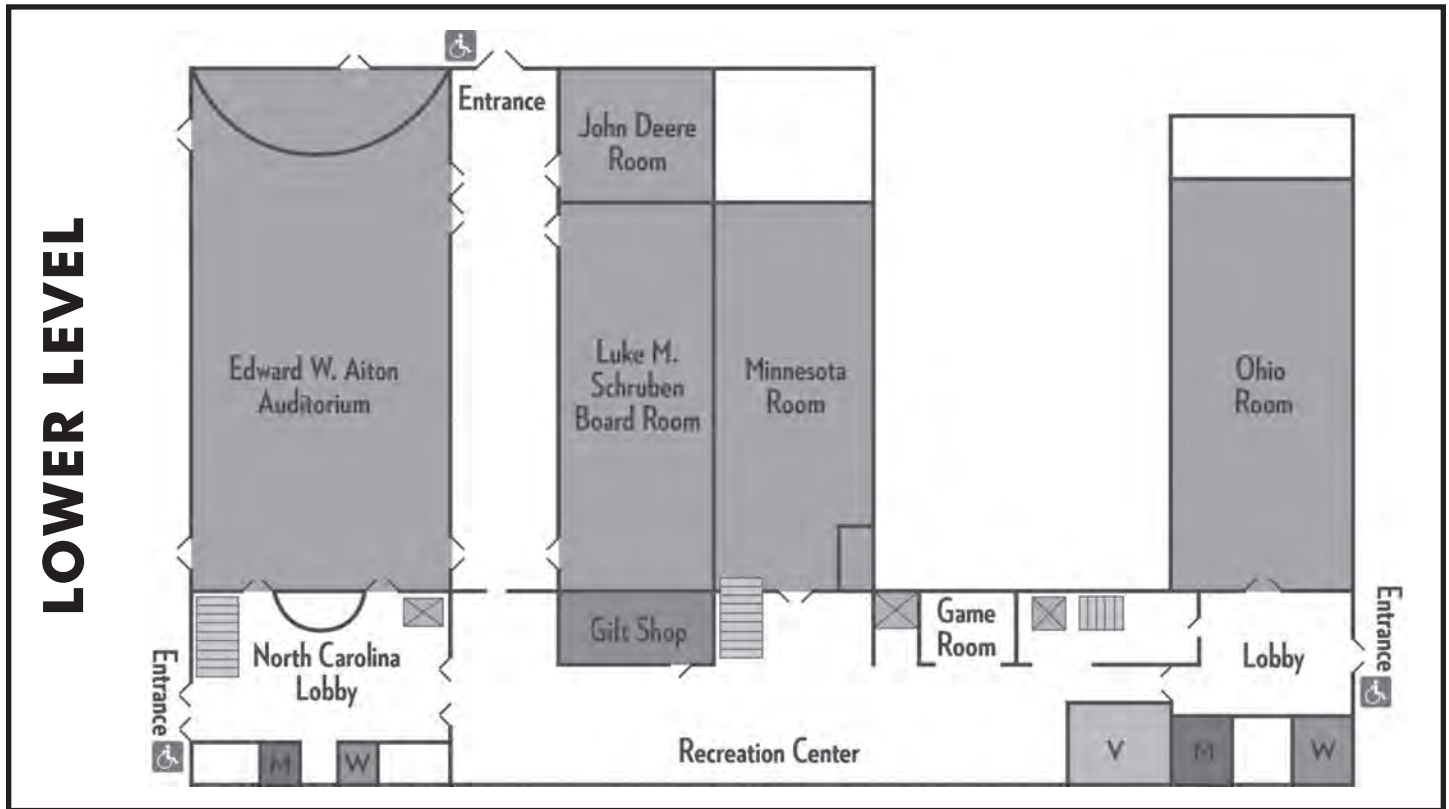
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4-H National Conference Center Floor Plan



Happy New Year!

With a new year comes the excitement of a new camp season staring everyone right in the face!

We will all be super busy this spring hiring staff, doing last-minute marketing, and sprucing up our properties. You have made a great investment this week in your professional development to prepare for the months to come. Congratulations!

The ACA, Virginia's Professional Development Committee has been hard at work since last spring to bring you the best conference in our history. We hope you will take away many "Gold Nuggets" about teambuilding, inclusion, staff development, program ideas, healthcare, and so much more.

Two days and an overnight are going to be a fun ride and it will go quickly. Take notes, make friends, learn from each other, and also take care of yourself. Drink plenty of water and meet as many people as you can!

We also invite you to explore our conference facility. The National 4-H Conference Center opened in 1893 as the Chevy Chase Inn, and was converted into a college for women in 1903. In 1951, the National 4-H Foundation bought the school to house its national training center. However, due to the growing conflict in Korea, the U.S. Defense Department immediately requested the use of the property for an Operations Research Office. In 1957, the property was returned to the 4-H movement. As you walk the halls, take time to look at the historic pictures – you never know who you'll see – maybe The Counselor, Markel's safety mascot!

Please complete all evaluations (which we will supply) for sessions and the conference, as this is the best way for us to improve from year to year.

Please ask any of us for help and support if we can make the conference better for you.

This two-day overnight experience is thanks to the American Camp Association, its staff, and our volunteers. It takes a true team effort to pull off an awesome event like this. Special thanks to John Beitner (ACA Staff) as he works tirelessly to support our programs...from the west coast!

ACA staff and structure have had some changes over the last few years, and we are committed to keeping our professional development top notch. Please get to know the staff and how they support camp programs.

Lastly, ask a staff member or volunteer how you can get involved. Volunteering with ACA has been a tremendous learning and growth opportunity for each of us. Please join the fun!

ACA staff and structure have had some changes over the last couple of years, and we commit to keeping our professional development top notch. Please contact any of us if we can help you this week or year-round

Yours in camping,
The Mid-Atlantic Camp Conference Committee

Jean McClellan-Holt *co-chair/program*
Julie Miles *program*
Dan O'Neil *advisor*
Sam Records *evening program*

Sam Roberts *exhibitors*
Eryn Rothenberg *awards*
"H" Rothenberg *co-chair*

Schedule at a Glance

Tuesday January 9, 2018

12:15 p.m. – 1:00 p.m.	Registration Open	North Carolina Lobby
1:00 p.m. – 2:15 p.m.	General Session and Playnote <i>Michelle Cummings</i>	Clover
2:30 p.m. – 3:30 p.m.	Breakout Session #1	See schedule for room assignments
3:45 p.m. – 4:45 p.m.	Breakout Session #2	See schedule for room assignments
5:00 p.m. – 6:00 p.m.	Exhibitor Roundtables	Ohio
6:00 p.m. – 7:00 p.m.	Exhibit Hall Grand Opening	Minnesota and Recreation Center
7:00 p.m. – 8:00 p.m.	Awards Dinner and Auction	Ohio
8:15 p.m. – 11:00 p.m.	Social Time	Ohio

Wednesday January 10, 2018

7:00 a.m. – 8:15 a.m.	Breakfast (included)	National 4-H Center Café
8:30 a.m. – 9:45 a.m.	Keynote presentation <i>Chris Thurber</i>	Aiton Auditorium
9:45 a.m. – 11:00 a.m.	Exhibit Hall <i>Exhibit Hall will remain open until 12:15pm</i>	Minnesota and Recreation Center
11:00 a.m. – 12:00 p.m.	Breakout Session #3	See schedule for room assignments
12:15 p.m. – 1:15 p.m.	Lunch (included)	National 4-H Center Café
1:30 p.m. – 2:30 p.m.	Breakout Session #3	See schedule for room assignments
2:45 p.m. – 4:00 p.m.	Closing General Session <i>Laurie Browne</i>	Aiton Auditorium
4:00 p.m.	Safe travels, see you at CampCon, and have a great summer	

General Information

Registration Hours:

Tuesday, January 9 12:00 p.m. – 5:00 p.m.
Wednesday, January 10 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 Mid-Atlantic 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.

In Case of Emergency

For emergencies, call 911. After calling 911, you can also dial the National 4-H Center operator from any facility phone for support from Conference Center staff. If possible, please alert a member of the ACA staff.

Exhibit Hall

Please spend time with our vendors on Tuesday and Wednesday to thank them for their support and learn about the great products and services they offer.

Exhibitor Roundtable

5:00 p.m. – 6:00 p.m. Ohio

Refreshments will be served during the Exhibitor Roundtable. Hear a brief description of the great products and services available from our vendors. Each exhibitor will give a quick talk to each table and we'll have prize drawings throughout. Come early for your complimentary drink ticket sponsored by Camp America.

WE'RE ENDORSED!

The ACA, Mid-Atlantic 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).

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



Featured Presentations



OPENING GENERAL SESSION

MICHELLE CUMMINGS

Playnote with Michelle Cummings

Tuesday, January 9, 1:00 p.m. – 2:15 p.m.

Clover

Our kick-off playnote with Michelle Cummings will captivate you from the get-go! Michelle prefers to describe her keynote sessions as “playnote” sessions, rather than a lecture or monologue. Michelle will engage you physically, intellectually, and mentally with lots of opportunity for laughter and learning.

Michelle Cummings, MS, is the Big Wheel and founder of Training Wheels, a known leader in the Team Development industry. She is also the co-founder and chief creative officer for Personify Leadership. She is an accomplished author and is a dynamic, sought-after speaker and consultant in the areas of leadership, teambuilding, and experiential learning. Michelle has created a wide variety of facilitation, debriefing, and teambuilding activities that have collectively changed the way trainers and educators work.

Michelle speaks at more than 15 local, national, and international conferences each year and authors a weekly teambuilding newsletter called The Spokesperson that has over 15,000 subscribers in 65 countries. She has authored five books to date, with another one due for release later this year.

Michelle holds a bachelor’s degree in Psychology from Kansas State University and a master’s degree in Experiential Education from Minnesota State University at Mankato. She grew up on a farm in Norton, Kansas, and currently lives in Littleton, Colorado.

Featured Presentations



WEDNESDAY MORNING KEYNOTE

CHRIS THURBER

Comprehensive Abuse Prevention: Ten Powerful Ways to Safeguard Campers and Staff

Wednesday, January 10, 8:30 a.m. – 9:45 a.m.

Aiton Auditorium

Prevent harm and avoid litigation with a sophisticated approach to camper-camper, staff-staff, and staff-camper mistreatment. Reading your staff the Riot Act or a litany of symptoms does little to cultivate healthy relationships, prevent harassment, or promote true understanding. Only a customized, wrap-around approach to abuse prevention that includes parents, campers, and staff under the same respectful umbrella will bring you peace of mind. Remember, it's not just preventing the bad; it's also about promoting the good.

Dr. Christopher Thurber is a board-certified clinical psychologist, educator, author, and father. He earned his BA from Harvard University in 1991 and a PhD in clinical psychology from UCLA in 1997. A dedicated teacher from a young age, Chris has more than 30 years of experience working with camps and independent schools.

He has written numerous book chapters and scholarly articles on leadership, homesickness, and youth development, including for *The Child* encyclopedia, published by the University of Chicago press. An award-winning contributor to *Camping Magazine* and *Camp Business*, Chris has also shared his opinions and expertise on national and international radio, television, print media, podcasts, and webinars.

In 2007, Chris co-founded ExpertOnlineTraining.com, which quickly became the Internet's most popular and respected educational resource for youth leaders. Chris also co-authored the critically acclaimed *Summer Camp Handbook* with Dr. Jon Malinowski and he designed the ACA's homesickness prevention program, a DVD/CD set for new camper families entitled *The Secret Ingredients of Summer Camp Success*.

During the academic year, Chris serves as a teacher and psychologist at Phillips Exeter Academy, an independent, co-educational secondary school. He and his wife, Simonida, an analytical chemist and musician, live in New Hampshire with their sons Danilo, born in 2002, and Sava, born in 2004. You can find the boys' violin performances on the YouTube channel, Exeter Thurbers. To learn more about Chris, and access all of his publications, please visit his website, DrChrisThurber.com

Featured Presentations



CLOSING CAP NOTE

LAURIE BROWNE, PHD

Readiness for College, Career, & Life; Promising Results from the ACA Impact Study

Wednesday, January 10 • 2:45 p.m. – 4:00 p.m.

Aiton Auditorium

In Spring 2016, ACA launched a first-ever attempt to document the long-term impacts of camp, and the things that camps do to promote outcomes that not only last over time, but are used by campers as they navigate school, first jobs, and prepare for adulthood. Under the direction of a team of ACA volunteers, the study is designed to fill gaps in camp research and to provide practical information for camp professionals; and preliminary findings from Year 1 suggest that we are on the right track. But the findings also hint at new opportunities and new challenges. Join us as we think together about these emergent findings and consider how we can work together, as a camp industry, to use this exciting research to position our programs as critical contexts for college, career, and life preparedness.

Dr. Laurie Browne is ACA's director of research, where she works to expand the value and visibility of the camp industry through industry research and by supporting camps in their evaluation efforts. Prior to joining ACA, Laurie was on faculty at CSU, Chico, and prior to that she was a day camp director, longtime camp staff member, and is now a proud camp parent. Laurie earned her degrees from the University of Illinois at Urbana-Champaign and the University of Utah in Salt Lake City, where she currently lives with her family.

Sponsored by



Education Sessions

TUESDAY, JANUARY 9, 2:30 P.M. – 3:30 P.M.

Love Your Staff

Aiton Auditorium

Douglas Sutherland, *Doug-sutherland.com*

Staff training contains many aspects that need and should be covered before the campers arrive. There may not be enough time to cover everything. However, the constantly changing variables are the staff members. No matter the plan, your staff members come with their own stuff. How can you get a sense of where they are coming from and lead them to a desired outcome? This session will focus on knowing your staff members and direct their learning and growth to the benefit of themselves and camp.

Standards Boot Camp

Iowa

Brandie Le Clair, *American Camp Association*

Emily Reidel, *TIC Summer Camp*

As ACA works to better serve all types of camps and programs, the standards and various aspects of the visit process associated with accreditation are being reviewed and revised. Changes will be in effect for the 2019 season, yet preparations for camps will begin in fall 2018. Learn more about these changes and what they might mean for you. The Standards Boot Camp will also share tips and tricks for ensuring a successful visit, highlight the most missed standards, and include an overview of the hidden gems of resources available on the ACA website!

The 17 Gaps that Sabotage Your Emergency Plans & How to Fill Them

America

Bo Mitchell, *911 Consulting*

Sandy Hook; Aurora, Colorado; and Hurricanes Irma, Harvey, and Sandy emphasize that emergency planning for your camp is subject to many federal, state and local laws/regulations/standards. Most tasked with creating and maintaining emergency plans are confused or overwhelmed regarding standards. Learn laws/regulations/standards that apply to your emergency planning/training/exercises, what a lawsuit will do if you don't create a plan to standard, 17 gaps that sabotage emergency plans, and how to fill them.

Awesome Icebreakers and Energizers

Clover

Michelle Cummings, *Training Wheels*

This high-energy, hands-on workshop will teach participants how to play some of the industry's best icebreakers. Kick off day one with some fun! Ice breakers and energizers need not be just fillers or boredom-breakers; when used effectively, they too can be directly tied to leadership objectives and markedly advance the transfer of learning to the real world.

Education Sessions, continued

TUESDAY, JANUARY 9, 3:45 P.M. – 4:45 P.M.

Neuro-Camp: Why Understanding Basics About the Brain Is So Important For Camp Pros

Aiton Auditorium

Jonathan Hodge, *Tate's Day Camp*

Don't think that studying the brain will help you understand staff, campers, and programs? Think again. The brain is one of the last great frontiers in the pursuit of human development. Understanding how it operates gives us renewed and valuable insight into the people power of camp business. In this presentation, we take a fresh look at why the brain operates in the form and fashion that it does, and what it means for camp professionals who desire for others to see the good that camp can offer.

A Value Proposition Worth Accelerated Commitment to Your Program

Iowa

Lee Bear, *829 Studios*

Every camp offers a valuable experience for children, but many camps are challenged to express this vision through marketing. You can do this by creating a compelling value proposition to explain the unique experience that your camp delivers. Learn how to showcase benefits families will gain by highlighting what sets your camp apart from the large number of choices. Leave with a plan to develop your signature value proposition to make it easier for families to enroll in your program faster.

The Fatal Flaw in Your Camp Active Shooter Response

America

Bo Mitchell, *911 Consulting*

Deadly phase of an active shooter in your camp is over in the first four to eight minutes, statistically before police arrive and deploy. This means your staff are the first responders. Incidents unfold at lightning speed in terrifying conditions. Fatal flaw: your current response does not address the lethal first four to eight minutes for your staff to respond and the emergency team to take command. This presentation turns very tactical. Learn to create plans/procedures and how to train emergency team and rank-and-file staff.

Make the Most of Your ACA Membership

Clover

Tim Huchton, *American Camp Association*

Come learn from ACA staff members about the benefits you can access with your ACA membership. ACA offers vast resources to help you improve your program, enhance your career, and provide the safest and most impactful summers for your campers and staff. We can help you navigate the rich array of low-cost and no-cost products and services that ACA provides.

Education Sessions, continued

WEDNESDAY, JANUARY 10, 11:00 A.M. – 12:00 P.M.

Motivation: Why We Do What We Do

Aiton Auditorium

Chris Thurber, *CampSpirit, LLC*

For any director or supervisor who has wondered how to get more horsepower out of their campers or staff, this is the workshop to ground and inspire radical new approaches. Forget carrots and sticks — start thinking about instilling intrinsic motivation by igniting the human needs for connection, autonomy, mastery, and purpose. Theory and research buttress the applied, practical strategies in this transformative workshop. Participant examples and discussion are particularly welcome.

Demystifying Google Analytics

Iowa

Lee Bear, *829 Studios*

Albert Einstein said it best: “Not everything that can be counted counts, and not everything that counts can be counted.” While there are many elements of your marketing execution and Internet presence that can be tracked, there are fundamental metrics that every camp needs to focus upon. Whether you’re completely new or an experienced casual user of Google Analytics, we’ll show you the essentials to leverage this tool. This will help you invest your marketing efforts in the right places, based on real data and our extensive experience with other successful camps. Bring your tablets/laptops and let’s start looking at your online presence!

Camp Evaluation 101: Simple Strategies for Staff at All Levels

America

Laurie Brown, PhD, *American Camp Association*

Let’s face it — evaluation does not always feel like the most fun or straightforward task. But we can all agree that gathering evidence of the work we do is important, especially if you want to improve your programs, train and retain staff, increase enrollment, compete for funding, and advocate for the work you do. This session provides simple strategies for collecting evaluation data from campers, staff, and parents. By focusing on evaluation use, we will discuss how staff at all levels can support your camp’s evaluation goals as a part of their normal, day-to-day work. You will also receive two camp-specific evaluation tools and practice using these tools with other session participants.

Effective Debriefing Tools and Techniques

Clover

Michelle Cummings, *Training Wheels*

Are you good at the games but not so good at the debrief? Do you ask questions and get blank stares from your participants? This workshop will focus on 10 effective debriefing tools and techniques that are simple and easy to use. We will break each technique down and demonstrate different games or activities teaching the concept. These techniques for processing are sure to liven up your debriefing circles.

Education Sessions, continued

WEDNESDAY, JANUARY 10 1:30 P.M. – 2:30 P.M.

Connected and Lonely

Aiton Auditorium

Jonathan Hodge, *Tate's Day Camp*

Social media and technology are having an increasingly significant impact on campers, counselors, parents, and camp professionals. Our devices and online personas have drastically changed the way communication works – both in person and over distance. In this investigation we take a look at how people now connect, look for signs and consequences of this growing influence, and define some strategies for how camp can help individuals reclaim meaningful connection.

Creek Freaks: Bringing Stream Science to Summer Camp

Iowa

Scott Maxham, *Isaak Walton League of America*

The presentation will give an introduction to what we do and why watersheds are important. Several of the hands-on activities in our curriculum will be demonstrated. We will then cover the basics of physical, chemical, and biological stream monitoring. Finally, we will demonstrate how to use our interactive Creek Freaks website and provide logistical support to starting your own Creek Freaks program.

Changing Paths

America

Douglas Sutherland, *Doug-sutherland.com*

Are you a new administrator preparing to enter a new role with new responsibilities? Are you a camp director wondering if there is another way to support yourself and your staff in the coming summer? Do you feel that there is one way you see yourself and another way that others see you? This session is designed for you to chart your course and prepare for course corrections. It will provide some simple guidelines to determine where you are and where you want to be.

Camp MarCom

Clover

Deidre Pettinga, *American Camp Association*

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



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 www.ACAcamps.org/resource-library/research/healthy-camp-toolbox.

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5 Simple Ways to Get Involved Today!

1. Visit the ACA Events Calendar

Register for local, in-person events and trainings; endorsed educational events; and upcoming webinars.

2. Create Exceptional Staff

ACA has developed certificate courses for a variety of staff levels: entry-level program staff, experienced program staff, and middle managers.

3. Complete the Director Certificate Course

Invest in yourself by completing ACA's Camp Director or Day Camp Director certificate courses to strengthen your camp management skills and add to your qualifications.

4. Learn from the Experts!

Sign up to participate in a live, expert-led ACA webinar, or purchase a recorded webinar from a catalog of exceptional offerings.

5. Customize Your Staff Orientation and Training Program

Create a customized, online training experience for your staff. ACA integrates your staff training materials with your choice of ACA training resources to meet your camp's needs.

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Jazmin Albarran • Outreach and Engagement Professional
jalbarran@acacamps.org

Jazmin's passion for wanting to be a part of solutions has led her to a career in youth development outreach; educating parents, youth, and the community on how they can impact change now and for future generations. Jazmin has seven years of experience in bilingual community outreach and 11 years of direct service experience, specializing in counseling to families, children, and young adults. She brings these skills to ACA to expand the awareness of the value of the camp experience and of the Association's value to the camp industry. She derives great satisfaction and pride from leading the Eastern Region Team and working with volunteers to provide outstanding customer service and professional development for our members.



John Beitner • Professional Development Specialist
jbeitner@acacamps.org

John is very excited to join the Eastern Field Office and the Professional Development Team. Prior to joining the ACA as a staff member, he worked for Tumbleweed Day Camp in Los Angeles for 30 years. He has been an active volunteer with ACA as a standards visitor, instructor, and standards chair. John has been the co-chair of the Spring Leadership Conference and the education chair for the Southern California/Hawaii Section. It has been a pleasure to work with the conference committee to provide the very best in educational and networking opportunities and he hopes he can be a resource to our membership for all things professional development or in any way he can be of assistance.



Tim Huchton • Member and Customer Development Specialist
thuchton@acacamps.org

Tim Huchton has been in the camp industry for over 20 years. He is passionate about the camp experience and believes that every child can and should benefit from the type of development that happens best in camp.

Before Tim was employed by ACA, he was involved as a member, volunteer, and local chair ranging back to when he was a camp director in Texas. He loves to connect with members and talk about how camp is changing lives now and how we can set ourselves up to be successful in the future.



Brandie Le Clair • Standards Specialist
bleclair@acacamps.org

We are excited to welcome Brandie Le Clair as the new Standards specialist for the Eastern Region team! Brandie brings a wealth of knowledge and insight from her ten-plus years of experience directing various resident and day camps for both the Girl Scouts and the YMCA in North and South Carolina and the state of Washington. Brandie has been an active volunteer within ACA, serving as a visitor and committee chair for Volunteers, Logistics and EPIC for numerous regional conferences. She is eager to champion the cause of camp by supporting members and volunteers through the process of Standards and Accreditation. Her hope is that all youth have the opportunity to experience the life-changing magical effects of a safe and quality camping program.

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