

## ACA, Wisconsin 2018 Fall Conference Program



### Tuesday, November 27

Check-in for those spending the night at Camp Minikani  
Dinner on your own

### Wednesday, November 28

- 8:00 a.m. Breakfast served for Tuesday night arrivals
- 8:30 a.m. Registration/Check-In for New Director Orientation, Visitor Update Course, and Accreditation Process Workshop
- 9:00 a.m.-1:30 p.m. Visitor Update Course  
Accreditation Process Workshop
- 9:00 a.m.-5:30 p.m. New Director Orientation
- 12:30 p.m. Lunch for those attending the New Director Orientation, Visitor Update Course, and Accreditation Process Workshop
- 1:45-6:00 p.m. Camp Tours to area camps
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|-----------|---|
| 1:45-2:45 | Camp Minikani Tour                                  |
| 3:00      | Meet for carpooling, depart for Camp Whitcomb Mason |
| 3:00-3:20 | Travel to Camp Whitcomb Mason                       |
| 3:30-4:30 | Camp Whitcomb Mason Tour                            |
| 4:30      | Travel to Camp Minikani                             |
| 4:50      | Return to Camp Minikani                             |
- 6:00 p.m. Dinner
- 7:30-8:30 p.m. Emerging Professionals in Camping (EPIC) and Networking  
Gathering for all attendees
- 8:30 p.m. Social/Networking

### Thursday, November 29

- 8:00 a.m. Breakfast
- 8:00-9:00 a.m. Registration and Social Time
- 9:00-10:15 a.m. Welcome / Opening Keynote

### The Business of Camping – tips, trends and hacks

*David Phillips, Immersive1st*

The Camping industry is a multibillion dollar highly competitive sector that just happens to have one of the best products available! We are a customer service industry closely aligned by DNA to various sphere of reference, including hospitality, social services, sports & recreation, etc. How do you operate and interact with customers, vendors and community is a direct reflection of your brand and sets the stage for success (or the alternative!). The delivery of magical services during the summer can mask the year-round necessity for smooth and consistent business practices (and for not-for-profits that includes fiduciary governance). During this session we will discuss, debate a number of approaches to key business-related protocols and share tips, trends and hacks that will keep your camp business focused, productive and ultimately successful. From customer service, HR, marketing, dispute resolution, and those legal and ethical items that crop up when least expected!

10:15-10:30 a.m.          Break

10:30-11:45 a.m.          Breakout Session #1

### **It's About You - The Alchemy of Camp Fundraising**

*David Phillips, Immersive1st*

Camps employ professionals who are typically effervescent, smart, engaging and dynamic. This combination is the alchemists dream and should result in plenty of precious metal coming your way! So why do so some Camps struggle to raise money and retain donors? The answer lies in understanding the interplay of art & science and how an authentic approach can engage philanthropists. Come prepared to interact, consider your own approach and have fun. Everyone is welcome from experienced practitioners to those discovering the alchemy of fundraising for the first time!

### **Handmade Books to Make Camp**

*Amanda Zoellner, American Camp Association*

Use provided materials to make several simple handmade books and explore ways to incorporate handmade books into camp programs. Participants will take home books they make and a resource handout.

### **Let's Talk About Sex**

*Kelly Rossebo, Camp Eagle Ridge*

We will discuss topics including: healthy sexual development and our role, gender identity, menstruation, body image, attitudes, selfies, sexting, and more.

### **Believe it or Not: Dang It Bob, and the Gang: Lessons Learned from Crisis in Camp**

*Cathy Scheder, University of Wisconsin-Stevens Point and Andrea Yenter, Wisconsin Lions Camp*

Join us for this engaging and dynamic session describing actual crisis in camp, steps taken, and lessons learned. The presenters will share with you these unbelievable stories of actual events, walk you through a crisis response exercise (how would you respond?), and share with you the outcomes from their experiences.

Noon- 12:45 p.m.          Lunch and Pie Auction

12:50-1:35 p.m.          ACA Updates and Awards

1:35-1:45 p.m.          Break

1:45-3:15 p.m.          Breakout Session #2 and Evaluations

### **Be an Administrative Whiz — Make it Seem Like Magic**

*Amanda Zoellner, American Camp Association*

Learn some strategies to help keep your administrative tasks focused, use the information around you to provide good customer service, and arrange your workspace to support your work.

### **Day Camps and YoungStar: Questions and Answers**

*Bridget Cullen and Penny Chase*

Presentation will include a quick overview of YoungStar, an update to how Day Camps can participate in YoungStar, and discussion around the success and challenges day camps have experienced in YoungStar. Also included will be sharing ideas of what a day camp may need to move the work forward on continuous quality improvement and through the lens of YoungStar support to Wisconsin children's growth and success and guide Wisconsin families to gain more knowledge in what quality programming should look like.

### **Tools for developing a strategic communication plan that improves retention**

*Rachael Shaff, YMCA Camp Minikani*

In the 2017 Emerging Issues Survey released by American Camp Association (ACA), about 70 percent of camps said marketing is more of a priority than in the past (Wilson, 2017). Additionally, camp professionals indicated limited budgets for marketing and engagement and growing concern regarding effective parent communication. With the myriad of camp communication tips online, professionals might be left overwhelmed

and unsure of where to begin. In this breakout session, we will explore the main components of an effective strategic communication plan. Camp professionals will examine their own communication acts and learn how to incorporate efforts into a strategic plan that contributes to higher retention rates.

3:15 p.m.      Departure / Thank You for Attending!