

american **CAMP** association®

**ACA Leadership Summit Agenda
February 15-16, 2010
Denver, Colorado**

Monday, February 15, 2010: 2:00 pm – 6:30 pm

A light snack will be provided mid-afternoon, sponsored by Hibbs Hallmark & Co. and Markel Insurance Company.

I. Welcome and Introductions

Peter Surgenor

II. Objectives for the Summit

Julienne Johnson

Discussion: Setting the objectives for the summit, affirming how decisions are made, how voice and influence will be heard, shared agreement for participation and engagement.

III. Lessons Learned and Opportunities for Growth

Art Wannlund, Amy Katzenberger

Discussion: Summary of professional development dashboard, intersections and applicability to the membership and other ACA business functions. Research and progress on a primary growth strategy.

IV. Small Group Discussions/ Applications, Implications, Opportunities and Needs

Facilitators: Field Service Committee Members

Groups: Section attendees will remain together by Section and will be divided into four smaller groups.

Discussion: Groups will discuss the application/implications on membership, accreditation, and Find-A-Camp. Key questions for each group will include:

- What questions do you have about these topics?
- What strengths does your section bring to this body of work?
- What are the implications for your section (operational and governance), including opportunities and challenges?
- What support would be needed from national in order to be successful?
- Discuss opportunities with our public – external and internal.
- Discuss how it might work at the local level.
- Consider opportunities and challenges not yet considered.
- What next steps would you recommend?

V. Report Outs

Dayna Hardin

Discussion: Each group reports out their findings.

Break – Sponsored by Hibbs Hallmark & Co. and Markel Insurance Company

VI. Growth Strategies

Ann Sheets, Art Wannlund

Discussion: Framing the opportunities: visibility, viability and credibility.

VII. Growth Strategies Small Group Discussions

Process Facilitators: Field Service Committee Members

Content Facilitators: Ellen Gannet, Rick Roth, Skip Walton, Scott Brody

Groups: Participants will choose the topic that interests them.

- **Education reform and out-of-school time** – What can education reform and partners mean for the camp community?
- **Strategies to expand the market and gain influence** – What strategies are needed in order to express value added in a competitive world?
- **Youth development**– What are the demands in the emerging demographic, and what are the potential public policy opportunities?
- **Professional development** – What is the potential for partnerships, sales and content.

Discussion: Additional questions will include:

- What does this mean locally?
- What does this mean nationwide?
- What immediate steps do you recommend?
- How does this work influence growth and public awareness of the camp experience?

VIII. Report Outs

Rich Garbinsky

Discussion: Each group reports out their findings.

IX. Close of the Day

Art Wannlund, Peter Surgenor

Discussion: Review of the day, setting the stage for the next day.

Tuesday, February 16, 2010: 8:00 am – 11:00 am

Continental breakfast available in the meeting room beginning at 7:30 am. Box lunches will be provided upon adjournment.

X. Opening and Looking Ahead

Peter Surgenor

XI. Legal Framework and Economic Environment

Rich Smikle, Esq.

Discussion: Shared understanding of the legal ownership and responsibilities of ACA. Review what history has demonstrated and how the association world is changing. Implications on our work and the future of ACA.

XII. Roles and Responsibilities – Small Groups

Facilitators: Julienne Johnson, Field Service Committee

Groups: Small groups.

Discussion: How do Rich's observations impact our...

1. Governance?
2. Operations?
3. Volunteer roles?

XIII. Preliminary Report Outs

Julienne Johnson, Art Wannlund, Peter Surgenor

Discussion: Each group reports out their discussion.

XIV. Looking At Relationships

Groups: Four small groups.

Discussion: Key questions:

- Given the growth strategies and emerging opportunities and all we've discussed today, how will our working relationships be affected? Or, need to be affected?
- How do we want to look to the public? How do we achieve that defined public perception?
- How will our working relationships need to change/improve in order to achieve efficacy?
- What systems will need to be addressed? Local implications? National Implications?

XV. Report Out & Next Steps

Julienne Johnson, Peter Surgenor

Discussion: Highlights of lessons and/or decisions, anticipated next steps.

Adjourn

All participants will have their choice of a box lunch to take with them or eat in the room as the Council of Delegates meeting begins at 11:30 am. Delegates not attending the Summit will be offered a lunch as they arrive.