

## A Message from the President

The benefit of a professional conference is sometimes hearing great speakers on important topics or participating with colleagues in relevant workshop sessions or simply networking with friends. Last month, we had it all in Austin . . . and I left feeling energized and eager to move forward with the American Camp Association! Our keynote speakers were inspiring, we honored some wonderful volunteers, and we celebrated the conclusion of CAMPAign '07 with some very special guests. A huge thanks goes out to Gwynn Powell and the entire conference team for a wonderful educational event and to the vendors and sponsors who helped make this conference a success.

In addition to the great education and camaraderie at the Austin conference, we reported on the creation of a National Advisory Board. We are actively seeking recommendations of well-known persons who could serve on this board, with the primary responsibility of being an ambassador for camp. If you know of someone who would be a good match for ACA, please let me know.

We also announced that preliminary discussions are underway with the Children and Nature Network, founded by Richard Louv, to develop partnerships that will encourage children and their families to spend quality time outdoor in nature. An ACA task force is now working closely with the network, and we look forward to expanding this relationship.

The weather in Austin was great, but a few of our friends from the northeastern U.S. were unable to leave home. One such person was Marge Scanlin, who retired from ACA in December after more than twenty years on the national staff. We had planned on presenting Marge with a blanket filled with camp patches, reminding her of the warmth of ACA. Since she could not attend, we can still add more patches. If you didn't have a chance to send in your camp patch for Marge's blanket, just send it to me as soon as possible. We'll get the blanket to Marge later this spring.

Now that the conference is past, all of us will be shifting into high gear in preparation for the busy summer ahead. Best wishes in your staff and camper recruitment!

Ann Sheets,  
ACA President

## Current Research News

### **ACA Recruiting Additional Camps for Year Two of the Healthy Camp Study of Injuries and Illnesses**

ACA is currently preparing for year two of the Healthy Camp Study. The purpose of this five-year study is to monitor illness and injury among campers and staff at U.S. summer camps so that preventive interventions can be identified and integrated into camp risk management programs.

There is still time to join the Healthy Camp Study!

Learn more about the Healthy Camp Study and sign up at [www.ACAcamps.org/research](http://www.ACAcamps.org/research). Appreciation is expressed to Markel Insurance Company for their generous support of this project.

888-597-1100

Markel Insurance Company

[www.campinsurance.com](http://www.campinsurance.com)

E-mail: [eservice@markelcorp.com](mailto:eservice@markelcorp.com)

Questions about the study can be directed to Barry Garst at [bgarst@ACAcamps.org](mailto:bgarst@ACAcamps.org) or Sheila Dannemiller at [sdannemiller@ACAcamps.org](mailto:sdannemiller@ACAcamps.org)

\* Complete results of year-one data are posted on the ACA Web site at [www.ACAcamps.org/research](http://www.ACAcamps.org/research).

*This study is made possible thanks to the generosity of Markel Insurance Company. Partners in this study include The Ohio State University College of Medicine (OSU) and Columbus Children's Research Institute (CCRI), the American Camp Association (ACA), Association of Camp Nurses, Christian Camp and Conference Association, and the National Recreation and Park Association.*

### **ACA Explores the Role of Spirituality in Youth Development**

ACA is currently involved in a collaboration with Search Institute and the National Collaboration for Youth to explore the role of spirituality in youth development.

An initial survey is being conducted to examine whether (and how) youth workers in different settings might learn from, and with, each other about how to prepare staff to work effectively with young people. The survey will be distributed to ACA members on March 7, 2007, and will remain open until April 2. Camps, both religiously-affiliated and nonreligiously-affiliated, are encouraged to participate.

Results from the survey will be combined with other information to highlight the opportunities and challenges in building bridges between youth workers in local youth organizations and faith-based youth workers. This project is supported by Lilly Endowment Inc.

### **Question—What Makes Teens Tick?**

Answer—Well . . . a lot of things. For instance, did you know that:

- more than half of teens (54%) report obtaining income from working. Teens are a consumer class onto themselves and are looking for employment opportunities
- teen girls report at a rate of 91% that flip-flops are definitely "the thing"... from walking on the beach in them to completing party attire. What type of footwear policy do you have at camp?
- teens are shying away from magazines, newspapers, and landlines as they become more and more wired. They crave information and interaction from other means of electronic input. Teens spend on average 10 hours a week watching TV and 5 hours talking on their cell phone.
- as teens spend more time "talking" to their friends online, they may not be getting the face to face time to hone their social skills. The majority of teens (71%) say they make friends easily but of this number, 60% of them would rather spend time with a small group of friends.

While we may not be able to keep up with their lightning fast texting thumbs or understand the lyrics to the music they listen to, for many of us teens are a critical component of our camp program. From teen programming to entry-level employment opportunities, we find ourselves marketing to this important segment of the population.

Do you want to know more about teens' spending behaviors, likes and dislikes, and generally what makes them tick? ACA is pleased to announce a new relationship with Teen Research Unlimited (TRU), a leading provider of teen data. TRU surveys teens from across the US and even employs teens from major US cities to help them determine "what's hot" and "what's not." ACA camps will receive a sneak peek at TRU's teen market research in a biweekly newsletter entitled TRU View.

TRU View will be available to ACA member camps beginning in April 2007 on ACA's Web page.

## Learning Resources

### **ACA 2007 National Conference Recap**

More than 1200 camp professionals went "live" in Austin by attending the 2007 ACA National Conference. Staying true to Austin's claim as the live music capital of the world, we enjoyed live music each day as part of our educational program. Neil Howe, Ann Sheets and Peg Smith opened the conference at our keynote event. The event ended with a celebration of the success of CAMPAign '07. Ann Sheets invited a few friends in to mark the occasion—the University of Texas Marching Band! A brand-new event, Open Mike Night, was a huge success and underscored our camp professionals' love of music and diversity of talent. The three days that followed included a myriad of educational sessions, networking opportunities, research presentations, and dedicated time in the exhibit hall. Attendees had to make tough choices in regard to which sessions to attend, with choices so plentiful! All attendees, as well as those who were unable to travel to Austin, may access the [speaker handouts online](#), which have been received from our speakers to date. Our circle included participants from many continents, speakers from a variety of organizations, agencies, and industries, and youth development professionals from a rich and diverse camp landscape.

### **Educational Theme Set for 2008, and the National Conference in Nashville, Tennessee, February 12-15, Gaylord Opryland Hotel**

Building on the themes of the last several years, including: Putting Muscle in Your Mission; Partnering with Parents; and Widening the Circle; the educational theme for 2008 is "The Strength of Many Voices." Educational offerings leading up to, and following the 2008 National Conference, will explore a number of variations on how we can change the lives of children through the strength of many voices.

Possibilities include claiming a more significant presence in the complementary learning community; partnering with community organizations to share the message of camp, increasing public awareness about the benefits of camp, and drawing from our shared strength to provide greater opportunities for children to experience camp. These are just a few examples. The theme is intentionally flexible. Section education chairs are encouraged to explore the theme on a local level.

### **Wilderness Medicine Courses Now Available on East Coast through NOLS**

Landmark Learning, a year-round, multicertification training center for outdoor educators and emergency medical personnel, recently announced a new partnership with the Wyoming-based National Outdoor Leadership School's Wilderness Medicine Institute (WMI of NOLS), a global leader in wilderness medicine training.

Under the terms of this new agreement, Landmark is authorized to provide courses for WMI of NOLS – making the organization's popular courses more widely accessible and available for the first time in the eastern United States.

WMI is an institute of the National Outdoor Leadership School (NOLS), the leader in wilderness education that sets the industry standard for responsible, high-quality educational expeditions. College credit and scholarships are available. For more information, call NOLS at (800) 710-NOLS (6657) or visit the Web site at [www.nols.edu](http://www.nols.edu).

For more information on Landmark Learning, visit [www.landmarklearning.org](http://www.landmarklearning.org).

### **National Environmental Justice Research Symposium**

The University of Michigan's School of Natural Resources and Environment is conducting a national/international faculty [diversity and environmental justice research symposium](#). The conference is scheduled for June 7-9, 2007 in Ann Arbor, Michigan.

### **ACA Training Events**

#### ACA Basic Camp Directors Course (BCDC)

March 10-14, 2007

Potosi Pines Camp & Conference Center—Las Vegas, NV

April 15- 19, 2007

Camp Henry Horner—Ingleside, IL

**Registration is available online.** You'll need to choose the specific geographic course you would like in order to get the registration form.

## **Standards News**

### **New Standards Interpretations**

New interpretations made by the National Standards Commission (NSC) at their January meeting are [now available online](#). These clarifications will be applied to visits conducted this summer. The full text version of newly clarified Standards will be available later this spring as a free PDF download from the ACA Web site.

## **Association News**

### **ACA Promotional Videos on the Value of Camp Are Available Online for Viewing**

ACA is pleased to announce that three new promotional videos for parents and the general public (Ready, Set, Camp; Camps With a "Can Do" Attitude; and Destination Camp) are [now available for viewing](#) on [www.CampParents.org](http://www.CampParents.org). Camps can create a link to the videos from their Web sites, where parents can easily view the videos online.

Video news releases from this footage are being developed to distribute to various broadcast markets.

### **ACA Successfully Launches Online Newsletter: CAMP e-News**

The [inaugural issue of CAMP e-News](#) was sent out at the end of January. The second issue is scheduled for late March. All members of ACA with e-mail addresses will get a copy of the March newsletter and will be

given the opportunity to sign up for future issues. This online newsletter features articles from well-known child development experts and provides parents and families with much-needed assistance in choosing the right camp experience for their children—and for their families. Camps who wish to refer parents to the newsletter can direct them to the following link to sign up: [www.CampParents.org/newsletter](http://www.CampParents.org/newsletter). CAMP e-News is available in both English and Spanish, as is [www.CampParents.org](http://www.CampParents.org).

### **Camping Magazine — SAVE on the Premier Summer Staff Training Tool**

A professional resource at a discounted price—affordable training, educational reading, and motivational tips for a powerhouse summer!

Introduce your staff to the national resource for camp professionals.

Special Discount for the [May/June Staff Training Issue](#):

\$1 per copy in multiples of 10. Share *Camping Magazine* with your staff!

10 copies -- \$10

20 copies -- \$20

30 copies -- \$30

40 copies -- \$40

50 copies -- \$50

This price does not include shipping and handling. Reserve your copies today! Limited quantities available.

**[Order the May/June issue today!](#)**

### **Access ACA Council of Delegates Meeting Notes Online**

Notes from various discussions at the latest Council of Delegates meetings included the following issues:

- Address from the President
- Board Development
- Ethics/Complaints Resolution
- Public Policy Debate
- 100th/150th Anniversary

You can access all notes online at: [www.ACAcamps.org/volunteers/delegates](http://www.ACAcamps.org/volunteers/delegates).

### **The March/April 07 Issue of Camping Magazine Is Available Online**

The current issue of [Camping Magazine](#) features the *2007 Buyer's Guide* and important articles on camps and spirituality, healthy teens, enrollment trends, and more.

### **ACA Provides Staff Recruitment Solutions**

#### Year-Round Jobs at Camp

An e-mail listing of year-round jobs distributed twice a month to thousands of job seekers in the camp market. [Place your ad today!](#)

#### Summer Jobs at Camp

The state-of-the-art, interactive online employment center allows you to post individual jobs, search resumes, and find the perfect candidate. [Start looking for summer staff now!](#)

### **Campshots**

Thanks to all who brought photos on disc to conference. You still have an opportunity to send your photos to the national office. ACA is collecting historical and contemporary photos from all ACA-accredited camps for use in *Camping Magazine*, promotional materials for ACA's 100th Anniversary celebration and the 150th Anniversary of the camp experience, and other ACA marketing and communications print and electronic publications.

Send photos on disc via mail:

*Camping Magazine*  
American Camp Association  
5000 State Rd. 67 North  
Martinsville, IN 46151-7602

Or, via e-mail at [magazine@ACAcamps.org](mailto:magazine@ACAcamps.org).

In order for any photos to be considered for publication, the camp, camp location, and photographer if applicable must be identified. An approximate date must be indicated on all historical photos. For current photos, include a statement indicating your camp has model releases on file for all identifiable subjects in the photo.

## **Business News**

### **Does Your Camp Get the Same Pricing as a FORTUNE 500 Company??**

Not likely . . . but now you can through the new ACA/Consorta Group Purchasing Program! Our program has special contracts with FEDEX, SYSCO, GORDON FOODS, OFFICE MAX, HOME DEPOT SUPPLY, ECOLAB and hundreds of other companies. Never before have camps had this buying clout. [Learn more and sign up](#), or for information about other special offers, call the ACA Business Development Team at 800-428-2267, ext. 309 or 319. It's easy to sign up . . . It's Free . . . and it will save you BIG \$\$\$\$.  
[www.ACAcamps.org/partners/consorta.php](http://www.ACAcamps.org/partners/consorta.php)

### **Need Kayaks . . . Basketballs for the Summer??**

ACA Purchase Power has negotiated special LOW ACA pricing with Emotion Kayaks manufacturers of top quality kayaks and with 360 Athletics for great basketballs. Go to [www.ACAcamps.org/purchasepower](http://www.ACAcamps.org/purchasepower) to see the excellent pricing exclusively for ACA camps! Remember with ACA Purchase Power the products offered are for a limited time only . . . so buy now!

### **Get Free Stuff!!!**

Sign up now for ACA Connect and receive FREE products from companies that have contracted with ACA to distribute to our camps. ACA has reviewed the products and will only approve products that can be used in camps or by campers. Go to [www.acacamps.org/connect](http://www.acacamps.org/connect) for more information and to sign up!

### **SpectorSoft and ACA Collaborate for Child Safety Online**

ACA and SpectorSoft, creator of the award-winning SpectorSoft software that helps parents monitor the safe use of the Internet, are united in the effort to protect children from online predators.

#### Make It Easy for Parents:

Link to CampParents Exchange, [www.CampParents.org/products/spectorsoft.php](http://www.CampParents.org/products/spectorsoft.php), from your camp's Web site, where parents can easily purchase this software online.

#### Put it in Print:

Place an ad in your camp family newsletter directing parents to CampParents Exchange. Tell them to go to [www.CampParents.org](http://www.CampParents.org) and click on CampParents Exchange.

#### Be Proactive:

Send flyers home to your camp families promoting this important software. Contact Kim Bruno, ACA Business Development, [kbruno@ACAcamps.org](mailto:kbruno@ACAcamps.org), for free copies of the flyers.

#### FREE Software:

Sell 10 or more copies through your efforts and ACA will send you a free copy of the software.

For more information on positioning your camp as a "partner with parents," contact Kim Bruno, ACA Business Development, 800-428-2267, ext. 309.

## **Youth Development Resources**

### **National Environmental Education Week 2007**

Start planning to celebrate Earth Day and the third annual National Environmental Education Week, April 15-22, 2007, at your camp!

National Environmental Education Week (NEEW, [www.eeweek.org](http://www.eeweek.org)) is a weeklong learning event that maximizes the educational impact of Earth Day and promotes environmental education and literacy in a host of venues around the country. Last year, over 100,000 educators and 3 million students at 50,000 schools, 330 universities and numerous zoos, aquariums, and nature centers took part in NEEW 2006.

[Register online](#) today for National Environmental Education Week.

### **New Study: Understanding Cultural Differences**

The cultures and ethnicities of today's youth paint a picture rich in diversity. Understanding these unique differences has become a core competency among youth workers and others in the out-of-school time field.

[Cultural Competence](#) (PDF), what it is and ways to build it are the focus of Child Trends' newest research brief.

### **Mentoring Youth With Disabilities**

A Web site is now available to help you learn more about the unique opportunities and challenges in mentoring children with disabilities. Partners for Youth with Disabilities has launched the online [National Center for Mentoring Youth with Disabilities](#). The Web site provides information about best practices, opportunities for training and technical assistance, as well as a schedule of conferences. The site also includes an online guidebook describing strategies for mentoring youth with disabilities and practical strategies for starting, developing and evaluating programs.

Source: *IYI Weekly Update*, February 19, 2007, Indiana Youth Institute.

**American Diabetes Association Offers Free Lesson Plans**

The American Diabetes Association (ADA) is making available a new Arthur® Hooray for Health! Dealing with Diabetes lesson plan created by WGBH Boston. The materials feature Arthur, the world's most famous aardvark, and are geared towards students in preschool through fourth grade.

The lesson plan seeks to educate teachers, after-school providers, school nurses, and students about diabetes, and offers a variety of fun activities and resources, including classroom activities and handouts, recommended books and Web sites, and family activity sheets in English and Spanish. WGBH worked in collaboration with the ADA and Joslin Diabetes Center in Boston to produce the lesson plan.

The lesson plan is available for free by contacting the ADA at 1-800-DIABETES or visiting [www.diabetes.org/for-parents-and-kids/arthur.jsp](http://www.diabetes.org/for-parents-and-kids/arthur.jsp). It is also available on the [Arthur Web site](#), along with a variety of other classroom and family resources related to the Arthur Hooray for Health! curriculum.