

2019
**MID-ATLANTIC
CAMP CONFERENCE**

January 8–9
Williamsburg, VA

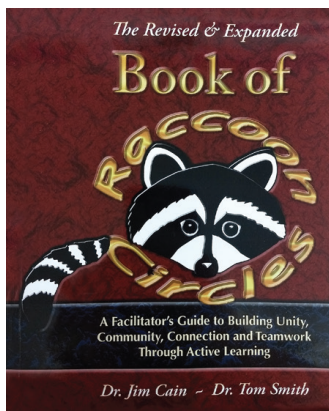


Words scattered around the central text include: Mission, Questions, Investment, Technical, Innovative, Camp, Staff, Community, Experience, Discussion, Learning, Journey, Marketing, Staff, Join, Arch, Exciting, Conve, Gr, Work, Solutions, Creat, Gen, Clarity, Strategic, Honesty, and NASAA.

Find The Counselor

Win a gift.

The hunt for The Counselor is on again!



- 40 Counselor cut-outs are hiding around the conference.
- Find one – bring it to the Markel booth or Ian Garner.
- Receive Dr. Jim Cain's book: *The Revised & Expanded Book of Raccoon Circles*.



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

Limit one prize per person



Markel's safety mascot, the Counselor, is always on the lookout for camp safety. But at this year's ACA Mid-Atlantic Conference, you need to be on the lookout for him . . .

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campinsurance.com



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Upcoming Accreditation-Related Workshops & Other Info!



For Camps being visited in 2019 — Someone who will be involved with the visit and is part of the on-site, day-to-day operations of your program *must* complete an Accreditation Process Workshop prior to March 31.

Jan. 7 — Williamsburg, VA
Jan. 27 — Norfolk, VA

Jan. 18 — Fincastle
Feb. 13 — Fairfax, VA



With the arrival of the 2019 version of the standards, all current volunteer visitors are required to update to continue as a visitor.

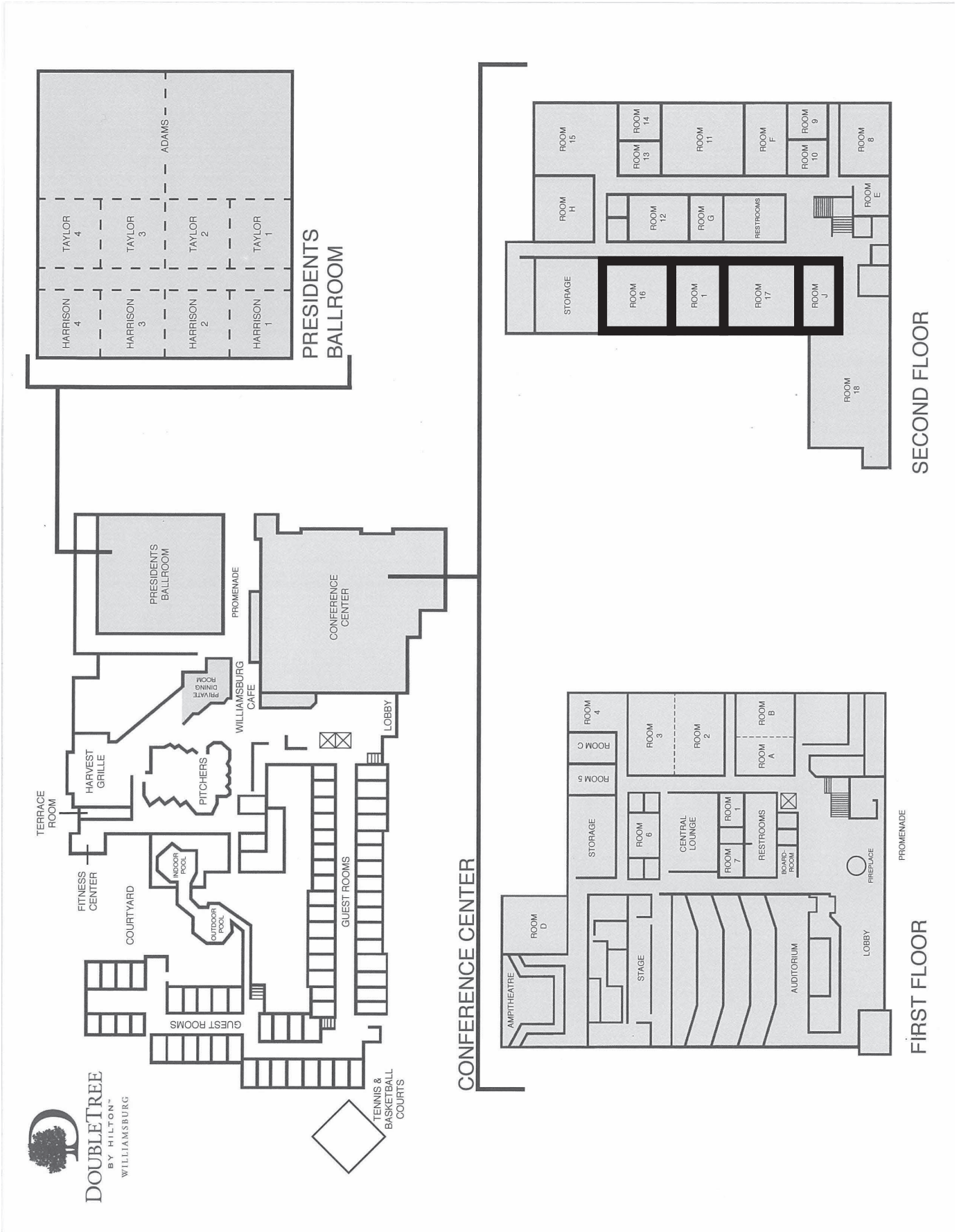
Jan. 7 — Williamsburg, VA
Jan. 27 — Norfolk, VA

Jan. 18 — Fincastle
Feb. 13 — Fairfax, VA



ACA offers Virtual Accreditation Office Hours each month to help you digest each section of the standards (we will be using the new *Accreditation Process Guide, 2019 Edition*). Resources, organization, tips and opportunity to have questions answered are on the agenda! Join us for our next sessions or check out the recording if you missed a month!

Hotel Floor Plan



Welcome to the 2019 ACA, Virginias Mid-Atlantic Camp Conference

Happy 2019!

With each new year comes the eagerness of a new camp season.

We will all be busy during these next few months hiring staff, marketing, programming, and prepping our facilities. With all of this on the horizon, you have made a great investment by joining us these next two days to grow and develop as camp professionals.

The ACA, Virginias Professional Development Committee has been working hard since spring to bring you the best conference possible. We hope you will have many takeaways about staff development and appreciation, teambuilding, programming ideas, and so much more.

These next two 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 couple days to introduce yourself to at least five new colleagues and learn, brainstorm, and learn some more!

Please be sure to complete all session and conference evaluations that are handed out to you over these two days. 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 conference is thanks to the American Camp Association, its staff, and our volunteers. It takes a strong team effort to pull off such an awesome event. The committee wants to give a special thanks to John Beitner (ACA staff), who works tirelessly to support our programs each year.

If you would like to be 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!

Yours in camping,
The Mid-Atlantic Camp Conference Committee



Schedule at a Glance

Tuesday, January 8, 2019

12:15 p.m. – 1:00 p.m.	Registration Open	Promenade by Presidents Ballroom
1:00 p.m. – 2:15 p.m.	Opening Keynote <i>Kim Aycock</i>	Taylor
2:30 p.m. – 3:30 p.m.	Breakout Session #1	See schedule for room assignments
3:40 p.m. – 4:40 p.m.	Breakout Session #2	See schedule for room assignments
5:00 p.m. – 5:30 p.m.	Hot Topic Roundtables	Harrison
5:30 p.m. – 7:00 p.m.	Awards Dinner and Auction	Harrison
7:00 p.m.	Social Time	Private Dining Room by Pitchers

Wednesday, January 9, 2019

8:00 a.m. – 8:50 a.m.	Coffee Break with exhibitors	Adams
9:00 a.m. – 10:00 a.m.	Featured Speaker <i>Lee Bear</i>	Taylor
10:10 a.m. – 11:10 a.m.	Breakout Session #3	See schedule for room assignments
11:20 a.m. – 12:20 p.m.	Exhibitor Roundtables	Adams
12:30 p.m. – 1:30 p.m.	Lunch	Adams
1:45 p.m. – 2:45 p.m.	Breakout Session #4	See schedule for room assignments
2:55 p.m. – 4:00 p.m.	Closing General Session <i>Ruby Compton</i>	Taylor

General Information

Registration Hours:

Tuesday, January 8 12:15 p.m. – 5:00 p.m.
Wednesday, January 9 8:00 a.m. – 9:00 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 Committee 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 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 Wednesday to thank them for their support and learn about the great products and services they offer.

WE'RE ENDORSED!

The ACA, Virginia's 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: ACAamps.org/pdc/cec-requests. For more information about the educational endorsement or to attend more events/online trainings that are educationally endorsed, visit: ACAamps.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 KEYNOTE

KIM AYCOCK

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

Tuesday, January 8 • 1:00 p.m. – 2:15 p.m.
Taylor

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!

Kim Aycock

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.



Featured Presentations



LEE BIEAR

If Mr. Rogers Went to Camp

Wednesday, January 9 • 9:00 a.m. – 10:00 a.m.

Taylor

“Tell me the facts and I’ll learn. Tell me the truth and I’ll believe. But tell me a story and it will live in heart forever.” – Native American Proverb

Mr. Rogers is revered as a legend in storytelling, education, entertainment, and childhood development. For more than 30 years, he took young minds to places they had never been before and made them feel safe, excited, and included. We are going to relate Mr. Rogers’ strategies for attracting lifelong followers and how these can be applied in your marketing outreach. After attending this session, you will walk away with a playbook for creating a fun and unforgettable brand for your unique camp program.

Lee Albrecht Bear

Lee Albrecht Bear, MPH, is an experienced public health professional and marketing outreach advocate for US federal government and private sector organizations. She personally devised and led marketing efforts of new products and services for commercial and federal organizations, including the US Environmental Protection Agency.

Lee is a proud and passionate advocate of the camp experience 365 days of the year. As a former camp counselor and program director, she’s seen firsthand how camp helps kids develop self-confidence, lifelong friendships, and exceptional success as adults. Her children Maddie (seven), Morgan (five), and Miles (three) spend every summer living and loving the camp experience.

She currently directs marketing for a family-owned Northern Wisconsin summer camp and advises a larger, diverse set of camps in her role at 829 Studios. She helps camps develop effective value propositions for their unique program and promote these effectively in marketing, website presence, social media, and alumni reach-outs. Lee brings successful marketing/technology best practices that drive personalized connection, early enrollment, and camp awareness with current families and future prospects. She delivers creative and fun methods to engage camping families quickly — without extensive time, staff, budget, or technology expertise requirements.

Lee is a popular speaker at major conferences, including American Camp Association (ACA) Tri-States and ACA National Conference. She holds a bachelor’s degree in public health from Wisconsin Eau-Claire and a master’s degree in public health from Tulane University.

Featured Presentations



CLOSING KEYNOTE

RUBY COMPTON

Why Summer Camp Matters in the World Today

Wednesday, January 9 • 2:55 p.m. – 4:00 p.m.

Taylor

In an ever-changing and uncertain world, summer camp provides campers, staff, and parents alike an opportunity to engage in social experiments and genuine learning leading to empowerment to *#bethechange* they want to see in the world. This keynote highlights the importance of the work that is done at camp and provides affirmation for why camp work is necessary for the future.

Ruby Compton

Ruby Compton spent more than ten years working in the outdoor industry in summer camp, environmental education, and management. The outdoors have always been a place of respite and comfort for Ruby, and as she has progressed through her career, she has seen the importance of balance, professionalism, and prioritizing time to watch sunrises and sunsets on a regular basis.

Ruby has special interests in work cultures, staff training, productivity, and systems and processes. She also has a special interest in the beautiful Blue Ridge Mountains of Western North Carolina, where there is an outdoor adventure for any weather condition. The mountains are full of adventure, stories, peace, healing, and joy.

Ruby shares her expertise presenting at conferences across North America, blogging, and podcasting on the staff training podcast, *Camp Code*. She is an active volunteer for the American Camp Association and likes to nerd out about productivity hacks and craft beers.



MENTAL
EMOTIONAL
SOCIAL
HEALTH

The “MESH” concept 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.

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american **CAMP** association®

Networking Opportunities and Special Events

Tuesday, January 8, 2019

Awards Dinner and Auction

5:30 p.m. – 7:00 p.m.

Harrison

Social time (networking and games)

7:00 p.m.

Private Dining Room by Pitchers

Wednesday, January 9, 2019

Exhibit Hall Coffee Break

8:00 a.m. – 8:50 a.m.

Adams

Exhibit Hall Roundtables

11:20 a.m. – 12:20 p.m.

Adams

Lunch in Exhibit Hall

12:30 p.m. – 1:30 p.m.

Adams

Meals

Dinner on Tuesday night, continental breakfast, and lunch in the exhibit hall on Wednesday are included with your registration.



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Cliq® has been a trusted provider of payment processing services to Camps since 2008. We are proud to support the American Camp Association.

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Cliq

To ensure compliance please be sure to consult your state's rules and regulations regarding the payment of wages.

The Cliq® Visa® Prepaid Debit Card is issued by Central National Bank of Enid, Oklahoma, Member FDIC, pursuant to a license from Visa® U.S.A Inc. All cardholder's funds are insured by the FDIC in accordance with the FDIC's applicable terms and conditions. Cliq® is a registered ISO/MSP of Central National Bank of Enid, Oklahoma, Member FDIC.

Education Sessions

TUESDAY, JANUARY 8 • 2:30 P.M. – 3:30 P.M.

The Importance of Questioning and Observation Skills through NASA's Elementary GLOBE Resources: Developing Young Explorers Room 16

Tina Harte, *NASA Langley Research Center*

What does NASA look for in future scientists? Two of the most important 21st-century skills are observing and questioning. NASA's GLOBE Program develops young scientists by encouraging curiosity through observing nature and posing questions about our environment. Elementary GLOBE resources are designed for ages five to ten and can be easily modified for older ages. These free resources, including storybooks and hands-on activities, provide a guide for encouraging young scientists.

#NotYouToo Room I

Rachel Satinsky, *Littler Employment & Labor Law Solutions Worldwide*

Concerns about sexual misconduct have grown more acute following the recent wave of sexual harassment scandals, and you don't need to be a cable news network, a Hollywood production company, a media mogul, or a politician to feel the ripple effect from the upsurge of workplace sexual harassment claims. Camps must be proactive in creating a harassment-free workplace and be knowledgeable about what to do when sexual harassment claims are made as the topic continues to take center stage.

Camp Is a Living Laboratory for the Way the World Can Be Room 17

Ruby Compton, *Ruby Outdoors*

We've all said it: "What if the world were a little more like camp?" Let's dive in and see what it would really be like if the world were more like camp. What can we learn about our industry when we magnify the effects and challenges of summer camp to a global perspective? Highlights: perspective, clarity, honesty.

Effective Staff Training for the iGen Generation Room J

John Swanwick, *AstroCamp and Camp Motorsport*

Generation Z, or iGen as they are known, now make up the majority of our campers and, more importantly, our staff. I'm sure you're thinking; "Xennials, Millennials, iGen, why does it matter which generation my staff are a part of?" I get it: you know that your staff training works, so why change it? If we want to continue to make a real impact on the lives of children, we need to ensure that our camp beliefs connect to the beliefs of this generation. That connection happens during staff training!

Education Sessions, continued

TUESDAY, JANUARY 8 • 3:40 P.M. – 4:40 P.M.

Unlock the Door to Staff Retention: The Key Is Your Staff Culture

Room 16

Kim Aycock, *Camp 2 Campus Learning Solutions*

By taking an in-depth look at various aspects of your staff culture, including community, communication, support, and appreciation, we will unlock the door to staff retention. These facets of staff culture will be examined from the perspective of new and veteran seasonal staff as they cycle through the different phases of a typical camp year. Seize the opportunity to learn tips from some of the most respected workplaces on Fortune 100's "List of Best Places to Work" in addition to sharing promising practices and brainstorming new ideas. Leave with ways to create a positive experience for staff that will ultimately benefit your campers (happy staff = happy campers)!

Why Is Learning How to Play So Difficult in 2019?

Room I

Greg Cronin, *GC Training Solutions*

Play is an important part of how children grow. It is a universal phenomenon that has been passed down from generation to generation as a societal, expressive, and educational practice. Increasingly over the last decade, many campers have lost their ability to play. Creativity, imagination, and unstructured play continues to be a problem for many children. Fortunately, you can be a part of a very dynamic solution. Come and find out how to meet the challenging demands of summer 2019.

Roundtable Discussion from the Women in Camp Summit

Room 17

Ruby Compton, *Ruby Outdoors*

In November, more than 100 female camp professionals gathered to discuss what it means to be a female in the camp industry in the current political and social environment. Join one of the summit planners in this session to hear about the biggest takeaways and highlights from the summit. All genders are welcome to participate in this roundtable discussion.

Here They Are! The Ten Ingredients Toward a Successful Summer

Room J

Sam Bloom, *BLOOMing Strategies*

Here are the ten ingredients to success. The ten that will bring you the win. And it comes with a unique formula. Learn how to manage your staff day-to-day. Build your team daily. Learn how to teach your staff to take ownership in their jobs and in camp. These ingredients will have a huge influence on how successful you will be.

Education Sessions, continued

WEDNESDAY, JANUARY 9 • 10:10 A.M. – 11:10 A.M.

A Training Smorgasbord: A Buffet of Ideas to Engage Your Staff in the Learning Process

Room 16

Kim Aycock, Camp 2 Campus Learning Solutions

You are cordially invited to a training smorgasbord guaranteed to satisfy a hearty appetite! This metaphorical buffet will offer a sample of “appetizers” (ways to get staff ready to learn), a three-course “meal” (including brain-friendly techniques to present training topics and incorporate movement/visual aids to enhance learning), and a selection of “desserts” (ways to put a flavorful end to training sessions). Come hungry and leave with ideas (doggie bag included) that will engage your staff in the learning process while indulging them with training methods that will improve retention of critical information.

Designing Your Mission: Architecture and Placemaking to Enhance Your Camp’s Built Environment

Room I

Douglas Crawford, Douglas Crawford Architect PLLC

Does your camp’s master plan and architecture reflect the values of your camp? Developing a master plan for your site that connects with your organization’s goals is a crucial step to ensure investments are purposefully placed into action. The facilities at your camp, no matter how small or utilitarian, each impact the whole of your mission. This discussion hopes to provoke the questions that should be asked when master planning and designing your camp’s facilities.

Campers ✓ Supplies ✓ Counselors . . .

Room 17

Dan O’Neil, Congressional Camp

Libby Rothenberg, Triple C Camp

Cathy Hutchins, Camp Mount Shenandoah

Join three veteran camp professionals on a panel discussion as we dive into seasonal camp staffing. We will discuss the successes and challenges we all face with recruiting and retaining quality staff for our programs. Bring your great ideas and biggest challenges for the whole group to discuss.

Work. Life. Balance. Ready. Set. Go.

Room J

Sam Bloom, BLOOMing Strategies

These days, work-life balance can seem like an impossible feat. Technology makes us accessible around the clock. Fears of job loss incentivize longer hours. A whopping 94 percent of working professionals reported working more than 50 hours per week, and nearly half said they worked more than 65 hours per week in a Harvard Business School survey. The compounding stress from the never-ending workday is damaging. It can hurt relationships, health, and overall happiness. Join me as we talk and develop six proven tips to help you find the balance that’s right for you as we chronicle key decisions to make on your work-life journey.

Education Sessions, continued

WEDNESDAY, JANUARY 9 • 1:45 P.M. – 2:45 P.M.

Is Your Camp Culture Unintentionally Reinforcing Stereotypical Gender Roles?

Room 16

Leslie Keller, TIC Summer Camp

Camp is a space where campers and staff feel free to embrace their personal growth in a safe environment, but are aspects of our camp cultures undermining our mission? When camps reinforce to gender norms, it strengthens the idea that there are characteristics, interests, and abilities that are limited to a single gender, disproportionately impacting young women. We'll examine various ways camps lend force to gender stereotypes, including programming, gender-coded language, and staff training.

Promoting the Camp Fever All Year Round!

Room I

Lee Biear, 829 Studios

Want to do something exciting and innovative with your camp marketing engagement, but don't know where to start? This session will focus on revitalizing your connection to current campers and extending your reach to ideal future campers.

You will learn:

- to identify your secret marketing resources (already in your back pocket) to promote your distinctive camp program and traditions
- how to build additional marketing assets into your summer program for year-round connection with current campers
- what a complete, modernized digital marketing strategy looks like to attract new campers
- where to invest your time and resources to get the most accomplished
- what other camps have achieved with these success strategies.

Creating Quality Team-Building Requires Knowledge and Purpose

Room 17

Greg Cronin, GC Training Solutions

All too often, staff are asked to participate in development workshops that are boring or do not address current issues. This session teaches managers how to construct a meaningful team building that will meet intended outcomes. Transforming staff into a higher functioning team requires the knowledge to properly sequence initiatives. Through an interactive experience, we will practice a skill progression model followed by an informative debrief.

"Hey, What about Me?" How to Make All Staff Feel Valued

Room J

Daniel Shore, George Mason University

Making staff feel valued can come in many different forms and requires a variety of strategies from camp leaders. 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, "How does recognizing some staff and not others impact the 'others'?" The session will then evolve into a broader discussion on recommendations for strategies that you, as camp leaders, can use to design a staff culture where staff feel valued and supported by their camp.

2019 Mid-Atlantic Camp Conference Committee

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ACA's PROFESSIONAL DEVELOPMENT CENTER



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.

Learner Focused

Learn at your own pace and when it is convenient for you. ACA's PDC provides 25+ online courses, 90+ recorded webinars, and five certificate courses, 24/7/365.

Learn more at [ACAcamps.org/online-courses](https://www.acacamps.org/online-courses)



Exhibitor Directory

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Keep your parents engaged in the camp experience using the Bunk1 mobile apps for parents and staff. Check out our facial recognition, custom push notifications, social media integration, news from camp, text alerts, Bunk Notes, and Bunk Replies. Give mom and dad something to smile about!

Camp Leaders

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Camp Leaders brings the best experience in international staffing to camp. The innovation and passion our team brings to the industry ensures participants and camps are provided the highest levels of value and service.

CampBrain

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866-485-8885
campbrain.com

CampBrain provides management and registration software to camps and conference centers. Serving 1,100+ camps since 1994, we have a dedicated staff of 40+ providing personal, caring support and building beautiful, intuitive software.

CampPage

PO Box 2
Cedar Mountain, NC 28718
828-877-6653 • FAX 828-884-4612
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.

CORCL

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mainstages

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347-878-2431
mainstages.com

mainstages is an educational theater company for children. Every summer we run theater programs and produce shows at sleep-away and day camps across the nation. Throughout the year, we implement afterschool programs, tour with game shows and interactive performances, and lead family events. We provide all the tools for your theater production with kids including dynamic teaching artists, innovative activities, scripts, costumes, backdrops, fun giveaways, and ongoing support to ensure success.

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National Camp Group Insurance Agency

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800-456-6624
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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 Emerging Professionals in Camping (EPIC).

Contact us for assistance with:

- Your personal or camp membership questions.
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Brandie Le Clair, standards manager — bleclair@ACAacamps.org | 765-349-3536

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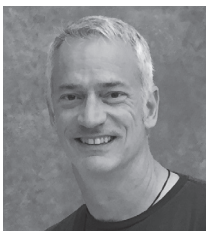
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Jazmin Albarran, eastern region director — jalbarran@ACAacamps.org | 765-349-3534

Contact me for assistance with:

- Public policy questions or to share regulation information with the organization.
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John Beitner, professional development manager — jbeitner@ACAacamps.org | 765-349-3525

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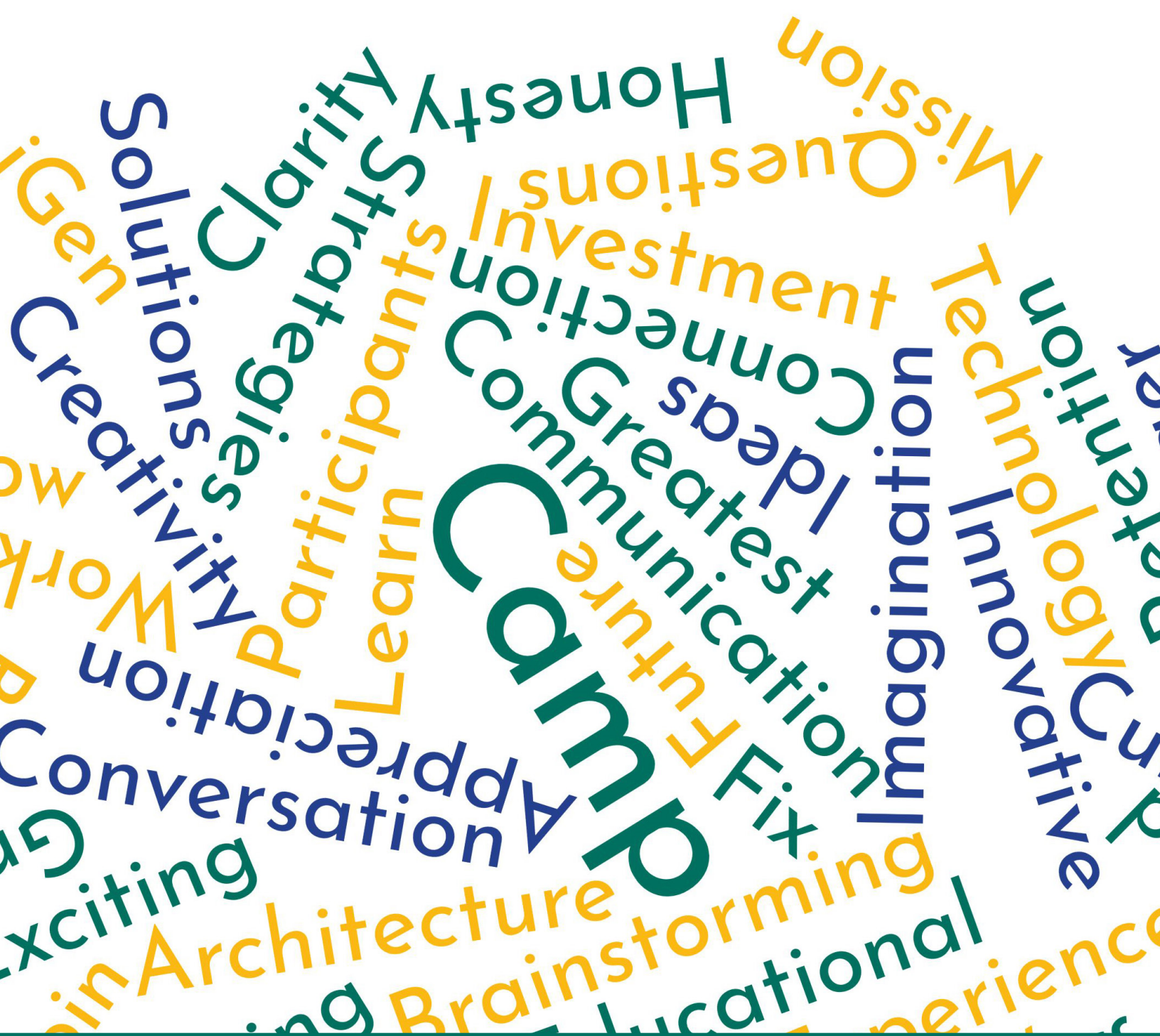
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