



## Conference Sponsors



BOOTHS 428, 430



BOOTH 239



BOOTHS 531, 533

## Conference Partners



INTERACTIVE ZONE



BOOTH 729



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BOOTH 318



INTERACTIVE ZONE



BOOTH 302, 304

# CAMP CONFERENCE Committee Members

ACA gratefully acknowledges the commitment of these hardworking volunteers and the support of their camps. If you are interested in volunteering for the 2020 Tri-State CAMP Conference, please contact Jenna Dunlay at [jenna@acanynj.org](mailto:jenna@acanynj.org).

## LEADERSHIP COMMITTEE

CONFERENCE CHAIR	Dan Weir, Frost Valley YMCA
CONFERENCE PROGRAM CO-CHAIRS	Genna Singer, Marlene Meyerson JCC Manhattan Matthew Kaufman, Camp Ramaquois Dawn Ewing, Project Morry
ACA, NY & NJ PROF DEV OVERSIGHT CHAIR	
ACA, NY & NJ PRESIDENT	Sam Borek, Woodmont Day Camp

## ACA, NY & NJ STAFF

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EVENTS ASSOCIATE	Jenna Dunlay
DIRECTOR OF COMMUNICATIONS	Jess Michaels
DIRECTOR OF CAMPER PLACEMENT	Renee Flax
DIRECTOR OF MEMBER SERVICES	Allison Wittenberg
DIRECTOR OF STANDARDS	Kyle Medeiros
OUTREACH DIRECTOR	Jamie Farnam

## EXHIBITS/OPERATIONS

Jason Samuel, Chair	Day Camps @ The J
Andrew Gordon	Sesame / Rockwood Camps
Carly Meltzer	Camp Wicosuta
Eric Forti	H&H Purchasing
Justin Efros	Jeff Lake Day Camp
Matt Jackowitz	Camp Walt Whitman
Matty Layman	Camp IHC
Nate Potts	Liberty Lake Day Camp
Scott Leonard	Pocono Springs
Todd Robbins	North Shore Day Camp
Eric Iskols	Camps Equinunk and Blue Ridge
Claire Greenwood	Frost Valley YMCA
Scott Rosenbluth	Camp Echo

## EXHIBITOR BOARD LIAISON

Jeffrey Skier	AMSkier
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## EPIC COMMITTEE

Amanda Ward, Chair	Camp Chinqueka
Britton Bitterman, Director Liaison	Camp Watitoh
Anthony Pyatt	Kamp Kohut
Brian Mallen	Eagle's Landing Day Camp
Dani Cohen	Camp IHC
Jess Moore	Camp Wicosuta
Kristin Short	Fresh Air Fund
Marisa Gershwin	Woodmont Day Camp
Matt LeMoine	Camp Echo Lake
Matt Pritikin	Crestwood Day Camp
Max Claman	Oasis Children's Services
Max Grossman	Camp Watitoh
Scott Freemer	Camp Westmont
Todd Robbins	North Shore Day Camp
Zach Bergman	Camps Equinunk and Blue Ridge

## VOCE COMMITTEE

Jay Jacobs, Chair	TLC Family of Camps and Inns
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## 2019 CAMP Conference Program Committee Members

### GENERAL SESSION AND PRE-CONFERENCES

Jackie Brethel	Camp Danbee for Girls
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### ACTIVITIES TRACK

Cara Corradetti, Co-Chair	Appel Farm Arts Camp
Orlee Levin, Co-Chair	92nd Street Y
Joel Shapiro	Camp Ramaquois

### BUSINESS TRACK

Christie Ko, Co-Chair	Camp Fiver
Ashley Schmitz, Co-Chair	KE Camps
Robbie Gothelf	Timber Lake Camp
Erec Hillis	Camp Champions

### CAMPERS AND COMMUNITY TRACK

Jenn DeSpagna, Co-Chair	Timber Lake West
Lauren Wexler, Co-Chair	92nd Street Y
Todd Robbins	North Shore Day Camp

### INCLUSION TRACK

Chris Hudson, Co-Chair	Camp Highlight
Nick Lomauro, Co-Chair	Frost Valley YMCA
Michael Clarke	Fresh Air Fund
Mary Dinski	Camp Fiver

### LEADERSHIP TRACK

Adam Baker, Co-Chair	Camps Equinunk and Blue Ridge
Fara Gold, Co-Chair	
Akienyalay Bruce	Project Morry
Matty Layman	Camp IHC

### OPERATIONS TRACK

Scott Glick, Co-Chair	Timber Lake Camp
Matt Jackowitz, Co-Chair	Camp Walt Whitman
Matt LeMoine	Camp Echo Lake
Matt Pritikin	Crestwood Day Camp

### PROGRAM DESIGN AND DEVELOPMENT TRACK

Carly Meltzer, Co-Chair	Camp Wicosuta
Gary Ross, Co-Chair	Iroquois Springs
Dani Hoffer	Woodmont Day Camp
Jeff Litt	East Brunswick Day Camp

### STAFF TRACK

Dani Ackerman, Co-Chair	
Tom Coffey, Co-Chair	Southampton Camp and Club
Max Grossman	Camp Watitoh
Kristen LeBlanc	Asphalt Green

### CONFERENCE OPERATIONS

Janette Conlin	Vernon Computer Source
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### HOSPITALITY COMMITTEE

Stacey Decter, Chair	Asphalt Green
Brandi Carnivale	Liberty Lake Day Camp
Lauren Bernstein	Camp Walden, NY

### MULTI MEDIA PROJECTS

Jason Sebell	Camps Kenwood and Evergreen
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### ORIENTATION COMMITTEE

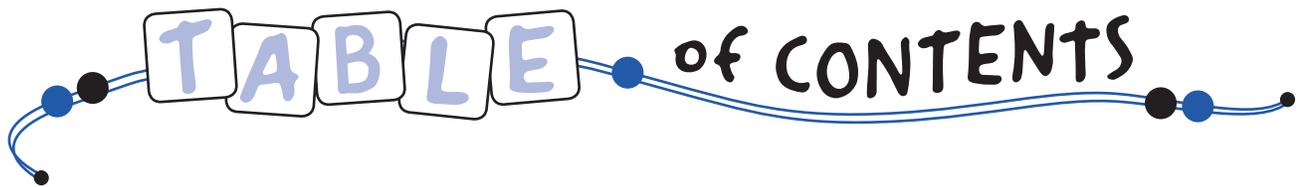
Jackie Brethel	Camp Danbee for Girls
Dave Malter	ProfessorDave.Camp

### SPEAKER HOSPITALITY

Brent Osborne	JCC Rockland
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### INTERN COORDINATORS

Brent Osborne	JCC Rockland
Lexi Fishman	Coleman Country Day Camp



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# WELCOME FROM THE TRI-STATE CAMP CONFERENCE CHAIR

**A cornerstone of nearly all summer camps is creating a community based on a common goal in a new setting. A new setting might be going hundreds of miles away for 7 weeks. A new setting might be going minutes away for 7 hours. All of these summer camp communities have the same goal: developing youth into future leaders.**

There are many ways our industry develops youth into leaders. There are 2 that I want to highlight for you: building children back up and pushing them further.

**Building children back up:** Every summer camp creates level ground; a child walks into our camp programs and has an opportunity to redefine themselves since they were last in our care. With the school year, a child doesn't always get to choose how their last 9 months were defined. Some children need to be built back up. Camp creates a children-first environment, focused on social development. It's the perfect setting to tell a child they belong. The perfect setting to help a child find new friends. The perfect setting to teach a child how to say "we're going to be alright."

**Pushing them further:** when a child has a solid community behind them, they can take on anything. Creativity is in the essence of camp. Creating programming using nothing but a piece of webbing is no challenge for a camp professional (if it is, see Jim Cain's presentations!). Staff and children dress up and put together elaborate lip syncs. We constantly try to wow our camp communities with creative surprises. We also push children to build confidence through activities and new experiences. A child that gets to express themselves creatively while building on a skill will leave camp ready to take on the world.

Both of these ways of developing youth are a personal process. Our camp staff do an incredible job of recognizing the different



talents in our youth. Our camp staff know that small changes create lasting impacts. Our talented summer camp counselors are able to explain their knowledge simply, in a way that helps a child expand their boundaries.

If we can help a child change their thoughts, we can help change their world.

We all know that change, especially for youth, does not come easy. Thank you for everything you do to help develop youth into future leaders.

**I've mentioned this before, but please take the time this week to hear these simple words: thank you. Thank you for investing your time in this industry. Thank you for caring for so many young people. Thank you for continuing to learn and grow as a camp professional.**

**On behalf of all the ACA, NY & NJ staff and volunteers, we want you to have the best experience possible. If there is anything we can do to help you achieve that, please do not hesitate to ask.**

Sincerely,

**DAN WEIR, Frost Valley YMCA  
Tri-State Conference Chair**



## A Message from the ACA, NY & NJ President

### WELCOME TO THE 2019 TRI-STATE CAMP CONFERENCE!

If this is your first time attending the conference, please take advantage of every moment. Go to sessions to learn from experts in their respective fields, connect with other camping professionals, and open your minds to new ideas. If you are a returning attendee, challenge yourself to meet at least one new person, attend one new session from a presenter you have never seen before, and leave inspired and ready for the 2019 summer.

We are lucky to have the opportunity to work in a field that helps children and young adults find their best selves. I have always looked at Tri-State as the kick-off to the camp season, here is to hoping that you leave inspired, energized, and ready to change lives.

**SAM BOREK, President ACA, NY & NJ, Owner/Director, Woodmont Day Camp**



# Conference Information

## REGISTRATION HOURS

**WHERE?** Outside of Hall B, located on the second level of the Atlantic City Convention Center

<b>MONDAY, MARCH 11</b>	8:00 AM–6:00 PM
<b>TUESDAY, MARCH 12</b>	7:30 AM–5:00 PM
<b>WEDNESDAY, MARCH 13</b>	7:30 AM–5:00 PM
<b>THURSDAY, MARCH 14</b>	7:30 AM–2:00 PM

## THE PROGRAM

We have over 170 educational sessions, with something for everyone: owners, directors, head counselors, program heads, support staff, volunteers, board members, as well as teachers, after-school programmers, and other youth development professionals.

As camp professionals, we face a myriad of daily challenges, and not just during the summer season. Our camps exist in an increasingly scrutinized and regulated environment. Our markets change constantly, our employee base is transient yet critical to our success, and we have more and more parent/camper “issues” that never used to be issues. Children are exposed to more things and are tougher to please, leading us to be ever in search of new and innovative programming ideas. Do you remember back when our biggest decision was how to break color war? Those days are long gone, and as the camp profession moves forward, the conference program will continue to be a tool to educate you as the industry evolves.

Plan your strategy, spread out your staff, and make the most of the programmed sessions. Bring a notepad to take good notes and use the handouts. You can access these prior to the conference on our website under the Online Calendar, or print them for free at the Printing Station on the third floor. You can plan on meeting as a group during each day of the conference, either in the Ben Appelbaum Lounge located in Room 319 or in the ACA, NY & NJ Lounge, located near Registration on the second level, both of which provide plenty of space to meet and discuss all the amazing sessions you will attend. There are breaks throughout the day, as well as opportunities at lunchtime to review how things are going. Soon after the conference is over, debriefing with your staff is a must, with all staff members being prepared to share information learned with one another. Make the most of the conference: plan ahead, maximize your time, share what you’ve learned, and improve your organization for the summer of 2019!

## ACA EDUCATIONAL ENDORSEMENT PROGRAM

The Tri-State CAMP Conference is approved as an ACA Educational Endorsed event. This program is a platform to help connect learners to educational opportunities. Need CEC credits? Complete the request form on the app or stop by registration to let us know so we can follow-up after the conference.



## MOBILE APP

Don’t forget to download the app. Get conference updates, stay connected to fellow attendees, take notes on your favorite sessions and find innovative new products in the Exhibit Hall. Download “AttendeeHub” and search Tri-State!

Sponsored by:



## THE EXHIBIT HALL

The Exhibit Hall will be open Tuesday, Wednesday, and Thursday during unopposed times, as well as during educational sessions.

It is vital to your organization that you make available time during the conference to appreciate the Exhibit Hall. Our vendors support us, so please support them! As always, we ask you to pledge to “Shop Tri-State”!

The finest suppliers of products and services for camps and recreational organizations—with more than 270 exhibitors—are an invaluable educational and business resource that will help you make the best purchasing decisions in the present and future. The Exhibit Hall is not just for directors; it is also geared to purchasing directors, health supervisors, food-service directors, program/activity heads, athletics directors, aquatics directors, maintenance supervisors, business managers, and transportation/trip directors.

## EXHIBIT HALL HOURS

<b>TUESDAY, MARCH 12</b>	12:30 PM–5:00 PM
<b>EXHIBIT HALL GRAND OPENING</b>	12:30 PM–3:00 PM
<b>UNOPPOSED TIME IN EXHIBIT HALL</b>	4:00 PM–5:00 PM
<b>WEDNESDAY, MARCH 13</b>	10:45 AM–5:00 PM
<b>FREE COFFEE WITH THE EXHIBITORS</b>	10:45 AM–11:45 AM
<b>UNOPPOSED TIME IN EXHIBIT HALL</b>	11:00 AM–2:00 PM & 4:15 PM–5:00 PM
<b>THURSDAY, MARCH 14</b>	9:30 AM–12:00 PM
<b>FREE COFFEE WITH THE EXHIBITORS</b>	9:30 AM–10:00 AM
<b>UNOPPOSED TIME IN EXHIBIT HALL AND FREE COFFEE WITH EXHIBITORS</b>	11:15 AM–12:00 PM

## FOOD COURT

No need to leave the Convention Center to eat lunch! Grab some lunch in the back of the hall and network with others in the open-seating aisle located in the center of the Exhibit Hall.

## WANNA KNOW MORE?

Visit the EPIC (Emerging Professionals in Camping) Committee, SCOPE (Summer Camp Opportunities Promote Education), The New York State Camp Directors Association (NYSCDA), and NJ-GAP tables located inside the Exhibit Hall to the left of the main entrance.



## BEN APPELBAUM LOUNGE

**WHERE?** Room 319

**WHEN?** Conference Duration *Sponsored by:*

Need a place to kick back and relax, talk with colleagues, grab a cup of coffee or a snack, or even check your email? This is the place to do just that.



## GRAB YOUR LUNCH FOR THE MEET 'N' EAT SESSIONS!

**WHERE?** Outside Room 319

Outside Room 419

**WHEN?** TUESDAY, MARCH 12TH 12:45 PM–1:45 PM

WEDNESDAY, MARCH 13TH 12:30 PM–1:30 PM

Special lunch stations will be set up during our two Meet 'N' Eat lunch session blocks.

## THE ACA, NY & NJ LOUNGE

**WHERE?** Near the Registration Area on the second level

**WHEN?** Conference Duration

Stop by our ACA, NY & NJ Lounge across from Registration! Plan out your day at the conference, meet with colleagues, or learn about the latest events and services offered by the American Camp Association.

*Sponsored by:*



Premier SPONSOR!



## THE INTERNET CAFÉ LOCATED IN THE BEN APPELBAUM LOUNGE

**WHERE?** Room 319

**WHEN?** Conference Duration

Stop by the Internet Café, where computers will be available throughout the conference, to stay in touch via email or research an upcoming session.

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## PRINTING STATION

**WHERE?** On the third level across from the Ben Appelbaum Lounge

**WHEN?** Conference Duration

You can print out free paper copies of handouts in our Printing Station. The computers located in this area have preloaded handouts, but will have no internet access. Please note that not all sessions have handouts. You can also find the handouts online under our Online Calendar by clicking into the session.

## CHILL ROOM

**WHERE?** Room 317

**WHEN?** Conference Duration

Come relax in this quiet space! Enjoy yoga mats, coloring pages, and other relaxing activities to give your mind and body a break – all work is to be left outside!



## CAMP JOBS BOARD

We will have a Job Board to post résumés and available positions, so come ready with your résumés and flyers. The board will be located by the Registration area outside the Exhibit Hall.

## HOSPITALITY AREA

Stop by the Hospitality Area, located by Registration outside Hall B, to grab a program book, a tote bag, to decorate your badge, and to post on our message board. There is always a volunteer manning the hospitality desk to answer any questions you may have!

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## EPIC (EMERGING PROFESSIONALS IN CAMPING)

Once again, EPIC will have a tremendous presence at the conference. EPIC is excited to partner with SCOPE (Summer Camp Opportunities Promote Education) to raise awareness and funds to help send children from low-income families in Atlantic City to a SCOPE camp this summer! EPIC will be making #Strides4SCOPE daily in the vendor hall at the EPIC booth, as well as at Wednesday's 5K Run! Join us in the effort to give the gift of summer camp to the deserving children of Atlantic City!



## AMERICAN CAMP ASSOCIATION BOOKSTORE

(Located inside the front of the Exhibit Hall)

Come shop in the ACA Bookstore for your favorite publications. The bookstore offers a special selection of materials designed solely for the camp professional. It is your best one-stop resource for books, forms, teaching tools, and products with the ACA logo. Make purchases at the conference and have the items shipped to you the next week!



## BOOK SIGNING

**WHERE?** The book signings will be conducted in the ACA Bookstore (front of the exhibit hall)

**WHEN?** TUESDAY, MARCH 12, 12:30 PM–1:00 PM with Sir Ken Robinson



# ACA Standards & Accreditation

## Training—Who Needs What?

Attendance at an Accreditation Process Workshop is required of the camp directors/administrators of any camps seeking accreditation when:

1. THIS IS THE FIRST TIME THE CAMP IS TO BE VISITED;
2. THEY ARE NEW DIRECTORS OF ALREADY ACCREDITED CAMPS;
3. THERE HAVE BEEN SIGNIFICANT CHANGES TO THE ACCREDITATION PROGRAM; OR
4. AN INDIVIDUAL WILL BE TAKING THE ASSOCIATE VISITOR COURSE.

Please continue reading to decide which course best fits your needs. One free copy of the Accreditation Process Guide, v.2019 (APG), is provided to staff from each camp in attendance. To receive a copy of the APG, the camp must be current in their fees and scheduled for a visit in the summer of 2019. Other copies will be available to borrow for use during class.

If your camp has a visitor on staff who is coordinating the visit, the Visitor Update Course also satisfies your camp's requirement for a workshop.

### ACCREDITATION PROCESS WORKSHOP:

**AUDIENCE:** This workshop is designed for camp representatives who are preparing for accreditation visits in 2019 and beyond. The course is appropriate for those who are new to the accreditation process AND those who have been part of an accreditation visit or completed standards training in the past. Every camp being visited must have at least one person who completes the workshop on behalf of the camp; that person must actively assist in the preparation for the accreditation visit, be on-site a significant amount of time during the camp season, and participate fully in the on-site accreditation visit.

**WORKSHOP OBJECTIVES:** Participants leave feeling excited, engaged, and ready to prepare for an accreditation visit. They know where to find and how to use information, resources, and technology provided by ACA. They can navigate the Accreditation Process Guide, 2019 Edition, to understand compliance and applicability of standards, including all revisions to the standards and the accreditation process, and they can articulate the steps in the visit timeline and the responsibilities of the camp and the visitors.

### VISITOR UPDATE COURSE:

**AUDIENCE:** This workshop is designed for current standards visitors. All visitors must complete it before they can receive an assignment as a visitor for accreditation visits in 2019 and beyond.

**WORKSHOP OBJECTIVES:** Participants re-commit to fulfilling the volunteer role of a visitor and leave feeling excited, engaged, and ready to provide appropriate support to their assigned camp in preparing for its visit based on the Accreditation Process Guide, 2019 Edition, or to participate in review of the 2019 Annual Accreditation Report. Visitors will also review ACA resources and updated technology, and will gain familiarity with the Accreditation Process Guide, 2019 Edition, as well as recommended communication practices for success in managing the visit or completion of the Annual Accreditation Report.



### COURSE INFORMATION

**MONDAY, MARCH 11**

#### COURSE A

11:00 AM–4:30 PM

**ACCREDITATION PROCESS WORKSHOP, ROOM 320**

Instructors: **MARY ANNE KILLEEN**  
and **BROOKE BRADLEY**

#### COURSE B

11:00 AM – 4:30 PM

**ACCREDITATION PROCESS WORKSHOP, ROOM 321**

Instructors: **MARY SULLIVAN** and **MICHAEL GARCIA**

**TUESDAY, MARCH 12**

12:45 PM–1:45 PM

**STANDARDS AND ACCREDITATION MEET 'N' EAT,  
ROOM 321**

Facilitators: **BROOKE BRADLEY** and **JEN HARGRAVE**

#### COURSE A

4:30 PM – 6:30 PM

**VISITOR UPDATE COURSE, ROOM 320**

Instructors: **JEN HARGRAVE** and **MARTY COLLETT**

#### COURSE B

4:30 PM–6:30 PM

**VISITOR UPDATE COURSE, ROOM 321**

Instructors: **LAURA BISSETT-CARR** and **DOUG FULLMAN**

**WEDNESDAY, MARCH 13**

#### COURSE A

11:00 AM–4:30 PM

**ACCREDITATION PROCESS WORKSHOP, ROOM 320**

Instructors: **AMY PETKOVSEK** and **AMANDA WAHLE**

#### COURSE B

11:00 AM–4:30 PM

**ACCREDITATION PROCESS WORKSHOP, ROOM 321**

Instructors: **MIKE MCELHINNEY** and **ABBY BURBANK**

# ACA Standards & Accreditation



Mary Anne Killeen



Brooke Bradley



Mary Sullivan



Michael Garcia



Jen Hargrave



Marty Collett



Doug Fullman



Amy Petkovsek



Amanda Wahle



Mike McElhinney



Abby Burbank

## Frequently Asked Questions

(Great for First-Timers)

### 1. WHAT ARE THE REGISTRATION HOURS?

<b>MONDAY, MARCH 11</b>	8:00 AM–6:00 PM
<b>TUESDAY, MARCH 12</b>	7:30 AM–5:00 PM
<b>WEDNESDAY, MARCH 13</b>	7:30 AM–5:00 PM
<b>THURSDAY, MARCH 14</b>	7:30 AM–2:00 PM

### 2. WHAT ARE THE EXHIBIT HALL HOURS?

<b>TUESDAY, MARCH 12</b>	12:30 PM–5:00 PM
<b>WEDNESDAY, MARCH 13</b>	10:45 AM–5:00 PM
<b>THURSDAY, MARCH 14</b>	9:30 AM–12:00 PM

### 3. WHERE CAN I EAT BREAKFAST AND LUNCH IN THE CONVENTION CENTER?

There will be options for breakfast and lunch throughout the day on the first level as you enter the building, as well as on the third level near the Ben Appelbaum Lounge (Room 319), especially during our Meet 'N' Eat Sessions. There is also a food court in the Exhibit Hall to purchase lunch and snacks during Exhibit Hall hours. Want coffee or a sweet treat? A coffee cart will be outside of Registration!

### 4. HOW WILL I GET FROM MY HOTEL TO THE CONVENTION CENTER?

The ever-popular 13-passenger jitneys ([www.jitneys.net](http://www.jitneys.net)) move the entire length of Pacific Avenue, parallel to Atlantic City's world-famous Boardwalk, to the Marina District and to the Convention Center. Jitneys run frequently 24 hours a day, and stops are located on the corner of every hotel and originate one block from the Boardwalk on Pacific Avenue. Uber, Lyft and Taxis are also readily available (most taxis are cash only).

### 5. FIRST TIME ATTENDING THE CONFERENCE; WHERE DO I GO; WHAT DO I DO?

Start off your first Tri-State CAMP Conference by attending one of the Tri-State "First-Timers" Orientation sessions.

<b>MONDAY, MARCH 11</b>	5:00 PM–6:00 PM, ROOM 321
<b>TUESDAY, MARCH 12</b>	7:30 AM–8:25 AM, ROOM 321

Join us for a brief introduction to Atlantic City and the Tri-State CAMP Conference, where you will discover the must-attend events that take place Monday through Thursday. This multifaceted program will help you determine what goals are most important to you and your camp profession, match up the key educational sessions and networking events you can't miss, and give you an opportunity to meet fellow first-time attendees. Come learn from the ACA staff and conference diehards.

# Dinner and Networking Activities

Don't just go back to your hotel when sessions are over! Evening events allow for time to kick back and spend time with colleagues and meet new friends. Our dinners, happy hours, and social events are a great place to network with conference attendees, speakers, and exhibitors and unwind after a day in the Convention Center.

## MONDAY, MARCH 11

### CUBA LIBRE AT THE TROPICANA

7:00 PM–9:00 PM

2801 PACIFIC AVE. • \$40 PER PERSON

Spend your first night in Atlantic City surrounded by the excitement of Latin flavors and sounds at Cuba Libre! Meet fellow attendees and relax while enjoying some amazing food.

(Register for the above event on-site at Attendee Registration—space is limited!)



SPONSOR!



### EPIC PRESENTS: WOODSTOCK AT THE HARD ROCK!

8:00 PM–11:00 PM

LOBBY BAR, HARD ROCK HOTEL CASINO, 1000 BOARDWALK, ATLANTIC CITY, NJ 08401

Come join EPIC for a fun-filled night at the NEW Hard Rock Hotel and Casino with no entry fee, great drinks, and lots of dancing and fun! Support EPIC Cares4SCOPE—we will be collecting donations to help send children from Atlantic City to camp! Don't forget to come in your best tie-dyed, groovy rock 'n roll gear!



## TUESDAY, MARCH 12

### "ITALIAN NIGHT" AT CARMINE'S, THE QUARTER AT TROPICANA

7:00–9:00 PM

2801 PACIFIC AVE. • \$40 PER PERSON

Family-style plates and a camp-style atmosphere have made this the most popular dinner at the conference.

(Register for the above event on-site at Attendee Registration—space is limited!)



SPONSOR!



### CHICKIE'S AND PETE'S TROPICANA

9:00 PM–MIDNIGHT • 2831 BOARDWALK

FREE!

What's better than a late-night drink after the evening activity? Join us for a special EPIC Cares4SCOPE evening of music with Beber and Perlman Camp's very own Wet Hot American Meatballs! The jam band will be rocking out as we end our first night at Tri-State with a bang, while fundraising to send Atlantic City children to camp. Show your badge for special deals on drinks created just for Tri-State attendees!



## WEDNESDAY, MARCH 13

### ANNUAL 5K FUN RUN FOR SCOPE

7:15 AM

Join us as we start the day right with a 5K run on the Atlantic City Boardwalk. A \$10 entrance fee will go directly towards EPIC Cares4SCOPE, raising awareness and funds to help send children from low-income families in Atlantic City. Complimentary hats, refreshments, and light snacks provided. Stop by Registration to sign up if you have not done so already.

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### THE WEDNESDAY NIGHT SOCIAL\* AT THE SHERATON HOTEL

5:30 PM–7:00 PM

2 CONVENTION BLVD. @ THE SHERATON HOTEL  
\$20 PER PERSON—INCLUDES ONE FREE DRINK AND LIGHT SNACKS

Join us for a happy hour following the Exhibit Hall closing. We will be taking over the 2nd Floor of the Sheraton for a private event just for our attendees. Continue the networking and still have time to go out to dinner with your camp!

\*Please note this event does NOT serve dinner

(Register for the above event on-site at Attendee Registration—space is limited!)



SPONSOR!



### MAKE THE MOST OF YOUR CAMP CONFERENCE EXPERIENCE:

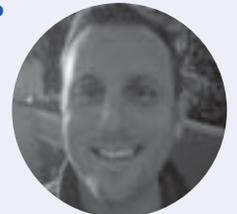
#### THE "FIRST-TIMERS" ORIENTATION

MONDAY 5:00 PM–6:00 PM

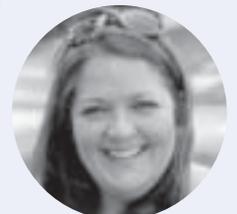
TUESDAY 7:30 AM–8:25 AM

ROOM 321

Join us for a brief introduction to Atlantic City and the Tri-State CAMP Conference, where you will discover the must-attend events that take place Tuesday through Thursday. This multi-faceted program will help you determine what goals are most important to you and your camp profession, and then match up the key educational sessions and networking events you can't miss. You'll have an opportunity to meet fellow new attendees that you can look forward to seeing around the conference. Feel free to stop by one of the two sessions to meet ACA staff and learn all of the need-to-know information. You will even receive a goody bag for attending!



Dave Malter



Jackie Brethel



# Networking, Meetings, and MORE

## MEET 'N' EAT FOR FIRST-TIMERS AND SOLO ATTENDEES

**TUESDAY 12:45 PM–1:45 PM ROOM 415**

Join fellow first-time Tri-State and/or solo attendees for a casual meetup. Chat about hot topics, discuss sessions you look forward to attending, and make plans to connect throughout the conference. ACA staff representatives will be coming through to answer any questions you may have and share tips for maximizing your time at Tri-State. Take advantage of this opportunity to explore the program book, map out the next few days, and make new friends!

## ASSOCIATION OF INDEPENDENT JEWISH CAMPS (AIJC)

**MONDAY 10:00 AM–6:00 PM ROOM 408**

**TUESDAY 8:00 AM–5:00 PM ROOM 305**

**WEDNESDAY 8:00 AM–5:00 PM ROOM 305**

**THURSDAY 8:00 AM–12:00 PM ROOM 305**

The Association of Independent Jewish Camps creates an environment for independent nonprofit Jewish camps to collaborate in their continued efforts to grow and thrive! Our member camps all have a successful, inclusive, non-movement-based Jewish philosophy and a pragmatic approach that uniquely positions them to reach the affiliated and unaffiliated Jewish populations. Through a concierge-based approach, the AIJC provides value on an individual level to member camps and their staff cohorts. Contact us at [www.aijcamps.org](http://www.aijcamps.org) and look out for us at this year's Tri-State to learn more about how you can take your camp to the next level.

## MONDAY, MARCH 11

### JCC CAMPS LEADERSHIP FORUM

**10:00 AM–5:30 PM ROOM 411**

JCC Association day and overnight camp professionals are invited to this pre-conference day of learning. Our Leadership Forum will enhance your Tri-State experience with special speakers and sessions designed for JCC Camps.

## TUESDAY, MARCH 12

### EXHIBIT HALL GRAND OPENING

**12:30 PM–3:00 PM HALL B, SECOND LEVEL**

This is your first chance to explore the many products and services that our supporting exhibitors bring to the show. Network with old friends, meet new ones, and get inspired by this year's Exhibit Hall, full of anything and everything for the camp industry.

### URBAN CAMPS MEET AND GREET

**4:15 PM–5:15 PM ROOM 408**

Network with fellow camp professionals who are operating summer programs in an urban environment for a meet and greet Tuesday afternoon. This is a great opportunity to connect with colleagues, discuss common challenges in running camp, as well as share successful practices. Join us to discuss transportation and operations, staff recruitment, and unique program ideas over a few snacks!

**Facilitators: ELYSSA GAFFIN, Young Judaea Sprout Brooklyn Day Camp**  
**LISA GARCIA, YMCA of Greater New York**

### PRIDE IN CAMPING MEET AND GREET

**4:15 PM–5:15 PM ROOM 418**

Come connect with members of the LGBTQ+ camp community and find out how we can work together to make camps more inclusive. We will be looking towards connecting camps with subject matter experts (queer/trans+ camp pros).

**Facilitators: AMANDA GRASSICK, Pride Camping Association and Easter Seals Camp Woodeden**  
**CHRIS HUDSON, Camp Highlight**

### OPEN FORUM: BRINGING DIVERSITY & INCLUSION TO THE AMERICAN CAMP ASSOCIATION

**4:15 PM–5:45 PM ROOM 419**

We know in theory that diversity, equity, and inclusion are at the heart of a thriving camp experience and that worlds are changed when youth and adults of all backgrounds, beliefs, identities, and abilities are valued and engaged in every aspect of camp. We know this, and after years of attending sessions and talking about it, there hasn't been as much change as we would like in many of our programs. Gather with ACA staff and your fellow camp professionals for a frank conversation on what is needed to shift the camp culture from diversity to inclusion, help us set some goals, and commit to the substantive plans to achieve them. This discussion will be followed by networking opportunities for LGBTQ+ and multicultural camp professionals. We look forward to continuing to make space for these affinity groups (and others) with the goals of fostering community, empowering camp leaders, and compiling resources to help our camps become more inclusive.

**Facilitators: LAURIE BROWNE, ACA, Inc.**  
**MICHAEL CLARKE, Fresh Air Fund**

### WAYNE COUNTY CAMP ALLIANCE MEETING AND GUESTS ONLY

**5:00 PM SHERATON HOTEL**

### ACA NATIONAL CHESAPEAKE, VIRGINIAS, & UPSTATE NY LOCAL OFFICE MEMBER GATHERING

**5:30 PM–7:30 PM WING CRAFT**

Join us in a brief get-together for an update on spring training and educational events in the Chesapeake and Virginia's local offices, and hear how you can become more involved. Meet local office leadership and camps, and share your thoughts on trainings you would like to see offered. This will be the shortest commute you will ever make to a local office meeting—don't miss out!

### JCC CAMPS DINNER

**7:00 PM CUBA LIBRE, TROPICANA HOTEL, 2801 PACIFIC AVE.**

Enjoy a fun dinner with JCC day and overnight camp professionals on the Atlantic City boardwalk!



# Networking, Meetings, and MORE

## WEDNESDAY, MARCH 13

### “CAMP SHIRT WEDNESDAY”

(Wear your camp apparel!)

### KEYSTONE REGIONAL MEMBERSHIP BREAKFAST GATHERING

7:30 AM–9:00 AM SHERATON HOTEL, PEARL ROOM

Join us for our largest annual get-together for members of the Keystone Regional Council. Please set aside this time to eat and network with each other. We will discuss standards issues and other info relative to Keystone members. Registration coming soon!

### FREE COFFEE WITH THE EXHIBITORS

10:45 AM–11:45 AM HALL B, SECOND LEVEL

Start your day off right—come meet the exhibitors, grab a complimentary cup of coffee in the Exhibit Hall, and get geared up for a busy day at the conference.

FREE!



### SALVATION ARMY MEET AND GREET

4:00 PM – 6:30 PM ROOM 316

Camp professionals from The Salvation Army USA East are invited to discuss unique topics and trends related to ministry in context through summer camp.

Facilitator: RACHAEL BOYNTON, The Salvation Army - USA East Territorial Youth Department

### SPECIAL NEEDS CAMPING MEET AND GREET

4:30 PM–5:30 PM ROOM 408

Join us for a gathering of camp professionals that serve children with special needs. This meeting is open to directors, program leaders, and any staff who provide programs for the special needs population. Attendees will share successful practices and resources, as well as discuss strategies for improvement for the upcoming summer. This will be a great opportunity to learn about other programs, network with colleagues, and take away tips for enhancing your camp!

Facilitator: ELYSE MILLER, Buckley Country Day Camp

### FAITH-BASED ORGANIZATIONS

4:30 PM–5:30 PM ROOM 202

Calling all faith-based camps! Meet your neighbors who are doing what you are doing: outdoor nonprofit ministry! Join us for conversation around joys and challenges, and let's provide support to one another. See you soon!

Facilitator: ELISE BATES RUSSELL, Johnsonburg Camp & Retreat Center

### PARKS AND REC ORGANIZATIONS

4:30 PM–5:30 PM ROOM 415

Attention Parks & Rec Camp pros! Come network with your colleagues at a meet and greet this Wednesday afternoon. Discuss the best practices in Parks and Rec camps, as well as some of the challenges you face. Learn from each other while chatting about facilities, staffing, programming, and more!

Facilitator: JEFF LITT, East Brunswick Day Camp

### YMCA MEETING

4:30 PM–5:30 PM ROOM 419

Come one, come all—join us for an informal networking opportunity open to Y staff, volunteers, and friends! Y-USA staff will be on hand and would like to connect and be of support! Let's join for some good Y fun!

Facilitator: THAD GIFFORD-SMITH, New York YMCA Camp

### JCC CAMPS RECEPTION

5:00 PM–6:00 PM

HARD ROCK CAFÉ, THE HARD ROCK HOTEL, 1000 BOARDWALK

All JCC day and overnight camp professionals are invited to mix and mingle at the new Hard Rock Café! Connect and network with your JCC Camp colleagues at Tri-State.

### PACA (PA LEGISLATIVE GROUP) MEET AND GREET

5:15 PM–6:15 PM ROOM 417

PA Camp Association (PACA) came together in 2005 to provide education and understanding to the legislature in Harrisburg related to issues affecting all camps in PA. Join us and meet with members of PACA to discuss who is speaking up for the camping industry in Harrisburg, and how you can help our efforts.

Facilitator: MARK “Z” ZIDES, Camp Towanda

### ANNUAL GIRL SCOUT GATHERING

5:30 PM–7:00 PM ROOM 418

Please join Westex for its annual Girl Scout Gathering. Relax, network with others, and enjoy!

Sponsored by:



## THURSDAY, MARCH 14

### EXHIBIT HALL OPEN

9:30 AM–NOON HALL B, SECOND LEVEL

Win up to \$250!

Enter the hall for the last time to catch up with our exhibitors and place your orders before the summer. Don't forget to purchase your arts-and-crafts supplies, order your staff shirts, and book some inflatable rides for Carnival Day. Unopposed time will be between 11:00 AM and the Keynote Session.

Don't forget to turn in your completed Vendor Passport for a chance to win great prizes. Winners will be announced at 11:45 AM in the hall, must be present to win!

### ACA NATIONAL UPSTATE NEW YORK LOCAL OFFICE BREAKFAST GATHERING

7:30 AM–9:00 AM SHERATON HOTEL, PEARL ROOM

Come join the Upstate New York Local Office for breakfast as we announce upcoming events and trainings as well as network with one another. Meet local office leadership and camps, and share your thoughts on trainings you would like to see offered. See you soon!

### FREE COFFEE WITH THE EXHIBITORS

9:30 AM–10:00 AM HALL B, SECOND LEVEL

FREE!

Start your day off right—come meet the exhibitors, grab a complimentary cup of coffee in the Exhibit Hall, and get geared up for a busy day at the conference.



### FREE REFRESHMENTS WITH EXHIBITORS

11:15 AM–NOON HALL B, SECOND LEVEL

FREE!

Come meet the exhibitors, take advantage of “fire sales,” grab complimentary refreshments in the Exhibit Hall, fill out your vendor passport for a chance to win great prizes, and get ready for a fantastic closing Keynote Session.

# Keynote Speakers & Award Winners

**TUESDAY** • MARCH 12th • 11:00AM-12:30 PM

## General Session — Keynote Speaker

### SIR KEN ROBINSON

**INTERNATIONALLY ACCLAIMED AUTHOR AND EXPERT ON CREATIVITY AND INNOVATION**

**Location:** Hall A, Second Level

#### **THE ELEMENT: HOW FINDING YOUR PASSION CHANGES EVERYTHING**

What does it take to achieve personal success and feel like you are in your element? World-renowned innovator Sir Ken Robinson argues that it is not natural talent that drives personal success, but rather a delicate interplay among talent, passion, attitude, and opportunity that brings people to achieve their highest levels of success and lead lives of meaning and purpose. Based on his highly acclaimed books *The Element* and *Finding Your Element*, he takes audiences on a compelling tour of what can happen in all our lives when passion and talent meet. He draws on the personal stories of high achievers in many fields, including Sir Paul McCartney, Arianna Huffington, Matt Groening (creator of *The Simpsons*), Meg Ryan, and renowned physicist Richard Feynman. With a wry sense of humor, Sir Ken helps audiences understand:

- ❖ How to find “The Element” in our own lives
- ❖ Why age and occupation are no barrier
- ❖ How to enhance creativity and innovation in both personal and professional settings
- ❖ How focusing on “The Element” is an essential strategy in transforming education, business, and communities to meet the challenges of living and succeeding in the 21st Century

#### **BOOK SIGNING:**

**WHERE?** The book signing will be conducted in the ACA Bookstore (front of the exhibit hall)

**WHEN?** TUESDAY, MARCH 12, 12:30 PM–1:00 PM  
Join best-selling author, Sir Ken Robinson, for a book signing of his critically acclaimed books

**BIO:** An internationally recognized authority in creativity and innovation in education and business, Sir Ken Robinson is also one of the world’s leading speakers. Videos of his famous talks to the prestigious TEDConference are the most viewed in the history of the organization and have been seen by an estimated 300 million people in over 150 countries.

Sir Ken works with governments in Europe, Asia, and the US, international agencies, *Fortune* 500 companies, and leading cultural organizations. He led a national commission on creativity, education, and the economy for the UK Government; was the central figure in developing a strategy for creative and economic development as part of the Peace Process in Northern Ireland; and was one of four international advisors to the Singapore Government for a strategy to become the creative hub of South East Asia.

Called “one of the world’s elite thinkers on creativity and innovation” by *Fast Company* magazine, Sir Ken has received numerous awards and recognitions for his groundbreaking contributions. He was included in Thinkers 50 list of the world’s leading business thinkers and has been named one of *TIME/Fortune/CNN’s* Principal Voices. In 2003, he received a knighthood from Queen Elizabeth II for services to the arts. His 2009 book, *The Element: How Finding Your Passion Changes Everything*, is a *New York Times* best seller and has been translated into 21 languages. A 10th anniversary edition of his classic work on creativity and innovation, *Out of Our Minds: Learning to be Creative*, was published in 2011. *Finding Your Element: How to Discover Your Talents and Passions and Transform Your Life*, was published by Viking in May 2013 and is also a *New York Times* best seller. His latest book, *Creative Schools: The Grassroots Revolution That’s Transforming Education* (Viking, 2015), written with Robinson’s trademark wit and engaging style, includes groundbreaking research and tackles the critical issue of how to transform the nation’s troubled educational system.



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# Legends of Camping Award Winner

### BEV MCENTARFER

Bev McEntarfer has spent most of her 48-year camp career serving youth from New York City’s most underserved communities. Throughout her career Bev has been known for her ability to build safe and supportive camp communities for both campers and staff. She has also mentored numerous staff that have gone on to become successful camp professionals. Bev experienced firsthand the impact of a positive camp experience while attending Camp Ella J Logan as a youth. Her first camp job was as a counselor at The Fresh Air Funds Camp ABC in 1971, where she continued to work for 30 years. Bev then joined the staff at Oasis Children’s Services, helping set up Oasis in Brooklyn as well as designing and directing Oasis in Central Park. Since 2007, Bev has been the director at Camp Homeward Bound, providing children/youth living in homeless and domestic shelters with a positive camp experience. Bev is a frequent volunteer and trainer for Global Camps Africa. Bev’s involvement with ACA has provided her with invaluable professional development opportunities. She was a member of the ACA-NY Board of Directors for over 20 years, was the Tri-State registration chair, complaints resolution chair, and standards chair. Bev has been a standards visitor for over 34 years and is currently a member of the Standards Committee, serving as a standards instructor and instructor trainer. Bev has served on the ACA National Standards Commission, National Field Service Committee, and currently serves on the ACA’s Board Development Committee. Bev is currently a member of the Association for Camp Nursing Board of Directors. Bev has received the Tri-State Award, ACA National Service Award, and ACA National Honor Award.



Bev McEntarfer

# Keynote Speakers & Award Winners

THURSDAY MARCH 14th • 12:00PM-2:00PM

General Session — Keynote Speaker

## KARAMO BROWN

HOST ON EMMY-AWARD WINNING *QUEER EYE*, ACTIVIST, AND ADVOCATE FOR MENTAL HEALTH AWARENESS

Location: Hall A, Second Level

### A MODERATED DISCUSSION WITH KARAMO BROWN

Join your fellow attendees as Corey Dockswell, co-director of Camp Wicosuta, moderates a captivating conversation with Karamo Brown. Listen to and learn from one of today's top influencers. Between founding his own nonprofit, starring in the famous Netflix reboot of *Queer Eye*, and authoring what's sure to be a bestselling memoir, he is sure to offer you key takeaways for both our industry and your personal life.



**BIO:** Television host and culture expert on the Emmy-winning Netflix reboot of *Queer Eye*, Karamo Brown says that the key to his success is tapping into the many facets of his identity. Whether as an openly gay man, a black man, a single father, or psychotherapist, Karamo strategically utilizes the strengths of his different identities to achieve success and teaches others to do the same. Lauded for his ease and natural comfort in relating to different types of people, Karamo is tasked with making-over the hearts and minds of the "culturally challenged," and helps them to confront and grow beyond the internal issues holding them back. According to the *LA Times*, "Karamo is at the intersection of where pop culture, social media, and real life collide!" *Queer Eye* has been the winner of three Emmys, including for Outstanding Structured Reality Program, and a Television Critics Association award.

Brown began his television career in 2004 as a housemate on the MTV hit reality series *The Real World*, becoming the first openly-gay African-American in the history of reality television. Shortly after the conclusion of *The Real World*, Karamo learned that he was the father of a nine-year-old boy, Jason. With the support of his child's mother, Brown petitioned and gained full custody of his son. A year later, Karamo adopted Jason's half-brother Christian.

In 2014, he joined the Oprah Winfrey Network to host and produce their first digital show, #OWNshow. From there, Karamo became a host and producer for *HuffPost Live*, a recurring guest host of *Access Hollywood Live*, and a contributor for HLN/CNN. He was also host of MTV's *Are You The One: Second Chances*.

As a co-founder of 6in10.org, an organization addressing the mental health and self-esteem of individuals affected by HIV, Karamo was the recipient of the 2018 Human Rights Campaign Visibility Award. He was also invited by the Obama Administration to work with the White House to create policy and legislation supporting LGBTQ youth and their allies after school hours. Karamo is an active member of the Never Again MSD gun-control movement after his Florida high school, Stoneman Douglas, suffered a fatal shooting in 2018. A graduate of Florida A&M University, Karamo worked as a licensed social worker and psychotherapist for over a decade before transitioning into media.

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## Thelma Hurwitz Tri-State Award Winner

### TONY STEIN

As a third generation owner, Tony grew up at Camp Echo Lake, giving him a unique perspective and insight into what it takes to lead a community of 500 campers and their staff. Tony started as a 6-year old camper in 1969, and has held almost every job at camp along the way to becoming the camp director in 1995. Widely recognized as a leader in the camping industry, Tony has served on the American Camp Association's National Board of Directors, has been president of the ACA's New York Section, and has served on the Board of Directors of Project Morry since its inception in 1996. Tony has spent the better part of 50 summers at Echo Lake, missing just a few years while earning his MBA and working in the "real world."



Tony Stein

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# Atlantic City and the Convention Center

## PARKING

Parking is available at the Atlantic City Convention Center. The rate is a flat fee of \$15.00\* per day. The first 30 minutes are free. The lost-ticket fee is \$35.00.

\*These rates are subject to change.

## GETTING AROUND ATLANTIC CITY

The Jitney: Atlantic City transportation makes everything within the city readily accessible 24 hours a day. The Jitney stops are located on the corner of every hotel; the routes are circular and include the Convention Center. Taxis are also available at every hotel, and most of Atlantic City is walkable except for the marina area.

## GUEST SERVICES

A Guest Services Booth is located near our Registration Area for on-site assistance with transportation throughout the city, restaurant reservations, and other amenities available in Atlantic City.

## GENERAL INFORMATION

### COAT/LUGGAGE CHECK AREA

Drop off your coat before heading into a day of sessions and networking! The conference will provide a coat/luggage check area (across from the Registration Area), FREE thanks to our sponsor, Active Network, each day during the conference.



### BUSINESS CENTER

The Atlantic City Convention Center is pleased to offer fax, photocopy, computer, and UPS courier services from the UPS Store located on the first level. A supply of office items is also available for sale in the store. The store phone number is (609) 449-2480.

### FIRST AID

A medical technician is on staff daily inside Hall B throughout the conference. For further information, please stop by the Registration Area.

### EMERGENCIES

The safety and security of attendees, speakers, and exhibitors is the first priority of ACA and the Atlantic City Convention Center. For fire and medical emergencies, please find the closest ACA staff member or security guard on any one of the floors. We respectfully request that you do NOT call 911.

### CELL PHONES

The use of cellular phones is a major distraction to both speakers and attendees of sessions. Out of respect for your colleagues and our speakers, we request that these devices be turned off or put on vibrate mode. Thanks for your consideration.

### NO-SMOKING LAW

For the comfort and health of all attendees, exhibitors, and speakers, smoking is not permitted at any Tri-State functions that take place in the Atlantic City Convention Center. These include educational sessions, workshops, and Exhibit Hall functions.

## CHILDREN

For the safety and consideration of conference attendees, children under the age of 16 will not be permitted in sessions, the exhibit hall or the keynote sessions. We know it is a fun place to be, but it is a liability to have children in the hall and a distraction to have them in sessions or the keynotes.

## ACCESSIBILITY

If you require special assistance or have other special needs, please stop by the Registration Area.

## AUTHORITY

The Tri-State CAMP Conference, as represented by its chairperson and director of events, has sole authority to make decisions regarding all matters pertaining to the Conference.

## CONFERENCE CODE OF CONDUCT

The right to participate is essential to creating open dialogue among all attendees, exhibitors, volunteers, speakers, and staff. We acknowledge the freedom of expression of all these stakeholders. These principles are the foundation on which the Tri-State CAMP Conference was created. By attending the conference, participants agree to adhere to the following principles: All attendees shall participate in a professional, courteous, and respectful manner, refraining from language that might bring discredit upon themselves, their organizations, or the conference. Sexual harassment at any level will not be tolerated at the conference. Any reported incident of sexual harassment may result in a review and possible removal from the conference and all related activities.

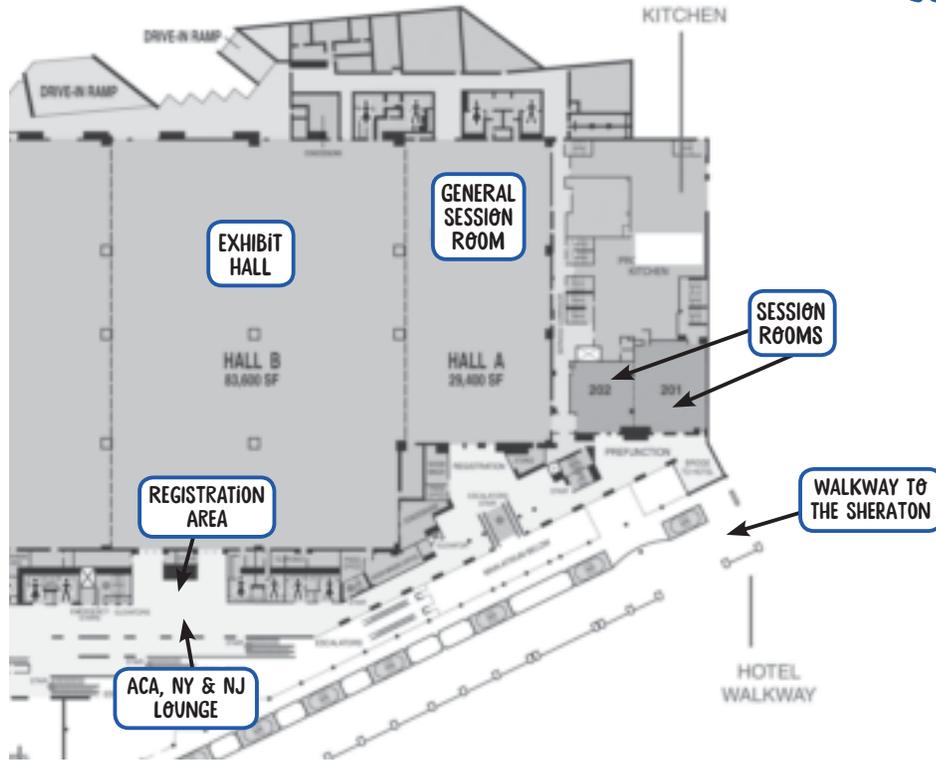
## ATLANTIC CITY HOTEL INFORMATION

If you booked your hotel reservations through AC Central Reservations and need to speak to someone, please call (866) 790-9935.

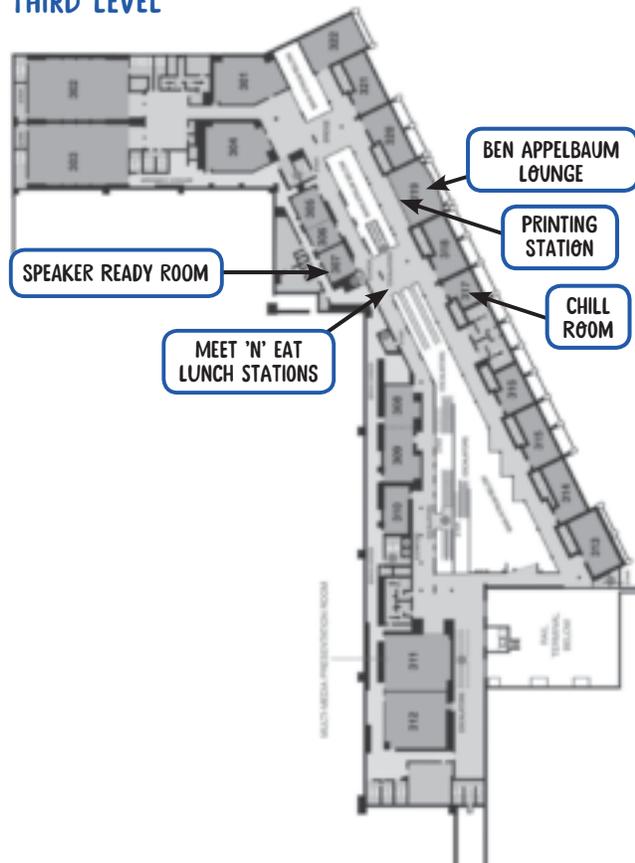


# Atlantic City Convention Center

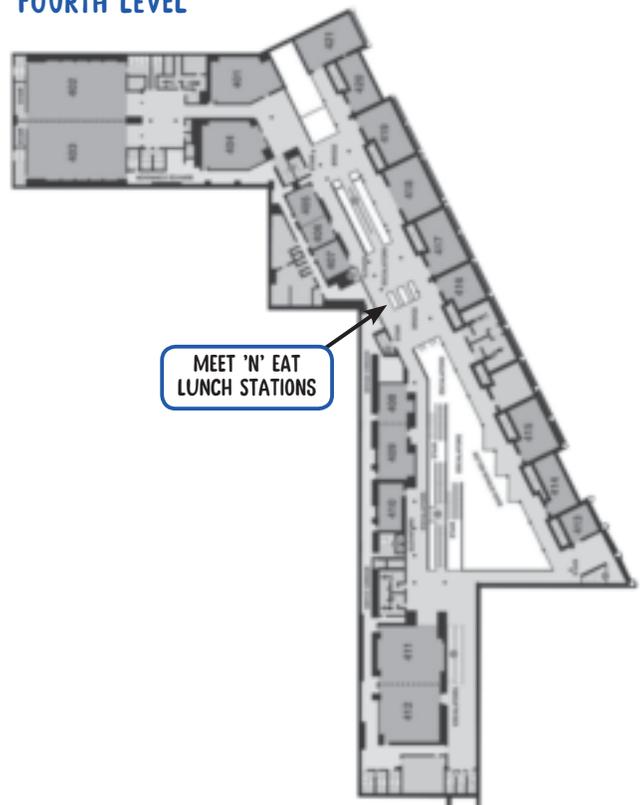
## SECOND LEVEL



## THIRD LEVEL



## FOURTH LEVEL



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# EXHIBIT HALL INFORMATION

The Tri-State CAMP Conference is to the camp professional what camp is like for our campers. At a specific time of year, we gather in one place to form a community. We learn, grow, enjoy each other's company, and feel the support from one another. A major part of this support is from our Tri-State CAMP Conference exhibitors. They are here to support you and your program. The Tri-State CAMP Conference is fortunate to have these dedicated partners who share our commitment to the mission. In the Exhibit Hall, you will truly find partners who are there to support you in having your best summer ever! **Not sure which walkie-talkie is best for your camp? Ask our exhibitors. Need camp shirts a week from yesterday? Your Tri-State Exhibitor has you covered. They are your partners in helping to make camp a success this summer.**

The Exhibit Hall boasts over 270 exhibitors, a food court, the Interactive Zone, and the ACA Bookstore. It is important to recognize the extraordinary role the exhibitors play in our industry and at Tri-State. Without the Exhibit Hall, the amazing community that is Tri-State would not happen. Their support makes this conference possible for all of us. Please help maintain the excellence of this conference by supporting the exhibitors the way they support our camp community!

## THE EXHIBIT HALL AND INTERACTIVE ZONE

### FOOD COURT

No need to leave the Convention Center to eat lunch! Grab some lunch in the back of the hall and network with others in the open-seating aisle located in the center of the Exhibit Hall.

### THE EXHIBIT HALL INTERACTIVE ZONE

Stop by the Interactive Zone to experience the latest and greatest in today's camp sports products. This year's Interactive Zone is sure to put a smile on your faces! Shoot around on the Sport Court basketball court, pick up a game of HORSE, or get your Gaga on in the Camp Conference Gaga Pit. Pickup games, fun for all, and exclusive offers for Camp Show attendees only!

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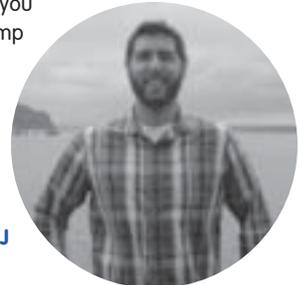


# 2019 TRI-STATE CAMP CONFERENCE

Here are some tips to get the most out of your trips to the Exhibit Hall:

- ✦ Make several trips to the hall to be certain that you see all the booths. One 30- to 45-minute trip is not enough to see the whole hall.
- ✦ If you have any exhibitors you want to have an in-depth conversation with, schedule a time to meet when the hall is a bit slower (perhaps during one of our educational sessions) to have a more substantive and relaxed chat. It is difficult to take advantage of their knowledge when everyone else is there, so give yourself a chance to ask questions and make your purchases at your own pace.
- ✦ They understand the natural cycle of camp budgets and are flexible to adjust payments and delivery as needed.
- ✦ Many exhibitors will be offering Tri-State CAMP Conference attendees onsite discounts—be sure to take full advantage of them. Finally, most exhibitors will match or beat any price you will find; it doesn't hurt to ask!

Our exhibitors are not only our partners in camp, but also in the conference. By supporting the exhibitors you are directly supporting the conference and, in turn, camp in general. Please take the time to speak with all the exhibitors. Even if you think they can't help you, many are camp industry veterans and former camp directors. They might just give you the next great idea. Happy shopping and thank you for supporting those who support us!



**JASON SAMUEL, DAY CAMPS @ THE J EXHIBITS / OPERATIONS CHAIR**

## Exhibit Hall Hours

### TUESDAY, MARCH 12

**EXHIBIT HALL GRAND OPENING**

**UNOPPOSED TIME IN EXHIBIT HALL**

12:30 PM–5:00 PM

12:30 PM–3:00 PM

4:00 PM–5:00 PM

### WEDNESDAY, MARCH 13

**FREE COFFEE WITH THE EXHIBITORS**

**UNOPPOSED TIME IN EXHIBIT HALL**

10:45 AM–5:00 PM

10:45 AM–11:45 AM

11:00 AM–2:00 PM  
& 4:15 PM–5:00 PM

### THURSDAY, MARCH 14

**FREE COFFEE WITH THE EXHIBITORS**

**UNOPPOSED TIME IN EXHIBIT HALL AND FREE COFFEE WITH EXHIBITORS**

9:30 AM–12:00 PM

9:30 AM–10:00 AM

11:15 AM–12:00 PM

745

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Since your group hasn't played this brand-new game, it levels the playing field, and is great for campers of all skill levels. This game will be a huge hit at your camp this summer! See video and pictures of the game on our website.

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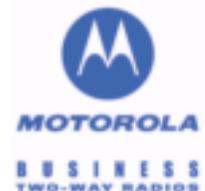
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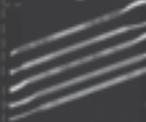
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Kycocera One Source  
Mr. D's Tees  
Outfit Your Logo  
Perlow Productions  
Ronningen Design  
StormPort Productions  
Ugly Mugz  
Waldo Photos

## AMUSEMENTS

Adirondack Extreme Adventure Course  
Amazing Amusements & Entertainment  
Amusement Supply Co  
Bass / Schuler Entertainment  
Camper Glow & Camper Quest  
Crayola Experience  
Diggerland USA  
Disney on Broadway Group Sales  
Doyle's Farm  
Extreme Magic of Eric Wilzig, The  
Fantasy Island Amusement Park  
Fun Fuzion @ New Roc City  
FunTime Junction  
FX Emotion  
Gillian's Wonderland Pier  
Head Rush Technologies  
Hershey Harrisburg Regional Visitors Bureau

i2K Inflatables  
Innova Disc Golf  
Intrepid Sea, Air and Space Museum  
iPlay America, LLC  
Kids on Wheels  
LiteZilla  
Luna Park at Coney Island  
Magic Mehl Illusions  
Magical Memories Entertainment  
Medieval Times Dinner & Tournament  
Merlin Entertainment (Madame Tussauds & LEGOLAND)  
Musical IQ  
Nido Structures  
Party Perfect Rentals  
Partymachines.com  
Pip's Island  
Playland Amusement Park  
Pocono Whitewater  
Ripley's Believe It or Not! Times Square  
RPM Raceway  
Sahara Sams Oasis Indoor  
Sesame Place  
Sky Zone Indoor Trampoline Park  
Splish Splash  
SummerCampEntertainment.com  
Tree-Mendous Adventure Parks  
Unique Entertainment  
Vertical Reality  
Wibit Sports (represented by CRS)  
Wildlife Conservation Society

## ARTS AND CRAFTS

Bisque Imports  
Blick Art Materials  
Colortime Crafts  
Connects by Fathom Company  
Crayola Experience  
EconoCrafts  
Fun Express a subsidiary of Oriental Trading Company  
Get Ready, Inc.  
H&H Purchasing Services / Marketplace  
ImpressArt  
LiteZilla  
Magical Memories Entertainment  
Maplewoodshop  
Musical IQ  
My Mom Knows Best / Glovies  
Name Beads USA Inc.  
Nature Watch  
Party Perfect Rentals  
Plastercraft by Plaque Art Creations  
S&S Worldwide  
SO Fun City  
Ugly Mugz

## ASSOCIATIONS & PROFESSIONALS

Perlow Productions

## ATHLETIC EQUIPMENT / GAMES

9 Square in the Air  
Air O Sport  
Amerasport, Inc.  
Assured Environments  
Camp Athletic Supply  
FlagHouse  
Floorball 4 All  
FX Emotion  
GagaBallPits.com  
Gordon's Action Products  
H&H Purchasing Services / Marketplace  
Innova Disc Golf  
Key Log Rolling  
Kinsey's Inc  
Kong USA  
Mamba GaGa  
Mason Corporation  
Nagle Athletic Surfaces  
New England Camp Discounter  
Nido Structures  
Partymachines.com  
R&W Rope  
Rollors Game Company  
RPM Raceway  
S&S Worldwide  
SnapSports, Inc.  
Sport Resource Group  
Sport-Tech Acrylics Corp  
Suspended Aquatic Mentor  
Tree-Mendous Adventure Parks  
TriCrosse  
Upshot Arrows

## BACKGROUND CHECKS / EMPLOYEE SCREENING

Camp Counselors USA  
CampMinder, LLC  
CampSite  
Circuitree Solutions  
Crimcheck  
One Source The Background Check Company  
Sterling Talent Solutions

## BEDDING, BEDS & COTS

American Bedding Manufacturers, Inc  
Bourdon's Institutional Sales  
ESS Universal  
MedMattress.com  
Somnum Mattress / Lippert Components  
Westex

# Exhibitor Product/Service Index

## BOATS & BOATING SUPPLIES

American Sail, Inc.  
Circle Line Sightseeing Cruises  
CORCL Boats  
Kay Park & Recreation Corp.  
Liberty Mountain  
R&W Rope  
Rocky Mountain Sunscreen  
Stand on Liquid  
Suspended Aquatic Mentor  
Zim Sailing

## BUS COMPANIES

First Student  
International Motor Coach Group  
Merchants Fleet Management  
Nationwide Instruction for Cardiovascular Education

## CABINS, OTHER STRUCTURES

Colorado Yurt Company  
GagaBallPits.com  
Pacific Yurts, Inc.  
Camp Clothing, Uniform & Accessory  
Advance Specialties  
Bunkline Outfitter  
C.C. Creations  
Camp Spot, The  
Camp Trucking  
Creative Alternatives  
E & R Cleaners - The Camper's Laundry  
Everything Camper Apparel  
Everything Summer Camp  
GrUVywear LLC  
L.L. Bean  
LabelDaddy.com  
Lands' End Camp  
Landway  
Lycra Solutions  
Mabel's Labels  
Mimish, Inc  
Mr. D's Tees  
Name Beads USA Inc.  
NameBubbles.com  
New England Camp Discounter  
Oliver's Labels  
Outfit Your Logo  
Pack for Camp  
Ranger Ready Repellent  
Universal Creative Concepts

## CAMPER GIFTS

Advance Specialties  
A-Way with Lice  
Bunkline Outfitter  
Everything Camper Apparel  
Everything Summer Camp  
Fanatic Group, The

GrUVywear LLC  
Lands' End Camp  
Lycra Solutions  
Mr. D's Tees  
Name Beads USA Inc.  
North Star Games  
Outfit Your Logo  
Ranger Ready Repellent  
Ugly Mugz  
Universal Creative Concepts

## CAMPING EQUIPMENT

Everything Summer Camp  
Kong USA  
Liberty Mountain  
Mabel's Labels  
Mimish, Inc  
Pack for Camp  
R&W Rope  
Ranger Ready Repellent  
Rocky Mountain Sunscreen  
Ugly Mugz

## CAR / TRUCK RENTALS

Camp Trucking  
Merchants Fleet Management

## CLOTHING & SPORTSWEAR

Allied T-Shirts  
Amerasport, Inc.  
American Marketing  
Bunkline Outfitter  
C.C. Creations  
Camp Spot, The  
Creative Alternatives  
Everything Camper Apparel  
Everything Summer Camp  
GrUVywear LLC  
L.L. Bean  
LabelDaddy.com  
LogoTags  
Lycra Solutions  
Mr. D's Tees  
MV Sport/The Game  
New England Camp Discounter  
Pack for Camp  
Universal Creative Concepts

## COMMUNICATIONS

1218 App Team  
ACradiocom  
Camp Connect  
CampDoc.com  
CampMinder, LLC  
Circuitree Solutions  
Expert Online Training  
First Take Video, Inc  
Granite Telecommunications

Herff Jones Camp Books  
Kew Forest  
MercurySend.com  
Perlow Productions  
Photoenroll  
RadioBoss 2-Way Radios  
Regpack

## COMPUTER AND WEB SERVICES

1218 App Team  
ACTIVE Network, Camps  
Bunk1.com  
CampBrain  
CampDoc.com  
CampMinder, LLC  
CampSite  
Camp-U-Tech  
Circuitree Solutions  
Perlow Productions  
Photoenroll  
Regpack  
Ronningen Design  
StormPort Productions  
UltraCamp  
Vernon Computer Source

## COURT CONSTRUCTION / RECREATIONAL

Copeland Coating Co., Inc.  
GagaBallPits.com  
Innova Disc Golf  
Nagle Athletic Surfaces  
SnapSports, Inc.  
SportPros USA  
Sport-Tech Acrylics Corp

## DOCKS AND RAFTS

Commercial Recreation Specialists  
EZ-Dock  
Meeco Sullivan  
Stand on Liquid  
Suspended Aquatic Mentor

## EDUCATIONAL PROGRAMS / ACTIVITIES

AMSkier  
Arboreal Edge  
Ari Safari  
Bass / Schuler Entertainment  
Boston Attractions Group  
CIEE  
Circle Line Sightseeing Cruises  
Class Act Performing Artists & Speakers, Inc.  
Compass Awards  
Disney on Broadway Group Sales  
Disney Theatrical Group  
Doyle's Farm  
Expert Online Training

# Exhibitor Product/Service Index

FlagHouse  
Fun Express a subsidiary of Oriental Trading Company  
Gratz College  
Group Sales Box Office at Broadway.com  
Hershey Harrisburg Regional Visitors Bureau  
Intrepid Sea, Air and Space Museum  
Liberty Science Center  
LiteZilla  
Luna Park at Coney Island  
Magical Memories Entertainment mainstages  
Maplewoodshop  
Musical IQ  
My Mom Knows Best / Glovies  
National Circus Project  
Nationwide Instruction for Cardiovascular Education  
Nature Watch  
One World Observatory  
Path to Rhythm  
Pip's Island  
Pocono Whitewater  
Ramblewild  
Ripley's Believe It or Not! Times Square  
Rock Star Camp  
RPM Raceway  
S&S Worldwide  
Sahara Sams Oasis Indoor  
SO Fun City  
The Field Trip Directory

## ELECTRONICS

Camp Connect  
CampDoc.com  
Kyocera One Source  
LiteZilla  
RadioBoss 2-Way Radios  
S&S Worldwide  
Universal Creative Concepts

## ENTERTAINERS

Amazing Amusements & Entertainment  
Bass / Schuler Entertainment  
Camper Glow & Camper Quest  
Class Act Performing Artists & Speakers, Inc.  
Degy Booking International  
Disney on Broadway Group Sales  
Extreme Magic of Eric Wilzig, The  
Group Sales Box Office at Broadway.com  
Kids on Wheels  
Magic Mehl Illusions  
Magical Memories Entertainment mainstages  
Master Illusionist Elliot Zimet  
Medieval Times Dinner & Tournament  
Musical IQ  
National Circus Project  
New York Mentalist  
Party Perfect Rentals

Path to Rhythm  
Power Performers / Robert Channing  
Ripley's Believe It or Not! Times Square  
Rock Star Camp  
Salazar Magic  
Shear Madness  
Simon Sez  
SO Fun City  
Solo Circus  
SummerCampEntertainment.com  
The Field Trip Directory  
Unique Entertainment

## FACILITIES MANAGEMENT

ACTIVE Network, Camps  
CampDoc.com  
Circuitree Solutions  
ESS Universal  
Expert Online Training  
Kew Forest  
MedMattress.com  
New England Camp Discounter  
PackMyRX

## FINANCIAL SERVICES

CampDoc.com  
CardWorks Merchant Services  
Regpack

## FITNESS EQUIPMENT

GagaBallPits.com  
H&H Purchasing Services / Marketplace  
Key Log Rolling  
Kong USA  
Mamba GaGa  
New England Camp Discounter

## FLOORS

Mateflex  
SportPros USA

## FOOD & BEVERAGE PRODUCTS & SERVICES

a la Mode Shoppe  
Berks Packing  
Cookies & More  
Creative Serving, Inc.  
Culinary Depot  
Custom Concentrates / Sea Breeze  
Delorio Foods Inc.  
Driscoll Foods  
Food & Beverage Associates  
Future Foods  
General Mills Foodservice  
H&H Purchasing Services / Marketplace  
JH Paper Company  
Kasa's Food Distributing Co.  
Medieval Times Dinner & Tournament  
Mompops

My Mom Knows Best / Glovies  
Performance Foodservice  
Polar Party Express / Uncle Louie Gee  
Rocky Mountain Sunscreen  
Roger and Sons, Inc.  
SunButter  
The Sneaky Chef  
Ward's Ice Cream  
Wolfwoods, Inc.  
WowButter Foods  
Yangs 5th Taste

## FREE CAMP MATERIAL

CampDoc.com  
mainstages  
The Field Trip Directory

## FURNITURE

American Bedding Manufacturers, Inc  
Blick Art Materials  
ESS Universal  
Jess Crate Furniture & Supplies  
Kay Park & Recreation Corp.  
MedMattress.com  
S&S Worldwide  
Westex

## GAMES

9 Square in the Air  
Air O Sport  
AKE Games  
Amazing Amusements & Entertainment  
Bass / Schuler Entertainment  
Carma Games  
Expert Online Training  
Fantasy Island Amusement Park  
Fun Express a subsidiary of Oriental Trading Company  
FX Emotion  
GagaBallPits.com  
INNOVA Disc Golf  
LiteZilla  
Luna Park at Coney Island  
Magical Memories Entertainment mainstages  
Mamba GaGa  
Mason Corporation  
Medieval Times Dinner & Tournament  
Musical IQ  
New England Camp Discounter  
North Star Games  
Party Perfect Rentals  
Partymachines.com  
Rollers Game Company  
RPM Raceway  
S&S Worldwide  
SO Fun City  
SummerCampEntertainment.com

# Exhibitor Product/Service Index

## HEALTH & SAFETY

A-Way with Lice  
Camp Health Consulting  
CampDoc.com  
CampMeds, Inc.  
Circuitree Solutions  
Germ Free Technology  
Ivy Oaks Analytics  
Lice Clinics of America  
My Mom Knows Best / Glovies  
Rocky Mountain Sunscreen

## INSTRUCTION - SPORTS

Air O Sport  
Expert Online Training  
Innova Disc Golf  
Key Log Rolling  
Lycra Solutions  
Mamba GaGa  
Nationwide Instruction for Cardiovascular Education  
RPM Raceway

## INSURANCE

AMSkier  
A-Way with Lice  
CampDoc.com  
CampMinder, LLC  
National Camp Group  
Philadelphia Insurance Companies  
Sobel Affiliates, A Brown & Brown Company

## JANITORIAL & MAINTENANCE SUPPLIES

H&H Purchasing Services / Marketplace  
Independent Chemical  
JH Paper Company  
Kew Forest  
Rocky Mountain Sunscreen  
Roger and Sons, Inc.  
S&S Worldwide  
Sterling Sanitary Supply  
Westex

## KITCHEN EQUIPMENT & DESIGN

Culinary Depot  
Food & Beverage Associates  
H&H Purchasing Services / Marketplace  
Roger and Sons, Inc.  
Westex  
Wolffoods, Inc.

## LAUNDRY EQUIPMENT / SERVICE

E & R Cleaners - The Camper's Laundry  
Fresh Laundry  
Independent Chemical  
Panaram/USA-TOWL  
Sterling Sanitary Supply

## LAWN & GROUNDS MAINTENANCE

Independent Chemical  
Rocky Mountain Sunscreen

## LINENS

Bourdon's Institutional Sales  
E & R Cleaners - The Camper's Laundry  
JH Paper Company

## LUGGAGE DELIVERY SERVICE

Camp Trucking

## MEDICAL SUPPLIES & EQUIPMENT

American Red Cross  
CampDoc.com  
CampMeds, Inc.  
Expert Online Training  
Germ Free Technology  
H&H Purchasing Services / Marketplace  
Israel Emergency Medical Services  
Lice Clinics of America  
Nationwide Instruction for Cardiovascular Education  
PackMyRX  
Ranger Ready Repellent  
Rocky Mountain Sunscreen  
Suspended Aquatic Mentor

## OFFICE EQUIPMENT

H&H Purchasing Services / Marketplace  
Kyocera One Source  
Outfit Your Logo  
RadioBoss 2-Way Radios  
S&S Worldwide

## ONLINE DIRECTORIES

CampDoc.com  
Cove Creek Productions

## PAPER GOODS

Independent Chemical  
JH Paper Company  
S&S Worldwide  
Sterling Sanitary Supply  
Westex

## PERSONNEL SERVICE / STAFF PLACEMENT

Camp America  
Camp Counselors USA  
Camp Leaders  
CampGig, LLC  
CampSite  
CIEE  
Circuitree Solutions  
Expert Online Training  
InterExchange Camp USA

International Exchange of North America  
StormPort Productions  
WhizResources

## PEST REMOVAL

Assured Environments  
A-Way with Lice  
Independent Chemical  
Ivy Oaks Analytics  
Lice Clinics of America  
Lice Treatment Center, The  
Pest Heat

## PHOTOGRAPHERS

Camp Connect  
Herff Jones Camp Books  
Irvin Simon Photographers  
Jasienowski Studio, Inc. Portrait Photographers  
Magical Memories Entertainment  
Perlow Productions  
Photoenroll  
StormPort Productions  
Waldo Photos

## PLAYGROUND EQUIPMENT

9 Square in the Air  
Commercial Recreation Specialists  
GagaBallPits.com  
Head Rush Technologies  
Mamba GaGa  
Mason Corporation  
New England Camp Discounter  
Nido Structures  
Partymachines.com  
Rocky Mountain Sunscreen  
Sport Resource Group  
Sports and Golf Solutions  
Tree-Mendous Adventure Parks

## POOL CONSTRUCTION / POOL EQUIPMENT

Commercial Clearwater Company, Inc.  
Custom Pools of Rockland  
GrUVywear LLC  
Key Log Rolling  
Mason Corporation  
Rocky Mountain Sunscreen  
Suspended Aquatic Mentor

## PRINTING & GRAPHIC SERVICES

Amerasport, Inc.  
Bunkline Outfitter  
Jasienowski Studio, Inc. Portrait Photographers  
Liberty Mountain  
Outfit Your Logo

# Exhibitor Product/Service Index

## PROGRAMS

Arboreal Edge  
Ari Safari  
Boston Attractions Group  
Compass Awards  
Disney on Broadway Group Sales  
Doyle's Farm  
Expert Online Training  
Intrepid Sea, Air and Space Museum  
Key Log Rolling  
Kids on Wheels  
Musical IQ  
Nationwide Instruction for Cardiovascular Education  
Nature Watch  
Path to Rhythm  
Ripley's Believe It or Not! Times Square  
Rock Star Camp  
SO Fun City

## PROMOTIONAL ITEMS & GIFTS

4imprint  
Advance Specialties  
Amerasport, Inc.  
Barker Specialty Company  
Bass / Schuler Entertainment  
Bunkline Outfitter  
C.C. Creations  
Creative Alternatives  
Everything Summer Camp  
Fanatic Group, The  
GrUVywear LLC  
Herff Jones Camp Books  
Jasienowski Studio, Inc. Portrait Photographers  
LogoTags  
Mr. D's Tees  
Name Beads USA Inc.  
Outfit Your Logo  
Pack for Camp  
Perlow Productions  
Rocky Mountain Sunscreen  
RPM Raceway  
Ugly Mugz  
Universal Creative Concepts

## PUBLISHING

Herff Jones Camp Books  
Jasienowski Studio, Inc. Portrait Photographers  
Photoenroll

## ROCK CLIMBING WALLS

Adirondack Extreme Adventure Course  
Adventure Network  
Arboreal Edge  
Head Rush Technologies  
Kong USA  
Liberty Mountain  
Party Perfect Rentals  
R&W Rope  
S&S Worldwide

Sahara Sams Oasis Indoor  
Sky Zone Indoor Trampoline Park  
Tree-Mendous Adventure Parks

## SAFETY INFORMATION PROGRAMS/SUPPLIES

American Red Cross  
CampDoc.com  
CampMeds, Inc.  
GrUVywear LLC  
Kew Forest  
Nationwide Instruction for Cardiovascular Education  
PackMyRX  
Ranger Ready Repellent  
Rocky Mountain Sunscreen  
Suspended Aquatic Mentor

## SECURITY

A-Way with Lice

## SKATEPARK EQUIPMENT

GagaBallPits.com  
Rocky Mountain Sunscreen

## SOLAR

GrUVywear LLC

## SOUND / VIDEO SYSTEMS

Magical Memories Entertainment

## SPORTS ENTERTAINMENT PROGRAMS

Camper Glow & Camper Quest  
Class Act Performing Artists & Speakers, Inc.  
Fun Fuzion @ New Roc City  
GagaBallPits.com  
Kids on Wheels  
Kinsey's Inc  
Mamba GaGa  
Pocono Whitewater  
RPM Raceway  
Sky Zone Indoor Trampoline Park

## STATIONERY

Fanatic Group, The  
Fun Express a subsidiary of Oriental Trading Company

## TENTS, TEEPEES, SHELTERS

Anchor Industries  
Liberty Mountain  
Nido Structures  
Pacific Yurts, Inc.  
S&S Worldwide

## TOURS AND TRAVEL

Academy Express, LLC  
Adirondack Extreme Adventure Course

Boston Attractions Group  
Circle Line Sightseeing Cruises  
Club Getaway  
Crayola Experience  
Delaware River Tubing Inc.  
Disney on Broadway Group Sales  
Doyle's Farm  
Four Season Tours & Rock the Boat Cruises  
Fun Fuzion @ New Roc City  
Group Sales Box Office at Broadway.com  
Hershey Harrisburg Regional Visitors Bureau  
Intrepid Sea, Air and Space Museum  
Medieval Times Dinner & Tournament  
Pocono Whitewater  
Regpack  
Ripley's Believe It or Not! Times Square  
Sahara Sams Oasis Indoor  
Statue Cruises  
The Field Trip Directory  
Wildlife Conservation Society

## TROPHIES & AWARDS

C.C. Creations  
Compass Awards  
Crown Trophy  
Outfit Your Logo  
RPM Raceway  
S&S Worldwide

## VIDEO PRODUCTION SERVICES AND DVD COPIES

829 Studios  
Camp Athletic Supply  
Camp Connect  
Cove Creek Productions  
First Take Video, Inc  
Matchstick Film Company  
Perlow Productions

## WATER FRONT EQUIPMENT / PRODUCTS

American Sail, Inc.  
Commercial Recreation Specialists  
FlagHouse  
GrUVywear LLC  
Key Log Rolling  
Lifesaving Society  
Lyra Solutions  
Mason Corporation  
Meeco Sullivan  
Nido Structures  
RadioBoss 2-Way Radios  
RAVE Sports  
Rocky Mountain Sunscreen  
Stand on Liquid  
Suspended Aquatic Mentor  
urSwim  
Wibit Sports (represented by CRS)  
Zim Sailing



# The future is at the heart of what we both do.

For more than two decades, Gerstein Fisher has helped camp owners like you invest in the future of their own lives and businesses. Our Multi-Factor® investment approach is built on a foundation of academic research which allows us to make investment decisions based on data, not emotion. We believe the best way to protect the future is by planning for it.

As a proud ACA and VOCE sponsor, Gerstein Fisher is pleased to offer a complimentary consultation for Tri-State Camp Conference participants. **To schedule yours, contact us today:**

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www.GersteinFisher.com

## INVESTMENT PRODUCTS & SERVICES

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#### ACH/E-Check Processing.

Adds another level of flexibility to your existing payment options.

#### Commitment.

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Cliq® has been a trusted provider of payment processing services to Camps since 2008. We are proud to support the Tri-State CAMP Conference.

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Cliq

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# Conference Syllabus

Don't know where to start? Updated for 2019, here are customized syllabi for certain groups of attendees. The description and logo for each group is defined below—our hope is that this will help you find the right sessions to make your conference the most productive one possible. Please use these lists as a guideline; they are just recommendations and by no means comprehensive. We hope this helps you on your conference planning!

## 1ST TIME ATTENDEES



If this is one of your first few times attending the Tri-State CAMP Conference, you may want to visit these sessions. These are some of the most critical topics that you'll need to be successful this summer. These well-known and motivating speakers are sure to leave you inspired for another amazing summer at camp!

## ADMINISTRATIVE



Do you spend much of your time as one of the "unsung heroes" that works with the important back-end stuff that makes camp run smoothly? If so, you might find these sessions very interesting!

## FINANCE AND REGULATIONS



These sessions deal with the economic and regulatory issues that are vital to every successful organization!

## FOR STAFF TRAINERS



Every supervisor is only as successful as the staff that he or she manages. Are you looking for some new ideas to get the best out of your staff? Here are some sessions that will help you improve your ability to coach your staff to reach new heights.

## FRONT LINE STAFF



Whether you work directly with campers, or are looking for a turn-key lesson to present to your front-line staff, these sessions will provide you with practical skills that will directly impact the camper experience.

## GENDER AND SEXUALITY



Are you looking to increase your knowledge about issues relating to gender and sexuality? Is your camp trying to become more inclusive? These engaging and informative sessions will cover a wide range of topics!

## GET ACTIVE!



Who says learning can't be fun? These sessions are a great way to learn while being active! Be ready to participate.

## GREAT FOR TEACHERS



Are you a teacher during the "other 10 months" of the year? If you're looking for sessions that can crossover between both of your jobs, look no further than the list below. These sessions should help you at camp and in the classroom!

## INCLUSION



Do you work with campers and staff that are traditionally underrepresented in the camp environment? These sessions will address diversity, and working with people that have developmental, physical, and intellectual disabilities.

## MENTAL HEALTH



The mental health and well-being of campers and staff has emerged as a changing and critical issue over the last few years. These sessions will help you become more informed and prepared for the upcoming summer.

## NETWORKING



Looking for an experience that is both educational and a little social? These sessions will provide useful content as well as an opportunity to meet new people in your field!

## PERSONAL GROWTH AND SELF-CARE



As camp professionals, we are trained to focus on others before our own needs. These sessions are designed to help you become a better person or professional, and achieve your own goals.

## PROGRAM DEVELOPMENT



Are you the person at your camp that creates and plans the schedules and activities? These sessions will surely take your program planning game to the next level!

## SALES / ADVERTISING / MARKETING



Sales, advertising, and marketing don't come naturally to all of us, but as stewards of businesses or nonprofit organizations, we must hone these skills. Whether you are a novice or an expert, there is a sales, advertising, and marketing session for you at Tri-State!

## STAFFING DIRECTORS



We all know that a camp is only as good as its staff. These sessions focus on finding, hiring, and developing the best staff possible. These are must-see sessions if you hire camp staff!

## TECHNOLOGY / WEB



Who knew that technology was such a big part of the camp experience? These sessions relate to all types of technology. Whether you're a novice or a tech expert, you're sure to find an interesting workshop here!

## TRENDING TOPICS



Are you a year-round camp professional interested in hearing what's new and exciting in the camp industry? Are you looking for something interesting to shape your conference experience? Consider attending one of these "Trending Topics" sessions. These sessions are about issues that may impact your camp in 2019 and beyond.



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# Conference Sessions and Workshops



# AGENDA

# at a GLANCE

## MONDAY, MARCH 11

- 8:00 AM–6:00 PM      **REGISTRATION OPEN**
- 8:30 AM–4:30 PM      **ACA NEW DIRECTORS ORIENTATION (ROOM 304)**
- 11:00 AM–4:30 PM      **ACCREDITATION PROCESS WORKSHOPS (ROOMS 320 & 321)**
- 11:00 AM–4:00 PM      **EPIC (EMERGING PROFESSIONALS IN CAMPING) WORKSHOP (ROOM 404)**
- 1:00 PM–4:00 PM      **SPECIAL NEEDS CAMPING COLLABORATION 2019 (ROOM 415)**
- 1:00 PM–5:00 PM      **INDEPENDENT SCHOOLS PRE-CONFERENCE WORKSHOP (ROOM 313)**
- 1:00 PM–5:00 PM      **TRAINING FOR TRAINERS: HANDS-ON WORKSHOP FOR CREATING TRAININGS THAT INFORM AND INSPIRE (ROOM 412)**
- 5:00 PM–6:00 PM      **ACA FIRST TIMER'S ORIENTATION (ROOM 321)**
- 7:00 PM–9:00 PM      **DINNER AT CUBA LIBRE (THE TROPICANA) SIGN UP NOW AT REGISTRATION!**



## TUESDAY, MARCH 12

- 7:30 AM–5:00 PM      **REGISTRATION OPEN**
- 7:30 AM–8:25 PM      **ACA FIRST TIMER'S ORIENTATION (ROOM 321)**
- 8:30 AM–9:30 AM      **CONCURRENT SESSIONS BLOCK A**
- 9:45 AM–10:45 AM      **CONCURRENT SESSIONS BLOCK B**

11:00 AM–12:30 PM  
**GENERAL SESSION (HALL A):**

**SIR KEN ROBINSON**



**LEGENDS OF CAMPING AWARD WINNER:**

**BEV MCENTARFER**



- 12:30 PM–3:00 PM      **EXHIBIT HALL GRAND OPENING**
- 12:45 PM–1:45 PM      **MEET 'N' EAT SESSIONS**
- 12:45 PM–2:00 PM      **VOCE (PRE-REGISTERED MEMBERS ONLY) SESSION WITH LUNCH (ROOM 412)**
- 3:00 PM–4:00 PM      **CONCURRENT SESSIONS BLOCK C**
- 3:00 PM–5:00 PM      **EXHIBIT HALL OPEN**
- 4:30 PM–6:30 PM      **VISITOR UPDATE COURSES (ROOMS 320 & 321)**
- 7:00 PM–9:00 PM      **DINNER AT CARMINE'S, THE QUARTER (AT THE TROPICANA) SIGN UP NOW AT REGISTRATION!**
- 9:00 PM–MIDNIGHT      **EVENING SOCIAL EVENT - LATE NIGHT DRINKS, MUSIC, AND FUN AT CHICKIE'S AND PETE'S, TROPICANA**

# AGENDA

# at a GLANCE

## WEDNESDAY, MARCH 13

**CAMP SHIRT  
WEDNESDAY  
(WEAR YOUR  
CAMP APPAREL!)**



7:15 AM

**5K FUN RUN AT THE  
ATLANTIC CITY BOARDWALK**

7:30 AM–5:00 PM

**REGISTRATION OPEN**

8:30 AM–9:30 AM

**CONCURRENT SESSIONS  
BLOCK D**

9:45 AM–10:45 AM

**CONCURRENT SESSIONS  
BLOCK E**

10:45 AM–5:00 PM

**EXHIBIT HALL OPEN**

10:45 AM–11:45 AM

**FREE COFFEE WITH  
EXHIBITORS**

11:00 AM–4:30 PM

**ACCREDITATION PROCESS  
WORKSHOPS (ROOMS 320 & 321)**

12:30 PM–1:30 PM

**MEET 'N' EAT SESSIONS**

12:30 PM–1:45 PM

**VOCE (PRE-REGISTERED  
MEMBERS ONLY) SESSION  
WITH LUNCH (ROOM 412)**

2:00 PM–3:00 PM

**CONCURRENT SESSIONS  
BLOCK F**

3:15 PM–4:15 PM

**CONCURRENT SESSIONS BLOCK G**

4:15 PM–5:00 PM

**EXHIBIT HALL OPEN**

5:30 PM–7:00 PM

**WEDNESDAY NIGHT SOCIAL  
AT THE SHERATON HOTEL  
SIGN UP NOW AT REGISTRATION!**

## THURSDAY, MARCH 14

7:30 AM–2:30 PM

**REGISTRATION OPEN**

9:00 AM–10:00 AM

**CONCURRENT SESSIONS  
BLOCK H**

9:30 AM–12:00 PM

**EXHIBIT HALL OPEN**

9:30 AM–10:00 AM

**FREE COFFEE WITH THE  
EXHIBITORS**

10:15 AM–11:15 AM

**CONCURRENT SESSIONS  
BLOCK I**

11:15 AM–12:00 PM

**FREE REFRESHMENTS WITH  
EXHIBITORS \*LAST CHANCE  
TO SHOP!\***

12:00 PM–2:00 PM

**GENERAL SESSION  
(HALL A):  
KARAMO BROWN**



**THELMA HURWITZ  
TRI-STATE  
AWARD  
WINNER:  
TONY STEIN**



# Monday Pre-Conference Workshops

## NEW DIRECTORS' ORIENTATION

**MØNDAY, MARCH 11**  
8:30 AM–4:30 PM

**Location:** Room 304

This 8-hour interactive ACA National course provides an overview of key aspects of the camp director's job and is intended for directors with 3 or less years of experience, assistant directors, program directors, or people who have been in other administrative positions and are considering directing camp in the near future. The course will cover many areas with special focus offered on leadership, risk management, camper behavior, staff training, and staff supervision. Upon completion of this one-day course, the ACA National office will mail you a certificate of completion, suitable for framing. Join Ben Esposito and several experienced camp directors for this informative course. Cost includes a light breakfast, lunch, and full course curriculum.

**Facilitator:** BEN ESPOSITO



**Ben Esposito**

## SPECIAL NEEDS CAMPING COLLABORATION: ENHANCING PROGRAMS FOR CHILDREN AND ADULTS WITH DISABILITIES

**MØNDAY, MARCH 11**  
1:00 PM–4:00 PM

**Location:** Rooms 415, 416

Connecting with colleagues is a wonderful way to reflect on past experiences and discover new opportunities for growth. Join us for a gathering of camp professionals that provide programs for children and adults with special needs. This meeting is open to all directors, program leaders, and staff that support people with disabilities in a camp setting—including day or resident camps, inclusion programs, etc. Designated time for roundtables and networking will allow participants to discuss various topics as well as convene by specific areas of focus and program type. Attendees will share resources, learn about other programs, and walk away with tips for improving their camp!

**Facilitators:**

**KAT LEONARD**, YAI/Frost Valley YMCA  
**ELYSE MILLER**, Buckley Day Camp  
**ERIC SASSON**, Camp Akeela



**Kat Leonard**



**Elyse Miller**



**Eric Sasson**

## EPIC WORKSHOP

**MØNDAY, MARCH 11**  
11:00 AM–4:00 PM

**Location:** Rooms 404, 418, 419

Just as camps choose core values that best highlight their programs and missions, EPIC has values that serve engaged professionals in camping: tradition, spirit, safety and wellness, empowerment, and community. Our 2019 Pre-Conference is built to consider how we emulate our EPIC values to elevate not only ourselves, but also the camps we proudly represent. We are thrilled to welcome Sarah Kurtz McKinnon to keynote our day and eager to meet and connect with all camping professionals—from first-year summer staff to full-time veterans! Come join us for a day of engaging discussions and networking, created to provide clear takeaways for our EPICs!

**Keynote Speaker:** SARAH KURTZ MCKINNON



**Sarah Kurtz McKinnon**

### WORKSHOP SCHEDULE:

11:00 AM–11:15 AM **WELCOME / ICEBREAKER (ROOM 404)**  
11:15 AM–12:15 PM **KEYNOTE (ROOM 404)**

Young professionals are some of the most powerful people in camping. These are the individuals who set the tone for staff and camper culture on a day-to-day basis, but they're also the individuals who have the power to steer the vision and values for camp into the future. In this keynote, Sarah Kurtz McKinnon will show this critical group of emerging leaders how the practice of positive deviance will help them get even more kids to even better camps.

12:20 PM–1:05 PM **BREAKOUT 1 (ROOMS 418 & 419)**  
1:05 PM–1:50 PM **LUNCH (ROOM 404)**  
2:00 PM–2:45 PM **BREAKOUT 2 (ROOMS 418 & 419)**  
2:45 PM–2:55 PM **BRAIN BREAK**  
2:55 PM–3:35 PM **BREAKOUT 3 (ROOM 404)**  
3:35 PM–4:00 PM **CLOSING**  
8:00 PM–11:00 PM **EPIC PRESENTS: WOODSTOCK AT THE HARD ROCK!**

### WORKSHOP SCHEDULE:

1:00 PM–1:30 PM **WELCOME**  
1:30 PM–2:30 PM **YAI PRESENTATION**

YAI has been dedicated to providing innovative services for the intellectual and/or developmental disabilities community since 1957. Today, YAI serves over 20,000 people with autism, Down syndrome, cerebral palsy, and more. They also offer training and support to caregivers and professionals in the field of developmental disabilities. This presentation will provide valuable tips and resources for camp leaders to incorporate into their staff training.

2:30 PM–3:00 PM **NETWORKING/COOKIES AND COFFEE**  
3:00 PM–3:50 PM **ROUNDTABLE TOPICS/BREAKOUT SESSIONS**  
**\*TOPICS WILL INCLUDE BEHAVIOR MANAGEMENT, STAFFING, PROGRAMMING, AND MORE.**  
3:50 PM–4:00 PM **WRAP-UP AND CLOSING**

**TRAINING FOR TRAINERS:  
HANDS-ON WORKSHOP FOR  
CREATING TRAININGS THAT  
INFORM AND INSPIRE**

**MØNDAY, MARCH 11  
1:00 PM–5:00 PM**

**Location: Room 412**

During an engaging, dynamic, and informative training session, Tri-State Pre-Conference participants will receive a “road map” for creating training experiences that are both educational and motivational. Covering all elements of a great training—including preparing for, writing, facilitating, and following up after a training—the session will provide concrete tools, real-world examples, and hands-on activities to help every participant be prepared to translate the Tri-State Conference sessions into valuable learning opportunities for their day camp and residential camp teams.

**Speaker: JACQUELINE MISLA, Jacqueline Misla Consulting**



**Jacqueline Misla**

**TRAINING ØUTLINE:**

1:00 PM–1:40 PM

1:40 PM–2:20 PM

2:20 PM–3:00 PM

3:00 PM–3:10 PM

3:10 PM–4:30 PM

4:30 PM–5:00 PM

**WELCOME AND OVERVIEW**

**THE GAME IS WON AND LOST IN THE  
PREPARATION: PREPARING FOR SUCCESS**

**YOU ARE RESPONSIBLE FOR WHAT HAPPENS  
IN THE ROOM: FACILITATION BEST PRACTICES**

**BRAIN BREAK**

**FACILITATION STRATEGIES, COMPONENTS  
OF A TRAINING, AND PRINCIPLES OF ADULT  
LEARNING**

**THE END IS NOT THE END: WHAT HAPPENS  
AFTER THE TRAINING IS OVER?**

**INDEPENDENT SCHOOLS PRE-CONFERENCE WORKSHOP**

**MØNDAY, MARCH 11  
1:00 PM–5:00 PM**

**Location: Rooms 313, 314, 315, 316**

Join summer camp and auxiliary staff from independent schools across the country for an afternoon of learning and networking. This workshop will feature targeted roundtables and breakout sessions with ideas for everyone. After spending the afternoon learning, join us for a networking dinner at Cuba Libre. This is a great opportunity to meet other independent school professionals before the Tri-State CAMP Conference begins!

**WØRKSHOP SCHEDULE:**

1:00 PM–1:15 PM

1:15 PM–2:15 PM

2:15 PM–3:30 PM

3:30 PM–4:30 PM

4:30 PM–5:00 PM

7:00 PM–9:00 PM

**WELCOME AND OVERVIEW (ROOM 313)**

**BREAKOUT SESSIONS 1**

**ROUNDTABLES AND SNACKS**

**BREAKOUT SESSIONS 2**

**WRAP-UP AND EVALUATIONS**

**NETWORKING DINNER AT CUBA LIBRE  
(TROPICANA, 2801 PACIFIC AVE, ATLANTIC CITY,  
NJ 08401)**



# VOCE to VOCE Sessions

This year's Tri-State CAMP Conference will be the tenth meeting of VOCE. This group serves leaders who have had ultimate operational authority in an ACA camp for at least five years. At the conference, they will sit down together once each day—Tuesday, March 12th (with lunch included), and Wednesday, March 13th (with lunch included)—for interactive discussions about camp and their roles. VOCE sessions taking place at this year's conference (for VOCE members only):

*\*Pre-registration is required for these sessions at \$75 per person per session\**

Sponsored by:



## TUESDAY, MARCH 12

### VOCE TO VOCE SESSION

12:45 PM–2:00 PM  
(WITH LUNCH)

Location: Room 412

#### FINANCIAL STRATEGIES FOR YOUR CAMP BUSINESS

Key strategies, financial options, and opportunities in the camp business will be the focus of discussion with financial planner and analyst, Matt Krusko. A brief overview of current market conditions and with projections of where high-end consumer demand may be moving in the months ahead will be followed by strategies to take advantage of the recent changes in the Federal Tax Code, along with issues related to managing long-term and short-term cash, when to assume more debt, and when not to. Strategies for income deferral, retirement planning (pension planning), and other issues focusing on maximum income and wealth retention will be discussed.

**MATTHEW KRUSKO**, Golden Bay Advisors



Matthew Krusko

## WEDNESDAY, MARCH 13

### VOCE TO VOCE SESSION

12:30 PM–1:45 PM  
(WITH LUNCH)

Location: Room 412

#### CUSTOMER SERVICE IN CAMP HEALTH CENTERS & FOOD SERVICE FOR SPECIAL DIETS

With parents becoming more and more anxious and demanding, a camper in the health center presents ever greater demands on delivering excellent customer service. The same is true with the growth of special dietary needs of campers and delivering that same excellence in dealing with parents who want to be involved in the food their children are served. A veteran group of four camp directors will address the critical areas of customer service, both for day and resident camps, and lead an open discussion to determine best practices while coming up with new and better approaches.

**JAY JACOBS**, TLC Family of Camps



Jay Jacobs



# TUESDAY at a GLANCE

- 7:30 AM–5:00 PM **REGISTRATION OPEN**
- 7:30 AM–8:25 PM **ACA FIRST TIMER'S ORIENTATION (ROOM 321)**
- 8:30 AM–9:30 AM **CONCURRENT SESSIONS BLOCK A**
- 9:45 AM–10:45 AM **CONCURRENT SESSIONS BLOCK B**

## MY PLAN FOR THE DAY

### BLOCK A

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### BLOCK B

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### MEET 'N' EAT SESSIONS

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### BLOCK C

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| <br>Staffing Directors               | <br>Great for Teachers      | <br>Inclusion        | <br>Trending Topics               | <br>1st Time Attendees  | <br>Mental Health        |
| <br>Administrative                   | <br>Finance and Regulations | <br>Get Active!      | <br>For Staff Trainers            | <br>Networking          | <br>Gender and Sexuality |
| <br>Sales, Advertising and Marketing | <br>Technology/ Web         | <br>Front Line Staff | <br>Self-Care and Personal Growth | <br>Program Development |   |

11:00 AM–12:30 PM  
**GENERAL SESSION (HALL A):**  
**SIR KEN ROBINSON**



**LEGENDS OF CAMPING AWARD WINNER:**  
**BEV MCENTARFER**



- 12:30 PM–3:00 PM **EXHIBIT HALL GRAND OPENING**
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- 12:45 PM–2:00 PM **VOCE (PRE-REGISTERED MEMBERS ONLY) SESSION WITH LUNCH (ROOM 412)**
- 3:00 PM–4:00 PM **CONCURRENT SESSIONS BLOCK C**
- 3:00 PM–5:00 PM **EXHIBIT HALL OPEN**
- 4:30 PM–6:30 PM **VISITOR UPDATE COURSES (ROOMS 320 & 321)**
- 7:00 PM–9:00 PM **DINNER AT CARMINE'S, THE QUARTER (AT THE TROPICANA) SIGN UP NOW AT REGISTRATION!**
- 9:00 PM–MIDNIGHT **EVENING SOCIAL EVENT - LATE NIGHT DRINKS, MUSIC, AND FUN AT CHICKIE'S AND PETE'S, TROPICANA**

TUESDAY, MARCH 12

### 2019 DAY CAMP SUMMER PARENT COMMUNICATION 📧

Location: Room 402

#### LEARNING OUTCOMES:

- ❖ Participants will get a better idea of how other camps are adapting to the communication needs of their parents.
- ❖ Participants will learn various resources in the realm of summer communication.
- ❖ Participants will ponder the pros and cons of giving into our parents' immediate (and ever-changing) needs.

Back by popular demand, join in on a continuation of the conversation from last year's thought-provoking session. Most of us are committed to teaching children and adults valuable character skills such as patience, communication (talking), and old school values that have been hijacked by the onslaught of technology. Yet when it comes to customer service, our families (mostly millennials now) expect information immediately, in the format they are accustomed to. Phone calls for emergencies only, emails for non-time sensitive information, texts and push notifications for the NOW stuff, and maybe even more. While we may all agree on those concepts, some camps are more "Jetsons," and some are more... "traditional?" How are camps adjusting to parents who live through their smart phones, and how can we adapt without sacrificing our own values?

**ANDY PRITIKIN, Owner/Director, Liberty Lake Day Camp**



Andy Pritikin

### FIGHTING FOMO: SOCIAL MEDIA IMPACT ON OUR STAFF 📱

Location: Room 417

#### LEARNING OUTCOMES:

- ❖ Participants will learn the effect social media has on our staff's perception of other people's fun.
- ❖ Participants will learn how FOMO is effecting staff's job performance and levels of commitment.
- ❖ Participants will learn why we should embrace FOMO and help our staff create their own unforgettable memories that will improve your staff recruitment.

The number of staff that bail on summer plans at our camps continues to rise. What can we do to improve our staff recruitment and retention? This session dives into the nitty gritty of the effect of FOMO for this generation. Social media amplifies the "fear of missing out" before camp and during camp. It's time to assess whether our tactics should change. Do we fight FOMO? Maybe it's time to focus our efforts on creating FOMO.

**DAVE MALTER, Educator/Trainer/Consultant, ProfessorDave.Camp**

**MICHAEL THOMPSON, President, Lantern Camps**



Dave Malter



Michael Thompson

### USING YOUR NO-PHONE POLICY TO HELP CAMPERS BREAK THEIR SMARTPHONE ADDICTION 📵

Location: Room 421

#### LEARNING OUTCOMES:

- ❖ Participant will learn to understand how campers feel about their smartphone addiction and the problems it causes them.
- ❖ Participants will learn to understand how the experience of attending a resident camp that bans phones raises teens' consciousness about how phones are hurting them in their daily lives.
- ❖ Participants will learn to understand what you can do to help teens leverage this experience to establish healthier phone habits once they return home.

Although your no-phone policy wasn't intended to help campers with smartphone addiction, our research shows that it does help. Campers who attend resident camps that ban phones awaken to what a burden social media is, how overwhelmed they've become by their notifications, how satisfying it is to relate to others face-to-face, how much better they sleep without their phone in bed, how much richer life is when they engage in non-screen recreational activities. In this session, we will show you how your staff can exploit this unintended benefit, and turn it into a transformational experience. We will explain smartphone addiction and its consequences, show how our research reveals that teens are frustrated by their smartphone addiction and wish they could reduce their screen time, how being away from their phones for the extended time they are away at camp raises their consciousness of the problem, and what you can do to help campers set a plan to reduce screen time back home.

**MICHAEL MERCIER, President, Screen Education**

**JODI SPERLING, Consultant, JCC Association**



Michael Mercier



Jodi Sperling

### WHO AM I—AND THE CAMP PROFESSIONAL I HAVE BECOME? 🚀

Location: Room 314

#### LEARNING OUTCOMES:

- ❖ Participants will learn about the key influences that make them who and how they are today and how this affects their camp community.
- ❖ Participants will learn about the changes they could make and the impact these changes will have upon the staff and campers with whom they work.
- ❖ Participants will learn to share these ideas with their own staff in order to help their staff become more reflective and caring camp professionals.

Using his own tried, tested, and highly successful UK program, Graham will ask the audience to consider the question "Who Am I?". The purpose of the session is to encourage participants to take an "autoethnographical" look at the person and more specifically the camp professional they have become. Graham will outline his own "lifeline" and ask the attendees to do the same in order for them to reflect, consider, and realize the key events and prominent people who have contributed to who they currently are and how they do their jobs at camp. The session will challenge people to see how they can improve and the changes they can make, and how this in turn it will benefit their camp community. In just one short session, people will realize some of the bad habits they have formed when working with staff and campers and will leave feeling uplifted and inspired to make the changes they identified. This session will really challenge people's current mindset.

**GRAHAM MOORE, Director, Humanutopia**



Graham Moore



## MANAGEMENT OF THE HEALTH CENTER PART 1: THE ESSENTIALS FOR CAMP LEADERS AND STAFF 📁

Location: Room 313

### LEARNING OUTCOMES:

- ✳ Participants will learn key aspects of introducing the healthcare team to the camp environment.
- ✳ Participants will learn the collaboration needed when providing camp health services.
- ✳ Participants will learn important health activities performed by staff as part of the care team.

Managing camp health services is often a task of the camp director or other leadership staff, and these individuals may have little to no healthcare education. It can be challenging to provide guidance and direction to a group for which you may have limited training. This session will focus on the aspects of managing services to create a cohesive and dynamic health services operation.

**TRACEY GASLIN**, Executive Director, Association of Camp Nursing



Tracey Gaslin

## ELEVATE YOUR PROGRAM THROUGH CURRICULUM PLANNING 📝

Location: Room 418

### LEARNING OUTCOMES:

- ✳ Participants will learn how to take the principles of curriculum planning used in schools and other educational programs and apply it to a traditional camp model.
- ✳ Participants will learn what a curriculum is, how/ why they are used, and the steps to creating their own.
- ✳ Participants will learn 3 different curriculum tools to help in the process.

Want to create more engaging, dynamic experiences for campers, and provide better tools and resources for staff? Curriculum writing can help! In this session, we will discuss how the principles of curriculum writing can be applied to traditional camp programming. We will explore the 3 key planning tools a camp or program director needs to help staff set goals and objectives for their activities, effectively manage their time with campers, and assess programs for improvement.

**TRACY POWER**, Arts Program & Camp Director, Appel Farm Arts Camp



Tracy Power

## ADVANCED EMAIL COMMUNICATION: HOW TO GO FROM LEAD TO CAMP FAMILY TO RETURNING CAMP FAMILY SALES 📧

Location: Room 309

### LEARNING OUTCOMES:

- ✳ Participants will learn how to create effective framework for email drip marketing campaigns.
- ✳ Participants will learn how to create emails and subject lines that are meaningful and engaging.
- ✳ Participants will learn the platforms to help execute email campaigns, best practices, and measurement.

Over 260 billion emails are sent every day. How do you stand out in the crowd without being spammy? Most camps are missing a huge opportunity to communicate to families, build credibility, and strengthen relationships from lead until the camper sets foot at camp. This session will cover how to choose campaign topics that build your credibility among potential, new, AND current families while creating an effective framework for your drip marketing journey from lead to new family. Plus, you will get tips for creating copy and subject lines for your emails that are meaningful and engaging. This advanced session will not cover basic email follow up options, but will go in-depth into platforms and strategies to engage potential families and maintain communication beyond the norm for new and current families, including timing, email types, creativity, and most importantly measurement.

**ELISSA FONTENOT**, Account Director, Social Summer Camp



Elissa Fontenot

## YEAR TWO OF ACA'S IMPACT STUDY: PROMISING FINDINGS ABOUT CAMPERS AND STAFF 🗣️

Location: Room 315

### LEARNING OUTCOMES:

- ✳ Participants will learn how and why research is conducted and used to expand the value and visibility of camp experiences.
  - ✳ Participants will learn about the lasting impacts of camp for campers and how these findings can be used in marketing and program design.
  - ✳ Participants will learn about the lasting impacts of working at camp and how these findings can be used to recruit, train, and engage qualified staff.
- This year, ACA and its research partners gathered data from camp alumni and staff as part of their 5-year Impact Study to address the question of whether the benefits of camp last over time, and if so, how? Join us to hear more about the study and the exciting things we learned about the lasting impacts of camp and how these impacts prepare young people for college, career, and beyond. Participants will be invited to think about how these findings can be used to advocate for camp to parents and other stakeholders, as well as how they can be used to recruit, train, and engage qualified staff.

**Laurie Browne**, Director of Research, ACA, Inc.

**Victoria Povilaitis**, Research Assistant, University of Utah



Laurie Browne



Victoria Povilaitis

## CREATING A SENSE OF BELONGING AND BUILDING COMMUNITY IN A DAY CAMP SETTING 🤝

Location: Room 415

### LEARNING OUTCOMES:

- ✳ Participants will learn that there are several different communities at camp.
- ✳ Participants will learn specific activities that create a sense of belonging and build community.
- ✳ Participants will learn and take part in a session-long, summer-long group building and bonding activity.

The most important thing we can do at camp is create an environment that promotes a sense of belonging for all and ultimately builds community. This session will focus on specific activities that do just that. Leave this session with some specific and intentional ways to ensure that everyone at camp feels like they belong to your camp community.

**Joel Shapiro**, New Camper Director/Camp Culture Coordinator, Camp Ramaquois



Joel Shapiro

## CONNECT, CREATE, AND COLLABORATE WITH MOVEMENT, SOUND, AND DIALOGUE 🎭

Location: Room 202

### LEARNING OUTCOMES:

- ✳ Participants will learn how to engage using improvisational techniques derived from performing arts, focusing on soft skills.
- ✳ Participants will develop spontaneous decision-making strategies.
- ✳ Participants will learn to identify personal and intrapersonal communication through collaborative creations, group management, team work, and project base development.

We are all affected and effected by movement, sound, and dialogue every day. Come join me on a journey into experiencing how we influence and impact each other through creative interaction derived from the visual and performing arts. Participants will be identifying soft skills and social-emotional connections through a safe and supportive environment that is centered around engaged learning.

**Happi Price**, Diversity Arts Trainer, Improv 2 Improve



Happi Price

## WON'T YOU BE MY CAMPER? MARKETING LESSONS FROM MISTER FRED ROGERS 📺

Location: Room 318

### LEARNING OUTCOMES:

- ✳ Participants will learn about Mister Rogers' strategies for attracting life-long followers.
- ✳ Participants will learn new technologies to integrate into current marketing outreach.
- ✳ Participants will walk away with a template for creating a fun and unforgettable brand for their unique camp program.

"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

Mister 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 Mister Rogers' strategies for attracting life-long 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 BIEAR, Marketing Consultant, 829 Studios**



Lee Biear

## ADJUST, OVERHAUL, OR ELIMINATE? DIFFICULT DECISIONS FOR LEADERS 💡

Location: Room 411

### LEARNING OUTCOMES:

- ✳ Participants will learn to rank decision factors like budget, tradition, and personnel.
- ✳ Participants will learn to build strong evaluation processes into each quarter of the year.
- ✳ Participants will learn from each other's difficult decisions.

In an industry steeped in tradition, camp professionals often have to make the hard call about our programs. How and when do we decide to make changes to existing programs? How and when do we decide to eliminate a program that isn't a good fit anymore? When is it a good time to start something new? How do we get our staff on board with smart changes? These decisions are the responsibility of leaders, but it doesn't always feel like we have the power or the information to make the right call. In this tightly facilitated session, we will dig into some difficult scenarios and discuss new ways to think about organizational change.

**SYLVIA VAN MEERTEN, Executive Director, Chasing Summer**



Sylvia van Meerten

## INTERVIEWING GEN Z 📺

Location: Room 304

### LEARNING OUTCOMES:

- ✳ Participants will learn how to avoid some pre-judgments based solely on the content of the application in order to get to the interview.
- ✳ Participants will take away some great questions and be setup to make the interview fruitful and valuable.
- ✳ Participants will learn how to ascertain which candidates will have the greatest chance of success and which ones may not be the right fit for a camp environment.

We've all had experiences where we get a staff application that seems promising at first, but the poor grammar and misspellings give you pause—even the applicant's name isn't capitalized! Frustratingly, it seems that this is becoming the rule rather than the exception. This session will tackle the many challenges we have interviewing and hiring today's generation of young adults. What are the best questions to ask young people with limited experience working with children? How do you get past your pre-judging and frustrations to interview potentially effective staff members? We'll discuss some strategies, share some frustrations, and come up with a game plan to work through some of the issues that come with screening, interviewing, and hiring today's high school and college-aged students without feeling too old or too disappointed.

**JARED GELB, Director, Camp Ramaquois**



Jared Gelb

## UNPACKING "-ISMS": FACILITATING CHALLENGING DIALOGUES AROUND RACE, GENDER, SEXUAL ORIENTATION, AND OUR INTERSECTING IDENTITIES PART 1 ⚙️

Location: Room 409

### LEARNING OUTCOMES:

- ✳ Participants will learn to facilitate challenging dialogues in professional roles and manage the daily micro-inequalities that impact organizational life and supervisory relationships.
- ✳ Participants will learn to have open, non-defensive communication of ideas and feeling sharing for mutual respect.
- ✳ Participants will learn to examine the meaning and effect of their multiple identities, statuses, privilege, and power on developing authentic professional relationships.

This two-part workshop will provide participants with strategies to improve their skills in facilitating conversations around race, gender, sexual orientation, and intersecting identities with colleagues and communities. Participants will learn through experiential group exercises how to incorporate social justice and liberation knowledge into practice. As professionals, we often struggle with how to support and challenge ourselves and our colleagues to talk about race, class, sexual orientation, and other intersecting identities. We are often stuck with how to process conversations that inevitably linger in the air when it comes to helping people understand power, privilege, and internalized dominance. We need to purposefully create spaces that offer opportunities for practicing these dialogues from a justice-based lens that encompasses self-awareness, power and privilege dialogues, and a structural analysis of oppression.

**OVITA WILLIAMS, Associate Director of Field Education, Columbia University**



Ovita Williams

## USE THE OMG! FORM TO IMPROVE YOUR PRODUCT QUALITY! 📄

Location: Room 312

### LEARNING OUTCOMES:

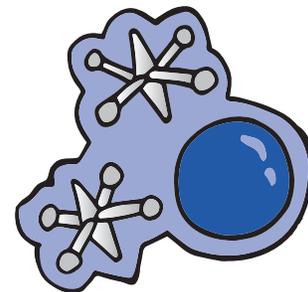
- ✳ Participants will learn critical characteristics of engaging camp activities and events.
- ✳ Participants will learn methodologies with which to teach staff how to inspire, motivate, and cajole campers.
- ✳ Participants will learn monitoring and mentoring techniques that will empower staff to elevated performance.

Hundreds of camps throughout the country have utilized this tool to help objectively assess and enhance their programs during the summer and it works! Deficiencies are easily identified, action is taken, more campers return, and referrals increase. Now take the next step to consistent excellence by using the OMG! Form as a training tool to help staff fully engage campers in activities that are totally recreational and fun or designed to hone skills and develop competence/confidence.

**JOANNA WARREN SMITH, President, Camp Consulting Services**



Joanna Warren Smith



## HOMESICKNESS SUCCESS: AVOIDING UNINTENTIONAL MISSTEPS THAT SABOTAGE ADJUSTMENT

Location: Room 303

- ❖ Participants will learn how to partner with parents before the camp season to minimize the severity of homesickness.
- ❖ Participants will learn how to avoid the 3 Deadly Sins that could unintentionally sabotage adjustment.
- ❖ Participants will learn what your staff can do to help campers work through homesick feelings and have fun.

Healthy adjustment to separation from home involves front-loading answers to anxiety-provoking questions, partnering with parents, and promoting social connection, all before opening day. Although feelings of missing home are universal, intense cases are painful, time-consuming, and lead to lower return rates. This session will reveal unintentional missteps that spark homesickness, and what you can do as a camp professional to minimize the severity of homesickness at your camp.

**DAYNA HARDIN**, Director, Lake of the Woods and Greenwoods Camps



Dayna Hardin

## NEW WAYS TO THINK ABOUT OLD IDEAS: STAFF TRAINING STRATEGIES

Location: Room 302

### LEARNING OUTCOMES:

- ❖ Participants will break down 5–7 classic staff training skills, discussing definition, practical outcomes, and tried training techniques.
- ❖ Participants will learn 1–3 new ideas, techniques, or strategies for training each skill.
- ❖ Participants will be motivated to provide a training that reaches more staff members.

There are really only a few things that we teach camp staff. We teach them skills, ideas, and principles in preparation for them to run our camps and be with campers. We need to somehow reach every staff member where they are and with what they need. This session is about taking old ideas and skills, like communication and problem solving, and giving you new ideas, strategies, and techniques for teaching them. If we can reach just one more staff member, we can reach a lot more campers.

**SCOTT ARIZALA**, Consultant & Trainer, The Camp Counselor



Scott Arizala

## LEGACY LEADERSHIP: PLANNING FOR SUCCESSFUL LEADERSHIP TRANSITIONS

Location: Room 404

### LEARNING OUTCOMES:

- ❖ Participants will learn components of succession planning.
- ❖ Participants will learn how to begin building a leadership pipeline.
- ❖ Participants will learn challenges and opportunities faced in succession planning.

How do you think about the legacy you leave as a leader? How are you planning for the organization's future needs? What structures do you have in place to support unplanned or unexpected transitions? Your organization's leadership plays a key role in ensuring your camp's success. Even the most dedicated leader will eventually need to step down. The most effective leaders begin thinking about succession the second a new position is begun. Putting a succession plan in place ahead of time and proactively building the leadership structure you will need for future success is key for sustainability. Together, we will discuss how to begin thinking about succession planning, the key features of a well-thought out plan, building leadership pipelines, and planning for future organizational needs.

**ELLIE REITER**, Governance and Leadership Programs, Youth INC



Ellie Reiter



### MISSING MISTER ROGERS: HOW TO TEACH KINDNESS, RESPECT, AND THE UNIQUE VALUE OF "EVERY ONE" AT CAMP 🧑

Location: Room 303

#### LEARNING OUTCOMES:

- ✳ Participants will learn practical and highly-effective methods to build in campers the character qualities of caring, kindness, empathy, confidence, and handling difficult feelings.
- ✳ Participants will learn how to help campers and staff appreciate and value differences between people while learning skills that boost respectful cooperation.
- ✳ Participants will learn how to motivate and teach staff to apply the outstanding methods and approaches of the legendary Fred Rogers and his educational psychology team.

It's never been more important to use camp to build young people and staff who are confident about themselves but also empathetically and energetically skilled at caring for others—even when we're different or disagree. Each year we must find new and creative ways to motivate staff to learn skills that build great relationships with campers and with co-workers, and support our mission of changing young people of all ages in positive ways. In this dynamic session, Michael demonstrates why 2019 is the year (internationally acclaimed documentary; major Tom Hanks film) to inspire and excite staff in the spirit of the legendary television pioneer and enormously influential Fred Rogers. His messages and methods were, and continue to be, powerful and life-changing. Learn specific, practical tools you can use immediately to show staff how to build even more beautiful days in our camp "neighborhood."

MICHAEL BRANDWEIN, [MichaelBrandwein.com](http://MichaelBrandwein.com)



Michael Brandwein

### UNPACKING "-ISMS": FACILITATING CHALLENGING DIALOGUES AROUND RACE, GENDER, SEXUAL ORIENTATION, AND OUR INTERSECTING IDENTITIES PART 2 ⚙️

Location: Room 409

#### LEARNING OUTCOMES:

- ✳ Participants will learn to facilitate challenging dialogues in professional roles and manage the daily micro-inequalities that impact organizational life and supervisory relationships.
- ✳ Participants will learn to have open, non-defensive communication of ideas and feeling sharing for mutual respect.
- ✳ Participants will learn to examine the meaning and effect of their multiple identities, statuses, privilege, and power on developing authentic professional relationships.

This two-part workshop will provide participants with strategies to improve their skills in facilitating conversations around race, gender, sexual orientation, and intersecting identities with colleagues and communities. Participants will learn through experiential group exercises how to incorporate social justice and liberation knowledge into practice. As professionals, we often struggle with how to support and challenge ourselves and our colleagues to talk about race, class, sexual orientation, and other intersecting identities. We are often stuck with how to process conversations that inevitably linger in the air when it comes to helping people understand power, privilege, and internalized dominance. We need to purposefully create spaces that offer opportunities for practicing these dialogues from a justice-based lens which encompasses self-awareness, power and privilege dialogues, and a structural analysis of oppression.

OVITA WILLIAMS, Associate Director of Field Education, Columbia University



Ovita Williams

### TRAINING FOR INCLUSION: HOW TO TRAIN STAFF TO SUPPORT LGBTQ+ CAMPERS AND FAMILIES ♡

Location: Room 318

#### LEARNING OUTCOMES:

- ✳ Participants will learn the essential learning outcomes for staff training sessions on gender and sexual diversity.
- ✳ Participants will learn about free resources they can incorporate into their training.
- ✳ Participants will learn about 3 successful training sessions they can easily incorporate into their training program.

You cannot build an inclusive camp community on your own. Training your staff to help build this supportive culture is an integral step, but it is hard to know where to start. How do you train staff to adopt inclusive practices? What base knowledge do you need to run a training session? What would a session on inclusion even look like? Amanda and Davin will share 3 proven training sessions they have used to teach camp staff how to build a diverse and inclusive community. For both front-line and management staff, these training sessions are ready to use and easily incorporated into your existing training program. These training sessions are designed to foster staff contribution, so your whole team can work together to build an intentionally inclusive camp community.

AMANDA GRASSICK, Camp Director, Easter Seals Camp Woodeden  
DAVIN ALLAN, Outdoor Education Director, YMCA Camp Elphinstone



Amanda Grassick



Davin Allan

### IT'S ABOUT YOU: THE ALCHEMY OF CAMP FUNDRAISING ⚠️

Location: Room 315

#### LEARNING OUTCOMES:

- ✳ Participants will learn why camp professionals have all the ingredients to be excellent fundraisers but rarely leverage these skills.
- ✳ Participants will learn how to apply these skills and talents and understand what a deliberate donor development process looks like and how it typically results in increased giving.
- ✳ Participants will learn how to recognize and best overcome concern, fear, or anxiety associated with the fundraising process and take the risk necessary for success.

Fundraising is a fundamental skill necessary to be successful in today's nonprofit (and in some cases private) camp environment. Camps employ professionals who are typically effervescent, smart, engaging, and dynamic. This combination is the fundraising alchemist's dream and should result in plenty of precious metal coming your way in the form of annual, capital, and endowment gifts! So why do some camps struggle to raise money and retain donors? The answer lies in understanding the role of the professional and volunteer, the interplay of art and science, and the unique impact narrative that camps have over any competition! Moreover, we need to learn how an authentic approach can engage philanthropists and leverage the tools most camp professionals already have but do not want to test! 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!

DAVID PHILLIPS, Principal, Immersive1st



David Phillips



## FINISHING STRONG: INSPIRING IDEAS TO CLOSE YOUR STAFF TRAINING 🏠

Location: Room 402

### LEARNING OUTCOMES:

- ✳ Participants will learn the importance of closing strong when training staff.
- ✳ Participants will learn and practice specific exercises that can quickly and easily be integrated into staff training.
- ✳ Participants will learn how to effectively debrief closing exercises in ways that inspire and motivate staff.

Whether you are planning staff orientation for a day camp or a resident camp, you always want to end your training strong. How do you close each individual session, each full day, and your entire week or more of staff orientation in a meaningful and inspiring way? You will experience a variety of impactful endings that you can quickly and easily integrate into your staff training for this summer.

**JED BUCK**, Principal, Roz and Jed Training & Consulting

**ROZ BUCK**, Principal, Roz and Jed Training & Consulting



Jed Buck



Roz Buck

## CAN I TALK TO YOU FOR A MINUTE? DIFFICULT MANAGEMENT CONVERSATIONS FOR SUMMER 2019 🏠

Location: Room 302

### LEARNING OUTCOMES:

- ✳ Participants will learn the outline of difficult management conversations.
- ✳ Participants will learn and discuss techniques for each step of the outline.
- ✳ Participants will workshop several leadership ideas and skills that create the foundation for more successful conversations.

By far the most sought after leadership training topic I encounter is working through difficult management conversations. This updated session has evolved over the last ten years to include a conversation outline, practical techniques and tips for each step, strategic language, and approach and response suggestions. We will frame the strategy around specific leadership skills that will lead to more successful conversations.

**SCOTT ARIZALA**, Consultant & Trainer, The Camp Counselor



Scott Arizala

## BREAKING THE BULLYING CIRCLE 🏠

Location: Room 417

### LEARNING OUTCOMES:

- ✳ Participants will learn how to walk a bully through understanding who bullies them and how that triggers their bullying behaviors.
- ✳ Participants will learn how to teach a victim of mental bullying 2 techniques to immediately implement to walk away from a bully with power and self-esteem.
- ✳ Participants will learn how to have a conversation with their campers about the responsibility of a bystander and why tattling and getting help are different.

A bully steps off the bus for the first day of camp. Being a bully in school worked in his favor. Now he looks for his first target. Imagine that bully being greeted by bus drivers and counselors trained in an evidence-based transformational mentorship system that creates a safe space of compassion, fun, and energy. This program will open the eyes of those attending by identifying the true reasons that bullying starts and quietly continues. Participants in this workshop will experience a deeper understanding of why bullying occurs in camp and at home. Every participant may choose to experience what their children feel so that they can empathize and transform their environment into a bully-free and unified safe environment. Only through the eyes of the bully and the victim can we truly take on the responsibility and power to lead our campers and counselors.

**RON SHUALI**, Executive Director, Shua Life Skills



Ron Shuali

## FEAR LESS AND DO MORE: UNDERSTANDING AND WORKING WITH TRAUMA AT CAMP ❤️

Location: Room 308

### LEARNING OUTCOMES:

- ✳ Participants will learn how to recognize behavioral and emotional signs of traumatic stress reactions.
- ✳ Participants will learn clear and practical strategies to engage and support campers living with traumatic stress.
- ✳ Participants will learn healthy, supportive, and effective ways to talk about trauma at camp.

Being fearless in a complex world is challenging. As more children and adolescents are exposed to confusing, scary, and stressful events the need for supportive trauma-informed camp spaces is more important than ever before. Traumatic events are subjective and traumatic stress affects us all regardless of socioeconomic status, age, race, or gender, and every year potentially traumatic events impact approximately 1 in 3 children. A trauma-informed approach includes emphasizing safety, developing healthy connections, and managing emotions. During this session, participants will learn how to recognize traumatic stress reactions at camp, the foundations of a trauma-informed approach, and how to practically adapt and enhance camp programs to support campers living with trauma.

**KRISTEN MERCADO**, Psychotherapist and Clinical Consultant, Kristen Mercado, LCSW



Kristen Mercado

## COME TOGETHER: IMPROVING COMMUNICATION AND REDUCING CONFLICT 🏠

Location: Room 202

### LEARNING OUTCOMES:

- ✳ Participants will receive an overview of the major concepts regarding how teams form and interact.
- ✳ Participants will interact in various activities that model how to build strong rapport with others.
- ✳ Participants will practice communication skills that help solve problems, resolve conflicts, and get things done.

Come experience high-energy activities that build teams, solve problems, and resolve conflicts. Learn how to establish a climate that encourages interaction and understanding. Practice techniques that improve communication skills that help build rapport, trust, and develop language that focuses on the positive and gives hope.

**GALE GORKE**, Executive Director, Kids Kan, Inc.



Gale Gorke

## CREATIVITY AT CAMP: IT'S SEW IMPORTANT 🏠

Location: Room 411

### LEARNING OUTCOMES:

- ✳ Participants will gain an understanding of the historical significance of crafting and the importance crafting and creativity have on the future.
- ✳ Participants will gain an understanding of how crafting, especially handwork skills, adds value to the campers' experience by promoting important lifelong skills such as patience, collaboration, independent thinking, confidence, and much more.
- ✳ Participants will learn how to implement a few easy and unique needle-arts techniques that can be brought into almost any camp.

Often (but not always!) arts and crafts programs might be overlooked, and in extreme circumstances deemed unnecessary and not beneficial at camp. Parents might even be annoyed when their kids come home with one more popsicle stick sculpture. If that is true for your camp, or if you are looking for new ways to embellish your existing program, we have a few simple and exciting ways to add substance to any arts and crafts program.

**JULIA YOUSEN**, Executive Director, The Handwork Studio

**LAURA KELLY**, Founder and President, The Handwork Studio



Julia Yosen



Laura Kelly

## BUILDING YOUR CAMP COMMUNITY AND MAXIMIZING YOUR ROI ON INSTAGRAM 🔄

Location: Room 301

### LEARNING OUTCOMES:

- ✦ Participants will learn how to reach the fastest growing demographic on Instagram (parents) through effective advertising.
- ✦ Participants will learn how to grow their audience size using hashtag research, engagement, and top performing content.
- ✦ Participants will learn how to maximize their ROI on both time and money invested in growing their reach on this fast-growing platform.

Instagram is not just for kids anymore, and with parents ages 35–44 as the fastest growing demographic on the platform, it's time to up your camp's strategy. In this session, we will cover Instagram advertising, Instagram stories/highlights, and Instagram TV. Additionally, we will discuss top performing content and how to grow your audience size using hashtag research and engagement. You will leave this session with actionable activities to increase your camp's exposure on Instagram.

**BLAKE SUNSHINE, CEO, Social Summer Camp**



Blake Sunshine

## YES, NO, MAYBE? THE DOS AND DON'TS OF THE AMERICAN WITH DISABILITIES ACT ⚠️

Location: Room 309

### LEARNING OUTCOMES:

- ✦ Participants will learn how to obtain information about a camper or staff member's disability without violating the law.
- ✦ Participants will learn how to determine if their camp is able to accept a particular camper or staff member with special needs.
- ✦ Participants will learn how to effectively communicate their decision to the camper's family or to the staff member.

More and more campers (and staff) present with special needs. The Americans with Disabilities Act imposes strict requirements on what a camp can and cannot do. State and federal agencies are waiting to pounce on those who do not adhere to its mandates. Learn the simple steps to compliance with this dynamic and confusing law.

**ALAN COOPER, General Counsel/Claims Director, AMSkier**



Alan Cooper

## WHAT IS A QUALITY ACTIVITY PERIOD? 📅

Location: Room 314

### LEARNING OUTCOMES:

- ✦ Participants will learn how to prepare activity leaders/specialists to ensure that activities are valuable learning experiences for all campers.
- ✦ Participants will learn to identify the key components of what makes activities flow and engage.
- ✦ Participants will learn what to recognize when activity leaders/specialists are providing high quality instruction.

Are your campers receiving the kind of quality experience you expect at each activity area they go to? This presentation will focus on what is required to ensure that activity periods are engaging and meaningful for all campers. Attention will be placed on key issues such as expectations that need to be shared with activity specialists in terms of preparing and planning for activities, the foundational elements of a quality activity period, the dilemma of play versus instruction, and how to recognize if an activity period is high quality.

**CLIVE HICKSON, Professor, University of Alberta, Canada**



Clive Hickson

## PLEASE STOP TALKING AND START EXPERIENCING: GAME-CHANGING METHODS FOR MAKING STAFF TRAINING ACTUALLY WORTH EVERYONE'S TIME 🗣️

Location: Room 312

### LEARNING OUTCOMES:

- ✦ Participants will learn how to remove a talking head from staff training and make it more experiential.
- ✦ Participants will learn how to most effectively use their time in staff training.
- ✦ Participants will be given a chance to evaluate their current role in staff training and how to improve that while making a bigger impact.

After 15 years on the road, visiting hundreds of camps and seeing lots of staff trainings, Steve has learned lots of lessons about the summer camp world. One huge takeaway after all this time is this: WE TALK TOO MUCH! So come join Steve for a session that will inspire you to completely modify your methods of communication with staff members during training. Have you ever tried the no-words-slide method? How about a silent meeting? What about final announcements? This session will help you make the most of your staff training, make staff training a tremendous amount of fun, and give you and your leadership team a chance to look at staff training in a whole new way.

**STEPHEN MAGUIRE, Professional Speaker, Teacher, Summer Camp Consultant, Go Turnstone**



Stephen Maguire

## FROM CAMP TOUR TO ENROLLED CAMPER 🏠

Location: Room 322

### LEARNING OUTCOMES:

- ✦ Participants will learn best practices for giving camp tours.
- ✦ Participants will learn unique ways to provide over the top customer service on camp tours, guaranteeing child and parent confidence in your camp.
- ✦ Participants will learn how to effectively follow up with families after a camp tour, ensuring enrollment.

Camp tours are one of the most effective ways to sell camp to a prospective family. When a family makes the decision to take a camp tour before enrolling, their interest level is already extremely high. But are you doing the things that guarantee camper enrollment after a camp tour? Are you asking the right questions and following up properly? In this session, we will discuss best practices for giving camp tours, share ideas for hooking families to eventually register, and examine what makes a camper actually enroll after a camp tour.

**KATE HUTSON, Director of Retention and New Families, Camp Champions**



Kate Hutson

## RECRUITING MALE STAFF IS HARD 🗣️

Location: Room 304

### LEARNING OUTCOMES:

- ✦ Participants will learn specific examples of innovative staff recruiting models.
- ✦ Participants will learn actionable steps to use before summer 2019.
- ✦ Participants will learn a framework to build out this summer to set up for recruiting in 2020.

Let's figure it out. About half (48%) of campers are male, but holy cow is it getting harder and harder each year to find great male staff. What is it about working at camp that isn't appealing to young men, and what can we do about it? Join Kurtz and Jack as they explore techniques camps are using to change their job offerings, update their recruiting, and think differently about hiring great male staff.

**SARAH KURTZ MCKINNON, Co-Founder, The Summer Camp Society**

**JACK SCHOTT, Founder/Director, Camp Stomping Ground**



Sarah Kurtz McKinnon



Jack Schott

## MANAGEMENT OF THE HEALTH CENTER PART II: UNDERSTANDING THE KEY FUNCTIONS OF HEALTH CENTER STAFF

Location: Room 313

### LEARNING OUTCOMES:

- ✦ Participants will learn the value and use of delegation in providing camp health services.
- ✦ Participants will learn about scope of practice and how this impacts services at camp.
- ✦ Participants will learn about the 5 most common activities performed at camps and how these activities help to promote health.

Often camp staff may not know what really occurs in the camp health center. What do they do every day? What are their normal functions? How does this impact me and the camp? This session will outline common camp health services and provide insight regarding the importance of these activities to keep everyone healthy and safe.

**TRACEY GASLIN**, Executive Director, Association of Camp Nursing



Tracey Gaslin



## DEALING WITH A CAMP CRISIS: A PERSONAL STORY OF NAVIGATING A TRAGEDY AT CAMP

Location: Room 421

### LEARNING OUTCOMES:

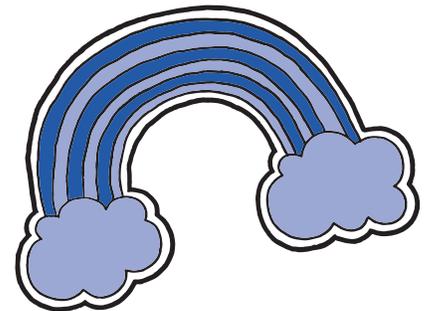
- ✦ Participants will learn what to expect during a crisis.
- ✦ Participants will learn how to prepare and respond to a crisis (e.g.- key constituents, parents, campers, staff, media, etc).
- ✦ Participants will learn tips to prevent a potential event from happening at your camp (particularly weather-related).

Crisis situations are unpredictable. In 2014, River Valley Ranch (RVR) experienced a freak storm that took the life of a camper. Through this tragic situation, RVR learned some invaluable lessons that will help prepare you to deal with a potential crisis situation if it ever happens at your camp. Join executive director, Jon Bisset, to learn a framework you can use to effectively deal with the numerous challenges a crisis inevitably brings such as communicating with key constituents, the media, and caring for staff and families.

**JON BISSET**, Executive Director, River Valley Ranch



Jon Bisset



## General Session — Keynote Speaker

### SIR KEN ROBINSON

#### INTERNATIONALLY ACCLAIMED AUTHOR AND EXPERT ON CREATIVITY AND INNOVATION

Location: Hall A, Second Level

#### THE ELEMENT: HOW FINDING YOUR PASSION CHANGES EVERYTHING

What does it take to achieve personal success and feel like you are in your element? World-renowned innovator Sir Ken Robinson argues that it is not natural talent that drives personal success, but rather a delicate interplay among talent, passion, attitude, and opportunity that brings people to achieve their highest levels of success and lead lives of meaning and purpose. Based on his highly acclaimed books *The Element* and *Finding Your Element*, he takes audiences on a compelling tour of what can happen in all our lives when passion and talent meet. He draws on the personal stories of high achievers in many fields, including Sir Paul McCartney, Arianna Huffington, Matt Groening (creator of *The Simpsons*), Meg Ryan, and renowned physicist Richard Feynman. With a wry sense of humor, Sir Ken helps audiences understand:

- \* How to find "The Element" in our own lives
- \* Why age and occupation are no barrier
- \* How to enhance creativity and innovation in both personal and professional settings
- \* How focusing on "The Element" is an essential strategy in transforming education, business, and communities to meet the challenges of living and succeeding in the 21st Century

**BIO:** An internationally recognized authority in creativity and innovation in education and business, Sir Ken Robinson is also one of the world's leading speakers. Videos of his famous talks to the prestigious TEDConference are the most viewed in the history of the organization and have been seen by an estimated 300 million people in over 150 countries.

Sir Ken works with governments in Europe, Asia, and the US, international agencies, *Fortune* 500 companies, and leading cultural organizations. He led a national commission on creativity, education, and the economy for the UK Government; was the central figure in developing a strategy for creative and economic development as part of the Peace Process in Northern Ireland; and was one of four international advisors to the Singapore Government for a strategy to become the creative hub of South East Asia.

Called "one of the world's elite thinkers on creativity and innovation" by *Fast Company* magazine, Sir Ken has received numerous awards and recognitions for his groundbreaking contributions. He was included in Thinkers 50 list of the world's leading business thinkers and has been named one of *TIME/Fortune/CNN's* Principal Voices. In 2003, he received a knighthood from Queen Elizabeth II for services to the arts. His 2009 book, *The Element: How Finding Your Passion Changes Everything*, is a *New York Times* best seller and has been translated into 21 languages. A 10th anniversary edition of his classic work on creativity and innovation, *Out of Our Minds: Learning to be Creative*, was published in 2011. *Finding Your Element: How to Discover Your Talents and Passions and Transform Your Life*, was published by Viking in May 2013 and is also a *New York Times* best seller. His latest book, *Creative Schools: The Grassroots Revolution That's Transforming Education* (Viking, 2015), written with Robinson's trademark wit and engaging style, includes groundbreaking research and tackles the critical issue of how to transform the nation's troubled educational system.



Sponsored by:



#### BOOK SIGNING:

**WHERE?** The book signing will be conducted in the ACA Bookstore (front of the exhibit hall)

**WHEN?** TUESDAY, MARCH 12, 12:30 PM-1:00 PM  
Join best-selling author, Sir Ken Robinson, for a book signing of his critically acclaimed books

## Legends of Camping Award Winner

### BEV MCENTARFER

Bev McEntarfer has spent most of her 48-year camp career serving youth from New York City's most underserved communities. Throughout her career Bev has been known for her ability to build safe and supportive camp communities for both campers and staff. She has also mentored numerous staff that have gone on to become successful camp professionals. Bev experienced firsthand the impact of a positive camp experience while attending Camp Ella J Logan as a youth. Her first camp job was as a counselor at The Fresh Air Funds Camp ABC in 1971, where she continued to work for 30 years. Bev then joined the staff at Oasis Children's Services, helping set up Oasis in Brooklyn as well as designing and directing Oasis in Central Park. Since 2007, Bev has been the director at Camp Homeward Bound, providing children/youth living in homeless and domestic shelters with a positive camp experience. Bev is a frequent volunteer and trainer for Global Camps Africa. Bev's involvement with ACA has provided her with invaluable professional development opportunities. She was a member of the ACA-NY Board of Directors for over 20 years, was the Tri-State registration chair, complaints resolution chair, and standards chair. Bev has been a standards visitor for over 34 years and is currently a member of the Standards Committee, serving as a standards instructor and instructor trainer. Bev has served on the ACA National Standards Commission, National Field Service Committee, and currently serves on the ACA's Board Development Committee. Bev is currently a member of the Association for Camp Nursing Board of Directors. Bev has received the Tri-State Award, ACA National Service Award, and ACA National Honor Award.



Bev McEntarfer

**BEG, BORROW, STEAL (AND SHARE) THE BEST CAMP PROGRAMS** 📌

**Location:** Room 402

**LEARNING OUTCOMES:**

- ❖ Participants will learn from other camp professionals amazing creative programs that can be implemented this summer.
- ❖ Participants will learn the process of how to create that new program from scratch.
- ❖ Participants will be able to follow up with fellow camp professionals on the finer details of a special activity after the conference.

Bored of the same old activities you churn out summer after summer? Are some of your programs getting stale? Looking for a new HOT activity to do with your campers? Join 2 seasoned program directors as they facilitate this interactive session where participants are encouraged to share their best and favorite activities that pack a punch. Up for discussion are evening programs, special events, color war, and everything in between. It is going to be impossible to leave this roundtable session without at least one new program idea.

**GARY ROSS**, Staffing/Program Coordinator, Iroquois Springs  
**MATT JACKOWITZ**, Staffing Coordinator, Camp Walt Whitman



Gary Ross



Matt Jackowitz

**LOOKING FOR THE TECH ADDICTION RESET BUTTON IN TODAY'S CAMPERS** 🔄

**Location:** Room 418

**LEARNING OUTCOMES:**

- ❖ Participants will learn how to effectively screen for tech addiction during enrollment and how to work with clinical staff and interns in this environment.
- ❖ Participants will learn how to deal with parents who lie about their kid's tech addiction.
- ❖ Participants will learn how to handle a variety of behaviors and social under-development issues.

Behavior management and proper enrollment screening took on new meaning at this year's first-ever camp for screen-time and social-media over-use habits and gaming addiction. Lessons learned and new experiences will be shared from a 30+ year camp professional who thought he had seen it all.

**MICHAEL JACOBUS**, Executive Director, Reset Summer Camps



Michael Jacobus

**MEET 'N' EAT FOR 1ST TIMERS AND SOLO ATTENDEES** 📌

**Location:** Room 415

**LEARNING OUTCOMES:**

Join fellow first time Tri-State and/or solo attendees for a casual meetup. Chat about hot topics, discuss sessions you look forward to attending, and make plans to connect throughout the conference. ACA staff representatives will be coming through to answer any questions you may have and share tips for maximizing your time at Tri-State. Grab lunch and come take advantage of this opportunity to explore the program book, map out the next few days, and make new friends!

**JAMIE FARNAM**, Outreach Director, ACA, NY & NJ



Jamie Farnam

**LESSONS FROM THE WOMEN IN CAMP SUMMIT** 📌

**Location:** Room 411

**LEARNING OUTCOMES:**

- ❖ Participants will network with their female peers in camping and discuss opportunities for future gatherings.
- ❖ Participants will brainstorm ideas on how to improve our work experiences to create just environments for all.
- ❖ Participants will share their thoughts on topics pertinent to our industry today to better prepare us for summer 2019.

Women across all professions are continuing to speak out for equality and equity in the workplace, including camp. Over 100 women-identified camp professionals gathered this past November to begin deep conversations around the experiences of women in camp. This summit was a huge success, and we hope that these gatherings begin to take place all over the country. Please join us as we explore the lessons learned through the summit and collectively discuss next steps to creating a more just work experience for all people in camp. This is a great opportunity to network with other women in our field and learn from each other.

**COLETTE MARQUARDT**, Executive Director, ACA, Illinois



Colette Marquardt

**BUILD YOUR INNOVATION TOOLKIT** 📌

**Location:** Room 404

**LEARNING OUTCOMES:**

- ❖ Participants will learn how to utilize assumption reversal as a strategy to innovate.
- ❖ Participants will learn how to facilitate a session with their staff using the assumption reversal strategy.
- ❖ Participants will learn ways to be more innovative with traditional camp activities and practices.

Are your camp's programs or practices feeling stale and outdated? In this session, attendees will learn to utilize the strategy of "assumption reversal" as a tool for generating innovative solutions to any type of challenge. Attendees will learn, practice, and implement the strategy by applying it to 3 areas of camp that could use an injection of innovation (staff orientation, staff hiring, evening activities, etc.). Attendees will walk away with the skills to use the strategy in their own work as well as innovative ideas generated by the group around each topic.

**CHRISTIE KO**, Executive Director, Fiver Children's Foundation



Christie Ko

**SWIM-TASTIC ROUNDTABLE** 📌

**Location:** Room 410

**LEARNING OUTCOMES:**

- ❖ Participants will gain new ideas for how to improve their recreational swim activities.
- ❖ Participants will acquire new ideas for how to improve swim instruction.
- ❖ Participants will network with other camp professionals.

Bring your lunch and your best waterfront activities, policies, and lessons. Prepare to engage with other camp professionals and brainstorm ways to improve your swim program.

**ORLEE LEVIN**, Associate Director, 92Y Camps  
**CARA CORRADETTI**, Camp Relations Director, Appel Farm Arts Camp  
**JOEL SHAPIRO**, New Camper Director/Camp Culture Coordinator, Camp Ramaquois



Orlee Levin



Cara Corradetti



Joel Shapiro

## YOUNG PROFESSIONALS IN A LEADERSHIP POSITION

Location: Room 401

### LEARNING OUTCOMES:

- ✦ Participants will learn how to handle the pressures of being a young individual in a leadership/administration position.
- ✦ Participants will learn how to delegate to staff members that may not respect their position due to age.
- ✦ Participants will learn how to properly train themselves and others to become child care leaders.

Are you a young up-and-coming professional looking to transition into a leadership role? Are you a young professional currently in a new leadership role looking to share experiences and feedback with other young professionals? Stop by and gain some insight from this workshop. Colin Mackintosh is the program director for Wall Township Public School's school age program. Colin started his childcare career as a 19-year-old counselor for the Community YMCA in Monmouth County, New Jersey. After 2 years of mentorship from his YMCA Leadership team, he was hired as the school age director at the young age of 21 years old. Colin enjoys sharing his leadership position experiences with young individuals looking to become leaders in their respective fields at a young age.

**COLIN MACKINTOSH**, Program Director, Wall Township Board of Education



Colin Mackintosh

## SURVEY SAYS? IMPROVE YOUR PROGRAM BY SOLICITING AND ANALYZING SURVEY FEEDBACK

Location: Room 312

### LEARNING OUTCOMES:

- ✦ Participants will learn the value in soliciting feedback from their stakeholders.
- ✦ Participants will learn the mechanism by which they can collect information through online surveys.
- ✦ Participants will learn how to disseminate and address issues that arise from survey results.

Every experienced camp professional knows what they don't know, which is often quite a lot. So how do directors and camp administrators learn how their camp is perceived by their staff, campers, parents, and even visitors? This session will focus on best practices in employing digital surveys to identify opportunities for improvement and discuss how to address pressure points revealed through the process. Don't be afraid to ask—you never know what you may learn. Survey examples and timelines to be provided.

**TODD ROTHMAN**, Director, Deerkill Day Camp



Todd Rothman

## REPLACING JUDGEMENT WITH CURIOSITY

Location: Room 403

### LEARNING OUTCOMES:

- ✦ Participants will learn skills to help themselves, their staff, and campers better replace judgement with curiosity.
- ✦ Participants will learn tools for to do an orientation session about this topic with their staff.
- ✦ Participants will learn how to be ready in the moment with language on how to get their staff and campers to see the bigger picture when in tough situations.

We have all, at one point or another, judged too quickly. How many times have you experienced a waiter or salesperson who was short or not as friendly as you would have liked? Did your brain automatically go to a place of judgement before wondering what might be happening in that person's personal life? The same thing happens at camp! How can we replace judgement with curiosity while on the phone with a tough parent? How about working with a frustrating staff member? And, of course, helping a camper to grow? Through videos and takeaways for staff orientation and tangible tools for working directly with campers, this session will give you the skills to help yourself, your staff, and campers better replace judgement with curiosity.

**ADAM BARANKER**, Assistant Director, Jeff Lake Day Camp



Adam Baranker

## LEADING FROM THE MIDDLE

Location: Room 304

### LEARNING OUTCOMES:

- ✦ Participants will learn what managing up really means.
- ✦ Participants will learn why managing up matters to their current success in the middle and their future success at the top.
- ✦ Participants will learn guidelines and strategies for successfully managing up.

Middle management can be a funny place. Senior enough to make big decisions and supervise staff, but not the power to make organizational change. In this session, Diana Bloom will address the challenges of leading from the middle and offer ideas and tools for middle managers to succeed. We will explore what managing up means and doesn't, why managing up matters, and guidelines for managing up. Come to discuss strategies on how to proactively build productive relationships with your supervisors in order to obtain the best possible results for you, for them, and your organization.

**DIANA BLOOM**, Productivity and Efficiency Coach



Diana Bloom

## A ROUNDTABLE DISCUSSION ON PURCHASING AND WORKING WITH VENDORS

Location: Room 315

### LEARNING OUTCOMES:

- ✦ Participants will gain the ability to find new resources for their camp purchases.
- ✦ Participants will learn about new vendors and options for their purchasing needs.
- ✦ Participants will enhance their negotiating skills.

Join in a round table discussion on best practices for finding the best quality and pricing for your camp purchases, identifying new suppliers, and developing relationships with vendors that are a win-win. Be prepared to share some of your own personal tips and tricks of the trade!

**SCOTT GLICK**, Assistant Director, Timber Lake Camp

**MARK "Z" ZIDES**, Operations Director, Camp Towanda



Scott Glick



Mark "Z" Zides

## STANDARDS AND ACCREDITATION MEET 'N' EAT

Location: Room 321

Join members of the ACA, NY & NJ Standards Committee for lunch and be a part of the discussion on all things standards. This will be a great opportunity to connect with standards experts, learn about the important changes to the accreditation process, and get all of your questions answered. This is also a great forum to learn about the benefits of becoming an ACA Visitor. See you there!

**BROOKE BRADLEY**, Quinipet Camp and Retreat Center

**JEN HARGRAVE**, Fresh Air Fund Camps



Brooke Bradley



Jen Hargrave

**A SYSTEM-WIDE APPROACH TO WATERFRONT SAFETY** 📍

Location: Room 314

**LEARNING OUTCOMES:**

- ✦ Participants will learn how to identify the particular challenges of a camp waterfront environment and how these challenges can be met.
- ✦ Participants will learn how physical layout and configuration can either weaken or strengthen your camp waterfront's emergency action plans.
- ✦ Participants will learn how proper preparation and support of a camp waterfront staff is crucial to strong safety protocols...and therefore how support staff throughout the summer.

More often than not, camp lifeguards and waterfront staff are certified for indoor pools and controlled environments like water parks. Camp waterfronts are more dynamic, more varied, and offer more challenges than conventional aquatic environments. The gap between these 2 spheres is an exposure for summer camps, but, it is also an opportunity. Through careful preparation, staff training, and by taking a hard look at one's own facilities, it is possible to curate a camp waterfront environment that is fun and challenging without sacrificing safety. This session will provide the camp director, waterfront director, and/or program director with actionable steps toward a safer waterfront. This session will unpack 2 main points: the proper training and preparation of one's staff, and a full understanding and configuration of one's waterfront physical layout.

**JOSH HOLLAND, Founder/Co-Owner/Director, Camp Cobossee**



Josh Holland

**WICKED MESSY: TECHNIQUES FOR TEACHING YOUR STAFF THE TRUTH ABOUT WHAT WORKING WITH KIDS IS REALLY LIKE** 🍷

Location: Room 302

**LEARNING OUTCOMES:**

- ✦ Participants will learn the pragmatic reality of the messier moments of camp.
- ✦ Participants will learn some techniques to teach staff about the truth of working with kids.
- ✦ Participants will learn how to implement useful strategies to teach staff about working with kids.

We all have an ideal image of what camp looks like in our minds and sometimes that image does not match reality. Come join Steve for this session as we explore some of the "non-brochure" and "wouldn't put on your website" moments of working with kids that staff need to know BEFORE the kids get there. Camp is not always s'mores and sunny days at the waterfront. It's conflict resolution, crying, and drama as well. This session will give you and your staff some tools for creating a reality for the summer ahead.

**STEPHEN MAGUIRE, Professional Speaker/Summer Camp Consultant/Teacher, Go Turnstone**



Stephen Maguire

**WORK-LIFE BALANCE? OR IS IT INTEGRATION? HARMONY? BLEND?** 🚀

Location: Room 421

**LEARNING OUTCOMES:**

- ✦ Participants will learn how to prioritize work tasks.
- ✦ Participants will learn how to structure time at work.
- ✦ Participants will learn how to take breaks during the work day.

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% 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 about and develop 6 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.

**SAM BLOOM, Executive Director, BLOOMing Strategies**



Sam Bloom

**MAKE THE CONNECTIONS YOU WANT AT TRI-STATE 2019** 🏔️

Location: Room 201

**LEARNING OUTCOMES:**

- ✦ Participants will learn unity, community, and connection.
- ✦ Participants will learn awareness of others, friendship, connection.
- ✦ Participants will participate in networking.

Join Jim as he uses tons of no-prop icebreakers to help create a community of connection between those attending the conference. Make new friends through playing together.

**JIM CAIN, Author, Teamwork & Teamplay**



Jim Cain

**MARKETING CAMP TO MILLENNIAL PARENTS** 📱

Location: Room 301

**LEARNING OUTCOMES:**

- ✦ Participants will learn how to identify the characteristics, experiences, wants, and needs of millennial parents.
- ✦ Participants will learn how to determine marketing messages that will influence this target audience.
- ✦ Participants will develop appropriate marketing tactics to carry this message to millennial parents.

As an industry, it has taken us years to figure out how to work with our millennial staff. Just when we got that under control, millennials started to take over a new part of our camps: they are the parents. In 2015, 82% of all births were to millennial moms. In just a year or 2, these parents will be selecting summer camps for their children. Many millennial parents already are. Come find out how millennials parent, how you can connect with them, and how you can position your camp to meet their values, wants, and needs.

**SARAH KURTZ MCKINNON, Co-Founder, The Summer Camp Society**



Sarah Kurtz McKinnon



## SOCIAL MEDIA AWARENESS, CYBER BULLYING, AND THE INTERNET: AN UPDATE FOR YOUTH DEVELOPMENT STAFF ☺

Location: Room 409

### LEARNING OUTCOMES:

- ✦ Participants will gain an understanding of social media apps and sites that are solicitous to children.
- ✦ Participants will learn methods for how to recognize and communicate with children around usage.
- ✦ Participants will learn methods that youth development professionals can use to investigate issues around cyber bullying and social media.

In today's technological age, youth development professionals face a daunting task of teaching and mentoring children surrounded by constant negative influence. Access to undesirable people and information is prevalent and extremely difficult to monitor. This is exacerbated by the fact that most kids are more proficient and comfortable with technology than adults. This workshop offers an invaluable opportunity for camp staff and parents to learn approaches and techniques to facilitate conversations with our youth to keep them safe. How to address these issues within camp and at home will be discussed. In this workshop, attendees will be provided with essential information on the digital world and be exposed to solutions, both technological and psychological, to assist with the challenges camp pros and parents face with youth. Furthermore, attendees will be educated on how to protect and communicate with campers regarding the dark side of the internet.

**MELISSA STRAUB**, Director of Educational Services, High Impact Youth Training Solutions, LLC



Melissa Straub

## COMBATING THE ISMS: STAFF TRAINING TOOLS FOR FACILITATING DIVERSITY, EQUITY, AND INCLUSIVITY AT CAMP ⚙

Location: Room 411

### LEARNING OUTCOMES:

- ✦ Participants will learn a tangible framework to understand and teach concepts of equity, diversity, and inclusion to staff and campers.
- ✦ Participants will learn at least 3 exercises, activities, or tools they can use at their next staff training that embrace inclusion, diversity, and equity.
- ✦ Participants will learn key self-care and self-awareness skills in order to decrease anxious thoughts and feelings and increase confidence in addressing the "isms" at camp.

Staff training sets the tone for the culture created at camp. Group norms, policies, and expectations embraced in staff training outline the environment that campers will enter. Racism, sexism, classism, ableism, homophobia, transphobia, and more are realities we need to tackle in addition to tangible staff training requirements. However, whether we address them or not, they all show up at camp. Join workshop facilitator KJ Jackson, LMSW, to share and acquire tips and tools for working towards a fun, inclusive, equitable camp experience for your diverse group of staff and campers.

**KJ JACKSON**, Director, Spirit Pride Project



KJ Jackson

## ACCOUNTING AND TAX STRATEGIES: HELP IMPROVE CAMP PROFITABILITY AND LOWER TAXES ⚠

Location: Room 310

### LEARNING OUTCOMES:

- ✦ Participants will learn how to lower tax burden.
- ✦ Participants will learn how to increase financing.
- ✦ Participants will learn how to operate with more profitability and more efficiency.

There are unique accounting and tax issues relating to the camp industry that all camp owners and executive directors should be familiar with, especially with new tax laws that can greatly reduce your camp's tax burden. Having an understanding of all of these unique tax issues will not only help camp owners and executive directors reduce their burden, but will also increase profitability and help obtain financing.

**ANDREW ZWERMAN**, CPA, Partner, Wagner and Zwerman LLP



Andrew Zwerman

## THE UNTAPPED POTENTIAL IN SUMMER CAMP PHOTOGRAPHY 💡

Location: Room 313

### LEARNING OUTCOMES:

- ✦ Participants will learn which images make for impactful camp photography that tells a story, serves as an effective marketing tool, and makes a strong first impression on the website and in social media.
- ✦ Participants will learn where to find photographer applicants, how to select the right photographer, and the essential (yet economical) camera gear their photographer needs.
- ✦ Participants will learn how to guide their photographer to make better images.

Photography is an increasingly important tool for summer camp websites, marketing materials, and social media. Parents and campers have easy access to the online presence of thousands of camps and first impressions are vitally important. Photographs are one of the first things they notice, which immediately shape their feelings and opinions about each camp. Great photography can subconsciously convey a feeling of what it's like to be at camp. It will communicate the values that are taught, the warmth of friendships that are made, and the community spirit that comes with camp. Choosing the right camera gear and communicating a clear vision of the type of images needed will provide photographers with the tools and guidance to produce beautiful, impactful, and effective images.

**LIAM GORDON**, Photographer, Camp Zeke



Liam Gordon

## ELEVATE PROGRAMMING FROM EXCELLENT TO UNFORGETTABLE 📌

Location: Room 304

### LEARNING OUTCOMES:

- ✦ Participants will acquire inexpensive, yet outrageous activities they can add to their program toolbox.
- ✦ Participants will understand the value of adding outlandish, memorable activities to their mission and their bottom line.
- ✦ Participants will explore several methods of training staff to generate and lead their own outrageous activities.

Traditions at camp are important, but innovation is also crucial. The best camps maintain mission-driven practices and strive to improve by shedding stale customs. This session will give you tons of new ideas that you can implement this summer, plus essential methods for crafting new and inspiring program activities. From whale wrestling to make your own backpack, let us inspire your creativity with ideas and prompts that your staff can run this summer mostly using supplies you already have.

**JACK SCHOTT**, Founder/Director, Camp Stamping Ground

**LAURA KRIEGEL**, Founder/Director, Camp Stamping Ground



Jack Schott



Laura Kriegel



## DEVELOPING A VISION: GOING BEYOND THE MISSION STATEMENT

Location: Room 404

### LEARNING OUTCOMES:

- ✦ Participants will learn how mission statements may not be meeting their expectations.
- ✦ Participants will learn the difference between mission and vision.
- ✦ Participants will learn how to develop a vision they can use to re-frame the outcomes of the camp experience.

Organizations that have clearly defined mission statements are able to sell camp to parents, campers, and staff based on the shared goals the program is designed to meet. Often the mission statement becomes just a slogan on the website or t-shirt. We lose sight of the original intent, which was to design the experience/outcomes of camp around that shared mission. What if there was a better way to define your goals, making it easier for your stakeholders to understand your vision and get on board? In this session, we will take a closer look at the pitfalls of mission statements, define the value of vision vs. mission, and begin to develop your own guiding institutional vision.

**DAVE MALTER**, Educator/Trainer/Consultant, ProfessorDave.Camp



Dave Malter

## PROTECT YOUR CAMP FROM TOXIC STAFF

Location: Room 402

### LEARNING OUTCOMES:

- ✦ Participants will learn what toxic staff members are and how they can negatively impact your camp.
- ✦ Participants will learn ways to safeguard against hiring toxic staff members and what to do when you have one at your camp.
- ✦ Participants will learn that as a leader, we must make sure our behaviors and our camp's culture are not creating toxic staff members.

Most of us have experienced a toxic staff member at some point. How does it make you feel? How does it impact the rest of your staff? We will explore the ways toxic staff members can negatively influence camp culture and energy. We will examine ways to avoid hiring potentially toxic staff members as well as what to do when you identify one on your staff. We will also focus on creating an environment that safeguards against the development of toxic staff members. Finally, we will self-reflect and discuss ways to avoid becoming toxic employees ourselves.

**JED BUCK**, Principal, Roz and Jed Training & Consulting

**ROZ BUCK**, Principal, Roz and Jed Training & Consulting



Jed Buck



Roz Buck

## DAY CAMP OPEN HOUSE!

Location: Room 312

### LEARNING OUTCOMES:

- ✦ Participants will learn what other camps are doing at their open houses.
- ✦ Participants will gain best practice tools for enhancing their open houses.
- ✦ Participants will learn how off-season open house tour days can be maximized for converting new families and building camp spirit.

The off-season day camp open house is a vital part of the camp inquiry process, and the best opportunity for you to show potential camp families what you've got—and not just your theoretical program and winterized facility. Camp spirit? Dynamic staff? Creativity and excitement? Attention to detail? Learn some best practices, how other camps do it, and ways that you can raise the bar of your open house tour days to make them more of an experience than a show and tell.

**ANDY PRITIKIN**, Owner/Director, Liberty Lake Day Camp

**JONATHAN GOLD**, Owner/Director, Oak Crest Day Camp



Andy Pritikin



Jonathan Gold

## BEST PRACTICES TO ADDRESS THE OFTEN OVERLOOKED AND GENERALLY UNDERESTIMATED LIABILITY ISSUES INVOLVING YOUR CAMP STAFF

Location: Room 322

### LEARNING OUTCOMES:

- ✦ Participants will learn about the most common circumstances where certain staff activity increases a camp's liability, specifically off-site and after-hours activities.
- ✦ Participants will engage in a discussion using a real fact pattern to identify potential risks and discuss alternative, risk-adverse options.
- ✦ Participants will learn and collectively discuss methods to protect against these staffing issues, while still balancing the camp's efforts to provide the staff with an enjoyable and meaningful experience.

A camp's potential liability does not end at the conclusion of your evening activity. Staff off-site and after hour activities can be the source of a variety of staff-related claims, spanning various legal landscapes from premises liability to employment liability, which can trigger insurance coverage under different types of insurance policies. In this session, using a real fact pattern as our road map, the participants will engage in a structured discussion focused on identifying a camp's risky behavior, understanding the legal ramifications of such behavior, and presenting alternative, less risky options to protect all involved. Our discussion will include best practices to diminish the probability of such a claim, as well as what to do when it happens. In today's society and legal environment, there is an increased likelihood that your camp has or will face this situation. Be ready before you do and come ready to participate in our discussion.

**LEE SACKET**, Partner, L'Abbate, Balkan, Colavita, and Contini  
**MICHAEL LABADORF**, Executive Vice President, Brown & Brown/Sobel Affiliates



Lee Sacket



Michael Labadorf

## GENDER-INCLUSIVE CABINS: YES, YOU CAN.

Location: Room 415

### LEARNING OUTCOMES:

- ✦ Participants will learn why gender-inclusive cabins are important to campers and staff.
- ✦ Participants will learn how to propose the idea of gender-inclusive cabins to their community, board, camp leaders, etc.
- ✦ Participants will learn how to implement gender-inclusive cabins in their spaces and learn to address the concerns or pitfalls that may come up in the implementation process.

The idea of gender-inclusive cabins is one that is starting to catch on in the camp world, however many boards, camp leaders, and parents seem apprehensive about the idea. We worked side by side to bring gender-inclusive cabins to our camp back in 2014, and they are now offered to campers of all ages. We have had immense success and seen great results. In this session, we'll talk about the process by which we decided gender-inclusive cabins were the right fit for our community, explain the delivery of this message to our camp world, and go through the steps for implementation that you can use to bring this idea to life at your facility.

**KRIS FIORE**, Director, Unirondack

**CALEB SEGUIN**, Program Director, Unirondack



Kris Fiore



Caleb Seguin

## HOW TO ACE YOUR DEPARTMENT OF HEALTH INSPECTION

Location: Room 403

### LEARNING OUTCOMES:

- \* Participants will learn timeline management.
- \* Participants will learn who should be involved in your organization.
- \* Participants will learn best practices for organization of materials and preparation for inspection.

Do you get stressed when the health inspector arrives at camp? Leave that stress behind and learn how others prepare in the off-season to handle their summer inspection. Even though health inspections vary by state, even county, there are universal best practices to keep you organized and prepared for your summer inspection. We'll cover when you should start preparing, who in your organization is responsible for each part of the visit, and time-tested tips for great organization.

**JASON SAMUEL**, Director, Day Camps @ the J



Jason Samuel

## THE PERKS, PRIVILEGES, AND PITFALLS REGARDING STAFF PARENTS

Location: Room 309

### LEARNING OUTCOMES:

- \* Participants will learn that setting clear expectations from the time of hire is the key to helping staff parents be successful.
- \* Participants will learn ways to help staff parents realize that their behavior can and will influence their own children's camp experience, both positively and negatively.
- \* Participants will learn that there are positive ways to convey to staff parents the behaviors they will be asked to NOT do during the summer.

Staff parents are valuable assets in many camp programs. However, they also come with challenges, including feelings of entitlement, supervising one's peers, discretion, being an ambassador for your brand inside and outside of camp, and the inability to separate their job as a staff member from their role as a parent when their children are at work with them. This session will help the people who hire, train, and manage staff parents understand the importance of setting clear expectations from the start, and to recognize the value in having targeted training for staff parents during orientation. This session will focus on positive ways supervisors can convey to staff parents that they were hired to do a job, and that while at camp, their parental role comes second. When/if staff parents overstep that boundary, their behaviors not only reflect poorly in the job that they do, but can negatively impact their own children's camp experience. Don't let it!

**JACKIE PORT**, Director of Junior Camp, Camp Ramaquois



Jackie Port

## SCAVAGANZA!

Location: Room 202

### LEARNING OUTCOMES:

- \* Participants will learn how to put on a scavenger hunt incorporating technology for large groups of people.
- \* Participants will learn how to work as a team as they network and connect with their peers.
- \* Participants will learn the importance of taking a break to act silly, remembering what it's like to be a kid.

After patiently sitting through multiple sessions, you might be saying to yourself, "Wow, I could really go for something super fun and interactive right now!" Well, look no further! Scavaganza is a scavenger hunt extravaganza that will be sure to put a smile on your face. Be prepared to move, look silly, and have a blast meeting people from all over as you work together to become the 2019 Scavaganza Champions! We will begin with a short explanation of the rules, then break into groups to complete many silly tasks. This session is something that can be brought back to any camp for staff and children to complete and can be enjoyed with people of all ages. You won't want to miss out on this!

**JENNIFER WARD**, Program Manager/Camp Director, Kids in the Game

**AMANDA BORBEE**, Program Design and Evaluation Coordinator, Kids in the Game



Jennifer Ward



Amanda Borbee

## EMOTION MANAGEMENT ROLE MODELS: TRAINING TECHNIQUES TO INCREASE YOUR STAFF'S EMOTIONAL INTELLIGENCE

Location: Room 417

### LEARNING OUTCOMES:

- \* Participants will learn how to provide emotion education for their staff.
- \* Participants will learn activities that help their counselors increase their ability to recognize and understand their own and others' emotions.
- \* Participants will learn how to teach counselors tools for creating emotion coping plans for themselves and their campers.

In a perfect world, our counselors would demonstrate an awareness and understanding of their own and others' emotions that allows them to appropriately express and manage their own emotions, while being a great resource for helping our campers cope with theirs. Do most of your counselors come to camp with these skills in place? If not, what do you do to teach them? This interactive session will teach you creative training activities that target the development of emotional intelligence. You will learn how to train your staff in emotional awareness and understanding, listening skills, and the creation of coping plans. Campers soak up everything, including both explicit and implicit messages that your counselors demonstrate through the ways they react and cope. By helping staff members acquire skills aimed at increasing emotional intelligence, you can develop emotion management role models that have a widespread positive impact on your camp community.

**LONNIE SARNELL**, Psychologist; Girls' Head Counselor, Lonnie Sarnell, Psy.D., LLC.; Tyler Hill Camp



Lonnie Sarnell

## TUESDAY • MARCH 12th • 5:00PM-6:00PM •

### 2019 PLAY WITH A PURPOSE: MORE OF THE EXCITING GAMES THAT TEACH CAMPERS AND STAFF SKILLS FOR LIFE AND LEADERSHIP

Location: Room 303

Play, Connect, Learn! Here's a great, easy, fun way to learn highly useful skills while meeting lots of new camp friends at Tri-State! Master trainer Michael helped us start this new Tri-State feature in 2017, and after rave reviews and a continued terrific turnout in 2018, he's bringing us yet another NEW EDITION with more of his best no-prep, no-prop games that you can use with all ages, indoors and out. The campers—and staff!—will be having too much fun to know they are practicing important life skills like communication, leadership, respect, collaboration, and more. These easy-to-learn activities can and should be in the repertoire of every staff person. Bonus: You'll also learn outstanding and unique game leadership techniques that can be used with any activity.

**MICHAEL BRANDWEIN**, MichaelBrandwein.com



Michael Brandwein

# WEDNESDAY at a GLANCE

**CAMP SHIRT  
WEDNESDAY  
(WEAR YOUR  
CAMP APPAREL!)**



7:15 AM

**5K FUN RUN AT  
THE ATLANTIC CITY  
BOARDWALK**

7:30 AM–5:00 PM

**REGISTRATION OPEN**

8:30 AM–9:30 AM

**CONCURRENT SESSIONS  
BLOCK D**

9:45 AM–10:45 AM

**CONCURRENT SESSIONS  
BLOCK E**

10:45 AM–5:00 PM

**EXHIBIT HALL OPEN**

10:45 AM–11:45 AM

**FREE COFFEE WITH  
EXHIBITORS**

11:00 AM–4:30 PM

**ACCREDITATION  
PROCESS WORKSHOPS  
(ROOMS 320 & 321)**

12:30 PM–1:30 PM

**MEET 'N' EAT SESSIONS**

12:30 PM–1:45 PM

**VOCE (PRE-REGISTERED  
MEMBERS ONLY) SESSION  
WITH LUNCH (ROOM 412)**

2:00 PM–3:00 PM

**CONCURRENT SESSIONS  
BLOCK F**

3:15 PM–4:15 PM

**CONCURRENT SESSIONS  
BLOCK G**

4:15 PM–5:00 PM

**EXHIBIT HALL OPEN**

5:30 PM–7:00 PM

**WEDNESDAY NIGHT  
SOCIAL AT THE  
SHERATON HOTEL  
SIGN UP NOW AT REGISTRATION!**

## MY PLAN FOR THE DAY

### BLOCK D

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### BLOCK E

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 Staffing Directors	 Great for Teachers	 Inclusion	 Trending Topics	 1st Time Attendees	 Mental Health
 Administrative	 Finance and Regulations	 Get Active!	 For Staff Trainers	 Networking	 Gender and Sexuality
 Sales, Advertising and Marketing	 Technology/ Web	 Front Line Staff	 Self-Care and Personal Growth	 Program Development	

### USE NEW PARENTAL ATTITUDES TO YOUR ADVANTAGE TO INCREASE ENROLLMENTS! 📦

Location: Room 417

- ❖ Participants will learn about new parent attitudes about the camp experience.
- ❖ Participants will learn precise messaging to convey the unique community of camp.
- ❖ Participants will learn approaches for new acquisitions and returning families.

Just 2 years ago, even parents who had been to camp themselves were more ambivalent about their children going to camp. Then came the change, and this summer it prevailed in focus groups across the country. Parents are eager for their children to have camp experiences as respite from the precarious world in which we live. It appears that many more parents now have a real appreciation for the camp environments in which kids unplug and connect with themselves, each other, and great role models.

**JOANNA WARREN SMITH, President, Camp Consulting Services**



Joanna Warren Smith

### LET'S KEEP OUR CIT/LIT PROGRAMS THRIVING AND RELEVANT 💡

Location: Room 309

#### LEARNING OUTCOMES:

- ❖ Participants will gain a better understanding of the interests of Gen-Z in order to keep their CIT programs relevant.
- ❖ Participants will leave with a better understanding of what framework for a CIT program will work best at their camp.
- ❖ Participants will learn tips, tricks, CIT special events, and more!

Today's teen (Gen-Z) knows what they want and how they want it—and won't be shy to tell you. And, maybe most importantly, we need to be comfortable committing to those requests and learning more about their interests. In this session, we will learn how to lay the bricks to build a strong foundation to create a stellar CIT/LIT program and how to keep it relevant. We must be comfortable throwing out old traditions and adopting new ones as the landscape of teens is ever-changing.

**ADAM BARANKER, Assistant Director, Jeff Lake Camp**



Adam Baranker

### SAVING FACE: FINDING THE WIN-WIN IN CONFLICT RESOLUTION 🔄

Location: Room 322

#### LEARNING OUTCOMES:

- ❖ Participants will learn how to evaluate and identify what triggered the conflict.
- ❖ Participants will learn how to visualize what the win-win outcome looks like and offer choices.
- ❖ Participants will learn through role-play how to state the truth with respect and compassion.

Conflict is a normal part of any healthy relationship. Because it is unrealistic to expect 2 people to agree on everything all the time, developing the skills to resolve conflict in a healthy way can create a positive working environment and strengthen the personal and professional bonds between staff or campers. This workshop will teach you how to get to the heart of the conflict, visualize what the win-win situation looks like, and build the strategy to get an agreement on the issue and a buy-in on the solution.

**JOHN JAMES HICKEY, Head of Staff Training, Camp Scatico**



John James Hickey

### MENTAL YOGA: INCREASING CAMPER PSYCHOLOGICAL FLEXIBILITY ♥

Location: Room 301

#### LEARNING OUTCOMES:

- ❖ Participants will learn the basics of Acceptance and Commitment Training (ACT) and the role psychological flexibility plays in camp life.
- ❖ Participants will learn how to apply psychological flexibility principles to themselves and their campers.
- ❖ Participants will learn skills to proactively help campers be present, open up, and do what matters.

Campers frequently struggle to go outside their comfort zone and will go to great lengths to avoid discomfort. Unfortunately, avoidance of difficult internal experiences can leave us feeling stuck. Acceptance and Commitment Training (ACT) is an empirically based form of psychology that increases psychological flexibility and helps people get unstuck. Psychological flexibility is our ability to recognize and adapt to various situations and shift both our mind and body towards the people and actions that are important to us. This workshop will offer an introduction to the ACT model that is user-friendly and can be applied to camp life. We will focus on the experience of campers and how staff can help create a culture of flexibility. Participants will learn mental flexibility skills that they can begin applying immediately in order to be proactive. Come experience how ACT can help both campers and staff move towards a more meaningful and flexible camp experience.

**MICHAEL GOTLIB, Clinical Psychologist, Center for Emotional Health of Greater Philadelphia**



Michael Gotlib

### ADOLESCENTS: WHY DO THEY ACT THAT WAY? 🌟

Location: Room 202

#### LEARNING OUTCOMES:

- ❖ Participants will receive an overview of the major concepts or ideas regarding the stages of adolescent development, including physical, social, cognitive, and moral.
- ❖ Participants will learn and discuss intervention strategies that achieve the most positive results in managing behavior and in teaching self-regulation.
- ❖ Participants will learn strategies and techniques that encourage healthy choices, challenge them to interact with others, and resolve their conflicts.

Adolescents—old enough to know better, but too young to resist! This session will explore the various physical, social, and cognitive aspects of adolescent development and how understanding these stages helps in teaching decision-making and self-regulation. Come learn strategies that focus on building positive rapport and help adolescents learn to make healthy choices.

**GALE GORKE, Executive Director, Kids Kan, Inc.**



Gale Gorke

### AWESOME ICEBREAKERS 🎲

Location: Room 201

#### LEARNING OUTCOMES:

- ❖ Participants will learn 10 Icebreakers they can utilize right away.
- ❖ Participants will receive a detailed handout with write-ups for each of the activities presented.
- ❖ Participants will enhance their experience by learning new ways to get to know their fellow participants.

This high-energy, hands-on workshop will teach participants how to play some of the industry's best icebreakers. Kick off the first day of camp 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.

**MICHELLE CUMMINGS, Owner/Trainer/Big Wheel, Training Wheels**



Michelle Cummings

## PRE/POST CAMP: NAVIGATING THE TRANSITIONS BETWEEN SEASONS AND BUILDING A SUCCESSFUL RETREAT BUSINESS 📁

Location: Room 313

### LEARNING OUTCOMES:

- ❖ Participants will learn how to develop strategies and understand important details to consider as they execute transitions from Pre-Camp retreats to Camp, and Camp to Post-Camp Retreats.
- ❖ Participants will learn how to build a checklist of actionable items to perform during the transition that will mitigate any surprises that can arise when retreat groups arrive at camp.
- ❖ Participants will learn how to develop an understanding of the best practices and expected standards in the retreat/hospitality industry.

Transitioning your facilities, staff, and mentality from the regular summer programming to a retreat business can feel like a daunting task. There are a variety of considerations for staff retention, facility management, and even capital expansions that come into play—not to mention the shift in mindset from child development to hospitality. That said, if you are able to successfully execute these transitions, you can set yourself and your camp up to better accommodate a thriving retreat business while not compromising your regular season programming. This session will illustrate some strategies and important things to consider as you prepare your transitions and seek to maximize the retreat component of a camp's business.

**MATTY LAYMAN**, Assistant Director, Camp IHC



Matty Layman

## LEGAL ISSUES IN CAMPING: PREPARATION, PROTECTING YOUR CAMP, AND PROTECTING YOUR CAMPERS ⚠️

Location: Room 315

### LEARNING OUTCOMES:

- ❖ Participants will discuss and manage liability issues and practices for risk prevention.
- ❖ Participants will learn to draft and prepare crucial camp documents including enrollment forms.
- ❖ Participants will learn what steps may be taken following an accident or incident to assist in the potential defense for the camp should a personal injury lawsuit arise.

Remember the saying "prepare for the worst, but hope for the best"? Many legal issues can arise over the course of a camp season and even during the off season. Proper preparation is your best tool to alleviate issues if and when they arise. This session will address many legal aspects of camp management, including camp enrollment agreements, a primer on liability for personal injuries, and liability for the actions of camp staff. When a personal injury accident occurs, certain steps and investigation might be necessary, recommended, and helpful should a lawsuit arise. This session will provide some recommendations as well as familiarize camps with potential defenses that might eventually be relied upon even before a potential lawsuit commences. As with many things in life, preparation is the key to success, so learn to prepare now!

**GREGG SCHARAGA**, Partner, The Chartwell Law Offices, LLP



Gregg Scharaga

## THE KEYS TO EFFECTIVE TASK MANAGEMENT AND DELEGATION FOR MANAGERS AND SUPERVISORS 🚀

Location: Room 312

### LEARNING OUTCOMES:

- ❖ Participants will learn how to improve communication and eliminate misunderstandings and mistakes.
- ❖ Participants will learn techniques to track their work and delegated work to completion.
- ❖ Participants will learn how to operate proactively to raise the level of accountability in their organization.

As a supervisor, do you struggle with managing your own task list and keeping track of delegated tasks? Would you like to raise your own level of accountability as well as the level of accountability of those that work with and for you? In this session, Diana Bloom will teach take-away actionable systems that can be implemented immediately to achieve higher productivity and efficiency in all areas of a camp organization. This session will provide systems and processes to prioritize, delegate, and track work with less stress. Participants will learn techniques to achieve total clarity in tasks management, how to prevent tasks from falling through the cracks, and how to track work to completion while creating a totally accountable culture in both year-round and summer work. Please print out the accompanying handouts for this session.

**DIANA BLOOM**, Productivity and Efficiency Coach



Diana Bloom

## FIND YOUR MESSAGE THEN MAKE IT STICK: IMPLEMENT EXCITING IDEAS THIS SUMMER TO MAKE YOUR STAFF TRAINING MORE IMPACTFUL 🗣️

Location: Room 402

### LEARNING OUTCOMES:

- ❖ Participants will learn the importance of identifying the key messages they want to communicate to their staff during orientation.
- ❖ Participants will learn the importance of experiential and participant-centered learning.
- ❖ Participants will learn a variety of exercises, training strategies, and ideas that can be incorporated immediately into this summer's staff orientation to make training sessions more fun and impactful.

What are you trying to communicate to your staff in those few precious, teachable moments you have with them before the campers arrive? This session will discuss how to focus your staff orientation on the messages you need to convey to your staff and differentiate training based on experience, role at camp, and other factors that may impact the structure of your training. We will provide a variety of activities that can be used as openers, energizers, reinforcers, and powerful learning tools to make the material stick long after the training ends and maximize the impact of your staff training. You will leave this session with practical strategies and specific ideas to implement this summer as you train your extraordinary staff!

**JED BUCK**, Principal, Roz and Jed Training & Consulting

**ROZ BUCK**, Principal, Roz and Jed Training & Consulting



Jed Buck



Roz Buck



## MAKE THIS SUMMER'S STAFF INTO NEXT SUMMER'S LEADERSHIP 🗨️

Location: Room 302

### LEARNING OUTCOMES:

- ✳️ Participants will learn how to identify staff ready for development.
- ✳️ Participants will learn how pre-camp training strengthens leadership and teamwork.
- ✳️ Participants will learn how to use camp itself and ongoing development to build more competent front line and leadership staff.

Summer camp offers tremendous on-the-job learning for staff. As we train college-age students for and then guide them through “the hardest job they’ll ever love,” we have an eye towards next summer, trying to figure out who should be groomed to take leadership roles. But we also can create leaders THIS summer, giving them the skills and the challenges they need to take control and give support in their current jobs. Dr. G will outline where we’re missing opportunities to build the staff we want for this year and the next.

**DEBORAH GILBOA, Founder, Ask Doctor G**



Deborah Gilboa

## ARTS AND CRAFTS: MAKE ‘N’ TAKE 🎨

Location: Room 411

### LEARNING OUTCOMES:

- ✳️ Participants will make a creative art project from our 2019 vendors.
- ✳️ Participants will meet our exhibitors.
- ✳️ Participants will learn new projects to bring to camp this summer.

Come to this hands-on session to try some fun projects from our arts-and-crafts exhibitors. This is your opportunity to make ‘n’ take home some of their favorite projects. Each camp will be able to make one project per vendor (one person doing all or several people doing one of each). The vendors will be back in the Exhibit Hall at 10:30 am to answer questions.

**CRICKET SNEARING, Camp Walden - NY**



Cricket Snearing

## EXPANDING HORIZONS IN SPECIAL NEEDS: ARE YOU OBLIGATED TO INCLUDE (AND HOW!) ⚙️

Location: Room 308

### LEARNING OUTCOMES:

- ✳️ Participants will learn that there are multiple options and models for providing service including inclusive and exclusive, and each can serve the community spectacularly depending on myriad factors.
- ✳️ Participants will learn some of the practical realities, obstacles, and potential joys of developing or expanding programs for children and staff with disabilities.
- ✳️ Participants will learn to appreciate alternative views regarding service provision for children and staff with disabilities.

Serving children with disabilities in a camp environment has become increasingly common for a number of reasons. Service, obligation, pressure, mission, personal connection, and community leadership—the list of possible reasons is endless. But how do you know if a program for children with disabilities is right for your camp? Or do you have no choice and should start a program regardless? If you do wish to move ahead, how do you start from scratch or expand an existing inclusion program? What is the cost/benefit risk and reward? What are the practicalities in terms of group dynamic, staffing, facility, governance, finance, and fundraising? This will be a hands-on conversation designed to get your juices flowing and questions answered. Most importantly, this is not a session for advocacy, but rather a space where people should feel comfortable asking questions that there may not be a right or wrong answer to. The topic is challenging and the stakes enormous—join us and discuss.

**DAVID PHILLIPS, Principal, Immersive1st**



David Phillips

## COGNITIVE TECHNIQUES TO COMBAT COUNSELOR ANXIETY 🤝

Location: Room 304

### LEARNING OUTCOMES:

- ✳️ Participants will learn how to teach staff about the cognitive triangle: the connection between thoughts, feelings, and behaviors.
- ✳️ Participants will learn how to help staff members change their thinking patterns: identify cognitive distortions and engage in cognitive restructuring.
- ✳️ Participants will learn how to teach staff acceptance-based strategies for managing their thoughts.

When faced with the demands of the camp environment, counselors may experience an overwhelming amount of anxious thoughts. Given that more and more staff are coming to camp with a history of anxiety, we greatly benefit from having systems in place to support our staff. This session provides an in-depth look at cognitive techniques that target anxious thought patterns, starting with understanding the connection between thoughts, feelings, and behaviors. You will learn concrete strategies that you can teach during orientation as well as techniques that you can implement one-on-one with counselors who are struggling. By learning how to help your counselors shift their perspective toward their thoughts and develop more realistic and balanced thinking patterns, you can help them not only thrive at camp, but learn valuable skills that they can carry with them long after the summer ends.

**LONNIE SARNELL, Psychologist; Girls' Head Counselor, Lonnie Sarnell, Psy. D, LLC.; Tyler Hill Camp**



Lonnie Sarnell

## WHAT LIES BENEATH: HOW BEHAVIOR IS THE LANGUAGE OF CAMPERS 🎯

Location: Room 421

### LEARNING OUTCOMES:

- ✳️ Participants will learn how to address challenging behavior in a nonconfrontational way.
- ✳️ Participants will develop an understanding of the psychological underpinnings of deviant behavior.
- ✳️ Participants will practice skills that they can utilize immediately in order to reduce aggressive behavior.

As is commonly understood, there is no such thing as a bad child, merely bad behavior. Therefore, this workshop will focus on understanding the WHY behind children who act out and/or present with challenging behaviors. Participants will also learn a variety of strategies to address challenging behaviors based on a strength-based perspective. This hands-on workshop will help camping professionals identify, manage, and address campers in a unique and effective manner.

**CORRIE SIROTA, Clinical Social Worker & Psychotherapist, Private Practice**



Corrie Sirota

## THE TEN DOLLAR TIME-OUT 🎯

Location: Room 318

### LEARNING OUTCOMES:

- ✳️ Participants will learn to implement relationship-strengthening time-ins and fixes instead of frustration-building time-outs and consequences.
- ✳️ Participants will learn a repertoire of behavioral interventions that expands their bag of tricks for working with kids.
- ✳️ Participants will learn responses to use that will replace the “ten minutes out of free swim” threat.

Fact of life: Kids don't like lectures. But when campers need to take a few minutes away from the group to reconsider their choices 5 times a day how can we be proactive and prevent the 6th time out? Hint: It isn't just by talking to (at?) them! Come learn plenty of takeaway techniques—like the think/say, pick-a-piece, stomp out, stick pick, and others—that will minimize most of the time-outs and turn the few left into teachable moments. We'll use basic materials you already have in the craft shack, kitchen, and office, spending less than \$10 to change your behavior perspective! Your campers will thank you! (This session is designed for front-line staff and anyone who is responsible for training staff to positively and successfully manage challenging camper behaviors).

**EMILY GOLINSKY, Executive Director, Camp Starfish**



Emily Golinsky

## STOP STRATEGIC PLANNING! START STRATEGIC THINKING! 🚀

Location: Room 310

### LEARNING OUTCOMES:

- ❖ Participants will learn the key elements of a sound strategic planning process.
- ❖ Participants will learn how to streamline the strategic planning process.
- ❖ Participants will learn how organizational culture will make or break a strategic plan.

Management guru Peter Drucker famously stated that culture eats strategy for breakfast. No matter what strategic plan you try to implement, if the people driving the strategy aren't passionate about the change, or worse, are apathetic to their job and to the organization, then you stand no chance of implementing a plan. Strategic planning aims to align stakeholders, set clear goals, analyze trends, and increase overall effectiveness while maximizing impact. In today's fast-paced business environment, we are all seeking a planning process that is agile, innovative, and results-oriented, as opposed to traditional planning, which can feel cumbersome and never-ending. Attendees will walk away with several actionable steps they can take to begin a planning process that more efficiently and effectively addresses organizational culture and fosters strategic thinking, developing leadership skills along the way to reaching those strategic goals.

**LUZ RODRIGUEZ, Founder/Principal Consultant, Visionary Allies**



Luz Rodriguez

## LARGE GROUP LEADERSHIP: SUPER SECRETS TO MAKING MAGNIFICENT MOMENTS AT ALL-CAMP ASSEMBLIES, ANNOUNCEMENTS, AND EVENTS 🧑‍🎓

Location: Room 303

### LEARNING OUTCOMES:

- ❖ Participants will learn how to identify and practice original, specific, and practical techniques to seize and keep attention, and motivate respectful attention in large group events and moments.
- ❖ Participants will learn how to apply original methods to make announcements and other large group moments some of the most exciting, memorable, and creative times of the camp day.
- ❖ Participants will learn the subtle, surprising secrets to getting more of these large group moments to model great teaching and group leadership that staff will use in front of all sizes of groups, every hour.

To be a superstar camp leader, we can use distinctive, creative, highly effective group leadership techniques that go way beyond the commonplace "if you can hear me clap once." In this unique session, Michael demonstrates original, outstanding skills you won't find anywhere else for an essential part of camp: when larger groups gather together. Specialized skills are required to effectively lead these moments, and you'll learn them here. Instantly seize attention—be the superstar camp leader who can grab the attention of hundreds of campers and staff in less than 5 seconds. Learn and practice how to motivate excitement, maximize participation, and more. Teach yourself and learn to teach leadership team members. Learn how the times when we're up in front—opening/closing gatherings, announcements, special events, campfires, song-leading, etc.—are terrific opportunities to model leadership and creativity that will powerfully affect your entire camp program.

**MICHAEL BRANDWEIN, MichaelBrandwein.com**



Michael Brandwein



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**PREVENTION, INVESTIGATION, AND RESOLUTION OF SEXUAL HARASSMENT CLAIMS IN THE UNIQUE SETTING OF CAMP** ⚠️

**Location:** Room 309

**LEARNING OUTCOMES:**

- ❖ Participants will learn how to prevent sexual harassment both on and off campus.
- ❖ Participant will learn what actions should be taken when a claim of sexual harassment is made.
- ❖ Participants will learn what do when they believe sexual harassment has taken place.

When hundreds of teens and twenty-somethings get together, traditional sexual harassment protocols can seem inadequate. Learn special techniques to address sexual harassment issues at summer camp, a world that is like no other.

**ALAN COOPER, General Counsel/Claims Director, AMSkier**

**FRAN MENDELOWITZ, InterACT NY and AMSkier**



Alan Cooper



Fran Mendelowitz

**EFFECTIVE DEBRIEFING TOOLS AND TECHNIQUES** 🧠

**Location:** Room 201

**LEARNING OUTCOMES:**

- ❖ Participants will learn how to break down the debriefing process into 10 simple and effective debriefing techniques, as well as introduce innovative processing tools that demonstrate each technique. Attendees will receive a stellar handout with instructions.
- ❖ Participants will learn to facilitate the value of mixing up your processing methods so participants and facilitators do not get stuck in a rut.
- ❖ Participants will learn to deliver the workshop in a hands-on, experiential way that involves attendees in the learning process.

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.

**MICHELLE CUMMINGS, Owner/Trainer/Big Wheel, Training Wheels**



Michelle Cummings

**INCREASE ENGAGEMENT AND EMPOWERMENT VIA WOODWORKING WITH HAND TOOLS** 🪚

**Location:** Room 420

**LEARNING OUTCOMES:**

- ❖ Participants will learn how to train staff in order to offer hand tool woodworking.
- ❖ Participants will learn how to work with kids of all abilities to make woodcraft projects.
- ❖ Participants will gain exposure on how to instill life skills via woodworking.

What if campers could be involved with their wood craft projects from start to finish and never have to hand to a specialist to cut or drill? Working with only hand tools is empowering and engaging, but most camps do not have a dedicated space. No worries, woodworking can be portable too! Learn how you can move from kits to transformational plank-to-project experiences and instill lifelong skills in your campers using your existing staff. We will discuss how to work with campers of all abilities and how to maintain a safe and positive creative environment. Please note: this session has limited availability. Projects will be available on a first come, first served basis.

**MICHAEL SCHLOFF, Founder, Maplewoodshop**



Michael Schloff

**ROADMAP TO SUCCESS IN CAMPING** 💡

**Location:** Room 303

**LEARNING OUTCOMES:**

- ❖ Participants will learn to focus on understanding their current market and develop ideas for future markets.
- ❖ Participants will learn to use SWOT analysis to evaluate their camp's strengths, weaknesses, opportunities, and threats.
- ❖ Participants will learn to think creatively to help grow their business.

Why do some businesses succeed and others flounder? Why do some camps do better than others? There are specific strategies and tactics that define the difference between success and failure. In this session, you will learn how to take specific steps to assess the quality of service you provide and to improve the weakest areas of your operation. This session is designed to provide an outline of steps that leaders can take to enhance their chances of success both in the camp business and profession.

**JAY JACOBS, CEO/Director, TLC Family of Camps**



Jay Jacobs

**ART TO AMPLIFY ADVOCACY** 🎨

**Location:** Room 404

**LEARNING OUTCOMES:**

- ❖ Participants will learn how to help their campers advocate for themselves.
- ❖ Participants will learn how to foster conversations surrounding disabilities.
- ❖ Participants will learn about the minds of campers with disabilities.

For campers who think differently, accommodations and the allies who provide them are essential. But how do we teach our kids to ask for the help they need? What strategies can we use to empower campers to advocate effectively for themselves? By leading an Eye to Eye art project, a national programming coordinator will answer these questions and provide creative tools for success. Participants will walk away with a project and strategies to implement these techniques in their programs.

**CHRISTIE SPISAK, National Program Coordinator, Eye to Eye**



Christie Spisak

**JOURNEY TO INCLUSION: SUPPORTING NEURODIVERSITY AT YOUR CAMP** ⚙️

**Location:** Room 410

**LEARNING OUTCOMES:**

- ❖ Participants will learn about the successes and challenges experienced with launching a new program, Bridge, in partnership with Frost Valley YMCA and YAI, which provides a fully inclusive experience for neuro-diverse campers.
- ❖ Participants will learn how to create strengths-based camper profiles and work in partnership with families to gain an understanding of someone's skills and how to best support them while at camp.
- ❖ Participants will learn concepts and tools to utilize in their own camp programs for supporting neuro-diverse learning abilities, including universal design and adaptive activities.

Inclusion is the way of the future! Our campers' communities are increasingly more diverse and schools more inclusive. Ensure that your camp is evolving, too, by offering opportunities for neuro-diverse campers. In this session, we will share our camp's story of a pilot year supporting campers with and without disabilities in the same cabins. Together we will explore the importance of parent partnerships, discuss "universal design" (tools to make camp more accessible), and learn how to create and utilize strengths-based camper profiles. Join us on the journey to inclusion and finding what works best for your camp culture!

**KATHRYN LEONARD, Mainstreaming At Camp Programs Director, YAI/Frost Valley YMCA**

**ALICE DANNENBERG, Supervisor of Camping & Travel, YAI/Frost Valley YMCA**



Kathryn Leonard



Alice Dannenberg

## GETTING FLEXIBLE WITH AFFLUENZA

Location: Room 301

### LEARNING OUTCOMES:

- ✦ Participants will learn how to apply Acceptance and Commitment Training to staying flexible with affluenza and other difficult camp experiences.
- ✦ Participants will learn how to better notice thoughts and feelings related to affluenza.
- ✦ Participants will learn skills to communicate with campers, staff, and parents about underlying aspects of affluenza.



Michael Gotlib

Affluenza can be thought of as a form of economic privilege that impacts the way parents and campers view the camp experience. Acceptance and Commitment Training (ACT) is an empirically based form of psychology that uses acceptance and mindfulness strategies to increase psychological flexibility. Psychological flexibility is our ability to recognize and adapt to various situations and shift both our mind and body towards the people and actions that are important to us.

This workshop will offer an introduction to the ACT model in a manner that is accessible and can be applied to camp life. The workshop will focus on the experience of affluenza and how staff can stay flexible when communicating with parents and campers. The workshop is experiential and participants will learn mental flexibility skills that they can start applying immediately. Come experience how psychological flexibility can help you better manage affluenza and other difficult camp experiences!

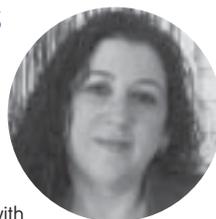
**MICHAEL GOTLIB**, Clinical Psychologist, Center for Emotional Health of Greater Philadelphia

## THE ELEPHANT IN THE ROOM: TOPICS CAMP PROFESSIONALS ARE APPREHENSIVE TO TALK ABOUT

Location: Room 318

### LEARNING OUTCOMES:

- ✦ Participants will learn to identify problem areas.
- ✦ Participants will demonstrate new ways to interact with campers and staff in need.
- ✦ Participants will learn how to utilize resources.



Elyse Miller

We as camp professionals sometimes have a hard time facing and wrapping our heads around issues that our campers, families, and staff might be going through. We need to find ways to understand how to listen and address difficult situations that may come up at camp. In this workshop, we will talk about sensitive topics such as mental illness, cutting, bullying, drugs, and violence. You will have a chance to hear stories, ask questions, and brainstorm ways to educate your staff.

**ELYSE MILLER**, Inclusion Director, Buckley Day Camp

## PROACTIVELY ADDRESS THE STAFFING CRISIS AND LEVERAGE COUNSELOR FEEDBACK!

Location: Room 417

### LEARNING OUTCOMES:

- ✦ Participants will learn about data that indicates a staffing crisis.
- ✦ Participants will learn methodologies by which directors can mitigate the crisis.
- ✦ Participants will learn impressive indicators that working at camp is the best possible internship.



Joanna Warren Smith

This past summer, over 140 camp directors representing nonprofit, private, day, and resident geographically diverse camps responded to an independent survey intended to determine the realities of the current staff hiring process. Beyond that, 734 staff responded to a survey intended to define the outcomes realized by young men and women who worked at camp. The surprising data and commentary will definitely influence your approach to next season's hiring process. The feedback will also impact the way you recruit counselors and the conversations you have to secure more applicants, encourage quality candidates to accept your offers, and most importantly, to inspire staff to honor their full-season commitments.

The feedback will also impact the way you recruit counselors and the conversations you have to secure more applicants, encourage quality candidates to accept your offers, and most importantly, to inspire staff to honor their full-season commitments.

**JOANNA WARREN SMITH**, President, Camp Consulting Services

**MATT KAUFMAN**, Associate Director, Camp Ramaquos



Matt Kaufman

## HOW TO PROVIDE A RACE-INCLUSIVE CAMP EXPERIENCE AS A WHITE CAMP DIRECTOR

Location: Room 304

### LEARNING OUTCOMES:

- ✦ Participants will learn of the importance of intentional integration to strengthen their program for campers, families, and staff.
- ✦ Participants will learn paths to educate themselves and their staff about race, integration, and how to talk and learn about race as a white person.
- ✦ Participants will think about ways to enhance the culture of their camps to create an accepting place for campers and staff of color.



Jackie McGowan

It's no secret that the foundation of summer camp is engulfed in white culture. In a time when inclusion and integration are at the forefront of conversations, join this discussion of the importance of inclusion for children of all races. Culturally, summer camp has not been a place for people of color and there are good reasons for those with white privilege to change this. Diverse social environments lead to cross-racial friendships and the reduction of stereotyping. Explore how you can foster an accepting environment for people from many cultures, ethnicities, and backgrounds. This session will challenge how you think about how and why you do things at camp, how to educate yourself and staff to foster the possibilities of integration, and where to start this process of change.

**JACKIE MCGOWAN**, Camp Director, Camp Highlight

## THE IMPORTANCE OF TRAINING SUPPORT STAFF

Location: Room 310

### LEARNING OUTCOMES:

- ✦ Participants will gain an understanding of camp culture and safety in the kitchen.
- ✦ Participants will gain an understanding of Health Department requirements.
- ✦ Participants will gain an understanding of the importance of special diets.



John Leinhardt

Each and every summer, camps are faced with staff training challenges in the kitchen. From the ever increasing demand of specialty diets to the health department and general safety requirements, a well-run food service operation is critical to a safe and successful summer. In this session, we'll discuss simple techniques and strategies to prepare staff with the skills and knowledge to be value-adding components to your food service operation. From engaging staff pre-arrival to implementing proven training regimens throughout the summer, we can ensure staff feel engaged and valued from the time they sign their contract until the last meal is served!

**JOHN LEINHARDT**, Operation Director, Wolfwoods

## CAPITAL EXPENDITURES: GAINING A BETTER UNDERSTANDING OF COMMON PROJECTS AND PROCESSES

Location: Room 313

### LEARNING OUTCOMES:

- ✦ Participants will be given a basic step-by-step guide/flow chart of how to execute common capital expenditures.
- ✦ Participants will gain a better understanding of the components of cap ex projects.
- ✦ Participants will have a chance to ask questions about their own capital expenditure projects.



Justin Dockswell

Expanding, updating, and maintaining your camp facility are critical to the success of your overall business and is related to overall camper satisfaction. Executing your capital expenditure projects (Cap Ex) involves many moving parts and pieces, some you can plan for and others you need to be prepared to handle should they arise. Join Justin Dockswell and Bart Margheim as they help you gain a better understanding of common cap ex projects (e.g.: septic, new pool, new building) and discuss roadblocks and unanticipated issues that may arise.

**JUSTIN DOCKSWELL**, Director, Camp Wicosuta

**BART MARGHEIM**, Operations Ninja, CampGroup

## E-SPORTS AND YOUR CAMP: BECOMING COMFORTABLE WITH THE UNCOMFORTABLE

Location: Room 314

### LEARNING OUTCOMES:

- ✦ Participants will learn the potential benefits to campers/camps of embracing e-sports. Even the most hesitant camp professional will walk away informed, comfortable with the uncomfortable, and well-prepared to discuss the role e-sports at their camp.
- ✦ Participants will learn how online gaming can deliver year-round branding and greater staff retention.
- ✦ Participants will learn how e-sports is not a trend, but a cultural phenomenon likely to be central to the Generation Z story for decades to come.

The biggest next big thing we've ever seen is upon us. Its name? ES-SPORTS. Competitive video gaming, a billion-dollar industry, is moving rapidly into the youth market and will be with us for decades. 97% of kids play video games and 72% play and/or watch e-sports online. It's a phenomenon no one in the camping world can afford to ignore, but what role can video games play in the active, unplugged world of camp? The answers—like year-round branding—may be more appealing than you expect!

**LENNY SILBERMAN, President and CEO, 4G44 Esports**



Lenny Silberman

## THE WHY OF CAMP

Location: Room 302

### LEARNING OUTCOMES:

- ✦ Participants will learn the abilities parents most want their children to learn at camp.
- ✦ Participants will learn how to evaluate their own programming and rules to find the "why" at their camp.
- ✦ Participants will learn strategies for marketing those learning opportunities to families, and to staff, for greater buy-in and support as well as retention.

We all know that camp makes kids stronger, healthier, and more resilient. Camp teaches the skills and offers the lessons that schools wish they had time to teach, and parents wish they had the confidence and opportunities to give. Every part of the day and overnight camp experiences are designed to build the foundational skills children and teens need to thrive as adults. The problem is we don't communicate those intentions well enough to any of our stakeholders! Parents need to know WHY we program what we do, staff need to understand WHY we have the rules we have, and campers need to know WHY we provide the structure and scheduling we do. Dr. G and Travis Allison have researched dozens of programs camps provide and have connected them to the scientific research about how they impact children. Come get the resources and strategies you need to better communicate the WHY of your camp, and build relationships and retention!

**DEBORAH GILBOA, Youth Development Expert, Ask Doctor G**

**TRAVIS ALLISON, Consultant/Speaker, Go Camp Pro**



Deborah Gilboa



Travis Allison

## VENDOR SHOWCASE

Location: Room 202

Increase your visibility at Tri-State while having fun with attendees. This year the conferences will include a Vendor Showcase. The showcase is for entertainers, entertainment companies, and games vendors who will give an abbreviated performance or demo of their game/activities to a direct audience of conference attendees. Come join in on the fun!

**JASON SAMUEL, Director, Day Camps @ the J**



Jason Samuel

## INTROVERTS AND EXTROVERTS: DO YOU REALLY KNOW YOUR STAFF?

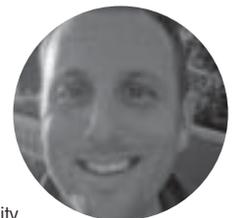
Location: Room 421

### LEARNING OUTCOMES:

- ✦ Participants will learn to better understand the personality traits of their staff members.
- ✦ Participants will learn how to leverage the personality traits of their staff to develop a stronger staff development program.
- ✦ Participants will learn 7 strategies they can use in hiring/training their staff that better complement their introvert/extrovert tendencies.

When you think of the best camp staff you've ever hired, you traditionally view them as extroverts. However, what if we've been wrong all along and much of your staff are actually introverts? Wouldn't that change how you hire and develop staff training and development? This session guarantees to help you understand the real difference between introverts and extroverts, learn how to recognize those characteristics in your staff, and how to better serve their needs at camp.

**DAVE MALTER, Educator/Trainer/Consultant, ProfessorDave.Camp**



Dave Malter

## SMOKE SIGNALS TO TEXTING: MULTIPLE WAYS TO IMPROVE COMMUNICATION WITH STAFF, CAREGIVERS, AND EVERYONE ELSE WHO NEEDS TO HEAR YOU

Location: Room 312

### LEARNING OUTCOMES:

- ✦ Participants will learn some new simple ways to effectively communicate with their audience.
- ✦ Participants will learn what mistakes they and others are currently making and how to improve on those.
- ✦ Participants will learn the importance of timing, follow up, and preemptive communication to everyone.

How do you most effectively communicate with your audiences, whomever they may be? Do you know EXACTLY who your audience is? Come join Steve for this session that will give you some immediate takeaways for easy and effective communication to caregivers, staff, and anyone else who will listen. You will get some brand new methods that today's caregivers are using as well as some tried and failed "not to do" ideas. We will learn about the importance of timely follow up and preemptive set up. You will walk out the door with some awesome "use right now" ideas.

**STEPHEN MAGUIRE, Professional Speaker/Teacher/Summer Camp Consultant, Go Turnstone**



Stephen Maguire

## MANAGEMENT 101 FOR STAFF WHO ARE SUPERVISING OTHERS FOR THE FIRST TIME

Location: Room 322

### LEARNING OUTCOMES:

- ✦ Participants will learn at least 3 best practices for becoming a supervisor that facilitates growth and offers support to staff so staff are less likely to burn out.
- ✦ Participants will understand how to make the change from peer to supervisor and the common challenges that brings.
- ✦ Participants will practice having a tough conversation to improve communication skills in difficult situations.

You've finally secured that head counselor or program coordinator role this summer, and you will be supervising other staff members for the first time. Whether your staff is made up of friends, former coworkers, or folks who are brand new to you, this session will share the best practices for being a good boss to your employees and help you avoid some of the most common mistakes made by first time managers.

**RUBY COMPTON, Chief Exploration Officer, Ruby Outdoors**



Ruby Compton

**DAY CAMP TRANSPORTATION  
ROUNDTABLE** 🚌

**Location:** Room 411

**LEARNING OUTCOMES:**

- \* Participants will get a better idea of best practices in day camp transportation.
- \* Participants will learn about various transportation resources used at camps outside their own.
- \* Participants will glean diverse perspectives from multiple camps by participating in a roundtable format.

Join us for roundtable discussions about your best and safest practices for day camp transportation.

Transportation can be one of the most challenging and time-consuming aspects of running a day camp. Bring questions and be ready to share your best practices with other camp professionals to enhance your day camp's transportation. Who supervises the campers on the bus? How do you communicate with parents? How do you determine the bus routes? How do you work with bus companies? How do you manage the day to day operations? Do you plan activities for the bus rides? Is anyone using GPS to track their buses? What is your food policy and enforcement on your buses?

**PETER GOLDBERG**, Transportation Director, Woodmont Day Camp  
**WILL PIERCE**, Director, Pierce Country Day Camp



Peter Goldberg



Will Pierce

**ARE WE READY FOR THIS? THINKING  
THROUGH GENDER DIVERSITY AT  
CAMP** 🏳️‍🌈

**Location:** Room 404

**LEARNING OUTCOMES:**

- \* Participants will learn if their camp is ready to take on gender-related issues.
- \* Participants will learn accepted terminology and glossary.
- \* Participants will learn the best practices we have seen so far.

Gender diversity is becoming more and more prevalent in our camps. Is your camp ready? Are you ready? Learn some of the language you should know, the questions you should ask, and the issues you should consider. Explore what's right for you—and when (and how!) you should refer a camper or family to another camp. In addition to providing practical tips, we'll have plenty of time for open conversation—bring the questions you've been too afraid to ask!

**SHEIRA DIRECTOR-NOWACK**, Camp Havaya



Sheira Director-Nowack

**FROM CAMPER TO COUNSELOR:  
TRAINING HOME-GROWN STAFF** 🏠

**Location:** Room 322

**LEARNING OUTCOMES:**

- \* Participants will share and learn best practices for transitioning LTS/LITS/CITS into full-fledged staff members.
- \* Participants will connect with other camp professionals to share and learn in-season training topics that best serve staff.
- \* Participants will share and learn strategies for conducting workshops during jam-packed summer days and evenings.

One of the greatest strengths of many campers—a large number of “home-grown” staff members—also presents one of the greatest challenges. How do we transition amazing young adults each year from high-spirited counselors in training to full-fledged, responsible bunk staff members? Even with excellent LT or CIT training programs and pre-camp orientations, young staff often need additional support for the demanding role of counselor. This session will share ideas and tips for creating on-going summer training: how to find the time, how to facilitate the workshops, how to choose topics, and how to evaluate what's working.

**KAREN OFFITZER**, Assistant Director, Camp Schodack



Karen Offitzer

**CHANGING THE SCRIPT: ELEVATING  
MUNDANE MOMENTS INTO  
MEMORABLE ONES** 💡

**Location:** Room 415

**LEARNING OUTCOMES:**

- \* Participants will walk away with new ideas for how to enhance camp for their campers.
- \* Participants will learn new strategies for creating memorable moments.
- \* Participants will form relationships with other camp professionals.

Camp is a series of moments: transitioning on and off the bus, running from one activity to the next, one camp meal blending into the next. How do you change that experience and change the daily moments into ones of wonder and meaning for your staff and campers? In this roundtable discussion, we invite you to bring your camp experience and share with other camp professionals something you did to elevate the mundane moments into memorable ones.

**ORLEE LEVIN**, Associate Director, 92Y Camps  
**CARA CORRADETTI**, Camp Relations Director, Appel Farm Arts Camp



Orlee Levin



Cara Corradetti

**HELPING SECOND YEAR CAMP FAMILIES  
SETTLE INTO BEING RETURNERS** 🏠

**Location:** Room 418

**LEARNING OUTCOMES:**

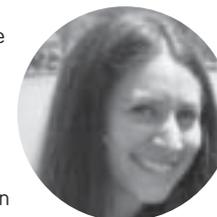
- \* Participants will distinguish communication strategies for first- and second-year camp families.
- \* Participants will develop plans for their own communication strategy.
- \* Participants will collaborate with colleagues on best practices for communication with camp families.

Camps often focus on how to welcome new camp families to their camp and their camp's culture. Where many miss the mark is helping a second-year camp family make a smooth and meaningful transition from a new to returning camp family. Join us for a discussion on how best to help your second-year families prepare for another summer at camp in a way that is different from a brand new camp family. We will explore topics such as the differences between prepping a first- and second-year camper, varying types of communication to second year families, managing expectations about communications with second year camp families vs. new camp families, and leveraging a camper's previous experience at your camp to promote retention. Come prepared to share your camp's best practices and challenges you face!

**JACKIE BRETHEL**, Associate Director, Camp Danbee for Girls  
**ALISSA GIRLING**, Associate Director, Camp Winadu



Jackie Brethel



Alissa Girling



## CAMP ADMINS UNITE: LET'S CHAT ABOUT ALL THINGS FINANCIAL

Location: Room 314

### LEARNING OUTCOMES:

- ❖ Participants will learn about different fees that are being offered by other organizations and how those change on a yearly basis.
- ❖ Participants will learn about policies that other organizations have and how they are enforcing them.
- ❖ Participants will walk away with a better understanding of the industry's financial outlooks and be able to apply those thoughts to their own organization's financial practices.

Join this panel of seasoned administrators/directors as we delve into the details of camp financial management. What types of fees are charged and discounts offered by other similar camps? What are other camps offering for payment options and payment plans? How does your cancellation policy compare? Do you have collection issues and what has been your most effective plan to solve them? This is a collaborative session for us to discuss and share unique ideas and best practices—expect to question your camp's current methods and share your great ideas. Ideal for those involved in the administration of camp!

**JEFF BOWMAN**, Business Development, CampBrain

**GENE GIAMMITTORIO**, Assistant Director of Auxiliary Programs, Congressional School

**EMILY RIEDEL**, Owner, TIC Summer Camps

**JAYSON RUBIN**, Owner/Director, Camp Waukeela

**GREG KERESZTURY**, YMCA of the Pines



Jeff Bowman



Gene Giammittorio



Emily Riedel



Jayson Rubin



Greg Keresztury



Jeff Ackerman

## KEY STAFF TRAINING NEEDS AT DIFFERENT TIMES IN THE SUMMER

Location: Room 402

### LEARNING OUTCOMES:

- ❖ Participants will learn the potential value of staff meetings as a training tool.
- ❖ Participants will learn specific ways to enhance staff meetings and increase involvement.
- ❖ Participants will learn strategies for follow up of key issues and staff concerns at various times during the summer.

Staff orientation prepares the staff for the first few days of camp. However, it is critical that staff receive ongoing training throughout the summer to increase their effectiveness as counselors. Staff meetings and follow up individual sessions can be a significant part of this training. As training needs evolve during the summer, learn how to best attend to these needs through creative staff meetings and guided supervision. Different issues will be identified that occur week by week. Learn how to increase involvement in staff meetings and training for all staff by using a Socratic method of presenting critical information.

**JEFF ACKERMAN**, President, Elmwood, Inc.

## EPIC MEET 'N' EAT

Location: Room 401

### LEARNING OUTCOMES:

- ❖ Participants will discuss hot topics to best prepare for Summer 2019.
- ❖ Participants will discuss and share takeaways learned from other sessions, including the EPIC pre-conference.
- ❖ Participants will network, connect, and socialize with other EPICs and find out how to get more involved in future EPIC events for 2019-2020.

This Meet 'N' Eat session will cover an array of topics to best prepare our EPICs for the summer of 2019!

**MAX GROSSMAN**, Staffing Director, Camp Watitoh

**MATT LEMOINE**, Operations Director, Camp Echo Lake



Max Grossman



Matt LeMoine

## 4-H CAMPS MEET 'N' EAT

Location: Room 410

### LEARNING OUTCOMES:

- ❖ Participants will network with other 4-H Camp professionals.
- ❖ Participants will learn new practices that they can bring to their camp.
- ❖ Participants will share and learn programming ideas and resources.

Join other 4-H camp professionals to network and brainstorm with others in similar positions. Learn what others are doing within their state camp programs and share programming ideas and resources. Come hear more and participate!

**AMY MURPHY**, 4-H Area Educator, Northwinds 4-H

**KELLY WEISNER**, 4-H Extension Educator, Penn State Extension



Amy Murphy



Kelly Weisner



**DAY CAMP SWIM PROGRAMS: IS YOURS THE BEST IT CAN BE? 🏊**

**Location:** Room 314

**LEARNING OUTCOMES:**

- ✳ Participants will learn ways to create a cohesive team of lifeguards/swim instructors.
- ✳ Participants will learn how to train lifeguards to be effective swim instructors.
- ✳ Participants will learn how to group campers to maximize time and focus on improving the abilities of each individual camper.

How can you maximize the 38 days of day camp swim instruction? How can you move children forward in their swimming skills by providing excellent swim instruction and maximizing each child's abilities and the abilities of your swim staff? This session will provide some concrete ways to mold your swim staff and your swim instruction into a highly effective program.

**WENDY COWEN-SMITH, Swim Director, Woodmont Day Camp**



Wendy Cowen-Smith

**TEAMBUILDING WITH INDEX CARDS: AMAZING AND POWERFUL THINGS YOU CAN DO WITH INDEX CARDS AT CAMP! 🎴**

**Location:** Room 201

**LEARNING OUTCOMES:**

- ✳ Participants will gain awareness of how to use index cards for a variety of activities.
- ✳ Participants will play the games and activities with index cards.
- ✳ Participants will make a plan for using index cards at camp.

Dr. Jim Cain shares his favorite, newest, and best activities from his most recent book, *Teambuilding with Index Cards*, featuring 180 activities for teachers, trainers, facilitators, camp staff, and group leaders of all kinds.

**JIM CAIN, Author, Teamwork & Teamplay**



Jim Cain

**DECODING FACEBOOK: HOW TO MAKE FACEBOOK WORK FOR YOU 📱**

**Location:** Room 304

**LEARNING OUTCOMES:**

- ✳ Participants will learn how to implement targeted ads on the Facebook Ads Manager.
- ✳ Participants will learn why content strategy is so important.
- ✳ Participants will learn in-depth strategies for finding their audience.

Where are all the results? What's a pixel? Custom audiences? Did I get any leads or ROI? Despite investing an inordinate amount of time into social media, most companies' return on investment is bleak. Can you honestly say Facebook was a successful digital marketing tool driving leads and purchases? Facebook sure makes it easy to spend money, but if you are feeling frustrated with how to leverage Facebook as a digital marketing tool, we'll discuss various strategies from Organic to Paid. We'll even take a sneak peek into the back-end of successful Facebook campaigns and discuss their approach.

**JASON BORNFRRIEND, Director of Marketing, 829 Studios**



Jason Bornfriend

**CAMP GAMES FOR YOUR CAMP ROUND UP, LINE-UP, OR MORNING FLAGPOLE 🏈**

**Location:** Room 202

**LEARNING OUTCOMES:**

- ✳ Participants will learn how to engage in the games while promoting positive guidance to campers.
- ✳ Participants will learn some of the fundamentals of managing camp round-up games, including setting clear expectations and encouraging fair play.
- ✳ Participants will learn how to effectively communicate the importance of their energy and engagement as vital to their camp success.

Good Morning Summer Camp! Starting your camp day off with the correct energy for your team and campers is the first step to building an exciting, fun, and strong camp experience. This interactive session will provide you with daily cooperative round-up games that you can use immediately. These games will help your campers build lifelong friendships, emphasize good sportsmanship, and support campers' social and emotional learning, starting the first day camp begins.

**GERALD BOLDEN, Summer Camp Coordinator/Program Director/Auxiliary Manager, Wonders Summer Camps**



Gerald Bolden

**GOT A MINUTE? KEYS TO STAYING FOCUSED DESPITE THE CIRCUMSTANCES 📌**

**Location:** Room 312

**LEARNING OUTCOMES:**

- ✳ Participants will learn how to stay focused on strategic work.
- ✳ Participants will learn how to be present and operate in a proactive mode every day.
- ✳ Participants will learn actionable systems to feel a sense of progress every day.

Do you end the day feeling like you didn't get anything done? Do you have a series of half-finished tasks? In this session with Diana Bloom, staff members across all leadership levels will learn the tips and tools they need to achieve higher productivity and efficiency in all areas of their camp work. Diana will provide strategies to start and stay focused, effectively plan your day, control your interruptions, limit surprises, manage your email and phone time, drive your day so it doesn't drive you, and work productively, with less stress. Find out how to achieve your vision despite your circumstances.

**DIANA BLOOM, Productivity and Efficiency Coach**



Diana Bloom

**GOT 10 MINUTES? VALUABLE LEADERSHIP NUGGETS IN UNDER A QUARTER HOUR 📌**

**Location:** Room 301

**LEARNING OUTCOMES:**

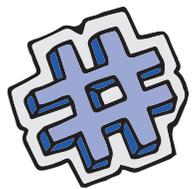
- ✳ Participants will learn to identify the importance of preparing now to make time vs. find time in a busy camp day to promote ongoing training for leadership/admin team.
- ✳ Participants will learn a sample of mini-lessons that can be done in 10 minutes or less during regular leadership/admin meetings throughout the summer.
- ✳ Participants will learn how to integrate bite-sized 10 minute learning nuggets into admin meetings around themes of mindfulness, team building, and ongoing training to create opportunities to de-stress, work as a team, and provide useful tools for leadership staff.

Ten minutes never seems like enough time to actually get something meaningful done. While every day has the same number of hours, we have to make time vs. find time in order to use each minute productively. Ten minutes is the perfect amount to incorporate micro-learning and give your leadership team a valuable mini-lesson on mindfulness, team building, or much needed ongoing training. See how bite-sized nuggets add up over the summer to help your admin team feel less stressed, more cohesive and better prepared for each day!

**KIM AYCOCK, Speaker/Trainer/Educator/Consultant, Camp 2 Campus Learning Solutions**



Kim Aycock



## MANAGING STAFF JOB PERFORMANCE AND CATCHING IT EARLY

Location: Room 302

### LEARNING OUTCOMES:

- ✦ Participants will learn to diagnose the difference between training issues and performance problems.
- ✦ Participants will learn to get to the heart of a staff problem, rather than avoid or mismanage.
- ✦ Participants will learn to navigate challenging conversations in a simple 5-step process to handle drops in commitment and lagging skills.

It is obvious when a staff member just isn't the right fit for camp. Maybe their behaviors consistently contradict camp culture, or they resist policies to the point of insubordination. These staff are few in number, albeit large in concern. Ending the summer early is often an easy solution for the obvious poor fit. But what about everyone else, like the staff who haven't ended their summer early, but still demonstrate inconsistent job performance and concerning drops in motivation? This session addresses the strategies involved with managing camp staff to keep them engaged, productive, and happy. Come laugh and learn with Jay Frankel and the actors from True To Life Training as they demonstrate the benefits of catching it early.

**JAY FRANKEL**, Founder/President, True to Life Training



Jay Frankel

## THE PSYCHOLOGY OF PARENTING: HOW TO UNDERSTAND, MANAGE, AND BEFRIEND THE DIFFICULT ONES

Location: Room 309

### LEARNING OUTCOMES:

- ✦ Participants will learn about common situations where parents seem crazy and understand what is really going on inside their heads.
- ✦ Participants will learn various ways to handle each situation so that they can problem solve effectively while meeting the emotional needs of the parents.
- ✦ Participants will learn actual language that can be used during conversations with parents in order to deescalate tense situations and create allies.

We all have them—the difficult parents. You dread when they call and hide when they visit. But consider for a minute that these parents might not be intentionally difficult, but rather they are just emotional. After all, we are responsible for their most prized possession, their children. And perhaps the best way to communicate with these parents is to simply understand them and respond in a way that meets their emotional needs. In this session, you will hear about common difficult parent situations and learn about what is really going on inside their heads. Armed with that information, you will then discover various ways to handle each situation so that you not only solve the problem, but create an ally. Plan to leave this session with actual language to use when speaking with parents and the confidence to handle the difficult ones.

**JAMIE SIMON**, Director, Landon Summer



Jamie Simon

## YOUR CAMP AND A CHANGING GLOBAL ECONOMY

LOCATION: ROOM 318

### LEARNING OUTCOMES:

- ✦ Participants will gain perspective on broad trends driving the current environment for businesses.
- ✦ Participants will learn how global macroeconomic themes can impact small local businesses such as camps.
- ✦ Participants will learn how the economy is affecting the middle-class consumer and explore the resulting risks and opportunities for camps.

Businesses large and small, and investors across the global marketplace, face an economy of ever increasing complexity and new challenges and opportunities. Hear from Gerstein Fisher, a top-rated investment management and advisory firm, about some of the major trends shaping the current business climate.

**CHRIS MEESKE**, Senior Research & Portfolio Strategist, Gerstein Fisher



Chris Meeske

## 25 + WICKED SIMPLE TAKEAWAYS TO MAXIMIZE YOUR CAMP'S POTENTIAL

Location: Room 303

### LEARNING OUTCOMES:

- ✦ Participants will learn ideas that can be used this summer to up your camp's game.
- ✦ Participants will discover some no-brainer solutions to annoying camp problems.
- ✦ Participants will learn how to creatively address little issues that make a big difference.

Let's get real, sometimes you just need some takeaways. Join Steve and Jack for a high-energy, fast-paced session with 25+ simple staff, facilities, program ideas that are practically free. Ideas like "make my day" books, feedback cards, tea with the director, 60 second seminars, and more. Look, we are going to yell, get excited, and hopefully give you some cool ideas.

**STEPHEN MAGUIRE**, Professional Speaker/Teacher/Summer Camp Consultant, Go Turnstone  
**JACK SCHOTT**, Camp Director/Professional Speaker, Camp Stomping Ground



Stephen Maguire



Jack Schott

## FEWER ACCIDENTS AND MORE EXCITEMENT ABOUT YOUR EQUESTRIAN PROGRAM

Location: Room 404

### LEARNING OUTCOMES:

- ✦ Participants will learn what the key aspects of staff hiring and training for a safe, effective program should be based around.
- ✦ Participants will learn what safety issues are out there that you might not be aware of when it comes to gear for your campers and staff.
- ✦ Participants will learn where they can improve their current programs to decrease the number of accident reports.

Did you know it takes more schooling to legally drive a car or cut someone's hair than to teach a kid how to ride a 1,200 pound animal with its own brain? So, how do we do this as safely as possible at camp? We will discuss the areas of staff hiring and training, camper safety needs and necessities, horse options, and other CHA Standards we should try to meet for a safe, effective, and fun program!

**MARY PAIGE KOWALSKI**, Regional Director / Equestrian Program Director, Certified Horsemanship Association / Camp Kippewa



Mary Paige Kowalski

## SO YOU WANT TO BE INCLUSIVE BUT...

Location: Room 411

### LEARNING OUTCOMES:

- ✦ Participants will learn a framework they can use to think strategically about inclusion.
- ✦ Participants will learn how to think about inclusion in a traditionally single-gendered camp.
- ✦ Participants will learn about small structural changes can make inclusion issues easier to address when they occur.

You have committed to working towards an LGBTQ+ inclusive camp. You've started talking to your camp leadership about the changes that you want to see. You've begun the process of reviewing your marketing collateral and registration to see how you can make them more inclusive. But you've spoken with your camp's decision makers about inclusion and all you've gotten is uncomfortable silence. You run a girls camp or a boys camp—how could trans inclusion work? You are worried what parents will say if they find out about your inclusion policy. You are not sure how to talk to your staff about inclusion. You have a staff member whose gender seems to change weekly; how do you support that? Working towards inclusion is not easy and there is no one-size-fits-all approach. We will learn a framework to help you think strategically about inclusion and make decisions that are right for your camp. This will be a judgement-free zone! Come prepared with your questions and scenarios.

**AMANDA GRASSICK**, Camp Director, Easter Seals Camp Woodeden



Amanda Grassick

## KEEP CALM AND CAMP ON: THE APPLICATION OF MINDFULNESS TO HELP MANAGE ANXIETY AT CAMP ♡

Location: Room 417

### LEARNING OUTCOMES:

- ✦ Participates will learn about several types of anxiety disorders that commonly occur in childhood and review ways that each may manifest in the camp environment.
- ✦ Participants will learn and practice techniques to practice mindfulness with children and adolescents.
- ✦ Participants will learn how to incorporate mindfulness activities into the daily camp setting.

In this workshop, Dr. Stern will first review several types of anxiety disorders, including generalized anxiety, social anxiety, separation anxiety, and specific phobias. She will then explore how such anxiety manifests itself in the camp setting and teach participants coping strategies that can be implemented to increase campers' well-being. The focus will be on mindfulness training, where participants will learn and engage in mindfulness practices from several domains, such as movement, visualization, and concentration. They will discuss how to incorporate mindfulness activities into camp life to help make summer 2019 calm and mind-full of fun for all campers and staff.

**LAUREN STERN, Psychologist, Camp Psych Consulting**



Lauren Stern

## ESSENTIAL PRACTICES FOR AN EFFECTIVE BOARD OF DIRECTORS 📁

Location: Room 310

### LEARNING OUTCOMES:

- ✦ Participants will learn how to strategically build their board.
- ✦ Participants will learn ways to fully and appropriately engage their board and individual board members.
- ✦ Participants will learn how to handle issues, concerns, and challenges to maintaining their boards and working with individual board members.

An effective, well-functioning board of directors is critical to the vitality and, ultimately, the success of any nonprofit organization. This workshop will explore exemplary practices in each phase of the board development cycle, including building the board, engaging individual board members, and life beyond board service. We will also explore how to handle issues, concerns, and challenges that typically arise throughout this cycle.

**JENNIFER RUTLEDGE, Principal, Delphi Consultants**



Jennifer Rutledge

## SPORT PSYCHED FOR CAMP: 9 POWERFUL APPLICATIONS OF SPORT PSYCHOLOGY FOR ATHLETIC PROGRAMS AND SPORT SPECIALTY CAMPS 🏆

Location: Room 313

### LEARNING OUTCOMES:

- ✦ Participants will learn staff development tools to quantify coaching skills.
- ✦ Participants will learn how to design trainings for coaches that facilitate freedom and consistency.
- ✦ Participants will learn the motivational "levers" of educational sports psychology.

No leather couches here! Teach, train, and coach these skills throughout the summer to create a motivational climate perfect for your camp. Sport specialty, adventure, and traditional camps can apply these universal applications of educational sport psychology. Intentionally maximize camper enjoyment, skill development, and motivation. Leave with a tool for coaching the coaches to be the best camp coach ever!

**ERIC WITTENBERG, Chief Marketing Officer/President, Camper Machine Operations**



Eric Wittenberg

## RELATIONSHIP-BASED LEADERSHIP: BE MORE THAN A BOSS 🚀

Location: Room 322

### LEARNING OUTCOMES:

- ✦ Participants will learn the principles of relationship-based leadership.
- ✦ Participants will learn a set of guidelines to improve their relationships with staff.
- ✦ Participants will learn how to utilize their relationships as a means of motivating and inspiring staff.

What is the most effective way of motivating staff members on a day-to-day basis? How do you cultivate the talents of your leadership and counselors? In this seminar, 3 types of leadership will be discussed and compared: power-based leadership, incentive-based leadership, and relationship-based leadership. Relationship-based leadership is built upon a simple premise: the most important tool of any camp director, division leader, or senior counselor is the relationship that they cultivate with their staff throughout the summer. Harness the power of your relationships in order to facilitate the personal and professional growth of your staff, while optimizing performance. Employing the principles of Advocacy, Cultivation, Empowerment, and Service (ACES) will expand your capacity to inspire staff by means of increasing your personal investment in their well-being and development. Be more than a boss and your staff will see camp as much more than a job.

**STEVE MAZZA, Ph.D., Postdoctoral Fellow in Clinical Psychology / Camp Consultant, Columbia University Medical Center / TLC Family of Camps**



Steve Mazza

## CAMP AND WIFI: UPGRADE YOUR INFRASTRUCTURE TO BLANKET YOUR CAMP WITH RELIABLE WIFI 📶

Location: Room 421

### LEARNING OUTCOMES:

- ✦ Participants will learn how to properly distribute internet through camp.
- ✦ Participants will learn the difference between Wifi coverage and Wifi capacity.
- ✦ Participants will learn how to control access to the internet.

Due to the rural nature of many camps, internet access and Wifi can often be difficult to acquire and manage. In this session, you will learn how to extend your internet connection and Wifi around your property. Do you want to provide hotel-type Wifi to your post-camp groups? Do you want to have key staff online, but regular staff and campers blocked? Do you want your counselors to have internet access, but only at certain times or only in certain locations? Do you have buildings hundreds or thousands of feet, or even miles away from your main office you need connected? Learn the right way to do all this and more for a surprisingly reasonable cost.

**PETER SHIFRIN, IT Director, Horizon Camps**



Peter Shifrin



**YOGA AND MINDFULNESS FOR KIDS** ♥

Location: Room 202

**LEARNING OUTCOMES:**

- ✦ Participants will learn the benefits of yoga (breathing, movement, mindfulness) for children.
- ✦ Participants will learn multiple breathing techniques and their benefits.
- ✦ Participants will learn new yoga games and activities to share with campers of ALL abilities.



Christine Mohle

Yoga and mindfulness practices are considered by many to be important components of a happier, healthier life. Benefits include stress reduction, improved self-esteem, improved mobility and strength, and emotion regulation. This interactive workshop will teach fun tools for helping kids of all ages and abilities to engage safely in yoga and mindfulness. Expect to learn breathing techniques, yoga games, and mindfulness tools. Come learn how to infuse yoga into various parts of the camp day, regardless of your level of experience!

**CHRISTINE MOHLE, Mental Health Clinician and Consultant, Christine Mohle, LCSW**

**THE POWER OF SOCIAL CONTROL: HOW TO TRAIN EMPLOYEES IN CONSENT** 💡

Location: Room 310

**LEARNING OUTCOMES:**

- ✦ Participants will learn how to define consent and discuss what it means to give consent.
- ✦ Participants will relate theories of social control in society to understand the conditions necessary to give consent.
- ✦ Participants will learn how to facilitate trainings in consent for employees.



Michelle Rufrano

Knowledge and healthy practices around consent can be difficult to define in any setting, including camp. First it is imperative that we come to a shared definition of consent. Therefore, in this session we will discuss what it means to give consent. To do so we must also visit theories of how we use various forms of social control (e.g.- positive incentives, gossip, threats of violence, etc.) to understand the conditions that lead to coercion, a state in which it is impossible to give consent. All of these are important areas to discuss with our staff considering that being social is a need, and therefore, many people of all social backgrounds are more likely to say "yes" for the purposes of people pleasing rather than risk the possibility of ostracism by saying "no."

**MICHELLE RUFRANO, Program Director, Project Morry**

**TELEHEALTH AT CAMP: HOW IT WORKS AND WHY YOU NEED IT** 💡

Location: Room 322

**LEARNING OUTCOMES:**

- ✦ Participants will learn how telemedicine works in a camp setting.
- ✦ Participants will learn the ways that telemedicine can improve and augment their current camp health services.
- ✦ Participants will view specific demonstrations of the use of telemedicine.



Jill Baren

Telemedicine is currently in use in many healthcare settings and has many advantages when applied to the camp setting. Telemedicine can be used by camp nurses to ask questions or go over cases with doctors on call. It can also be used to connect with specialists like dermatologists or orthopedics when that service is not easily available to your camp. Telemedicine is perfect for camp health because it is simple, cost-effective, and efficient. This session will be presented by 2 very experienced camp doctors, who in addition to being healthcare providers have run camp health centers for over 10 years and have been involved in camping as parents. They understand the practice of medicine at camp and will present their experience using telemedicine.

**JILL BAREN, Director and Founding Partner, Camp Health Consulting**  
**DARA KASS, Director and Founding Partner, Camp Health Consulting**



Dara Kass

**TELL AN AWESOME CAMP (INSTAGRAM) STORY** 😊

Location: Room 315

**LEARNING OUTCOMES:**

- ✦ Participants will learn about the difference between Instagram Feed and Instagram Stories, understand the formats, and identify strategies to get the most out of the platform.
- ✦ Participants will learn a how-to guide to develop a story that is interesting, valuable, and keeps your audience wanting more. Concrete ideas on simple things that can be done to take their Instagram account to the next level.
- ✦ Participants will learn about specific indicators to look at and monitor in their account's analytics in order to measure the power and efficacy of their efforts, and get better every time.



Luisa Solorzano-Ferrer

Telling a fascinating story is the best way to create an emotional connection with your audience, and guess what? Instagram is ALL about storytelling! The summer camp experience is full of amazing narratives. Our content is there, waiting to be shared, and Instagram is the perfect platform to do so. It is not only about having a great Instagram feed anymore (though that is super important, and we will touch on that as well). It is about using Instagram to its full potential. People are using Instagram 28% more often thanks to its stories. Influencers are using stories 2 times more often than other platforms. Why? The format feels more genuine, no posing. Audiences get less distracted. And stories creates the opportunity for NARRATIVE! Come in and explore the "why, what, and how" of an awesome camp (Instagram) story.

**LUISA SOLORZANO-FERRER, Communications Director, Camp La Llanada**

**THE DEPARTMENT OF STATE'S EXCHANGE J-1 EXCHANGE VISITOR PROGRAM** ⚠️

Location: Room 411

**LEARNING OUTCOMES:**

- ✦ Participants will leave with a better understanding of the J-1 program and how it relates to camps.
- ✦ Participants will learn about program update in the Summer Work and Travel and Camp Counselor Programs.
- ✦ Participants will learn and share best practice when working with J-1 camp counselors and staff.



Scott Brody

This session covers the J-1 program, which includes approximately 25,000 students and youth workers placed at summer camps throughout the United States as cultural exchange visitors on the Camp Counselor or Summer Work and Travel exchange program. If your camp hosts international J-1 counselors or staff, this session is essential in learning your role and responsibility as a host of exchange visitors. This session hopes to engage camps on the key initiatives of the Bureau of Educational and Cultural Affairs and how these fit into the summer camp experience enjoyed by J-1 participants working as counselors and staff. This session will be moderated by Scott Brody, ACA's Government Affairs Chair.

**SCOTT BRODY, Owner/Director, Camps Kenwood and Evergreen**

**DIANE CULKIN, Division Chief, Private Sector Programs, Office of Exchange Visitor Program Designation, Bureau of Educational and Cultural Affairs, US Dept. of State**

**MICHAEL JAMES, Branch Chief of the Summer/Work Travel/Camp Counselor Branch, Bureau of Educational and Cultural Exchange, US Dept. of State**

**NICHOLAS TIERNAN, Program Analyst, Private Sector Programs, Office of Exchange Visitor Program Designation, US Dept. of State**



Diane Culkin



Michael James



Nicholas Tiernan

## DECLUTTER YOUR INBOX AND SAVE TIME 🕒

Location: Room 314

### LEARNING OUTCOMES:

- ✦ Participants will learn a non-technological strategy for managing and organizing email.
- ✦ Participants will learn how to utilize at least 2 popular apps to increase the efficiency of Gmail.
- ✦ Participants will learn the basics of how to use Zapier to automate web tasks.

Most of us spend quite a bit of time on email each day. This session will focus on ways to increase our email efficiency. We will cover some non-technological strategies, some basic software apps, and touch on a more advanced piece of software (Zapier). At the end of this session, participants will have a strategy to manage their inbox. Participants will also learn about 3 low-cost apps that may save them quite a bit of time. Please note that this session focuses on the Gmail Inbox, but will touch upon how to convert from Outlook to Gmail.

**MATTHEW KAUFMAN**, Associate Director, Camp Ramaquois



Matthew Kaufman

## WHAT???? IT'S STILL RAINING???? 🌧️

Location: Room 304

### LEARNING OUTCOMES:

- ✦ Participants will learn how to prepare a rainy day plan before the summer starts.
- ✦ Participants will learn some new activities to try with their campers.
- ✦ Participants will learn lots of resources to help in their planning.

So, last year you came to our session, developed a plan for 2018, and it kept raining and raining and raining! Come learn some more rainy day activities to be prepared for 2019! There will be participation and door prizes!

**CRICKET SNEARING**, CAMP WALDEN - NY  
**JOEL SHAPIRO**, Specialty Director, Camp Ramaquois



Cricket Snearing



Joel Shapiro

## DON'T WAIT UNTIL IT'S TOO LATE: SETTING EXPECTATIONS AND IMPLEMENTING PROACTIVE STRATEGIES TO ENSURE THE BEST STAFF POSSIBLE 🗨️

Location: Room 313

### LEARNING OUTCOMES:

- ✦ Participants will discuss ways in which we can clearly communicate our expectations to staff before, during, and after the camp season, including ways to weave these themes into pre-season training.
- ✦ Participants will explore methods for training and coaching our supervisors to proactively address problem behaviors, including creating a camp-wide culture of specific positive praise.
- ✦ Participants will look at ways to better develop conversation skills, avoiding the fears that often cause us not to have much-needed (and really not-so-scary) conversations.

As camp administrators, we find ourselves focusing so much attention on everything, from arts and crafts orders to transportation, that often we neglect dedicating time to our most critical resource: our staff. Two weeks into the summer and suddenly we're surrounded by under-performing staff members, strained work environments, and worse yet, negative impacts on our families' summer experiences. In our session, we'll imagine a scenario where we've clearly communicated our expectations to staff beginning in their interview, during training, and throughout the summer. We'll create an environment where we've trained supervisors to proactively address red flags, and be comfortable confronting incidents before they become patterns. We'll look at research in "specific praise" and learn why only correcting negative behaviors makes for an under-motivated staff team. And we'll expand our bags of tricks with more strategies for making even the most difficult conversation much less scary.

**JOSHUA GREENBAUM**, Director, Camp Harmony



Joshua Greenbaum

## A DIFFICULT CONVERSATION ABOUT PRACTICAL DIVERSITY: REAL LIFE STORIES OF DIVERSITY AT CAMP ⚙️

Location: Room 421

### LEARNING OUTCOMES:

- ✦ Participants will learn to consider their hiring processes from new perspectives.
- ✦ Participants will learn new ways to make people feel welcome in their program.
- ✦ Participants will hear first-hand the unique challenges working at camp has presented for people of color.

Summer camp seems like the best place on the planet to build relationships and connect across differences, and yet most of our camps are largely white. Join us as we hear from current and former camp staff members of color who are willing to share their stories, ideas, and advice for making summer camps a welcoming environment for other folks of color. We don't have all the answers, but we think listening is a good way to start. Join us for an honest conversation about what has worked and what hasn't. In this session, we ask our audience to listen to a wide variety of experiences and start to formulate ideas about making their own camps more diverse.

**SYLVIA VAN MEERTEN**, Executive Director, Chasing Summer

**JACK SCHOTT**, Founder/Director, Camp Stomping Ground

**DONOVAN ANDREWS**, Staff Alumni and Advisor, Camp Tall Tree

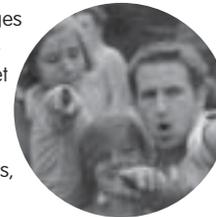
**PATRICE INGRAM**, Camp Director, Dragonfly Forest

**JAMES BROOKER**, Staff Alumni and Advisor, Dragonfly Forest

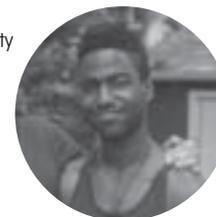
**NELSON STRICKLAND**, Camp Director, Camp Tall Tree



Sylvia van Meerten



Jack Schott



Donovan Andrews



Patrice Ingram



James Brooker



Nelson Strickland

## CAMP ON A RESUME: HELP STAFF GET IT WRITE 🗨️

Location: Room 301

### LEARNING OUTCOMES:

- ✦ Participants will learn the top 5-10 skills employers are looking for today and name specific examples of where these skills are seen in the camp context.
- ✦ Participants will learn common resume structures/formats that are suggested by university career services.
- ✦ Participants will learn various ways to provide and incorporate a resume workshop for staff during the camp season.

It goes without saying that camp makes a huge difference in the lives of staff. We also know that staff develop 21st century skills, such as communication, critical thinking, collaboration, and creativity by working at camp. Yet staff members are often challenged to translate this to a resume that will be attractive to future employers. Camp and university career services perspectives unite in this session to provide resume preparation tips so you can lead a compelling resume writing workshop this summer—a value-added component to staff development!

**KIM AYCOCK**, Speaker/Trainer/Educator/Consultant, Camp 2 Campus Learning Solutions



Kim Aycock

## WHEN THE LEARNING CURVE IS ALMOST VERTICAL: NEW BOSSES, CAMPS, AND JOBS ↗

Location: Room 302

### LEARNING OUTCOMES:

- ✦ Participants will learn several leadership skills and principles, including development and training ideas.
- ✦ Participants will learn 5 techniques for organizing and accomplishing an overwhelming amount of tasks and responsibilities.
- ✦ Participants will discuss how to talk about the “learning curve” as a supervisor and a supervisee.

Sometimes camp feels like a different planet. Whether you are a veteran supervising new staff, or you are new to an organization, the learning curve can feel impossible. It's hard to know what you don't know! This session will help you develop techniques and strategies for being organized, productive, and efficient, even when the tasks and responsibilities seem like too much. It's more than just being organized! We will also discuss the key leadership skills and principles that lead to success in new environments.

**SCOTT ARIZALA**, Consultant & Trainer, The Camp Counselor



Scott Arizala

## UNDERSTANDING GIRL WORLD ♡

Location: Room 308

### LEARNING OUTCOMES:

- ✦ Participants will learn the various roles that exist in cliques.
- ✦ Participants will learn why adolescent girls behave in mean ways.
- ✦ Participants will learn skills that help address challenging mean girl behavior.

This workshop will explore the inner workings of female cliques, including a description of the roles that exist within each clique. The workshop is designed to assist camp professionals in understanding their campers' behavior as well as the reasons some girls don't ask for help. A brief review of adolescent development will be presented. Participants will gain insight and strategies that they can use to best equip girls to navigate through this challenging developmental stage.

**CORRIE SIROTA**, Clinical Social Worker & Psychotherapist, Private Practice



Corrie Sirota

## GETTING THE BEST FROM ACTIVITY LEADERS/SPECIALISTS: THE IMPORTANCE OF FEEDBACK AND EVALUATION 🗣️

Location: Room 417

### LEARNING OUTCOMES:

- ✦ Participants will learn the critical role of formative feedback and how to provide it effectively.
- ✦ Participants will learn what to focus upon when evaluating the performance of activity leaders/specialists.
- ✦ Participants will learn how feedback and evaluation are critical for quality programming and be provided with ideas and tools for immediate use.

One of the most difficult parts of a supervisory staff role is the evaluation of other staff members. At times, the fast-paced nature of a camp can hinder the opportunities for productive feedback and cause problems for evaluating performance. However, when implemented well, effective feedback and constructive evaluation practices can greatly assist activity leaders and specialists in improving their performance. This presentation will provide ideas for ways to address constructive feedback and evaluation in order to gain quality camper experiences.

**CLIVE HICKSON**, Professor, University of Alberta, Canada



Clive Hickson

## SHOULD THEY STAY OR SHOULD THEY GO? PLANNING FOR CAMPER DISMISSALS ⚙️

Location: Room 318

### LEARNING OUTCOMES:

- ✦ Participants will learn how and why camper dismissals can positively affect your camp community.
- ✦ Participants will learn what steps camps should take if a dismissal seems imminent (and when to take them).
- ✦ Participants will learn how to confidently, empathetically approach dismissals with the community (staff, parents, campers, etc.).

The answer to this question shouldn't be "I don't know!" It's highly probable that you will be in the position of considering a camper dismissal from your program this summer. There are so many factors that play into this tough issue—parent/guardian expectations and frustrations, morale (or maybe even safety) of staff and other campers, effect on future summer return rates, what steps to take and when.... It might seem overwhelming, but it doesn't have to be! Walk away from this session with a comprehensive plan which addresses proactive, as well as responsive steps to successfully handling this reality of camp management in a way that supports and protects your camp, campers, families, and staff.

**EMILY GOLINSKY**, Executive Director, Camp Starfish



Emily Golinsky

## PROACTIVE NOT REACTIVE PLANNING FOR OPTIMAL SUCCESS WITH SPECIAL NEEDS POPULATION AT CAMP ⚙️

Location: Room 309

### LEARNING OUTCOMES:

- ✦ Participants will understand what constitutes inclusion.
- ✦ Participants will learn how to incorporate campers with special needs in the general population.
- ✦ Participants will learn the importance of having coaches for staff.

We will discuss how we plan and include students with a variety of special needs in the day-to-day life at camp. We define special needs as encompassing cognitive, physical, as well as mental health challenges. Practical strategies will be discussed.

**CATHI FISCHER**, LCSW, Partner, AMSkier  
**TERRI SOUTHERLAND**, Director of Inclusion, Liberty Lake Day Camp



Cathi Fischer



Terri Southerland

## BOY? GIRL? BOTH? NEITHER?: SUCCESSFULLY INCLUDING NON-BINARY CAMPERS ♡

Location: Room 404

### LEARNING OUTCOMES:

- ✦ Participants will learn key terms and concepts related to non-binary gender identity
- ✦ Participants will learn what the major areas are for camps to make changes in to increase their inclusion of non-binary campers.
- ✦ Participants will learn concrete strategies to implement to increase their inclusion of non-binary campers.

While strategies for supporting youth who have transitioned from male to female or female to male have become more widely known in the past several years, supporting campers who identify as both male and female, neither, or somewhere else on the gender spectrum are still an area of growth for many camps. Whether you run a day camp or overnight camp, this session will provide you with a checklist of issue areas to consider as you seek to increase your inclusion of non-binary campers, as well as concrete strategies to share with your staff and implement at camp. Suzanne brings to this session deep professional expertise in the area of inclusion, as well as extensive personal experience as the parent of a non-binary child who has interacted with many camps around these issues.

**SUZANNE FEINSPAN**, Suzanne Feinspan Consulting



Suzanne Feinspan

## HOW TO CREATE A PHILANTHROPIC CULTURE AND SENSE OF PURPOSE AT YOUR FOR-PROFIT CAMP

Location: Room 409

### LEARNING OUTCOMES:

- ❖ Participants will learn ways to speak to their camp community in accordance with their camp mission when it comes to philanthropy, asking for money, raising awareness, and giving back.
- ❖ Participants will learn impactful ways to integrate philanthropy and social action into their already established camp programs.
- ❖ Participants will learn the tools they need, the language to use, and creative ways to engage their entire camp community (campers, staff, leadership, and camp families).

As camp professionals, we strive to make the world a better place one child at a time. How can we expand that feeling beyond the fences of our physical locations? Many of our camp families believe in philanthropy and helping those in need. Join us as we address how we all could and should raise money and awareness for organizations that matter to our communities both during the summer and throughout the year. In addition, we will explore how we integrate altruism and a “pay it forward” culture within our camping universe. This session is focused on the for-profit day and resident camp world, as we seek to widen our positive influence outside the borders of our camps.

**MOLLY HOTT GALLAGHER**, Executive Director, SCOPE

**JILL KLEINMAN**, Owner/Director, Camp Taconic

**MARK TRANSPORT**, Owner/Director, Crestwood Day Camp and Camp Taconic

**SARA FETTERHOFF**, Assistant Director, Trail's End Camp



Molly Hott Gallagher



Jill Kleinman



Mark Transport



Sara Fetterhoff

## WHAT'S IN A NAME? CAMPING LANGUAGE UPGRADE

Location: Room 312

### LEARNING OUTCOMES:

- ❖ Participants will discover hands-on examples of what actions camps have taken to improve their camp language to be more inviting to diverse demographics.
- ❖ Participants will be able to ask questions and get answers about what they are doing with Native American culture and how they can continue to improve upon this.
- ❖ Participants will have the opportunity to learn how to approach camp scheduling, marketing, and programming with a trauma-informed lens, and areas for growth with overnight experiences.

Have you ever wondered if your Native American camp references are offensive or enriching? Have you wanted to increase cultural sensitivity? This session will take a look at how we can make a more welcoming environment and experience for our campers using research and examples from the work of the Sioux Y in upgrading their language at camp.

**ANDREW CORLEY**, CEO, Sioux YMCA



Andrew Corley





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# THURSDAY at a GLANCE

- 7:30 AM-2:30 PM **REGISTRATION OPEN**
- 9:00 AM-10:00 AM **CONCURRENT SESSIONS**  
BLOCK H
- 9:30 AM-12:00 PM **EXHIBIT HALL OPEN**
- 9:30 AM-10:00 AM **FREE COFFEE WITH**  
**THE EXHIBITORS**
- 10:15 AM-11:15 AM **CONCURRENT SESSIONS**  
BLOCK I
- 11:15 AM-12:00 PM **FREE REFRESHMENTS**  
**WITH EXHIBITORS**  
\*LAST CHANCE TO SHOP!\*

## MY PLAN FOR THE DAY

### BLOCK H

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### BLOCK I

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12:00 PM-2:00 PM  
**GENERAL SESSION**  
(HALL A):  
**KARAMO BROWN**



**THELMA HURWITZ**  
**TRI-STATE**  
**AWARD**  
**WINNER:**  
**TONY STEIN**



- Staffing Directors
- Great for Teachers
- Inclusion
- Trending Topics
- 1st Time Attendees
- Mental Health
- Administrative
- Finance and Regulations
- Get Active!
- For Staff Trainers
- Networking
- Gender and Sexuality
- Sales, Advertising and Marketing
- Technology/ Web
- Front Line Staff
- Self-Care and Personal Growth
- Program Development

## MASTERING THE FUNDRAISING PLAN

Location: Room 310

### LEARNING OUTCOMES:

- ✦ Participants will learn the key components of a fundraising plan.
- ✦ Participants will learn elements of the planning process.
- ✦ Participants will learn to use data to guide their fundraising efforts.

Are you working from a fundraising plan, or have you always wanted to create one but just haven't gotten around to it? We will provide you with a basic template and tips to develop a plan that will easily serve as a roadmap for a year of success. Fundraising plans are essential to keeping a department's team on track to achieving their goals, and to help prioritize resources such as time and staff. In this collaborative workshop, led by seasoned fundraisers, you will be prepared to lay the groundwork for a plan with clear objectives and key results. You will also be provided with some simple ways to use data analytics in setting metrics and benchmarks.

**KATHERINE DEFOYD**, Founding Partner, Growth for Good  
**LILIANA MARQUES**, Consultant, Growth for Good



Katherine DeFoyd



Liliana Marques

## QUICK AND EASY GAMES THAT ANY STAFF CAN RUN

Location: Room 202

### LEARNING OUTCOMES:

- ✦ Participants will learn simple-to-lead, impactful activities for both day and sleep-away camp with clear directions on how to lead those activities.
- ✦ Participants will learn specific games to play on the first day, during rainy days, field days, meal times, and evening activities.
- ✦ Participants will learn how to address factors such as location and age of campers to consider what type of activity is best for a specific group of kids.

Imagine a world where an unexpected rainy day or late specialist didn't mean your kids are scrambling for activities. Imagine evening activities where you felt empowered and prepared. This interactive, hands-on session is packed with games that are easy to play, easy to remember, and most importantly, easy to lead. Whether you pride yourself on being the life of the party, or are looking to come out of your shell, you'll find this session jam-packed with fundamental activities that you can start playing right away. Reframe your thinking and get ready to learn the recipe to bring out camp spirit and improve the overall culture of your camp!

**MATTHEW DORTER**, Executive Director, mainstages



Matthew Dorter

## CHILD SAFETY BEST PRACTICES AND THE IMPORTANCE OF COMMUNICATION

Location: Room 322

### LEARNING OUTCOMES:

- ✦ Participants will learn the red flags that indicate potential abuse and how they can teach their staff to identify potential victims of abuse and/or potential perpetrators.
- ✦ Participants will learn how they can provide staff with the tools they need to respond appropriately if they suspect abuse and the best practices for responding to a disclosure or suspected abuse.
- ✦ Participants will learn the key parts of effective child safety training programs for camp staff and how these training sessions can encourage vigilance without instilling fear.

Even the most prudent camp directors can find their camps facing an allegation or incident of child abuse. Camp leadership and staff need to understand how to identify and respond effectively to incidents and allegations of child abuse in the camp setting. This session will educate participants about the myths and facts of child abuse, including physical abuse, sexual abuse, and neglect, and explore best practices for reacting and responding to a disclosure by a camper of alleged or suspected abuse.

**RACHEL BAYAR**, Senior Consultant, T&M Protection



Rachel Bayar

## THE LINK BETWEEN WAIT LISTS AND COMMUNICATION

Location: Room 313

### LEARNING OUTCOMES:

- ✦ Participants will learn what content you should include in your website.
- ✦ Participants will learn what you should blog about.
- ✦ Participants will learn why content matters so much in the age of Google, social media, and information overload.

Camps with wait lists are great communicators. This session is about how, what, and why you need to be communicating. Review content from camps that are getting it right. Make sure you're covering the topics your prospects want to know about. Get examples of ways camps build retention and word of mouth through clear communication. Expect useful takeaways, new ideas, and a healthy dose of encouragement from a 20-year camp industry veteran.

**NICHOLAI RONNINGEN**, Owner, Ronningen Design



Nicholai Ronningen

## BUILDING A SENSORY ROOM ON A BUDGET

Location: Room 411

### LEARNING OUTCOMES:

- ✦ Participants will learn how to create a sensory area on a budget.
- ✦ Participants will learn strategies for reducing the stigma attached to using the sensory area.
- ✦ Participants will learn how to personalize their sensory area to meet their specific camp's needs.

Are you looking to build a sensory area from scratch? Add to what you already have? Either way, you can do it without breaking the bank! This session will help you start thinking about the items, spaces, and expectations for creating a sensory area that will work for you and your camp. It's possible to create a welcoming, inclusive space for anyone who wants to use it in a budget-friendly way.

**SARA BERLIN SCHREURS**, Inclusion Coordinator and Senior Camp Division Head, Camps Airy & Louise



Sara Berlin Schreurs

## FROM SIGN UP TO SHOW UP: REDUCING ANXIETY IN CAMPERS AND PARENTS

Location: Room 304

### LEARNING OUTCOMES:

- ✦ Participants will learn how to understand the reasons for increases in camper and parent anxiety.
- ✦ Participants will learn to develop strategies for preventing family drop out before camp for campers and staff.
- ✦ Participants will learn how to outline plans to improve retention from summer to summer by managing family anxiety better during camp.

As families take the plunge and sign up for camp—or sign up for a longer session, a new experience, a different session—camps are seeing a disturbing trend. Some families are dropping out after registering because they weren't ready for the realities of sending a child away in the face of camp anxiety. Sometimes that is camper nerves, often it's parent nerves. Dr. G will cover the reason for the increase and outline proven strategies to improve family retention through prevention, management, and recovery!

**DEBORAH GILBOA**, Founder, Ask Doctor G



Deborah Gilboa

## FOOD SERVICE SPECIAL DIET SOLUTIONS

Location: Room 318

### LEARNING OUTCOMES:

- ❖ Participants will learn about the varied types and preponderance of allergies and special diets to be aware of, as well as the importance of defining a special diet policy for your camp.
- ❖ Participants will learn some avenues by which they may train kitchen staff for safe service of special diet meals, communication of allergens, and best practices for providing safe food service of special diets.
- ❖ Participants will learn about a safe and reliable delivery system of special diet snacks and out-of-camp meals, as well as learn about some examples of special diet foods and ingredients on the market.

One of the biggest challenges that camps face in food service is the accommodation of special diets. In this session, you will receive an overview of special diets, best practices for preparing and delivering special diet meals, and tools to effectively train your kitchen staff to safely accommodate campers and staff members with special dietary needs. Additionally, we'll cover effective communication of special diets at meal service, systems for delivering special diet foods during snack time and out-of-camp trips, as well as some examples of special diet foods and ingredients available on the market.

**MICHAEL WOLF, President, Wolffoods**



Michael Wolf

## CREATING STAFF BUY-IN IN JUST 30 MINUTES

Location: Room 417

### LEARNING OUTCOMES:

- ❖ Participants will learn how to spend a little time to make a great impact.
- ❖ Participants will learn how to teach staff to take ownership of their jobs.
- ❖ Participants will learn how to build their team weekly for daily success.

Let's talk about how to communicate critical information to your staff during the summer. During the summer, every employee who works for you will eventually arrive at a crucial intersection. How do you get them to make the correct turn and choose to buy-in to your leadership, and the vision and values of your camp? Join me as we learn how to spend 30 minutes once per week with our staff to engage, motivate, and define your camp every single day. You will come away from this session with concrete ideas on how to keep your staff learning, growing, motivated, and speaking your language every single day through the summer.

**SAM BLOOM, Executive Director, BLOOMing Strategies**



Sam Bloom

## (BOY) CULTURE WARS: HOW TO AVOID THE SLIDE INTO TOXIC MASCULINITY

Location: Room 314

### LEARNING OUTCOMES:

- ❖ Participants will learn how the particular ways in which modern society leaves boys and men isolated and craving connection with each other and with their community.
- ❖ Participants will learn new approaches to building boy culture that will deliver positive results.
- ❖ Participants will learn how to "set the table" for a positive boy culture in terms of one's own messaging, camp rituals, and the example of leadership.

When the famous writer Sebastian Junger (*A Perfect Storm*, *Restrepo*, *War*) studied young American soldiers in the deadly Korengal Valley of Afghanistan, he discovered something that blew his mind. After soldiers made it back to the safety and convenience of the American home front, many of them quickly and voluntarily returned to the hardship of war. Why? This session uses this question as a way to access one of the hardest nuts to crack in camp life: boy culture and how to develop it. What is it about our society that leaves our boys (and later our men) vulnerable to the siren call of toxic masculinity? How can camp life be the antidote to this? Building on concepts first advanced by Kurt Hahn, this session will hopefully re-frame how camp professionals view their adolescent and teenage boys and in doing so, offer a path forward to a strong boy culture.

**JOSH HOLLAND, Founder, Co-Owner/Director, Camp Cobbossee**



Josh Holland

## MAKE RAINY DAYS SPECIAL DAYS!

Location: Room 402

### LEARNING OUTCOMES:

- ❖ Participants will learn the value of pre-planning rainy day schedules and activities.
- ❖ Participants will learn ways to design and implement exciting rainy day programming.
- ❖ Participants will learn the importance of knowing and utilizing their staff's interests and talents, as well as training their staff to rise to the challenge on rainy days.

There are many things we can control at our camps. Unfortunately, the weather is not one of them. What we can control is how we respond to unfavorable weather conditions. When the rain starts, we have 2 choices: give up on the day OR seize the opportunity and make our rainy days special days! This session will focus on creating a safe, fun, and exciting rainy day program that can be implemented inside or under any rainy day shelter. The keys to success are planning ahead, being creative with available space, utilizing our staff talents, and executing with careful attention to detail. You will leave with ideas to help your staff create amazing moments even when the sun isn't shining!

**JED BUCK, Principal, Roz and Jed Training & Consulting**  
**ROZ BUCK, Principal, Roz and Jed Training & Consulting**



Jed Buck



Roz Buck

## EXPLORING THE WORLD OF WEEK-LONG THEMED SPECIALTY CAMPS

Location: Room 315

### LEARNING OUTCOMES:

- ❖ Participants will learn why specialty/theme-based camps have become so popular and how to stay up with the trends to offer successful options.
- ❖ Participants will learn how to run a specialty camp from start to finish, from formulating themes, to staffing needs, to schedules, to budgets, and more.
- ❖ Participants will learn some successful specialty camp curricula to study and explore in their communities.

Specialty camps, or theme-based camps, are a popular trend for many day camp programs. Parents are looking for more specialized programming for their campers throughout the summer and find it in these unique offerings. In this session, you will learn about how we formulate and run week-long themed specialty camps throughout the summer. Each week, in addition to popular camps like traditional camp and sports camps, we offer approximately 5 to 7 specialty programs that are outside of the box experiences for our campers. These camp themes can include anything from American Ninja Warrior, to Mermaid Camp, to Hogwarts, Minion Madness—the list goes on and on. You will be presented with all of the details included in these programs from budget to staffing, to how to choose themes, to schedules, and writing and implementing curriculums. Whether you are ready to offer full week-long camp programs or are interested in adding additional creative themes to your electives, there will be something that everyone can take away from this session and implement back at home!

**ILANA SCHLAM, Director of Specialty Camps, MJCCA Day Camps**



Ilana Schlam



## CHANGE, CHALLENGE, AND COMMUNITY: PRACTICAL, PERSUASIVE, AND POWERFUL WAYS TO BUILD AND CHANGE CULTURE FOR CONTINUAL ENHANCEMENT OF CAMP

Location: Room 303

### LEARNING OUTCOMES:

- ✦ Participants will learn how to add powerful persuasive strategies from communication science to lead others in making great choices and supporting decisions that produce a stronger, more mission-directed camp each year.
- ✦ Participants will learn to use practical techniques to build flexible camp environments and communities that are open to reviewing how they do things and boosting constructive change while respecting camp tradition.
- ✦ Participants will learn to model for campers and staff how to handle change in positive ways, with calmness, respect, and creativity.

Two questions: (1) How do we create camp communities that cherish constructive change? (2) When "tradition" is so central to camp culture, how do we persuade and engage others to look at things in creatively different, more effective ways? It's typical for staff, campers, alumni, boards, executives, and others to say, "That's not how we do things here," and "We've always done it that way—why mess with what works?" Learn exactly what to say and do to handle these challenges, open minds, get support for innovative decisions and changes you wish to implement, and more. Apply highly effective and often surprising techniques from communication science for practical and powerful persuasion tools you will use every day. And in a century characterized by constant change and often bewildering speeds, learn exactly what to say and do to model for campers, staff, and others to maximize flexibility, openness, and continual upgrading.

MICHAEL BRANDWEIN, [MichaelBrandwein.com](http://MichaelBrandwein.com)



## BUILDING CONSCIOUSNESS THROUGH DIALOGUE: AN EXAMINATION OF POWER AND OPPRESSION THAT MOVES PAST THE ACADEMIC AND INTO OUR EXPERIENCE AND BODY

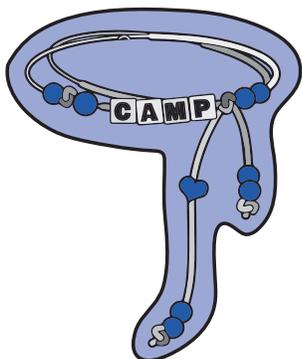
Location: Room 309

### LEARNING OUTCOMES:

- ✦ Participants will have a better understanding of how power and oppression impact their lives and their work.
- ✦ Participants will understand the difference between dialogue and discussion and how to utilize this at camp.
- ✦ Participants will start examining the ways they can participate in providing a more transformative camp space.

Systems of oppression impact our campers, staff, and administration, resulting in either losses of power and/or abuse of power. Yet, due to discomfort and/or lack of awareness, issues of racism, classism, sexism, colorism, and other forms of prejudice/discrimination are often not discussed or analyzed in a camp space. As camps are often designated as a space for growth, creativity, and fun, this creates the opportunity to form a supportive environment that looks closer at these issues. This session will utilize a hands-on (Freirean) model of learning to start examining the ways power and oppression play a role in our lives, how it impacts our work, our teams, and our youth, and how to continue dialoguing about our part in dismantling oppressive and violent structures.

GABRIELLE CUESTA, Counselor and Adjunct Lecturer, John Jay College of Criminal Justice



## SERVICE EXCELLENCE CULTURE

Location: Room 302

### LEARNING OUTCOMES:

- ✦ Participants will learn how to provide exceptional customer service to their camp families without having special systems in place.
- ✦ Participants will learn how to engage their employees to enhance their work experience and encourage them to create emotional connections to their camp and mission.
- ✦ Participants will learn why it is imperative to empower their employees and how our guidelines can help you achieve that.

The Ritz-Carlton culture: Through this in-depth review, you will learn about the Ritz-Carlton Credo and Motto, the Three Steps of Service, the Employee Promise, and the 12 Service Values of The Ritz-Carlton. The Ritz-Carlton Key Process, known as "The Systems Behind the Smiles": One cannot extend legendary service without having robust systems and processes in place. You will hear about the selection process at The Ritz-Carlton and how we onboard talent, and reward and recognize our associates. Employee and customer engagement: The foundation of driving customer engagement is having engaged employees. You will be introduced to the 3 levels of employee engagement and be shown techniques that will enable you to personalize your service and create emotional connections. The importance of empowerment: Empowering your employees is an imperative component of legendary service. You will learn about The Ritz-Carlton Empowerment Guidelines, including how these reduce problems.

The Ritz-Carlton Leadership Center

## A SURVIVAL GUIDE FOR ADOLESCENT CAMPERS AND STAFF

Location: Room 409

### LEARNING OUTCOMES:

- ✦ Participants will learn specific tools for dealing with teens and pre-teens in emotional crises or pain, including the situational, verbal, behavioral, and emotional clues of suicidal ideation, self-harm and depression.
- ✦ Participants will learn how to address the 3 fundamental expectations in a child and teenager's world and the challenges that arise because of the many different types of teen and pre-teen relationships, based on current social media platforms.
- ✦ Participants will learn how to recognize the 4 types of bullying; the differences between rude, mean, and bullying behavior; snitching vs. reporting; tattling vs. telling; and the essence of what it means to "be enough" as a present-day camper.

This workshop addresses adolescent feelings of vulnerability, loneliness, inclusivity, isolation, and loss. Scott describes living with HIV in a context all young people can understand. His story provides a powerful example of learning from our mistakes and growing through adversity as he takes us through topics including eating disorders, self-harm, bullying, coming out, addiction, safe sex, and suicidal ideation.

SCOTT FRIED, Motivational Speaker/Health Educator, TalkAIDS, Inc



Scott Fried

## WHAT REALLY MOTIVATES NEW FAMILIES TO CHOOSE YOUR CAMP?

Location: Room 312

### LEARNING OUTCOMES:

- ✦ Participants will see the motivations of hundreds of suburban parents in choosing a camp.
- ✦ Participants will consider their current marketing practices and weigh their validity.
- ✦ Participants will consider changing their current outlook and practices in attracting prospective camp families.

We all have our beliefs in what motivates potential camp families to sign on the dotted line for your camp, but are we right? Are we sort of right? Are we delusional, only believing what we want to believe? Are we spending marketing dollars wisely? This session focuses on 2 years of data surveying hundreds of new families as to their motivations in taking a big day camp purchasing plunge. It's a survey that all types of camps can learn from, and one that many will likely take, modify, and try out on their own clientele. It might change the way you market to your prospective families forever!

ANDY PRITIKIN, Owner/Director, Liberty Lake Day Camp



Andy Pritikin

## TRANSITIONING CAMPERS TO COUNSELORS: “WHY DON’T THEY GET IT?”

Location: Room 318

### LEARNING OUTCOMES:

- ❖ Participants will identify the unique challenges that exist in facilitating the transition from camper to staff.
- ❖ Participants will explore data-driven trends associated with Gen Z, explaining why we see common characteristics among our teenage staff.
- ❖ Participants will leave with 6 clear best practices for improving the process of campers transitioning into staff members.

When it comes to transitioning our homegrown campers into successful staff members, camps experience a paradox. Campers in which we have invested years of development are poised to be some of our most suited and capable staff at camp. Yet, by virtue of having grown up in our system, these individuals often struggle with the shift from consumer to employee, posing camps with challenges that are not seen with new, independently hired staff members. This session will draw on the experiences of NJY Teen Camp, which sees 350 high-school-aged teenagers each summer. We will explore why these challenges exist and offer some effective measures for camps to facilitate this critical transition smoothly.

**SAM ABOUDARA**, Director, NJY Teen Camp, NJY Camps



Sam Aboudara

## BUILDING LONG-TERM, COLLABORATIVE RELATIONSHIPS WITH RENTAL GROUPS

Location: Room 308

### LEARNING OUTCOMES:

- ❖ Participants will learn how best to present themselves as being rental-friendly—what to include in the price and add-ons.
- ❖ Participants will learn about the different types of rental groups and how to accommodate their specific needs, plan appropriate meetings beforehand, and how to be best prepared for their arrival.
- ❖ Participants will receive ideas for creating a long-lasting partnership with their user groups.

Renting your campsite out to user groups can be a great source of additional income on top of your traditional camp program. Learn how to attract and build relationships with user groups from the perspective of an organization who rents more than 100 campsites across the country annually.

**ALEXANDRA BALDWIN**, Senior Manager of Camp Operations, Camp Kesem



Alexandra Baldwin

## HOW TO IN-HOUSE YOUR COMPANY’S SEO

Location: Room 313

### LEARNING OUTCOMES:

- ❖ Participants will learn how to measure organic traffic and competitors’ ranks.
- ❖ Participants will learn how to identify opportunities for growth.
- ❖ Participants will learn a framework for content marketing strategy that can improve search rank.

There’s a lot of confusing misinformation floating around the internet when it comes to search engine optimization. Do keywords still matter? What’s a rich snippet? Why setup Google Webmaster Tools? Should I trust this nice prince from Nigeria looking to help me generate backlinks? We’ve all read the same blog articles and attended the standard search engine optimization seminar. This is something different. We’re going to debunk the myths and give you actual strategies that you can put to work immediately.

**PETER ROSS**, Founding Partner, 829 Studios



Peter Ross

## USING MUSIC AND RHYTHM TO INSPIRE, ENGAGE, AND EMPOWER YOUR CAMPERS OF ALL AGES!

Location: Room 202

### LEARNING OUTCOMES:

- ❖ Participants will learn the power of working together as a team while emphasizing the importance of each individual’s contribution to bring unity and community to camp.
- ❖ Participants will learn that music is something which we all own—an innate part of us. At the end of the session the participants will have experienced how, without prior knowledge, they can be a part of creating beautiful music and composing their own.
- ❖ Participants will gain insights into running programs with groups of all sizes and ages, while optimizing curiosity and interest in learning, as well as ensuring that the program objectives are met.

Musical IQ is proud to share a fun and engaging musical experience with you. We will explore the basics of rhythm and music in a hands-on and interactive way. This workshop, which incorporates aspects from various programs that we offer, will highlight the unique approach we employ in our programs and the way in which we emphasize and incorporate experiential learning—learning by doing—and the power of community at camp.

This program is fun, interactive, and high-energy. Everyone in the group will be given a drum or another percussion instrument to play. Following some fun and playful rhythmic exercises, designed to establish group coherence and to promote team work, the group will learn about the musical instruments. We will then begin to establish a simple layer of basic rhythm and continue layer by layer to build a unique and beautiful piece of music. We will also share tips on how to incorporate some of our important program messages into your camp day, every day!

**SHMUELI PERKEL**, Programming Director, Musical IQ



Shmueli Perkel

## SERVICE EXCELLENCE CULTURE CONTINUED

Location: Room 302

### LEARNING OUTCOMES:

- ❖ Participants will learn how to provide exceptional customer service to their camp families without having special systems in place.
- ❖ Participants will learn how to engage their employees to enhance their work experience and encourage them to create emotional connections to their camp and mission.
- ❖ Participants will learn why it is imperative to empower their employees and how our guidelines can help you achieve that.

This session is a continuation of the previous session. Feel free to attend, even if you did not join us from the beginning! The Ritz-Carlton culture: Through this in-depth review, you will learn about the Ritz-Carlton Credo and Motto, the Three Steps of Service, the Employee Promise, and the 12 Service Values of The Ritz-Carlton. The Ritz-Carlton Key Process, known as “The Systems Behind the Smiles”: One cannot extend legendary service without having robust systems and processes in place. You will hear about the selection process at The Ritz-Carlton and how we onboard talent, and reward and recognize our associates. Employee and customer engagement: The foundation of driving customer engagement is having engaged employees. You will be introduced to the 3 levels of employee engagement and be shown techniques that will enable you to personalize your service and create emotional connections. The importance of empowerment: Empowering your employees is an imperative component of legendary service. You will learn about The Ritz-Carlton Empowerment Guidelines, including how these reduce problems.

The Ritz-Carlton Leadership Center

## LEADING THE LEADER

Location: Room 303

### LEARNING OUTCOMES:

- \* Participants will learn how to develop seasonal supervisors, especially in their ability to manage staff.
- \* Participants will learn to coach supervisors at camp, with a particular focus on the essential skills required: relationship building, problem solving, and communication.
- \* Participants will learn to view the seasonal supervisor as a work in progress, one that can be influenced to improve, even in the short season of summer camp.



Jay Frankel

Leading seasonal supervisors is one of the greatest challenges and opportunities for camps today. For one, many camp leaders do not supervise adults throughout the year, leaving them with underdeveloped skills and a very short season to gain competence. Plus, camp at its core is about relationships. Helping camp leaders navigate the complicated line between friend and supervisor is often nuanced and difficult to solve in a short summer. Not to mention the ever-growing complexity of managing the social and emotional needs of both campers and staff. As the stakes of camp continue to rise, the need to develop these essential camp leaders has never been more important. Join Jay Frankel as he demonstrates a clear path and plan to develop those who lead.

**JAY FRANKEL**, Founder/President, True to Life Training

## STARTING A S.T.E.A.M. PROGRAM AT YOUR CAMP

Location: Room 309

### LEARNING OUTCOMES:

- \* Participants will learn different models for integrating STEAM, and how to pick what's right for their camp.
- \* Participants will learn how to tackle common challenges camps face in planning STEAM programs.
- \* Participants will learn about emerging trends and useful resources in planning STEAM programs.



Nico Waller

Incorporating STEAM into your program promises to engage campers and parents, and bring a new dimension to the camp experience, but can be very daunting to execute. In this session we'll tackle real challenges our camps face in facility, staffing, and philosophy when integrating STEAM curricula. Discover lessons learned from a STEAM program in its 3rd decade (GHDC's Explorer program – "STEAM meets fresh air"). Leave with planning tools, helpful resources, and a look at emerging trends to kick-start your STEAM planning.

**NICO WALLER**, Marketing and Outreach Director, Gate Hill Day Camp

## HUNGRY FOR ATTENTION: THE REWARD THAT CAMPERS CRAVE MOST

Location: Room 315

### LEARNING OUTCOMES:

- \* Participants will learn the science behind how the attention of camp staff reinforces and maintains campers' behaviors.
- \* Participant will learn how to use their attention strategically in order to shape campers' behaviors.
- \* Participants will learn analogies and mnemonic devices to aid in remembering the skills discussed within the presentation.



Steve Mazza

All camp staff, whether they realize it or not, wield a potent reward for campers: their attention. Staff members distribute this reward to campers moment-to-moment throughout the camp day, often without awareness. To campers, attention is like candy. All campers crave it, and they sometimes develop disruptive and maladaptive strategies to acquire it. If all children are hungry for attention, how can we utilize this natural drive to improve their behavior and to teach important life skills? This seminar will reveal how leadership and counselors can use their attention strategically to increase adaptive, pro-social, and resilient behaviors while decreasing disruptive, anxious, and avoidant behaviors. A variety of empirically-supported skills will be taught, including the most effective way to praise, how to get disruptive campers to listen, and how to help anxious campers behave bravely. Harness the power of attention to build campers' self-esteem, social skills, emotional maturity, and more!

**STEVE MAZZA**, PhD, Postdoctoral Fellow in Clinical Psychology / Staff Trainer, Columbia University Medical Center / TLC Family of Camps

## MID-LEVEL MANAGEMENT, MAKING THE CONNECTION: RESEARCH RESULTS AND PRACTICAL OUTCOMES

Location: Room 421

### LEARNING OUTCOMES:

- \* Participants will learn about research results that reveal key traits of mid-level managers.
- \* Participants will learn the importance of strong mid-level management to campers/staff retention.
- \* Participants will gain a deeper understanding of the role of psychometrics in hiring and retention.



Michael Thompson

A recent study shows that 85% of camp leadership staff have one of 3 types of personality dimensions. More importantly, those dimensions share one key trait. What's the one thing that they all have in common and what does it reflect about our camp leadership? And with this knowledge, how can we identify and foster an environment for our young staff to become leaders? In this session we will discuss our research findings regarding mid-level managers and provide ideas for using this information for improving your camp outcomes.

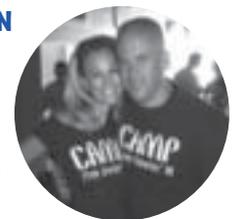
**MICHAEL THOMPSON**, US Director, Camp Leaders

## THE POSITIVE INFLUENCE OF CAMP IN THE AFTERMATH OF TRAGEDY

Location: Room 304

### LEARNING OUTCOMES:

- \* Participants will learn and understand about the tragic events that took place on February 14th, 2018 and the effects that they had on our community.
- \* Participants will examine the planning and implementation process before and during camp in regards to the safety and emotional well-being of campers and staff.
- \* Participants will learn how to use camp as an outlet and tool to support their own camp community that may have experienced or can relate to a similar tragedy.



Traci and Bob Ciccone

Many communities function with an assumed sense of security, never imagining the next tragedy will happen to them. This was true in our community as well, until February 14, 2018, when we were changed forever. As we sat and watched coverage of yet another mass shooting, we quickly realized that this wasn't too close to home, this WAS home. In the school shooting at Marjory Stoneman Douglas, 2 of our former campers were fatally wounded, another 2 critically wounded, and endless amounts of our families' lives were changed forever. We are a day camp and Monday through Friday resident camp in South Florida with over half of our staff and campers living in Parkland. This session offers our camps insight as to how we worked to provide a safe environment in which the campers and staff could heal, come together, and learn how to have fun and move forward after experiencing such tragic losses.

**BOB CICCONE**, Director, Eagles Landing & The Night Owls  
**TRACI CICCONE**, Director, Eagles Landing & The Night Owls

## BACKGROUND SCREENING 101

Location: Room 312

### LEARNING OUTCOMES:

- \* Participants will gain an understanding of the elements of a good background check.
- \* Participants will learn about the problem with the proliferating "instant" background checks on the market.
- \* Participants will learn the right questions to ask background screening providers about the screening they're purchasing to make sure they're uncovering what they need to know to keep campers safe.



David Bloom

Being accountable for the safety of hundreds of campers is a weighty responsibility. Background screening camp staff is critical, but "background check" can mean many different things, and it is frequently a very surface-level, problematic check. We'll unpack what makes a good background check and share questions to ask screening providers, so that you can be sure that you are getting a legally compliant, rigorous check that will help you keep your campers safe.

**DAVID BLOOM**, General Manager, Small & Medium-Sized Business Group, Sterling Talent Solutions

## KEEPING OUR CAMPS SAFE: IDEAS FOR TIGHTENING SECURITY AT YOUR CAMP

Location: Room 312

### LEARNING OUTCOMES:

- ✦ Participants will learn why security should be a priority for their camp and what a camp director should be thinking about for security at their camp.
- ✦ Participants will learn actionable ideas for tightening security and creating a stronger security presence during camp.
- ✦ Participants will learn what emergencies to prepare for and steps they can take to prevent or mitigate the fallout from an event.

With 3 sites, 14 individual day camps, 500+ acres, and more than 5,000 campers and staff on the grounds each day, the Henry Kaufmann Campgrounds has unique security challenges. Our commitment to enhancing security at camp so we can be prepared for any eventuality has made HKC a leader in camp security. At this session, we will discuss all aspects of security including access control, target hardening, and emergency preparedness. We will use different scenarios to discuss choices we have made in policy, procedures, equipment purchases, infrastructure investment, and staff. Topics will cover high-impact, low-probability events such as active shooter or terrorist attacks, as well as low-impact, high-probability events such as a non-custodial parent, trespassers, or suspicious activity.

**LENNY SILBERMAN**, President and CEO, 4G44 Esports  
**JOSHUA GLEIS**, Founder and President, Gleis Security Consulting, LLC



Lenny Silberman



Joshua Gleis

## EMBRACING AN INCLUSIVE CAMP CULTURE: MOST ACCOMMODATIONS DON'T COST A DIME!

Location: Room 310

### LEARNING OUTCOMES:

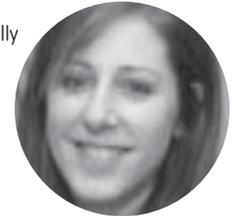
- ✦ Participants will learn to successfully accommodate campers with a variety of needs already attending their programs.
- ✦ Participants will learn how to embrace and teach an inclusive mindset.
- ✦ Participants will learn how to begin to be intentionally inclusive.

All of our camps are inclusive whether or not we label them that way! More and more camps each summer are serving campers with a wider range of physical, cognitive, emotional, behavioral, and medical needs. Often, these needs are not identified to us before camp starts. Come and learn how to successfully embrace and accommodate campers with all of these needs and more. "Accommodation" can be a buzzword that suggests the need to spend extra money. There are many ways to train staff, adapt schedules, and activities, and even make physical accommodations without spending a dime. We will also talk about ways to fund accommodations that do come with a cost. When we adapt and accommodate for campers' individual needs, we are teaching everyone in our camp community to be creative, open minded, and accepting of each other's differences and of life's challenges—which is why most of us went into camping in the first place!

**EVA COWEN**, Inclusion Consultant, Bender JCC  
**HEATHER STRAUSS**, Inclusion Director, Bender JCC  
**PHIL LIEBSON**, Camp Director, Bender JCC



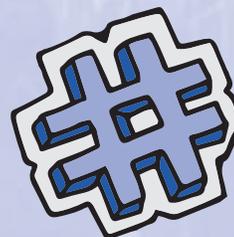
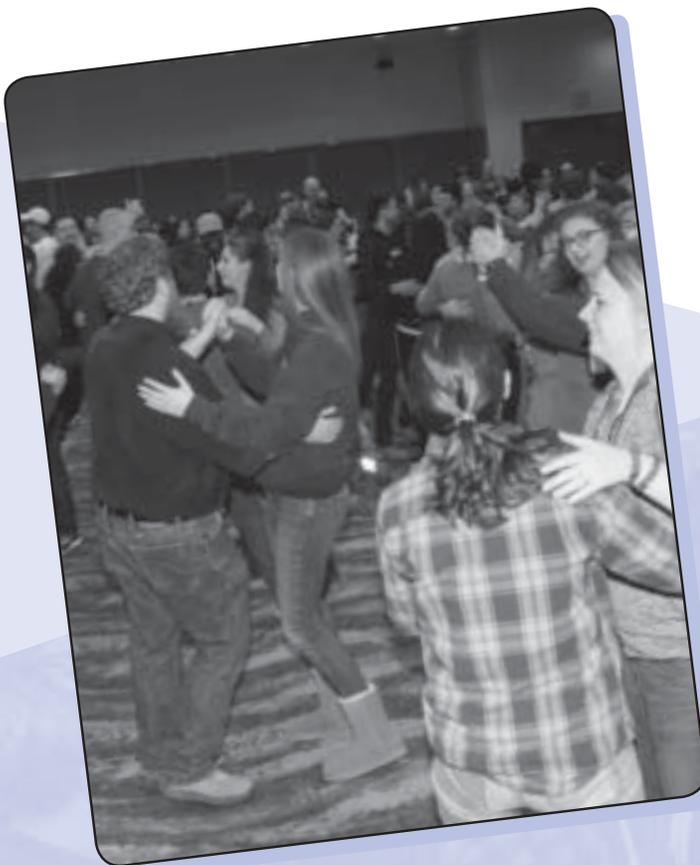
Eva Cowen



Heather Strauss



Phil Liebson



## General Session — Keynote Speaker

### KARAMO BROWN

HOST ON EMMY-AWARD WINNING *QUEER EYE*, ACTIVIST, AND ADVOCATE FOR MENTAL HEALTH AWARENESS

Location: Hall A, Second Level

#### A MODERATED DISCUSSION WITH KARAMO BROWN

Join your fellow attendees as Corey Dockswell, co-director of Camp Wicosuta, moderates a captivating conversation with Karamo Brown. Listen to and learn from one of today's top influencers. Between founding his own nonprofit, starring in the famous Netflix reboot of *Queer Eye*, and authoring what's sure to be a bestselling memoir, he is sure to offer you key takeaways for both our industry and your personal life.



**BIO:** Television host and culture expert on the Emmy-winning Netflix reboot of *Queer Eye*, Karamo Brown says that the key to his success is tapping into the many facets of his identity. Whether as an openly gay man, a black man, a single father, or psychotherapist, Karamo strategically utilizes the strengths of his different identities to achieve success and teaches others to do the same. Lauded for his ease and natural comfort in relating to different types of people, Karamo is tasked with making-over the hearts and minds of the "culturally challenged," and helps them to confront and grow beyond the internal issues holding them back. According to the *LA Times*, "Karamo is at the intersection of where pop culture, social media, and real life collide!" *Queer Eye* has been the winner of three Emmys, including for Outstanding Structured Reality Program, and a Television Critics Association award.

Brown began his television career in 2004 as a housemate on the MTV hit reality series *The Real World*, becoming the first openly-gay African-American in the history of reality television. Shortly after the conclusion of *The Real World*, Karamo learned that he was the father of a nine-year-old boy, Jason. With the support of his child's mother, Brown petitioned and gained full custody of his son. A year later, Karamo adopted Jason's half-brother Christian.

In 2014, he joined the Oprah Winfrey Network to host and produce their first digital show, #OWNShow. From there, Karamo became a host and producer for *HuffPost Live*, a recurring guest host of *Access Hollywood Live*, and a contributor for HLN/CNN. He was also host of MTV's *Are You The One: Second Chances*.

As a co-founder of 6in10.org, an organization addressing the mental health and self-esteem of individuals affected by HIV, Karamo was the recipient of the 2018 Human Rights Campaign Visibility Award. He was also invited by the Obama Administration to work with the White House to create policy and legislation supporting LGBTQ youth and their allies after school hours. Karamo is an active member of the Never Again MSD gun-control movement after his Florida high school, Stoneman Douglas, suffered a fatal shooting in 2018. A graduate of Florida A&M University, Karamo worked as a licensed social worker and psychotherapist for over a decade before transitioning into media.

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FORUM

## Thelma Hurwitz Tri-State Award Winner

### TONY STEIN

As a third generation owner, Tony grew up at Camp Echo Lake, giving him a unique perspective and insight into what it takes to lead a community of 500 campers and their staff. Tony started as a 6-year old camper in 1969, and has held almost every job at camp along the way to becoming the camp director in 1995. Widely recognized as a leader in the camping industry, Tony has served on the American Camp Association's National Board of Directors, has been president of the ACA's New York Section, and has served on the Board of Directors of Project Morry since its inception in 1996. Tony has spent the better part of 50 summers at Echo Lake, missing just a few years while earning his MBA and working in the "real world."



Tony Stein



*your premier baggage carrier*  
**FROM HOME, TO CAMP, & BACK!**



*Camp Trucking is honored to  
once again sponsor the  
2019 Tri-State Conference and  
the ACA, NY & NJ.*

For over 40 years, Camp Trucking has been a proud partner of camps and the summer camp community. Whether you are one of our 70 camps that we service or a conference attendee, please stop by booth 339 so we can wish you a successful 2019 camping season.

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KURTZ MCKINNON, SARAH	TUESDAY	3:00 PM - 4:00 PM	301
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LEMOINE, MATT	WEDNESDAY	12:30 PM - 1:30 PM	401
LEONARD, KATHRYN	WEDNESDAY	9:45 AM - 10:45 AM	410
LEVIN, ORLEE	TUESDAY	12:45 PM - 1:45 PM	410
LEVIN, ORLEE	WEDNESDAY	12:30 PM - 1:30 PM	415
LIEBSON, PHIL	THURSDAY	10:15 AM - 11:15 AM	310
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# Speaker BIOS

## **SAM ABOUDARA, NJY CAMPS**

[sam@njycamps.org](mailto:sam@njycamps.org)

Sam Aboudara has been working for NJY Camps since 2006 and as the full-time Director of Teen Camp since 2012. Prior to joining NJY Camps, Sam lived in London, England, and worked as a freelance informal educator for a variety of UK-based organizations. Before that, Sam was the leadership manager at Maccabi Great Britain, where he oversaw a collection of national youth and teen programs. Sam holds a bachelor's degree in sports and exercise science from Loughborough University. Since 2012, Sam has developed a variety of new program options in Teen Camp, including a leadership training framework, a sports coach training program, and various other camper enrichment opportunities. Sam brings to camp a passion for nurturing personal growth and development, a drive for new ideas and innovations, and an intent to infuse positive values into all aspects of the camp experience. In his free time, Sam likes to stay active and, when able to, enjoys traveling the world and even climbing the odd mountain or two. Sam is better known by the nickname of Scoobi at camp, but will never introduce himself that way!

## **JEFF ACKERMAN, ELMWOOD, INC.**

[jeffackie@gmail.com](mailto:jeffackie@gmail.com)

Jeff is an organizational consultant to day camps and nonprofit organizations. He is the Director Emeritus of Elmwood Day Camp following 26 years as the director. Prior to that, he was the associate director at Camp Echo Lake for 6 years and held various positions at resident camps including assistant waterfront director and group leader. Jeff was also an elementary school teacher and guidance counselor in New York City schools. He was a child and adolescent clinical psychologist in private practice in Cleveland, Ohio. Jeff is a founding board member and past president of Project Morry and the Ben Appelbaum Foundation. He holds a BA from Case Western Reserve University, an MS in guidance and counseling from Queens College, and a PhD from University of Michigan.

## **DAVIN ALLAN, YMCA CAMP ELPHINSTONE**

[davin.allan@gv.ymca.ca](mailto:davin.allan@gv.ymca.ca)

The Outdoor Education Director at YMCA Camp Elphinstone in British Columbia, Davin Allan completed his HBA in sociology, focusing particularly on gender and youth studies. Having worked at a summer camp for LGBTQ+ and allied youth in Ontario, Davin saw the need for many other camps to embrace this same sense of inclusion and acceptance, to ensure LGBTQ+ campers are being offered a safe and barrier-free traditional camp experience. By collaborating with community leaders and LGBTQ+ organizations, and through his own experiences, Davin crafted a set of recommended guidelines and training sessions for the inclusion of LGBTQ+ campers at overnight camp, which he has started to share widely amongst camping professionals.

## **TRAVIS ALLISON, GO CAMP PRO**

[travis@gocamp.pro](mailto:travis@gocamp.pro)

Travis Allison hates mushy fruit but loves jam. It's not just fruit that Travis thinks about in great detail. His creative and conscientious persona has made him a keynote speaker at conferences across the US and Canada. Travis knows his mission: to help organizations create spaces where children and young adults can be truly noticed and appreciated.

## **DONOVAN ANDREWS, DRAGONFLY FOREST**

[Dizzydon130@gmail.com](mailto:Dizzydon130@gmail.com)

Donovan is an experienced camp professional who has worked in summer camp programs across the country. He has worked with children with multiple diagnoses (such as autism, sickle cell, and asthma) at camp, and has experience with all age ranges of campers. Donovan has also spent time tutoring middle school children in South Philadelphia. Donovan firmly believes in the power of curiosity and perseverance.

## **SCOTT ARIZALA, THE CAMP COUNSELOR**

[scott@thecampcounselor.com](mailto:scott@thecampcounselor.com)

Scott is one of the leading experts and trainers on kids, staff, and the experience of summer camp. He is the CEO of The Camp Counselor, a consulting and training company working with hundreds of camps and thousands of staff and administrators across the country and abroad. He is the proud partner of Bioerativ, delivering the Camp Academy Staff Training Program to camps for kids with bleeding disorders, and the founder and chairman of Chasing Summer, an organization dedicated to creating access for people with autism in recreation and education. He is a pioneering faculty member of Expert Online Training, the world's leader in online training for camp staff. He is a regular contributor to the ACA's *Camping Magazine*, is the author of the best-selling book on summer camp and youth development *More Than Camp*, and a contributing editor of *Happiness, Diversity, and Autism: Practical Strategies for Inclusion*.

## **KIM AYCOCK, CAMP 2 CAMPUS LEARNING SOLUTIONS**

[kimdaycock@gmail.com](mailto:kimdaycock@gmail.com)

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. More information can be found at her website: [www.kimaycock.com](http://www.kimaycock.com).

## **ALEXANDRA BALDWIN, CAMP KESEM**

[alex@kesem.org](mailto:alex@kesem.org)

Alex has been at Kesem for 10 years and oversees their risk management and camp operations for over 100 week-long camps, serving over 8,800 children. While at Kesem, she has helped to raise millions of dollars, and has recruited thousands of campers and volunteer college students. She has developed an incident command system and training that can be used on a large scale. Alex graduated from Michigan State with a double major in political science and criminal justice, with a specialization in women, gender, and justice.

## **ADAM BARANKER, JEFF LAKE DAY CAMP**

[adam@jefflakecamp.com](mailto:adam@jefflakecamp.com)

Adam started at Jeff Lake in 1992 at the age of 4 and has been a part of the Jeff Lake Family ever since. During his 26 years at Jeff Lake, Adam has been a camper, CIT, AIDE, junior counselor, senior counselor, color war captain, and now Assistant Director. Aside from always leading cheers and camp spirit, Adam is the CIT/AIDE director, manages the camp's social media and staffing, and assists in special events and programming. In addition to Jeff Lake Camp, Adam is the youth engagement coordinator at Temple Sharey Tefilo in South Orange, NJ, overseeing all 8th–12th grade teen programming.

## **JILL BAREN, CAMP HEALTH CONSULTING**

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Dr. Jill Baren considers camp doctoring to be a joyous and all-consuming mixture of work and play. She has more than 10 years of experience working as a camp physician and has been involved in every aspect of running a camp health center, including staff selection and training, development of policies and procedures, facilitating parent communications, and planning and conducting emergency drills. Her motto is "campers need to be in camp and not in the infirmary," and therefore her approach to camp doctoring is proactive, pre-emptive, and preventative to ensure camper health and safety. Between her 2 sons, a niece, and a nephew, Dr. Baren has been a camp parent and aunt for a total of 28 summers! Although all 4 "kids" are too old to attend camp, Dr. Baren continues to work as a camp physician each summer. As an academic emergency physician with pediatric emergency medicine specialty training, Dr. Baren sees camp doctoring as a natural extension of her practice. She brings a depth and breadth of both clinical and administrative knowledge to Camp Health Consulting.

## **RACHEL BAYAR, T&M PROTECTION**

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A senior consultant at T&M Protection and a former Assistant District Attorney in the Child Abuse/Sex Crimes Bureau, Bronx County District Attorney's office, Rachel consults, lectures, and trains on child safety at camps and schools across the country. She authored a curriculum on abuse prevention and was featured in a JOFA webinar on preventing sex abuse in camps. In 2017, she was recognized by *The Jewish Week* 36 Under 36 for working to prevent child sex abuse. She is a graduate of Rutgers University and Seton Hall School of Law.

## **SARA BERLIN SCHREURS, CAMPS AIRY & LOUISE**

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Sara Berlin Schreurs teaches for Baltimore County Public Schools in Maryland, with a concentration in the field of autism. She currently is serving as a mentor teacher for new special educators and low-performing tenured teachers. In addition, Sara is the inclusion coordinator and senior camp division head for Camp Louise. Camp Louise is a Jewish residential camp for girls entering 2nd–12th grade located in Cascade, Maryland.

## **LEE BIEAR, 829 STUDIOS**

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Lee Albrecht Biear, MPH, is a proud and passionate advocate of the camp experience 365 days of the year. As a former camp counselor, program director, and marketing leader, she's seen first-hand how camp helps kids develop self-confidence, lifelong friendships, and their future as productive adults. Lee helps camps develop effective value propositions for their unique program and promote these effectively in marketing, website presence, social media, and alumni reach-outs. In her current role with 829 Studios, Lee brings successful marketing/technology best practices that drive personalized connection, early enrollment, and camp awareness with current families and future prospects 365 days of the year.

## **JON BISSET, RIVER VALLEY RANCH**

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Jon is the president of Peter and John Ministries (PJM), and Executive Director of River Valley Ranch (RVR). He earned a BA in history and communications from Towson University in 1992. Jon received his MA in communications from Wheaton College, Wheaton, Illinois, in 1994. After graduation, Jon worked for Outreach Community Ministries in Wheaton for 3 years, doing community organizing in low-income neighborhoods. He returned to Maryland in 1997 to become director of RVR. He served for 10 years on the Maryland State Board of the Fellowship of Christian Athletes, and is currently on the board of Curium Outreach Ministries, an organization dedicated to serving the poor of Nogales, Mexico. He served as a member of the Christian Camp and Conference Association's Cairn Series Development Team. Jon and his wife, Courtney, have two children, Anna and Aidan.

## **DAVID BLOOM, STERLING TALENT SOLUTIONS**

[David.Bloom@sterlingts.com](mailto:David.Bloom@sterlingts.com)

David Bloom is general manager of the Small and Medium-Sized Businesses Group at Sterling, the global leader in employment background screening solutions. His team recently launched the self-service SterlingNOW. David was included in *Entrepreneur Magazine's* Brilliant 100 and on *Business Insider's* list of 100 most interesting people in the NYC tech scene. David is a proud former camper, having spent his childhood summers at camp in Maine, and camp parent.

## **DIANA BLOOM, TOTALLY ACCOUNTABLE**

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Productivity and efficiency coach, Diana Bloom, travels internationally teaching take-away actionable systems to achieve higher productivity and efficiency in all areas of an organization. Diana spends her summers as a head counselor at URJ Camp Coleman in Cleveland, GA, supervising 7 unit heads who oversee 80+ bunk staff and over 400 campers per session. Participants around the globe have gained knowledge and tools during her sessions that have enabled them to immediately implement permanent changes in their professional and personal lives. Her techniques are presented in a manner that can be quickly understood with measurable results. Diana's humorous, engaging, and straightforward training style has helped thousands of people to achieve more with less stress. Her workshops and executive coaching sharpen delegation, improve project management, strengthen communication, and eliminate mistakes while creating a totally accountable camp culture. Diana grew up in Rockville Centre, Long Island, and graduated with a BA from Binghamton University and an MA from NYU. Diana is a frequent conference and webinar speaker for organizations such as the ACA, FJC, JCCA, JCamp180, and AIJC.

## **SAM BLOOM, BLOOMING STRATEGIES**

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Sam Bloom has been part of resident and day camping, and sports, recreation, and fitness programs for 31 years. Sam's camping experience includes 26 years at Emma Kaufmann Camp as director, program director, unit head, sports director and aquatics director; 3 years as director at Herzl Camp in Minneapolis; and 2 summers as director of a travel day camp at the Pittsburgh JCC and as assistant day camp director at the Jewish Community Center of Greater Palm Beaches. Additionally, Sam was the director of sports and recreation and director of Maccabi programming at the Jewish Community Center of Greater Pittsburgh for 10 years. Sam is a father of 2 teenage girls, and he

has spoken to over 2,500 participants over the past 8 years at the Tri-State CAMP Conference, the ACA Keystone Regional Camp Conference, the ACA Mid-Atlantic Camp Conference, and the Foundation for Jewish Camp conferences. Additionally, Sam is the Executive Director of BLOOMing Strategies, which specializes in crisis management, training for teams, winning with Millennials and GenZs, disconnecting techies from tech, and creating inspiration.

## **GERALD BOLDEN, WONDERS SUMMER CAMPS**

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Gerald is the summer camp coordinator for Wonders Summer Camps. Gerald is a seasoned camp and school age professional who for the last 14 years has held a variety of leadership roles at Wonders, including summer camp director, program director, curriculum instructional specialist, and auxiliary program manager. Gerald's 25 years of experience have been enriched by his connections made with children and families, and strengthened by effective communication and teamwork—these characteristics are the foundation of his training philosophy.

## **AMANDA BORBEE, KIDS IN THE GAME**

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Amanda Borbee is an Assistant Director at one of Kids in the Game's (KING), 5 New York City camp locations. Part of KING's programming and evaluation team, she works to develop camp themes, events, and activities that enhance the camp experience for youth. With a background in physical education and sport-based youth development, she believes in the power of sport to create positive change in youth and communities. Amanda was a top presenter at the NAA National Convention in 2018.

## **JASON BORNFRIEND, 829 STUDIOS**

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Jason is an experienced results-driven online marketing strategist. As Director of Marketing at 829 Studios, he has helped craft digital strategy for clients in various audiences, including luxury travel, outdoor adventure, and education. He has a passion for integrated media and oversees 829's growing production department. He consistently pushes for digital media innovation, and his skills include strategy, account management, managing high performing teams, and business development. Jason earned his degree in visual media arts: interactive media with a minor in business studies from Emerson College in Boston. He is frequently sought out to speak as a digital marketing expert as it pertains to digital strategy, media, and marketing. He has spoken at numerous ACA events and was a featured keynote speaker at the American Outdoor Association's annual conference.

## **JEFF BOWMAN, CAMPBRAIN**

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Jeff is in his 9th year with CampBrain. Jeff worked for 10 years at Camp Robin Hood in Toronto prior to joining the team at CampBrain. Jeff has worn a number of different hats at CampBrain—starting in tech-support, working in online registration, providing training, and now working in a business development role.

## **BROOKE BRADLEY, QUINIPET CAMP AND RETREAT CENTER**

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Brooke Bradley has been involved with ACA Standards for more than 30 years. Her camp experiences have taken her from Tennessee and throughout New York! Brooke's best ideas have come from the many visits that she has been a part of, and she has brought them to her work with both private and agency camps. Brooke can't wait to help camps and visitors to continue to develop!

## **MICHAEL BRANDWEIN, MICHAELBRANDWEIN.COM**

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Staff trainer, educator, author, and frequent keynote presenter Michael Brandwein has presented in every one of the 50 US states and on 6 of the 7 continents. He wrote and presented 3 EMMY award-winning television programs on communicating with young people. He is the number one best-selling author of camp staff training and supervision books, including his most recent 2018 book, *Growing Great Qualities in Kids: The L.A.S.E.R.B.E.A.M. Technique for Bringing Out the Best in Young People*, and *Training Terrific Staff* (volumes 1 & 2), *Skill of the Day: What Great Leaders of Young People Do & Say*, *Super Staff SuperVision*, and *Learning Leadership: How to Develop Outstanding Teen Leadership Programs at Camp*. Michael was the winner of the 2017 Tri-State Award. That same year, Michael was the keynote speaker at the global International Camp Conference held in Russia for 1,250 persons from 30 countries. He has served on the national board of directors of ACA and has received two national honors from ACA for his training of directors and staff throughout the world. Michael does staff training for individual camps and is a frequent national and state keynoter at conferences for youth development organizations, schools, youth professionals, and others. His juris doctor degree is from the University of Chicago. Michael lives in the Chicago area with his wife, Donna, and they have 2 boys, Dave and Ben, who are both educators.

## **JACKIE BRETHEL, CAMP DANBEE**

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Jackie Brethel is the Associate Director at Camp Danbee in Hinsdale, MA. A full-time camp professional since 2010, Jackie's experience as an early childhood and elementary educator lends itself perfectly to her roles at camp. Jackie is an active member of the ACA, volunteering on the Tri-State Steering Committee, chair of the Joe Kruger Youth Development Conference, and a standards visitor. At Danbee, Jackie uses her formal experience in education to focus on residential life, developing relationships with campers and families, operations, and logistics.

## **SCOTT BRODY, CAMPS KENWOOD AND EVERGREEN**

[scott@kenwood-evergreen.com](mailto:scott@kenwood-evergreen.com)

Scott Brody is the Owner and Director of Camps Kenwood and Evergreen and the founder of Everwood Day Camp. He also serves as the national vice president of the ACA and is deeply involved in ACA's public policy work. He is an emerging expert on the teaching of non-cognitive 21st-century skills at camp. Scott has spoken extensively about the camp experience to audiences of camp professionals, grant makers, CEOs, leading educators, and government decision makers.

## **JAMES BROOKER, DRAGONFLY FOREST**

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James Brooker is a north Philadelphia native who is an adult on the outside, but a kid at heart. He stumbled across the idea of camp in 2007 while sitting on the steps at 1am with a friend who attended Sickle Cell Camp at Dragonfly Forest. He is a lover of all things camp, but most of all he enjoys watching the relationships of the children develop throughout the camp weeks. He has worn many hats at camp, but his favorite is when he gets to dress up as camp characters. He has his BBA from Temple University, and now works in Philadelphia in child welfare.

## **Laurie Browne, ACA, Inc.**

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Laurie Browne, PhD, is the Director of Research for the American Camp Association. In her role, she supports camps in their evaluation and program efforts, and works to expand the value and visibility of camp experiences through scientific research. You can read more about ACA research and evaluation by following the Research 360 blog at <https://www.acacamps.org/staff-professionals/news-publications/blogs/research-360>. Laurie lives in Salt Lake City with her 3 kids, 2 dogs, and 2 cats.

## **Jed Buck, Roz and Jed Training and Consulting**

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Along with his wife Roz, Jed was the Owner/Director of Meadowbrook Day Camp in New Jersey from 2004–16. Jed had a successful 20-year career in business prior to leaving to work full-time in the camp industry. His diverse experience includes brand management at Procter & Gamble, sales and marketing positions at the ABC Radio Networks, and various positions during 11 years with New York City-based MediaAmerica, a network radio and internet pioneer, where he rose to president. After retiring from full-time camp ownership, Roz and Jed launched Roz and Jed Training & Consulting to help camps, recreation departments, and other small businesses make a difference. Together, they have presented at dozens of conferences across the country and trained thousands of camp staff. In 2016, they were honored as joint recipients of the prestigious American Camp Association Thelma Hurwitz Leadership Award. Jed chaired the Tri-State CAMP Conference from 2014–16, and he currently serves on the ACA, NY & NJ Board. In 2015, Jed received a National Service Award from ACA National and, in 2012, the ACA, NY & NJ Howard Patton Award for Outstanding Service.

## **Roz Buck, Roz and Jed Training and Consulting**

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Roz is an accomplished leader in the camp industry and a proven expert in camp culture, staff training, leadership development, employee engagement, program design and execution, and coaching. From 2004–16, she and her husband, Jed, were the Owners/Directors of Meadowbrook Day Camp in New Jersey. After retiring from full-time camp ownership, they launched Roz and Jed Training & Consulting to help camps, recreation departments, and other small businesses make a difference. Together, they have presented at dozens of conferences across the country and trained thousands of camp staff. In 2016, they were honored as joint recipients of the prestigious American Camp Association Thelma Hurwitz Leadership Award. In addition to her over 30 years of day camp experience, she has been a member of the teaching staff of the West Orange Jewish Community Center in their Early Childhood Department. Roz is an active volunteer with ACA and SCOPE, a nonprofit organization that helps send children from underserved communities to nonprofit resident camps. She is a past SCOPE Dinner chair and is a co-founder of the ACA, NY & NJ's Women in Camp affinity group.

## **Abby Burbank, ACA, Inc.**

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Abby Burbank has been involved in the camping industry as a staff member, camp consultant, camp training specialist, and camp director. A good deal of that experience is in residential and wilderness tripping settings. Currently working for ACA as standards training manager, she works closely with instructors and volunteers.

## **Jim Cain, Teamwork & Teamplay**

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Teambuilding guru Dr. Jim Cain is the author of 17 books (so far) filled with team and community building activities from around the world, including his latest book, *Teambuilding with Index Cards*, which is now in the ACA bookstore. His "train-the-trainer" workshops are legendary and his staff training programs are active, engaging, memorable, effective, and fun!

## **Bob Ciccone, Eagles Landing and Night Owls**

[Bobby@KidsLoveElc.com](mailto:Bobby@KidsLoveElc.com)

Bob Ciccone has been the Director of Eagles Landing and Night Owls in South Florida for 12 years. He received both his bachelor's and master's degrees in education. Bob taught middle school social studies for 9 years prior to working full time at ELC.

## **Traci Ciccone, Eagles Landing and Night Owls**

[Traci@KidsLoveElc.com](mailto:Traci@KidsLoveElc.com)

Traci Ciccone has been affiliated with Eagles Landing and Night Owls since 1999. She received her bachelor's and master's degrees in elementary education. Traci taught 2nd grade for 10 years prior to coming on as a full time director at ELC.

## **Marty Collett, Westfield Area YMCA**

[mcollett@westfieldynj.org](mailto:mcollett@westfieldynj.org)

Marty Collett has been with the Westfield Area YMCA as a youth development professional for the past 20 years. He works with middle school and high school youth throughout the school year, and manages civic engagement, leadership, and recreational programs. In the summertime, well... it's all summer camp, of course! Marty has been the Westfield Area YMCA day camp director for 15 years, serving approximately 900 kids per summer. In Marty's spare time he enjoys skateboarding, fishing, general outdoorsy stuff, and Volvos. He is currently the NJ chapter president of the Volvo Club of America and also sits on his town's Environment and Open Space Commission. Marty is a proud father of 2 daughters (11, 8) and devoted husband of 19 years. In 2009, Marty became an associate visitor through the ACA, NY & NJ and in 2012, became an instructor for ACA. The Tri-State CAMP Conference has been a major factor in Marty's professional development, and he is happy to be presenting as a trainer this year in Atlantic City.

## **Ruby Compton, Ruby Outdoors**

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Ruby Compton has worked over 10 years in the outdoor industry in summer camp and environmental education. She has special interests in work cultures, staff training and development, productivity, and systems and processes. Ruby presents at conferences around the world and is one of the hosts of the staff training podcast "Camp Code."

## **Alan Cooper, AMSKIER**

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Alan Cooper has been providing legal advice to camps and travel programs throughout North America for over 20 years. Known to many as The Camp Lawyer, he has been certified by the United States Department of Justice to provide Americans with Disabilities Act compliance training to businesses around the country.

## **Andrew Corley, Sioux YMCA**

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Andrew Corley is the CEO of the Sioux YMCA located on the Cheyenne River Sioux Tribe Reservation. He believes in empowering communities through mutual partnerships, cultural competence, and equity for all. Through Andrew's leadership, the Sioux Y continues strengthening their impact through their strong and trusted roots within the community for nearly 140 years. In 2007, Andrew joined the YMCA movement in Boston, MA, and continued to leverage his commitment by relocating to the Sioux Y in 2014. Being globally minded is an asset Andrew brings to his remote Y and has since graduated from the World Alliance YMCA program Change Agent in the second cohort. Andrew holds a bachelor's of arts in exercise science from Bridgewater State University. His passion for empowering young people and communities, along with his education, continues to enhance the YMCA's core strategies of healthy living, youth development, and social responsibility for all.

## **Cara Corradetti, Appel Farm Arts Camp**

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Cara Corradetti left for overnight camp at 10 years old and hasn't missed a summer since! Currently a Director at Appel Farm Arts Camp, she specializes in all aspects of camper retention, media, and special events. She earned her degree from the University of Vermont and has been living her dream of working full-time in camping for the last decade. Cara is a member of the Tri-State CAMP Conference Program Committee, and also owns the world's most adorable dog.

## **Eva Cowen, Bender JCC**

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Eva Cowen was the Director of Special Needs Programs at the Jewish Community Center of Greater Washington in Rockville, Maryland, from 1989 to 2009, and currently works as an inclusion consultant for organizations such as The Anti-Defamation League, The Sunflower Bakery, Balancing Life's Issues, Howard County Department of Recreation, Foundation for Jewish Camp, The Friendship Circle, and others. She has presented and been consulted nationally and internationally on best practices for inclusion. For 33 consecutive summers, she has been on the leadership team of Camp JCC at the Bender Jewish Community Center of Greater Washington in Rockville, Maryland, where she runs a summer program for teens and young adults with multiple disabilities. At the JCC, Eva also coordinated the annual Jewish Sports Hall of Fame Dinner of Champions—a fundraiser for the special needs programs—and raised over 1.2 million dollars during the 12 years that she ran the event. She was a member of the Maryland State Developmental Disabilities Council for 10 years and has also served on several other boards and committees.

## **Wendy Cowen-Smith, Woodmont Day Camp**

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Wendy has been proudly and happily involved in camping for the past 38 years. She has served as the Swim Director at Woodmont Day Camp for the past 7 years, and prior to that as a village leader at Woodmont. Wendy has always worked on the same property, as she was both a village leader and counselor at Candy Mountain Day Camp. Wendy is passionate about the quality of her swim program and believes that well-trained staff, teamwork, and organization are the keys to success. She is a certified water safety instructor trainer and lifeguard instructor. Wendy retired in 2017 after teaching special education in New York City for 33 years. When she is not at camp, Wendy provides early

intervention services to children with special needs and volunteers at a local after-school center for disadvantaged children. She and her husband, Alden, have four grown children.

### **GABRIELLE CUESTA, JOHN JAY COLLEGE OF CRIMINAL JUSTICE**

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Gabrielle Cuesta is an educator and activist committed to dismantling structural oppression and violence. She currently serves as a counselor/adjunct lecturer in the SEEK Department at John Jay College of Criminal Justice. Gabrielle graduated in 2016 with a master's in social work at Hunter College, specializing in community organizing. Prior to joining the SEEK Department, Gabrielle worked for the Fresh Air Fund's Career Awareness Program, serving as a camp director and counselor for youth for 7 years. She has created and led several workshops on the history of racism in the United States and fighting oppression in youth organizations. As a queer cis-woman of mixed racial and ethnic identity, Gabrielle is committed to working towards liberation through consciousness raising of herself and others.

### **DIANE CULKIN, US DEPT OF STATE**

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Diane Culklin is the Division Chief of Private Sector Programs in the Office of Designation within the Bureau of Educational and Cultural Affairs (ECA) at the US Department of State. Her division's portfolio focuses on programs in the private sector: high school, intern, trainee, au pair, teacher, alien physician, summer work travel, and camp counselor. She has worked with the Exchange Visitor Program for over 15 years. Prior to joining the department, Diane worked at the Health Resources and Services Administration as a manager for the National Health Service Corps' Ambassador Program, which includes over 2000 volunteers who promote healthcare for underserved communities throughout the US. During her tenure at HRSA, Diane also worked as a recruiter for the National Health Service Corps, mobilizing students, physicians, nurses, and dentists to work in underserved areas. She also served in the Navy as a lieutenant during Operation Desert Storm and Desert Shield.

### **MICHELLE CUMMINGS, TRAINING WHEELS**

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Michelle Cummings, MS, is the big wheel and founder of Training Wheels, a known leader in the team development industry. She is an accomplished author and a sought-after speaker and consultant on 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.

### **ALICE DANNENBERG, YAI/FROST VALLEY YMCA**

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Alice is the supervisor of camping and travel programs at YAI in New York City, an organization that provides support services for people with intellectual and developmental disabilities. She works with the Mainstreaming at Camp summer program, a partnership between YAI and the Frost Valley YMCA, promoting inclusion and friendship in a neurodiverse camp community. Alice holds a master's degree from NYU Silver School of Social Work and a bachelor's in psychology from Hamilton College. Alice is a life-long lover of camp and attended summer camp in Georgia as a child.

### **KATHERINE DEFOYD, GROWTH FOR GOOD**

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Katherine has worked as a nonprofit professional for more than 25 years. She has been deeply involved with every aspect of development, from fundraising planning to public competitive grant sources. She has led clients successfully through events, board development, business and fundraising planning processes, capital campaigns, and annual campaigns, and has vast experience in developing and managing public/private partnerships. Before founding Growth for Good, Katherine worked as development director for The Armory Foundation, MOUSE Inc., the Robert F. Wagner Graduate School of Public Service (NYU), and the Bertelsmann Foundation. She began her career in the Mayor's Office for Business Development under Mayor Koch, helped found the Mayor's Office for Public Private Partnerships under Mayor Dinkins, and directed Constituency Affairs for Manhattan Borough President Messinger. She is a former member of the board of directors of DREAM (formerly Harlem RBI). Katherine is also a sought-after public speaker and workshop and retreat facilitator. She has a BA in economics from San Francisco State University and a master's of public administration from the Wagner School of Public Service at NYU.

### **SHEIRA DIRECTOR-NOWACK, CAMP HAVAYA**

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Sheira Director-Nowack is the camp Director of Camp Havaya. After attending Ohio State University, Sheira received a master's in social work and certification in Jewish communal services from Yeshiva University. She has been in camping for over 20 years, working in Jewish residential camps as well as day camps. She is known for her sense of humor and outgoing personality. Before coming to Camp Havaya, Sheira served as the associate director for a Jewish camp for children who have learning issues and social skill disorders.

### **JUSTIN DOCKSWELL, CAMP WICOSUTA**

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Justin Dockswell, along with his wife, Corey, are the Directors of Camp Wicosuta. Justin attended sleep-away camp from the age of 8 and spent many summers thereafter as a camper, counselor, and key staff member. Justin received both his bachelor of science in business administration and his master of education from the University at Buffalo. Upon graduation, Justin worked for summer camps in Maine and New York before joining Wicosuta in 2006.

### **MATTHEW DORTER, MAINSTAGES**

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Matt is the Executive Director of mainstages, a New York City-based educational theater company that provides hundreds of creative programs in use at summer camps nationwide. Matt has over 20 years camp staff experience, including full-time positions at both day and resident camps. Matt graduated New York University's Tisch School Of The Arts with degrees in theater and applied education, and served as company manager of the New Acting Company in New York City. Matt has toured with the National Theater for Children and has written, directed, and produced over 150 shows for children. Matt is proud to be a founding member of the mainstages team and is passionate about the goal of using creativity to inspire social action and strengthen theatrical arts in the camp movement.

### **SUZANNE FEINSPAN, SUZANNE FEINSPAN CONSULTING**

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Suzanne Feinspan has over 15 years of experience as a trainer and facilitator. She specializes in equity and inclusion consulting, strategic planning, and coaching for nonprofits. Suzanne has worked with numerous organizations to assess their current approach to equity and inclusion, identify areas for growth, and develop recommendations for how to move forward on that growth. She has also provided trainings on implicit bias, and organizational equity and inclusion for dozens of nonprofit organizations. Prior to consulting, Suzanne worked for over 8 years at Avodah—a nonprofit organization that supports young adults to become leaders in the social justice field—where she served within all levels and functions of the organization, including as the acting Executive Director for 8 months during the organization's executive transition in 2014. She now serves as an Alumni Justice Ambassador for Avodah. Suzanne is also a former camp counselor and camp senior staff member, as well as a parent with kids who now attend a variety of camps.

### **SARA FETTERHOFF, TRAIL'S END CAMP**

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Sara Fetterhoff started her Trail's End journey in 2008 serving as a bunk counselor and instructing basketball while finishing up her undergraduate degree at Lyndon State. Sara has served in the roles of bunk counselor, specialist counselor, group leader, and tour director. After graduating with her master's in community and youth development from Durham University in 2013, she came to Trail's End as a full-time Assistant Director. Sara serves on the Associate Board of SCOPE, the SCOPE Dinner Committee, and is an ACA Visitor.

### **KRIS FIORE, UNIRONDAK**

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Kris Fiore has been working at Unirondack for the past 11 years. Starting as a Counselor/Program Director, he has been the Director since 2012. With the help of courageous and innovative staff, Kris has pushed the camp to be a more gender-inclusive camp that puts gender identity, sexuality, and gender expression as a front burner priority. In 2015, Unirondack had its first summer with gender inclusive cabin options, and it is something that is now offered for sessions of all ages. When not at camp, Kris can most often be found scaling cliffs in the northeast and around the country, or spending time with his beloved dog, Knuckles.

### **CATHI FISCHER, AMSKIER**

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Cathi Fischer is a well-respected family therapist who works with children, adolescents, and their families in a variety of settings throughout the tri-state area. Cathi is a clinical camp consultant and has her own practice. Cathi also works in the public school setting in New Jersey. Cathi has been a facilitator of family therapy and couple's groups for Memorial Sloan Kettering Cancer Center Department of Psychiatry. The primary focus of Cathi's work with camps is to assist children and staff in supporting the social/emotional development of children.

### **ELISSA FONTENOT, SOCIAL SUMMER CAMP**

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Elissa has been with Social Summer Camp since December 2014 and is an integral part of the account service team as an Account Director working on content strategies and digital advertising. Prior to joining Social Summer Camp, she was an account coordinator at one of Austin's growing social media marketing agencies where she worked on executing social

media strategies, including paid and organic campaigns, for local and national accounts. After graduating from Texas State University with a B.A. in Public Relations, Elissa was a freelance consultant and helped build the social branding and presence for small businesses in the Austin area in the retail and research industries. Originally from Southeast Texas, Elissa has lived in Austin for 7 years.

### JAY FRANKEL, TRUE TO LIFE TRAINING

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Jay Frankel is the President and Founder of True To Life Training, a company that develops interpersonal skills in both a creative and tangible way. True To Life's ability to illustrate and provide realistic answers to the challenges of working with children, teens, and adults makes their workshops an unforgettable, unique experience. In addition to his company providing training services, Jay is a highly regarded consultant to camps and schools throughout the US and Canada. Clients benefit from his expertise in areas such as organizational development and transitions, staff and leadership development, one-on-one coaching, and instructional and evaluation design. Prior to starting True To Life Training in 1999, Jay was the director of training and development for Viacom Inc. and before that was in charge of training for the northeastern US for Gap Inc. Jay currently serves as lead faculty for several programs provided by the Foundation for Jewish Camp and is extremely proud of his long affiliation with the ACA and the summer camp industry.

### SCOTT FRIED, TALKAIDS, INC

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Scott Fried is a health educator, international public speaker, and author. For the past 27 years, he has presented at over 1,000 colleges and universities, conferences, schools, summer camps, synagogues, churches, youth retreats, prisons, military bases, teacher trainings, counselors, parents, and corporations to more than a million people. He is also an adjunct professor at Colby College. His message is a powerful one of love, responsibility, sacredness, and self-respect. By dealing with such diverse topics as HIV/AIDS, eating disorders, suicide, self-harm, affirmative consent, bullying, coming out, addiction, safe sex, and broken-heartedness, he shares the pain and doubt that are part of the adolescence and teenage years. He is the author of three books, *If I Grow Up: Talking With Teens About AIDS, Love and Staying Alive, My Invisible Kingdom: Letters from the Secret Lives of Teens, and A Private Midnight: A Teenager's Scrapbook of Secrets*. He has won the Collaborative Program of the Year Award of the University of Pittsburgh, the Outstanding Education Event Award at Florida Tech, and the Governor General's Meritorious Service Award of Canada. For more info, visit [www.scottfried.com](http://www.scottfried.com).

### DOUG FULLMAN, BOY SCOUTS OF AMERICA

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Doug Fullman is a retired executive with Boy Scouts of America. He is passionate about scouting and the lessons that are taught only at camp. Doug volunteers his time both as a standards instructor and visitor for the American Camp Association as well as a camp accreditor with BSA. Doug has served as an ACA, NY & NJ board member and is currently serving on the ACA, NY & NJ standards committee.

### MICHAEL GARCIA, CAMP CENTERLAND

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Michael has a wonderful wife of over 20 years and a son who is graduating in the spring from high school. He has been working in the camping world for the past 28 years. He currently runs Camp Centerland - JCC of Greater Buffalo, a traditional day camp of about 250 campers a week. Michael has presented about camping at Program EXPO for YMCA of the USA on camping. He has volunteered for the American Camp Association for the past 10 years as a visitor. He is an instructor for the ACA and most recently taken the role of Upstate NY co-chair of the standards committee. Michael innovates through day camping and continues to ask, "What can I do to help you?"

### TRACEY GASLIN, ASSOCIATION OF CAMP NURSING

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A professor and dual-certified Nurse Practitioner in pediatrics and adults, Dr. Gaslin completed her PhD in educational and organizational leadership and taught nursing for 10 years. Dr. Gaslin periodically works as a consultant and publishes in the areas of camp nursing, service leadership, hemophilia, and pediatric development. Dr. Gaslin served as the medical director at The Center for Courageous Kids for 6 years and currently serves as the executive director for the Association of Camp Nursing. She travels to different areas of the US and Canada educating healthcare providers and camp staff about camp health services and the many benefits for children and adults.

### JARED GELB, CAMP RAMAQUOIS

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Jared Gelb has worked at Camp Ramaquois, a premier day camp in the New York City northern suburbs, for the past 32 summers, where he started as a counselor and has moved up to his current responsibilities. He is now the co-director of the camp. Previously, Jared had year-round responsibilities as the personnel director, and during the summer months, he also served as the director of the boys' groups. He also spent 20 years as a high school teacher and department chairperson in social studies. He has spoken for many years at various ACA conferences and has been hired by many camps to conduct staff training and consulting. Jared and his wife, Staci, are the proud parents of three children.

### GENE GIAMMITTORIO, CONGRESSIONAL SCHOOL

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Gene has been working with Congressional School and Camp since 2005. As Assistant Director of Auxiliary Programs he oversees after school programming, camp registration, and outdoor specialty areas. Gene also leads clubs like team building and outdoor survival skills. Away from Congressional, Gene likes spending time with his really big family, hanging out with his friends, hunting, fishing, biking, kayaking, and basically anything else outdoors.

### DEBORAH GILBOA, ASK DOCTOR G

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Media personality and author of *Get the Behavior You Want, Without Being The Parent You Hate!*, Dr. G brings insight and humor to the common issues affecting kids in today's high-paced world. Using her innate humor, personal parenting challenges, and experiences as a family physician, Dr. G offers tips and solutions to help camp counselors and staff get the best from campers and each other while giving the life skills that change kids forever. As a lifelong camp person and mom of 4 campers, Dr. G shares doctor-tested and kid-approved advice with counselors, head staff, directors, and even camp families.

### ALISSA GIRLING, CAMP WINADU

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Alissa Girling is the Associate Director at Camp Winadu in Pittsfield, MA. Alissa has been on the program committee for the Tri-State CAMP Conference for several years. Alissa holds a bachelor's degree from Indiana University and a master's degree in school counseling from LIU. Alissa was a K-8 guidance counselor in NJ prior to joining Camp Winadu. Alissa uses her formal education experience and years of camp experience to focus on campers and families at Winadu since 2010.

### JOSH GLEIS, GLEIS SECURITY CONSULTING, LLC

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Dr. Joshua Gleis is founder and president of Gleis Security Consulting, LLC. He has served as a consultant to politicians, religious institutions, schools, community centers, government agencies, and investigative firms. Joshua uses his unique background and expertise as a threat analyst to better protect institutions. He has trained thousands on situational awareness, emergency response, and operational procedures. These trainings have included numerous DHS grant-funded programs. Joshua is author of the books *Withdrawing Under Fire: Lessons Learned from Islamist Insurgencies* (Potomac Books, Inc., April 2011), and *Hezbollah & Hamas: A Comparative Study* (Johns Hopkins University Press, Fall 2012). He has advised government agencies on issues of public diplomacy, counter-terrorism, and counter-insurgencies, and provided numerous lectures to law enforcement, clergy, students, and the general public. He has appeared on numerous television and radio programs, and his op-eds and interviews have appeared in publications such as the *International Herald Tribune*, *Boston Globe*, *Huffington Post*, *Christian Science Monitor*, *Forbes*, *Jerusalem Post*, and *Al-Ahram*. Joshua received his PhD and master's in international relations from the Fletcher School of Law & Diplomacy at Tufts University—the nation's oldest school of international affairs. He also has a BA in Near Eastern studies from Cornell University.

### SCOTT GLICK, TIMBER LAKE CAMP

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Scott joined Timber Lake Camp in 2014 and works year round as one of its assistant directors. His experience as a camper made an indelible impact on his life, and he was thrilled when he had the opportunity to make his passion his profession. Scott wears many hats at TLC, including hiring staff, developing new programs, and overseeing camp operations and upgrades. He is also an active member of the Programming Steering Committee of the Tri-State CAMP Conference and is closely involved with the TLC STARFISH Foundation, a nonprofit that provides underserved children with summer camp, educational, community, and wellness opportunities. Prior to joining the TLC Family, Scott earned his master's degree in accounting from Binghamton University and worked for PricewaterhouseCoopers while obtaining his CPA. He'll be the first to tell you that giving up the cubicle for the camping life was the best decision he's ever made!

### JONATHAN GOLD, OAK CREST DAY CAMP

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Jonathan Gold received his MBA from Fordham University in 1987 and his PhD from Walden University in 1996 with a dissertation on "Quality Management Systems in Summer Camping." He has over 44 years of experience in organized camping, beginning in 1969 as a camper at Camp Becket in the Berkshires. He rose through the ranks as a camper and counselor there. Jonathan has been the owner/director of Oak Crest since 2002. A nationally recognized speaker and writer, he has become an authority on quality management in camping, speaking frequently at both the local and national level to both for-profit and not-for-profit camps.

In addition to running Oak Crest, he is the current CEO of the Arbor Group of Day Camps in NJ. Jonathan also served as a tenured professor of management at Caldwell College from 1990 to 2000, where he taught graduate and undergraduate courses in management and marketing. Jonathan is also the President of NJ Camps Government Affairs Project and founder of the Operation Blue Skies Program which helps the children of police officer families in need.

**PETER GOLDBERG, WOODMONT DAY CAMP**  
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Peter is a graduate of William Paterson University with a degree in business management. He continued at Montclair State to earn a master's in education. Peter taught middle school in Fair Lawn, NJ, and was named Teacher of the Year in 2011. Peter has been involved in summer camps since 1997. In 2002 he became a counselor in a teen travel program and later became the director of that program. After traveling for over a decade, Peter left teaching to join the Woodmont Family full-time, where he continues to coordinate their travel program, manage the office, and organize their transportation.

**EMILY GOLINSKY, CAMP STARFISH**  
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Emily's sessions have been described in many ways, but her favorites are "tremendously helpful," "definitely not the same-old-same-old," "fun and informative," and "not to be missed—a reason to come to the conference!" Emily has been the Executive Director of Camp Starfish (a nonprofit for youth with emotional, behavioral, social, and learning difficulties) for 13 years. She works with camps, educators, mental health professionals, and families nationwide, helping design group and individualized participation strategies that enable success, and trains them to manage a spectrum of behaviors from "challenging" to "crisis." Her undergrad work was in pharmacy and health psychology followed by a master's of science in camp administration and leadership. She sits on the NHCamps's Board of Directors and volunteers with ACA New England on the fund development committee, as a Standards Visitor, and as faculty for the New Camp Directors' Workshop. She is an avid collector of terribly awesome puns.

**LIAM GORDON, CAMP ZEKE**  
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Liam Gordon is a professional photographer from Philadelphia. Originally from Scotland, he holds a business degree from the University of the West of Scotland, where he focused on social media for business. Liam has a passion for camp, which happens to be where he met his wife. Seeing tremendous untapped potential in camp photography, Liam started [www.summercampphotography.org](http://www.summercampphotography.org) to help camps guide their photographers and make the most of their images. Liam serves as an outside consultant to many camps, and he spends his summers capturing all the action at Camp Zeke.

**GALE GORKE, KIDS KAN, INC.**  
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Dr. Gale K. Gorke has been a public school educator nearly 40 years, teaching at both the elementary and secondary levels. She currently is the Executive Director of Kids Kan Inc., an organization that specializes in staff development, activity selection, and program implementation. Gale has served as an adjunct professor in several universities for the last 25 years teaching teachers to teach. Her EdD in curriculum and instruction focused on academic intervention in after school programs and her EdS is in school psychology. She effectively models teaching that accommodates for all students' ability levels and reflects a keen

awareness of adolescent development and brain-based learning principles. Her enthusiasm is contagious! Gale believes that the best way to learn is through play, and the way you show up for the game is the way you show up for life.

**MICHAEL GOTLIB, CENTER FOR EMOTIONAL HEALTH OF GREATER PHILADELPHIA**  
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Dr. Gotlib has extensive training in mindfulness- and acceptance-based treatments from his clinical trainings at Princeton University, the University of Iowa, the Yale Center for Anxiety and Mood Disorders, and the Yale School of Medicine. He is an expert in Acceptance and Commitment Training (ACT). His expertise is in teaching ACT skills for professional and personal development. Dr. Gotlib works with organizations to meet the social and emotional needs of their students, employees and leaders. He helps people enhance their commitment to achieving individual and shared organizational goals, and staying present-minded during pressure situations. Learning skills and strategies to build and maintain psychological flexibility in life and the workplace increases resilience, reduces work stress, and improves performance. When he is not seeing private clients or facilitating workshops, Dr. Gotlib provides counseling to students at Drexel University. He is also a supervising psychologist and is responsible for training and supervising doctoral trainees in clinical psychology. You can find him on Instagram at My.Mental.Yoga.

**AMANDA GRASSICK, EASTER SEALS CAMP WOODEDEN**  
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The camp Director at Easter Seals Camp Woodeden, an overnight camp for children, youth, and young adults living with physical disabilities, Amanda holds a MA in interdisciplinary studies, with a focus on applied psychology in education, women's studies, and sociology. They have over 20 years of experience working in the the camping and youth development field and have held leadership positions in camping programs across Canada. For the past 14 years, Amanda has focused on working with campers, staff, and organizations representing marginalized and diverse communities, with particular focus on using anti-oppressive theory and practice to help organizations develop policies and guidelines that foster inclusion. Amanda identifies as queer and genderqueer, and draws on their personal experiences in the camping community to advocate for more inclusive programs and spaces.

**JOSHUA GREENBAUM, CAMP HARMONY**  
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Josh Greenbaum has spent the last 20+ years in the summer camp world, working his way from a group counselor to now Director of Camp Harmony in Warren, NJ where he helps to facilitate over 360 campers and 150 staff having the summer of their life each and every year! After studying at The George Washington University, Josh began his career in education at a private residential school for behaviorally challenged students. With five years in the classroom, Josh moved to the non-profit world as Vice Principal of Temple Har Shalom where he helped oversee over 400 students in grades K-12, developed curriculum and planned school-wide programming. In 2013, Josh accepted the role of Program Director and began focusing on aspects of the organization's messaging, creating and implementing global goals and executing large-scale projects. In 2015, Josh left his position to join Camp Harmony full-time while also working to create and open their new preschool, The Orchard Academy, which focuses on an organic approach to early childhood education through the values of summer camp. Josh serves as one of the school's Directors and continues to live his life for the summers.

**MAX GROSSMAN, CAMP WATITOH**  
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Max Grossman lives and breathes all things camp! He spent 14 years as a camper and counselor at a day camp in New Jersey and sleep away camp in Pennsylvania. Max worked full-time at a Day Camp on Long Island as the Operations Coordinator for 2 years and is currently the Staffing Director and Boys Head Counselor at Camp Watitoh in the Berkshires. Max received his Bachelor's Degree in Psychology with a focus in Child Development from Towson University.

**DAYNA HARDIN, LAKE OF THE WOODS AND GREENWOODS CAMPS, CAMPGROUP, LLC.**  
[Dayna@campgroup.com](mailto:Dayna@campgroup.com)

Dayna Hardin has been the Director at the Lake of the Woods and Greenwood Camps in Decatur, Michigan for the past 22 years. Her camps joined CampGroup, LLC., in 2004, and in 2014, she became president of CampGroup. Dayna is a former conference chair of the ACA National Conference, a former board member of the ACA National board, and a former president of the Midwest Association of Independent Camps. She is also the co-founder and president of SCOPE-Midwest and serves as a board member for SCOPE-NY.

**JEN HARGRAVE, FRESH AIR FUND CAMPS**  
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Jen Hargrave became involved in ACA Standards as a staff member and then Director of a Girl Scout camp in Michigan. Jen became a visitor and instructor while working in New Hampshire. Although her career has taken her from coast to coast working in many outdoor education centers and camps, ACA has been one of the constants throughout. Jen looks forward to meeting and learning all about you and your camp!

**JOHN JAMES HICKEY, CAMP SCATICO**  
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This summer John James Hickey will be celebrating his 36th year as a staff member at Camp Scatico, where he heads the Filmmaking and Photography program. He has also worked as a Division Leader, Head Counselor, and Head of Staff Training. For the last 20 years, he has created leadership workshops and activities for their staff orientation and training. He is co-author with David Fleischner of the book, "How Long to Visiting Day: Creative Role-Playing for Training Camp Counselors", which contains over 100 role-playing situations covering a broad range of camp situations and a step-by-step process for running the training from preparation to debriefing. For the last 16 years he has spent his post-seasons in charge of the Leaders-in-Training programming for the Crohn's and Colitis Foundation's Camp Oasis (Greater New York Chapter). JJ studied Directing at Columbia University School of the Arts and earned his MFA in Theater Administration at the Yale School of Drama. He loves vanilla ice cream, the Old Rhinebeck Aerodrome, and the Oxford comma.

**CLIVE HICKSON, UNIVERSITY OF ALBERTA, CANADA**  
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Clive is a Professor in the Faculty of Education at the University of Alberta, Canada. As an educator, he has been a school teacher (elementary and secondary), a school principal, and a teacher educator at the university level. Clive has authored many published articles and has presented numerous times, nationally and internationally, on such issues as effective teaching, engagement with curriculum, mentoring, and program development. He has also spent many summers working at a summer camp in New York State where, over the years, he worked as an activity specialist, head specialist, group leader, head counselor, and a program director.

## **JOSH HOLLAND, CAMP COBBOSSEE**

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Josh Holland is the Owner/Co-Director of Waterfront Leadership School (WLS), and the Director of Camp Cobbossee for Boys. During his three decades in camping, Josh has developed a framework for leadership in a waterfront context that helps summer camps improve safety systems, instruction, staff motivation, and program development. A former teacher at the university and high school level, as well as a swimming and soccer coach, Josh's theories of leadership are derived directly from his many seasons in camping, in the classroom, and on the sports field. Josh holds a PhD in American studies from the University of Texas, an MA in literature from Washington State, and a BA in English from Willamette University. When he's not in Maine running Cobbossee, he's dodging traffic on his bike in Brooklyn, NY.

## **MOLLY HOTT GALLAGHER, SCOPE**

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Molly Hott Gallagher has been involved in many facets of the camp industry since her early days as a camper at Pierce Day Camp and KenMont and KenWood Camps in CT. Molly followed her passion for camp through college at Lehigh University, where she created an independent study focused on the impact of summer camp on children. Molly's relationship with camp continued with an internship at the ACA, NY & NJ office where she was introduced to SCOPE and began volunteering with the organization. She has worked in for-profit and nonprofit camps, both day camps and resident camps, was an active member of EPIC, and now is the Executive Director of SCOPE (Summer Camp Opportunities Promote Education).

## **KATE HUTSON, CAMP CHAMPIONS**

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Kate has spent 20 years involved in summer camps as a camper, counselor, leadership team member, and now full-time Director. For the past 4 years, she has worked at Camp Champions in Marble Falls, Texas as the director of retention and new families, a role that she helped design. Prior to working at Camp Champions, Kate taught 4th grade through Teach For America.

## **PATRICE INGRAM, DRAGONFLY FOREST**

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Summer camp has been such a big part of Patrice's life. She started off as a camper for 8 years, moved up to counselor, activity director, and just checked off becoming a seasonal camp Director this past summer. Patrice's initial summer camp experience started at Dragonfly Forest, which caters to children with autism and other medical illnesses such as sickle cell disease, asthma, and 22q deletion syndrome. Her experience there lead her to work at Camp Tall Tree, which serves people with autism, their siblings, and peers. Patrice's superpower at camp is always having the energy and will to dance and sing camp songs all day long. Patrice has a BA in psychology from Rowan University in Glassboro, NJ. She currently lives in Philadelphia, PA, and works as a toddler teacher in Center City.

## **MATT JACKOWITZ, CAMP WALT WHITMAN**

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Matt grew up in Livingston, NJ, and has been a part of summer camps since he was 9 years old. Matt (better known as Jacko at camp) started his camp career at Camp Echo Lake as a camper, seasonal staff, and full-time staff member. Among his numerous summer roles through the years, he served as their program director for 8 summers. Prior to starting his full-time work in 2006, Matt worked for a year as an intern at the American Camp Association's New York office. In

2016, Matt joined the full-time team at Camp Walt Whitman as a Staffing Coordinator. Matt continues to stay involved with ACA in a variety of ways. He serves as a standards visitor and works on the Program Committee for the Tri-State CAMP Conference. Matt also works with Project Morry as a co-chair of their Spring Into Summer event. He is a hopeless Mets fan who will never say no to a chipwich.

## **KJ JACKSON, SPIRIT PRIDE PROJECT**

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Last summer, KJ Jackson, LMSW, celebrated their 18th consecutive summer as a staff member or volunteer at camps around the country. KJ earned a master's of social work at Hunter College in 2013 and serves as Director of the Spirit Pride Project, an LGBTQ+ focused weekend spirituality retreat headquartered in Austin, TX, since 2010. Other previous camp work includes outdoor education in the Catskills, Appalachian girls empowerment programs, Girl Scout camps, youth organizers day camp in Sunset Park, Brooklyn, backpack guiding in Colorado, Lutheran camps in Central Texas, and LGBTQ+ focused camps in Washington state. KJ currently works in community mental health as a therapist for teens and their families near Seattle, WA, and whole-heartedly believes in the transformative power of camp, relationships, and community.

## **JAY JACOBS, TLC FAMILY OF CAMPS**

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Beginning as a camper in 1962, Jay Jacobs has spent every summer since at sleep-away camp. In 1967, his parents sent him to Timber Lake Camp, where he ended up working, then purchasing the camp at just 24-years-old in 1980. Still active as Timber Lake's Director, he has built a successful camp business that now includes 3 sleep-away camps, 4 day camps, a day school, and a philanthropic foundation. Married with two grown children, he is the Founder of SCOPE and is active politically.

## **MICHAEL JACOBUS, RESET SUMMER CAMPS**

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Michael Jacobus is an internationally recognized author, child-development specialist, and camp professional. A 30+ year camp professional, Michael has an extensive background in youth-serving nonprofits, staff training, operations, administration, and outdoor education. Michael has trained educators and camp staff the US, Canada, South Africa, Mexico, Russia, and China. This past season he founded Reset Summer Camp, the world's first summer camp program for teens suffering from unhealthy technology, screen-time, and social-media over-use habits and gaming addiction. The Reset Summer Camp model is set to expand to several states this coming summer (2019) and is being implemented in Mexico, Thailand, and Australia.

## **MICHAEL JAMES, US DEPT OF STATE**

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Michael James has worked on J-1 visa programs since joining the Department of State Office of Exchange Coordination and Compliance in 2008. In 2014, he joined Ida Abell's SWT team in the new Office of Private Sector Exchange Administration (OPA). Despite having only a fraction of her energy, he took over as Branch Chief when Ida retired in 2017. He has enjoyed interviewing hundreds of exchange visitors while conducting field site reviews each year since 2012. Michael started working for the Department of State in 2006 in the language school at the Foreign Service Institute after completing an MA degree in international development at the University of Denver's Joseph Korbel School of International Studies. Michael's family hosted short-term high school students when he was a teenager. As a college student, Michael spent a semester studying in Moscow, Russia, and a summer on a work and travel

program in Melbourne, Australia. When not nerding out on data at work, he enjoys nerding out on data at home with his wife, a Census Bureau statistician, and playing with his dog.

## **DARA KASS, CAMP HEALTH CONSULTING**

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Dr. Dara Kass is an associate professor of emergency medicine at Columbia University Medical Center in New York City. She is also the founder and editor-in-chief of FemInEM, an organization dedicated to providing resources and support for women working in emergency medicine. After spending summers as a camper and camp lifeguard, the transition to camp doctoring has been natural for Dr. Kass. She has spent her most recent summers as camp doctor at Camp Westmont in the Poconos, caring for hundreds of campers and staff, ages 7 to 75. Dr. Kass believes summer camp is filled with once-in-a-lifetime experiences and deep friendships that can't be replicated anywhere else. She is fueled by the belief that by supporting camp directors, parents, and fellow health care providers, Camp Health can transform the way we care for kids during fun-filled summers. When she's not living the camp life, Dr. Kass lives with her husband, Michael, and children, Hannah, Charlie, and Sammy in Brooklyn, New York.

## **MATTHEW KAUFMAN, CAMP RAMAQUOIS**

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Matt has spent every summer since 1984 at Camp Ramaquois—11 as a camper, 7 as a counselor, and the subsequent years in various administrative positions. He received undergraduate and graduate degrees in operations research and industrial engineering from Cornell University. As Associate Director, Matt's interests at camp include program development, staff training, and camper engagement. He is the author of the recently published book, *The Summer Camp MBA: 50 Leadership Lessons from Camp to Career*. Outside of camp, Matt enjoys hiking, reading, website development, and spending time with his family.

## **LAURA KELLY, THE HANDWORK STUDIO**

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Laura Kelly, for the last 17 years, has built THS camp programs to span along the east coast, teaching thousands of kids every year. THS helps kids build confidence and express themselves creatively through stress-relieving practical arts such as knitting, embroidery, felting, machine sewing, woodworking, baking, and crafts. They partner with independent school camps, rec departments, universities, and the Girl Scouts, and write educational sewing patterns for Simplicity Creative Group, all to engage and inspire the next generation of sewers, crafters, and makers.

## **GREG KERESZTURY, YMCA OF THE PINES**

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Greg is currently the Director of Operations at YMCA of the Pines (formerly known as, YMCA Camp Ockanickon, Inc.), and oversees all customer-facing departments in that role. Greg has been in this position for 3 years. Prior to living his best life at camp, Greg worked as an insurance defense attorney and litigator for 7 years, and served as a board member for the organization for 5 years.

## **MARY ANNE KILLEEN, AHRC-NYC**

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Mary Anne Killeen has been involved in education, camp, and out-of-school youth development for her entire career. Currently associate vice president for Camping and Recreation Services for AHRC New York, Mary Anne enjoys her volunteer roles with ACA, which have included being a standards visitor, standards

instructor, standards co-chair, board member, and most recently a member of the National Standards Commission. She especially enjoys the educational aspects of accreditation and loves visiting and learning from other camps.

### **JILL KLEINMAN, CAMP TACONIC**

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Jill Kleinman attended Brown University and then received an MBA from NYU. Her career began in finance and then moved on to various entrepreneurial endeavors, including owning a children's book and toy store for over 10 years. In 2004, the opportunity to purchase Camp Taconic presented, and she jumped on it. New to the camping industry, Jill had finally found her passion. Giving back to the community has always been incredibly important to her. She was the treasurer of Temple Sinai, president of Tenafly Youth Basketball, a director of the Maccabi Games, and now sits on the board of SCOPE.

### **CHRISTIE KO, FIVER CHILDREN'S FOUNDATION**

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Christie Ko is the Executive Director of the Fiver Children's Foundation, an organization that makes a ten-year commitment to youth from underserved communities throughout the New York area. She has been involved with Fiver since 2002 as a unit director and curriculum writer before assuming the full-time position of camp director and deputy Executive Director in 2004, and Executive Director in 2009. Prior to joining Fiver, Christie completed 2 years of national service in AmeriCorps\*NCCC and worked as a social worker in the areas of homelessness, HIV/AIDS, and mental health in New York City. She holds an MS in social work from Columbia University and a BA from Hofstra University. Christie sits on the board of the American Camp Association, NY & NJ section and the Research Advisory Committee for ACA National.

### **MARY PAIGE KOWALSKI, CERTIFIED HORSEMANSHIP ASSOCIATION / CAMP KIPPEWA**

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As a certified instructor with Certified Horsemanship Association (CHA), Mary Paige's first and foremost concern is teaching equestrian skills in the safest environment possible. Majoring in equine business at Clemson University, Mary Paige took classes in breaking and training, nutrition, anatomy, and physiology, as well as some elementary and agricultural education classes to help her focus on skills for teaching children. While at Clemson she also rode on their equestrian team, where she served as team president. Growing up in Cameron, South Carolina, Mary Paige spent every summer going to camp, starting in 2nd grade up through her senior year of high school. She loves to increase her equine knowledge with clinics in all different styles of riding and training, such as western dressage, calf roping, pole bending/barrel racing, and even a polo class. She is a Facility Certifier and Regional Director for CHA. She keeps up with current safety standards and options for riding facilities that are in the forefront of the industry by attending the Equine Affaire in West Springfield, MA, the CHA International Conference each year, and recently worked World Equestrian Games in Tryon, NC.

### **LAURA KRIEGEL, CAMP STOMPING GROUND**

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After graduating from SUNY Purchase with a degree in fine arts, Laura packed up her bags and hit the road with Jack Schott. What they thought would be a month-long road trip turned into 3 years of living on

the road researching summer camps and learning spaces. They made incredible friends, learned more than they could imagine, and found a talent for speaking and sharing ideas. After years on the road, Jack and Laura founded and now run Stomping Ground, an overnight camp dedicated to radical empathy. This past fall, after years of self-directed learning, Laura's drive to make a larger impact has her back in the classroom at Columbia's School of Social Work.

### **MATTHEW KRUSKO, GOLDEN BAY ADVISORS**

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Matthew Krusko is the founder and CEO of Golden Bay Advisors, a Registered Investment Advisor (RIA) located in Chappaqua, NY, which manages assets for retirement plans and private clients. Prior to founding Golden Bay, Matt was a financial advisor with Bernstein Global Wealth Management, an attorney with Cravath, Swaine, & Moore LLP, and a legislative aide in the US House of Representatives and the US Senate. Matt received a BS, with honors, from Cornell University and a JD from the University of Virginia School of Law, where he served on the *Virginia Law Review*. He holds the Chartered Financial Analyst (CFA) and Certified Financial Planner (CFP) designations.

### **SARAH KURTZ MCKINNON, THE SUMMER CAMP SOCIETY**

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Sarah Kurtz McKinnon believes summer camp changes lives. She was the director of Ann Arbor YMCA Camp Al-Gon-Quian from 2009-2015 and now works as a camp consultant and trainer, traveling across the country helping camps improve. She is a faculty member with Expert Online Training, a Directors' Camp facilitator, and a co-founder of The Summer Camp Society. She is also one of the directors at Camp Tall Tree, a camp for kids with autism and their siblings. Sarah is a graduate of the Medill School of Journalism at Northwestern University and will complete her MBA this spring from the University of Michigan, where she is a lead fellow at the Center for Positive Organizations. She lives in Ann Arbor, Michigan with her husband, Robert, two Brittany Spaniels, and new baby girl. Follow her adventures on her blog at [www.thesummerncampsociety.com](http://www.thesummerncampsociety.com).

### **MICHAEL LABADORF, BROWN & BROWN / SOBEL AFFILIATES**

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Michael is a fourth generation camp insurance broker, with almost 40 years experience in insuring camps of every size and description across the United States. Former camper and camp parent, Michael has been an active member of the camp community for decades. He has been involved in every aspect of camp insurance from coverage design, negotiation, implementation, loss control, and claims. Sobel has handled every camp claim imaginable and brings this experience to every camp client.

### **CHRIS LANDOSKY, BERKSHIRE SCHOOL SUMMER PROGRAM**

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Chris is the Director of summer programs and campus safety at Berkshire School. Before joining Berkshire, he spent 22 years working for one of the largest private camp companies in the Mid-Atlantic Region, servicing about 10,000 campers, 1,600+ seasonal staff members, operating at over 24 schools, and including camps for professional Philadelphia sports teams. During his time as a camp director, Chris trained and developed hundreds of camp leaders, many of whom became the organization's site directors. In his last role as regional managing director, Chris lead a year-round

team of general managers who were responsible for the marketing, sourcing and hiring, training, and camp execution of half of the camp locations, and he oversaw the organization's operations and logistics.

### **MATTY LAYMAN, CAMP IHC**

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Matthew Layman, affectionately known as Matty, bleeds blue and white and is celebrating his 29th year at camp! He began his Indian Head journey in 1991, at the tender age of 6, when he was Indian Head's youngest camper ever! Matty will tell you that his 10 years as a camper were among the best years of his life. Matty has experienced first-hand both the joys and challenges of being a camper. Because of this valuable experience, Matty effortlessly relates to campers and their families, and can offer an intimate understanding, as well as comforting advice that eases both campers and parents through the years of their summer camp experience. In addition to his valuable years as a camper, Matty has also assumed a number of roles over the last 18 years as a staff member, including cabin specialist, group leader, program director, head counselor, and boys' side director, and now is the assistant director all year round. Matty is also the events director for IHC's pre- and post-season, spearheading all events that happen at camp. Matty grew up in Marlboro, New Jersey, and he attended Johnson and Wales University, graduating in 2006 with a bachelor's degree in hospitality and business management. Matty is an active member of the American Camping Association. He was on the EPIC committee, currently on the Tri-State Program Committee, SCOPE Dinner Committee, and 2019 Benefit Dinner chair as well as a past coach/mentor for Project Morry.

### **JOHN LEINHARDT, WOLFOODS**

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John Leinhardt is passionate about culinary and dining room training. His many years of hospitality experience have included Starbucks, California Pizza Kitchen, MGM Resorts, and Noble House Hotels and Michelin-rated restaurants such as Jean Georges, the Inn at Little Washington, and recently Washington DC's Fiola. His philosophy is all about teaching the importance of how you treat people, including the art of cross-training, empowerment, and understanding the differences between service and hospitality. In 2012, he developed an online training program called Sourcespoon that allows both management and staff to easily share in-house knowledge consistently and, most importantly, monitor their progress for accountability. For the last 5 summers, John has recruited and trained kitchen/dining room staff for nearly a dozen different summer camps, and next year plans to arrange 3-day, on-site management training courses. Originally from Manchester, England, John earned a degree in business studies from Salford University and now resides in Northern Virginia. He continues to create culinary training and development programs and is Director of Operations for the Wolfwoods group.

### **MATT LEMOINE, CAMP ECHO LAKE**

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Matt began his Camp Echo Lake career as a cabin specialist in 2010, and has since worked with various ages as a group leader and Inter boys head counselor for the summers of 2013 to 2015. Matt has a bachelor's and master's in political science with a concentration in economics and organizational behavior, and he has remained dedicated to the Camp Echo Lake mission throughout his education. As a member of our full-time team, Matt will be helping to bring in exceptional domestic and international staff to maintain the magic of Echo Lake and facilitate many of the operational components of camp in the off-season. During the

summer months, Matt will return to his summer home and support Boys' Camp as a head counselor. Matt will work to enhance the camper and staff experience while he contributes to the growth of our camp community.

### **KATHRYN LEONARD, YAI / FROST VALLEY YMCA**

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Kathryn is the Mainstreaming at Camp (MAC) Programs Director at Frost Valley YMCA, in partnership with YAI. MAC supports children and young adults with intellectual and developmental disabilities in an inclusive, overnight camp setting. Kathryn has worked in MAC for 8 summers and is a Frost Valley alumna herself. Kathryn studied psychology and disability studies at the University of Delaware, where she graduated with her bachelor's degree. She is passionate about spreading the magic of summer camp to all people!

### **ORLEE LEVIN, 92Y CAMPS**

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Orlee Levin has been working in camps for the past two decades, beginning as a CIT and gradually growing into the role of a full time camp Director. Over the years she has worked in day and teen travel camps and worked with campers ranging in age from 2–15 years old.

### **PHIL LIEBSON, BENDER JCC**

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Phil has worked in the camp industry for 20 years, full time for the last 13 years. He has a master's in education with an emphasis in outdoor adventure and camp administration, and volunteers for the American Camp Association. Phil has a passion for the outdoors and has also designed and built ropes courses for the last 11 years. Although he does not have a background in inclusive camping, he has fully embraced his role as camp Director of a fully inclusive camp.

### **COLIN MACKINTOSH, WALL TOWNSHIP BOARD OF EDUCATION**

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Colin Mackintosh is the Program Director for Wall Township Public School's school age program. Colin started his childcare career as a 19-year-old counselor for the Community YMCA in Monmouth County, New Jersey. After 2 years of mentorship from his YMCA Leadership team, he was hired as the school age director at the young age of 21 years old. Colin enjoys sharing his leadership position experiences with young individuals looking to become leaders in their respective fields at a young age.

### **STEPHEN MAGUIRE, GO TURNSTONE**

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Steve Maguire is a teacher, professional speaker, and summer camp consultant. He has worked with hundreds of summer camps, recreation programs, and schools over the last 15 years. He is the author of 2 books that are written to help summer camp professionals and teachers to get better at working with kids. His sessions are fun, engaging, and will give you immediate take-aways to make you better at the work you do with everyone.

### **DAVE MALTER, PROFESSORDAVE.CAMP**

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Dave "Professor Dave" Malter, MA, is the Director of the Touro University Masters in Camp Administration and Leadership and a frequent speaker at camp conferences. Dave has been involved with camps and youth development for over 30 years as a camper,

counselor, administrator, and consultant. Dave grew up at Camp Discovery in New York where he spent 8 summers as a camper and 7 summers working with special needs campers. He went on to become the "director of fun" at Meadowbrook Country Day Camp and after several years joined the American Camp Association's New York professional office working on educational initiatives. When he graduated from his Tri-State position, Dave joined Pine Grove Day Camp in New Jersey as the Assistant Director. In addition to his work with camps, Dave is a professor at Temple University's Fox School of Business. His passions are deeply rooted in providing innovative educational content and opportunities for youth leaders at all levels.

### **BART MARGHEIM, CAMPGROUP**

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### **COLETTE MARQUARDT, ACA, ILLINOIS**

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Currently serving as the Executive Director of the ACA, Illinois, Colette has a deep passion for helping current and rising camp professionals run safe and quality camps. Throughout her career as a director of overnight and day camps throughout the Midwest, Colette remained actively involved in the American Camp Association, including serving as the chair of the region's largest professional development community, Mid States. Other notable roles Colette has held within the camp and outdoor communities are instructor for the Accreditation Program and as faculty for the Student Camp Leadership Academy, New Director Orientation, and the Basic Camp Director Course and certified instructor for Wilderness Medicine and Search & Rescue. Colette is also the recipient of the ACA Illinois New Professional Award and the Marcy & Bob Brower Award for innovative program design in adult education. After serving on the ACA Illinois Board of Directors and the National Council of Leaders, Colette joined the staff of ACA Illinois to continue her passion of helping get more children to camp and working to make camp more inclusive, safe, and effective for all those involved—from camper to staff.

### **LILIANA MARQUES, GROWTH FOR GOOD**

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Liliana has over 10 years of experience in nonprofit fundraising, communications, events, volunteer management, and strategic fundraising planning. Liliana previously served as Director of Development and Communications at Worldwide Orphans, where she managed a team that raised nearly \$4 million through individual giving, event fundraisers, and private grants. Prior to Worldwide Orphans, she worked at the United Way, where she was responsible for managing their corporate relationships, leading communication efforts, and establishing their young professionals affinity group. Her past clients include Children of Armenia Fund, Fiver Children's Foundation, and Hip Hop Public Health. Liliana has a BA in communications and French from Rutgers University, and an MBA from NYU's Stern School of Business. She lives in the Upper East Side with her husband, but a few weekends you can also find her in New Jersey at her family's bakery café. She is fluent in Portuguese, conversational in Spanish, and welcomes the opportunity to practice her rusty French.

### **STEVE MAZZA, COLUMBIA UNIVERSITY MEDICAL CENTER / TLC FAMILY OF CAMPS**

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Steve Mazza, PhD, is a camp consultant, staff trainer, and postdoctoral fellow in clinical psychology at Columbia University Medical Center. As an expert in child development and the behavioral sciences, Dr.

Mazza has extensive experience training parents, teachers, and camp counselors how to work most effectively with children. No stranger to the camp world, Dr. Mazza's passion for optimizing children's social, emotional, and behavioral health ignited while working at day camp. His experience as a counselor and division leader at Hampton Country Day Camp led him to pursue a career as a child psychologist. Dr. Mazza received his BS in elementary education from Skidmore College, his MA in developmental psychology from Columbia University, and his PhD in clinical psychology from Hofstra University. During the camp season, Dr. Mazza trains counselors to employ scientifically validated strategies to promote prosocial, adaptive, and resilient behaviors in campers. Dr. Mazza has appeared on SiriusXM "Doctor Radio" and has written articles published in *Camping Magazine* and the *Journal of Rational-Emotive & Cognitive-Behavior Therapy*.

### **MIKE MCELHINNEY, YMCA CAMP KRESGE**

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Mike McElhinney (also known as Mack) is a YMCA career camping professional with over 25 years of experience in the field. During his career, Mike has completed his master's degree in nonprofit management and obtained his Multi-Team Leader/Branch Director Certification from the YMCA of the USA. He currently serves as an American Camp Association visitor, instructor, and co-standards chair for the Keystone region, and is on the training faculty for the YMCA of the USA. As the senior director of camping services for YMCA Camp Kresge, Mike manages a staff team of 6 year-round staff and 40 seasonal staff. During the summer, YMCA Camping Services operates a mid-sized day camp program and an overnight camp program at YMCA Camp Kresge. Mike resides with his family at YMCA Camp Kresge year-round and looks forward to continuing to provide outstanding, outcome-driven programs for today's youth.

### **JACKIE MCGOWAN, CAMP HIGHLIGHT**

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Jackie McGowan co-created Camp Highlight, a camp for children from LGBTQ families. With a background in social work and many years of camping, she was able to create a dynamic program that focuses on social justice and creating a new generation of fierce leaders. Her passion is helping children accept themselves and thoughtfully creating programming that challenges campers to be more empathetic in the world around them.

### **KAREN MCCANN MCCLELLAND, SIDWELL SUMMER**

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Karen has more than 30 years of experience working in camps and independent schools. In her current position as auxiliary programs director, she manages a full-time staff of 10 and a seasonal staff of 250+. Her department coordinates the after-school and enrichment programs for the Lower and Middle School, the Early Childhood Learning Center, the on-campus café and school store, rentals, and the shuttle program. Annually, she hosts the Summer Summit professional development program in Washington, DC, for area colleagues. She presents at a number of conferences including the ACA National and Tri-State Conferences, NBOA, NAIS, and SPARC. She completed the NAIS Fellowship Program for Aspiring Heads, her MBA at Marymount University, and her MEd focusing on school leadership at Johns Hopkins University. She currently serves on the board of Arlington Women's Soccer League, previously served on the board for Rosslyn's Children Center, and was the enrichment coordinator for Ashlawn Elementary School's PTA.

### **CHRIS MEESKE, GERSTEIN FISHER**

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Chris Meeske re-joined Gerstein Fisher in July 2013 as a Senior Researcher, Portfolio Strategist. In 2012 Mr. Meeske completed a summer MBA internship at Quest Diagnostics, where he worked to improve the data analytic tools used to identify national business trends and risks. Prior to business school, Mr. Meeske worked for 5 years at Gerstein Fisher in both investment strategy and research-related capacities. Mr. Meeske received a BA in history from the University of Chicago and an MBA from Rutgers Business School with a specialization in finance.

### **FRAN MENDELOWITZ, INTERACT NY AND AMSKIER**

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Fran Mendelowitz is a clinical social worker who has been part of the camping world for 45 years. She currently runs InterACT NY, a youth education and training program using dramatic enactments. She also maintains a private psychotherapy practice on Long Island.

### **KRISTEN MERCADO, KRISTEN MERCADO, LCSW**

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Kristen Mercado, LCSW is a therapist in private practice in Brooklyn, NY. She also runs a school-based mental health clinic in East Harlem, NY, where she collaborates with the school to provide therapeutic services for students and families who would not otherwise be able to access mental health services. Nationally certified in trauma-focused cognitive behavioral therapy, and trained in applied behavioral analysis, Kristen specializes in anxiety, trauma, and behavioral disorders including PTSD, autism, and ADHD. Kristen spent 7 summers working with Project Morry and continues to be a camp friend to all. A graduate of Phillips Exeter Academy, Kristen received her bachelor's degree from Brown University, and her master's in social work from the University of Pennsylvania. She holds an advanced certificate in applied behavior analysis from Hunter College. Her clients tell her the coolest thing she's ever done is play Pokémon with them.

### **MICHAEL MERCIER, SCREEN EDUCATION**

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Michael Mercier is President of Screen Education, a nonprofit organization that conducts research and provides education on issues at the intersection of technology and human wellness. He has conducted numerous research studies with teens nationwide, at schools, and at summer camps, including Camp Kern, Camp Ernst, Camp Livingston, and 19 camps within the network of JCCA and J-Camp 180. He has spoken at numerous conferences, conducted numerous webinars, has appeared as a radio interview guest, and published articles and op-eds. He has presented his research to members of Congress and Senate staff, and Congressman Brad Wenstrup made a House floor speech about his findings on cyberbullying. He has been interviewed on a variety of radio shows around the country, and his research has been cited in articles, stock analyst reports, and syndicated research. He holds degrees from Vassar College, the University of Michigan, and the University of Cincinnati.

### **ELYSE MILLER, BUCKLEY DAY CAMP**

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Elyse A. Miller, MA, LCAT, ATR-BC, ATCS, BCPC, CLL, is an adjunct professor at Hofstra University, in the Creative Arts Therapy Counseling Graduate Program. She is currently on the Hofstra University Senate. She has worked at Sid Jacobson JCC, as the Director of

Youth Services and Co-Director of Summer Streeters Day Camp. Elyse is part of the leadership team and the inclusion director at Buckley Day Camp. She has worked on staff in the departments of psychiatry and psychiatric rehabilitation in the Northwell Health System. Elyse has published on the topic of creative arts therapy and hope as well as wrote and published a workbook for those studying for the art therapy boards exam. Currently, she maintains a private practice as well as speaks on many topics to schools and camps for staff development. Her clinical experience includes working with early intervention through geriatrics; in/out patient psychiatric, chemical dependency, burn out, foster care, eating disorders, bullying, family and Couple therapy, trauma, child abuse, bereavement, autism spectrum, and treatment planning. Elyse is an art therapist certified supervisor and supervises professionals toward their ATR, LCAT and BC.

### **JACQUELINE MISLA, JACQUELINE MISLA CONSULTING**

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Jacqueline is a consultant, coach, and facilitator with over a decade of independent and nonprofit experience. Her specific expertise is crafting strategies that deliver business outcomes, while creating culture-rich environments that unlock and enhance employee potential. Through independent management consulting and organizational leadership, Jacqueline has worked with individuals (from the C-suite to the classroom) and companies (from multi-million-dollar nonprofits to small startups) to solve complex problems, successfully manage through change, create strategic direction, establish compliance structures and develop people strategies that raise culture, efficiency, and productivity. During an over a decade-long career with the YMCA of Greater New York, Jacqueline led the citywide youth portfolio—including summer day camp and afterschool, oversaw the training and development portfolio citywide, and worked along the C-suite to execute the organizational strategy. Jacqueline is a proud New Yorker, former camp kid, and mom to a 7-year-old camper! To find out more, visit [www.jacquelinemisla.com](http://www.jacquelinemisla.com).

### **CHRISTINE MOHLE, CHRISTINE MOHLE, LCSW**

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Christine is a licensed clinical social worker, mental health consultant, and children's yoga teacher. She provides trauma-informed therapy to children and families in New Jersey. Christine combines her love for camp and clinical expertise as a mental health consultant. She teaches family yoga at Powerflow Yoga.

### **GRAHAM MOORE, HUMANUTOPIA**

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Graham is Co-Founding Director of Humanutopia and Founding Director of Camputopia. As an ex-teacher, he has over 30 years experience with over 275,000 young people and 30,000 education professionals in the UK and beyond. He is regarded as one of the UK's leading speakers on well-being for students and staff. From Liverpool, UK, he has an inspirational story of his own and continues to work with and empower even the hardest to reach youths. Graham runs a wide range of courses improving hope, confidence, happiness, relationships, and employability. Graham worked at Trail's End Camp, PA, for 5 years, and he is now the staff director at Camp Waukeela, NH. He has an innovative approach to leadership, developing techniques and models that have attracted international attention and acclaim. He has a deep and empathic understanding of teaching, education, camp, and young people. He is a unique, powerful, and accomplished speaker whose presentations

reach a wide variety of audiences. He has an amusing and engaging style of delivery which, coupled with his dry wit, makes him very easy and compelling to listen to. He has successfully run hundreds of teacher events from keynotes and twilights to full day training.

### **AMY MURPHY, NORTHWINDS 4-H**

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Amy found camp in her first year of employment with 4-H and found her passion. She has been involved with 4-H camp for over 24 years, serving as camp Director for Northwinds 4-H Camp for the past 15 years. Amy is an Area 4-H Educator working with staff and programs in 17 counties in Northeastern PA. She serves as the PA co-chairperson for 4-H Residential and Day Camp. Amy has a bachelor's in human relations from the University of Pittsburgh and a master's in camp leadership from Touro University.

### **KAREN OFFITZER, CAMP SCHODACK**

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Karen Offitzer oversees teacher training in the departments of creative writing, film, and tv writing where she is a faculty member of Stony Brook University's MFA in Film Program. In her role as Assistant Director at Camp Schodack, she has expanded her on-going training for first-year staff to include on-going summer training for returning staff, activity staff, and group leaders. Her short fiction, essays, and articles have been published in several literary journals and magazines, and she has held teaching positions at several universities across the country.

### **DAN O'NEIL, CONGRESSIONAL SCHOOL**

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Dan is the Director of auxiliary programs for Congressional School in Falls Church, VA. Prior to his work at Congressional, Dan spent 6 years in the classroom and started his own tour and travel company based out of Washington, DC. Dan has served in a variety of roles for the ACA Virginias Leadership Council and currently chairs the annual CampCon Event. This will be Dan's 16th summer with Congressional and 12th as director.

### **SHMUELI PERKEL, MUSICAL IQ**

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Musical IQ offers a variety of unique and interactive workshops and performances, all experiential and hands on. Our programs are unique, energetic, and inspiring, and feature some of Broadway's finest talent. Each year Musical IQ travels throughout the northern part of the eastern seaboard sharing musical programs with many tens of thousands of students, campers, and people of all ages, with live educational programs and hands-on interactive drumming workshops. Musical IQ is all about creativity and promoting creative expression through music and the arts. Our mission is to bring the arts to life, to educate people, and to inspire positive change through creative expression. Musical IQ programs are high-energy, dynamic, and fun! Musical IQ has a variety of colorful and vibrant workshops, programs, and performances, including our popular Drum Tales children's program, Small World Music Workshop, Drum Orchestra, and our Campfire Musical Experience. Learn more at: [www.MusicalIQ.com](http://www.MusicalIQ.com).

### **AMY PETKOVSEK, MARYLAND LEGAL AID**

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Amy Petkovsek, Esq., is the Director of advocacy for training and pro bono at Maryland Legal Aid. Amy oversees the growth and development of the Community Lawyering Initiative and Lawyer in the

Library programs across Maryland. Prior to serving in this position, she represented children for seven years in Legal Aid's child advocacy practice in Prince Georges and Montgomery County, Maryland. She also served as an appellate law clerk for the Honorable Sally D. Adkins. Amy serves on the boards of the University of Maryland Francis King Carey School of Law alumni, the Maryland State Bar Association Legal Services section, and the Carroll County 4-H/FFA Fair. She is also the volunteer camp director of Carroll County 4-H residential camping program. She is a past recipient of the Maryland Legal Services Corporation's Rising Star Award, The Daily Record's "20 in their Twenties" Award, the Maryland Legal Aid Diane Kinslow Memorial Award, Maryland 4-H Alumni Award, and American Camp Association President's Award.

### DAVID PHILLIPS, IMMERSIVE1ST

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David is a native of the UK, having moved to the USA in 1990 after being infected by the summer camp bug. David has been involved with day and overnight camps and has held most roles from counselor to camp Director. Other positions include a major gifts officer at United Way of Allegheny County and president and CEO of both Capital Camps and Retreat Center and the Jewish Federation of Palm Beach County. He is principal of Immersive1st Consulting, a firm that assists organizations with fundraising, planning and analysis, capital projects, governance, public relations, program creation and implementation, coaching, and acute challenges. As a consultant, he works with a variety of camps, retreat and conference centers, community centers, centers of worship, etc. Over his career he has helped raise more than \$130 million. David graduated summa cum laude from the University of Pittsburgh with a master's in social work focused on community organizing and development. He has a trademark British sense of humor and his not-so-secret passion is football—the real one! He is married to Karen (they met at camp) and resides in Jupiter, Florida, with their 2 children (raised at camp).

### WILL PIERCE, PIERCE COUNTRY DAY CAMP

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Will represents the 4th generation of the Pierce family to own and direct Pierce Country Day Camp. Growing up, Will spent his summers at the Pierce family's sleepaway camp, Birchmont. Will was a camper at Pierce and Birchmont and has worked at Birchmont in the roles of counselor, maintenance crew, and group leader. Will attended Dartmouth College where he earned a degree in English and won two Ivy League Rugby Championships. Before becoming a year-round Director at Pierce in 2013, Will spent 7 years in Los Angeles working at a commercial real estate firm where he specialized in apartment acquisition and operations. By the end of his tenure there he reached the role of Executive Vice President, and was responsible for a portfolio of 26,000 apartments and a staff of just over 400 employees. Will is a current board member of both the New York State Camp Director's Association and American Camp Association, NY & NJ. He is also a member of the Long Island Association of Private Schools and Day Camps. Will lives at Pierce with his wife, Kristie, and their 2 children, Brooke and Ben.

### JACKIE PORT, CAMP RAMAQUOIS

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Jackie is the Director of Junior Camp at Camp Ramaquois, a large day camp in Pomona, New York. Jackie has contributed to this conference behind the scenes for several years as a Program Committee member and track chair. After receiving an undergraduate degree from Penn State University, Jackie worked for 10 years in investment banking before

switching gears and earning an MA in teaching. Jackie grew up in camp, having started sleepaway camp at age 6. As an adult, she re-entered the camping world in 2003 with her children as a staff parent at the day camp they attended at the time. Since then, Jackie has never left camping, literally! With her children now in college, Jackie works year-round as a member of the Ramaquois leadership team. She is involved with the planning and execution of all aspects of the campers' and staff's summer experience, and focuses on camper recruitment and engagement in the off-season. In addition to her passion for making sure the youngest campers at Ramaquois are successful, Jackie most enjoys creating and maintaining relationships with the camp families.

### VICTORIA POVILAITIS, UNIVERSITY OF UTAH

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Victoria Povilaitis is a PhD student at the University of Utah. Her research focus includes youth development and the processes involved in the family decision to send a child to camp. She has years of experience working at summer camp in various capacities, including sports coach, athletic director, and program director. In the future, she hopes to continue to bridge research and practice for camp professionals.

### TRACY POWER, APPEL FARM ARTS CAMP

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Tracy Power is a camp Director at Appel Farm Arts Camp, overseeing all aspects of program development and curriculum design for both the summer camp program and year round, on and off-site, educational programming. Tracy earned her master's in theatre management from Florida State University and worked in the private sector as an educator and performer before joining the team at Appel Farm in 2013.

### HAPPI PRICE, IMPROV 2 IMPROVE

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Happi Price is an energetic and motivating teacher, coach, and trainer with a solid 20-year history in visual and performing arts. Happi is now the diversity arts coordinator and trainer for various agencies and non-profit organizations in the Los Angeles area, working with administration, teachers, and students in achieving reliable results in a multi-faceted educational experience through improvisation technique, character development, nonverbal communication, soft skills, and active listening that supports social emotional learning and the collaborative art of creating together.

### ANDY PRITIKIN, LIBERTY LAKE DAY CAMP

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Andy Pritikin is the Owner, Operator, and Founder of Liberty Lake Day Camp in New Jersey, and a founding partner at Everwood Day Camp in Massachusetts. Andy was a music teacher by day and rock/jazz musician by night, until he was convinced to become a camp professional by his mentors Ben Appelbaum, Skip Vichness, Jeff Ackerman, and later, Jay Jacobs. He is a longstanding board member of ACA, NY & NJ, as well as the former Tri-State CAMP Program and Conference chair, Professional Development chair, and former ACA, NY & NJ President. Andy is a Founder and former President of the New Jersey Camps Government Affairs Project, an organization created to protect the interests of all NJ summer camps, and which has become a national model for advocacy. Andy is an owner and producer of the New Jersey Renaissance Faire, a consultant with the Foundation of Jewish Camps, a board member of his local chamber of commerce, an active supporter of Project Mory, SCOPE, and the Leukemia & Lymphoma Society, and founded the Liberty Lake Foundation to support children in the communities local to Liberty Lake. He

also currently became the host of the "Day Camp Podcasts" on the CampHacker Podcast Network. Andy has two amazing children, a wonderful wife, and a strong team at Liberty Lake who enable Andy to do all that he does!

### ELLIE REITER, YOUTH INC

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Ellie Reiter leads Governance and Leadership Programs at Youth INC, a venture philanthropy organization that partners with New York City youth development nonprofits to build their capacity. In this role, Ellie leads a governance training program designed to increase individual and full board engagement and a succession planning program focused on the nexus of succession planning, leadership cultivation and organizational culture. Additionally, she manages a board matching service that pairs corporate professionals with the boards of Youth INC's Partner Nonprofits. Prior to Youth INC, she was a program strategist with a design-thinking focused social enterprise and managed the Fulbright Foreign Language Teaching Assistant program at the Institute of International Education. She has lived and taught English in both Spain and China. Ellie holds a Masters in city and regional planning from the Bloustein School at Rutgers University and a BA from Middlebury College. She recently received her Certificate in Nonprofit Board Consulting from Boardsource and is the board development chair of the S.O.U.L Foundation, an organization that supports communities in Uganda through initiatives focused on education, women's empowerment, food security and maternal health.

### EMILY RIEDEL, TIC SUMMER CAMP

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For over 20 years, Emily has been actively involved with youth development. She originally began her illustrious relationship with TIC Summer Camp from its very beginnings, appearing in its first marketing brochure as "child with mop hair running on field." While earning her MBA from University of Phoenix in 2005, she was responsible for the worldwide outreach efforts for Presidential Classroom, a civic educational nonprofit for middle and high school students. In 2008, Emily partnered with the founder of Technology Instruction Corporation to help expand the program and increase camper enrollment by bringing a wealth of business acumen after 15 years in nonprofit and corporate marketing. During this time, four locations were established and enrollment soared to over 2,500 campers per summer. Since 2012, Emily has owned and operated TIC Summer Camps out of her home in Annandale, VA, and currently employs six full- and part-time, year-round dedicated workers and approximately 175 seasonal local and international summer staff. Emily is an active member of the American Camp Association (ACA), serving on the Local Council of Leadership (LCOL) for the Virginias for the last 5 years. She is the accreditation standards chair, an accreditation lead visitor as well as standards instructor. She can often be found giving workshops in the area on the importance of camp, how to choose the right camp, and girls in STEM/Sports. Ms. Riedel grew up in Northern Virginia (shout out Arlington!) and shares carpool duties with her husband for their three beautiful children, ages 14, 11 and 11; all of whom attend TIC as well as other camps. She volunteers with several dog rescues in the area and has 3 of her own, 2 beagles and a hound mix, and she spends most of her free time watching little league, travel, and Nationals baseball.

### LUZ RODRIGUEZ, VISIONARY ALLIES

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Luz Marina Rodriguez is the founder and principal consultant of Visionary Allies, a consulting service specializing in all aspects of fundraising, capacity-

building, and leadership development for organizations, individual artists, and social entrepreneurs. She is the co-founder of SisterSong Women of Color Collective on Reproductive Justice and is a sought-after coach and mentor to many social change agents and nonprofit leaders. She has served as Senior Director of Sustainability and Growth at Youth INC, where she managed a capacity-building, grant making portfolio for fundraising, board advancement, and succession planning programs for New York City youth-serving organizations. Luz spent the previous 13 years at the Foundation Center as NYC lead and training specialist, where she designed and delivered an expansive, bilingual curriculum for fundraising and philanthropy training. Luz serves as faculty member at Artist as Entrepreneur Institute in Broward County, FL, and teaches program development and grantsmanship as an adjunct professor at Alfred University. Luz holds an MS in nonprofit leadership from Fordham University and a BS degree from New York University.

### **NICHOLAI RONNINGEN, RONNINGEN DESIGN**

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Summer camp is a counter-cultural movement that becomes more relevant with each passing year. Its day-to-day job is making a difference in the lives of families, preserving a simpler childhood experience that is desperately needed. Nicholas Ronningen LOVES THAT. The more children a camp reaches, the greater its impact on the future, and as a father of 5, that is a priority for him. For the past 20 years, he has had the privilege of partnering with camps to help them communicate their story in a meaningful way. As a father, husband, business owner, and camp enthusiast (who attended Culver Woodcraft Camp, and Space Camp, Action Quest, and was an activity counselor, camp photographer, and camp parent), the camping industry has shaped the course of his life. At home, he loves activities he can pursue with his family, especially reading out loud, cooking, and playing four square.

### **GARY ROSS, IROQUOIS SPRINGS**

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Gary Ross is the Staffing/Program Coordinator at Iroquois Springs, where he has worked since coming to the USA as part of the Camp America program in 2001, first as a counselor and then as a group leader before joining the team full-time. Gary has also been an ACA Standards Visitor since 2006. He has been part of several committees, including the EPIC committee and Tri-State Program committee.

### **PETER ROSS, 829 STUDIOS**

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Peter has defined the vision, strategy, and culture of 829 Studios since its founding in 2007. It has been his mission to help clients transform their data into strategy and provide an integrated approach that blends creativity with technological sophistication. He is constantly hunting for new opportunities clients can leverage to achieve differentiation, develop competitive advantages, and better communicate their brand story. Peter received his executive MBA from Imperial College London and primarily focuses his time on business consulting, marketing strategy, site architecture, frontend/backend development, SEO/SEM, and interactive media.

### **TODD ROTHMAN, DEERKILL DAY CAMP**

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Todd has been an Owner/Director, along with his wife, Rebecca, of Deerkill Day Camp in Suffern, NY since 2007. Prior to joining Deerkill as a director, Todd's camping experience included 7 summers as a camper and counselor at an overnight summer camp in Cape

Cod. In addition to working full-time at Deerkill throughout the year, Todd has served on the board for the American Camp Association, NY & NJ, and as president of the Rockland-Westchester Day Camp Association for 3 years. Todd enjoys playing basketball and watching his hometown Boston sports teams, but he most enjoys making his children (Isaac, Henry, and Caroline) laugh. Todd has a BA from Tufts University and his MBA from NYU Stern School of Business.

### **JAYSON RUBIN, CAMP WAUKEELA**

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Jayson is the Owner/Director of Camp Waukeela. Jayson has a long history in the summer camp industry as a camper, counselor, group leader, assistant director and director. Jayson's best childhood memories are from his years as a camper. Jayson and his team work very hard to ensure that ever girl at Waukeela discovers the best version of themselves.

### **MICHELLE RUFRANO, PROJECT MORRY**

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Michelle Rufrano is currently a Program Director for Project Morry/Morry's Camp. Michelle works specifically with juniors and seniors in high school, cultivating their interests and skills to help them transition from secondary school to college and/or a variety of career paths. She also works part-time as an instructor at Fordham University in the Sociology and Anthropology Department. She is an urban sociologist who specializes in public art and emotions, in addition to being well-versed in both quantitative and qualitative research methodologies. This academic lens allows her to embed a social justice agenda in her programs for the benefit of youth who suffer from systemic injustices.

### **JENNIFER RUTLEDGE, DELPHI CONSULTANTS**

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Jennifer Rutledge is the principal of Delphi Consultants, Inc. She has over 30 years of practical, broad-based experience in providing assistance to the boards and staff of various types of organizations, and in-depth experience in the design and delivery of all types of formal and informal training programs and developmental processes. Jennifer provides consulting services, technical assistance, and training in governance, board and other leadership development, management development, training and organizational development to the for-profit, nonprofit, and public sectors. Jennifer has trained staff, board members, trainers, and other facilitators in a variety of topics related to nonprofit governance and leadership. She has also designed and helped to introduce organization-wide diversity-related processes, initiatives, and programs for client organizations. Jennifer has been a contributing writer for several publications and authored *Building Board Diversity*, the first research-based publication on this topic. She has a master's degree in business administration, an undergraduate degree in industrial psychology, and has served on several boards.

### **LEE SACKET, L'ABBATE, BALKAN, COLAVITA, AND CONTINI**

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Lee J. Sacket is a partner at the law firm of L'Abbate, Balkan, Colavita, and Contini, with offices in New York and New Jersey. In addition to representing camps, he practices in the areas of commercial litigation, professional liability litigation, general liability, and insurance defense litigation. He counsels his clients regularly on risk management and presents seminars tailored to their specific practices.

### **JASON SAMUEL, DAY CAMPS @ THE J**

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Like many camp professionals, Jason wears many hats: Founding Director of Day Camps @ The J, camp consultant, husband, and father. He got his start working at camp as a sailing instructor and hasn't looked back since. He has worked his way up to a director, running some of the most well-respected day and resident camps in the country. Jason's journey started with a quick career stop in media before becoming a camp professional, which has led him through working at private and nonprofit camps in New York, New Jersey, Connecticut, and Massachusetts. Jason has a deep passion for camp and takes great pride in answering the "what do you do the rest of the year" question. As a volunteer within the ACA, he is a standards visitor, a past board member, and is currently the exhibit operations chair for the Tri-State CAMP Conference. When Jason is not singing "Boom Chicka Boom" at camp, he can be found sailing and will stop everything for a good chocolate chip cookie.

### **LONNIE SARNELL, LONNIE SARNELL, PSYD, LLC., TYLER HILL CAMP**

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Lonnie Sarnell, Psy.D., is a licensed clinical psychologist who provides clinical and sport psychology services to children, adolescents, and adults at her private practice in Millburn, NJ. Dr. Sarnell offers individual therapy for a wide range of concerns, including mood disorders, eating disorders, life transitions, and relationship difficulties, with particular specializations in peak performance and anxiety management. Dr. Sarnell provides presentations and consultation to camps and schools related to mental health, performance enhancement, leadership, anxiety management, goal setting, motivation, mindfulness, camp culture, and a variety of other topics. Dr. Sarnell draws from her training as a psychologist and her hands-on experience working at camp to create practical sessions filled with concrete skills and strategies. Dr. Sarnell received her PsyD in clinical psychology from La Salle University after earning her BA in Psychology at Yale University. Dr. Sarnell has spent the past 16 summers working at Tyler Hill Camp in various roles, including lacrosse director, athletic director, division leader, and her current position as the girls' head counselor.

### **GREGG SCHARAGA, THE CHARTWELL LAW OFFICES, LLP**

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Gregg Scharaga is a partner with The Chartwell Law Offices, LLP, a law firm that offers expertise in dozens of practice areas, including general liability; worker's compensation; insurance coverage counseling and litigation; professional liability; and sports, recreation, and leisure counseling and litigation. Gregg has been practicing law since 2002 and has previously presented at the Tri-State CAMP Conference. As a former camper and counselor for 13 years at both day and sleepaway camps, Gregg has extensive expertise in the camping industry and the legal issues that may arise. Chartwell is a law firm with offices located strategically in 7 states along the eastern seaboard of the United States—Florida, Massachusetts, New Jersey, New York, Pennsylvania, Rhode Island, and Tennessee.

### **ILANA SCHLAM, MJCCA DAY CAMPS**

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Originally from New Orleans, Ilana began her professional camping career at the Metairie JCC in Louisiana as the Assistant Director of day camps. Her time there was cut short due to Hurricane Katrina, but it brought her to Atlanta where she began work as the assistant camp director for Camp Judaea, a residential camp in

Hendersonville, NC, from 2005–2009. During this time, she reconnected with her now husband who was also on their year-round staff. Ilana joined the Marcus Jewish Community Center of Atlanta, where she directed the Barbara and Sanford Orkin Camp Chai for 2 summers. She then transferred over to the MJCCA main campus where she worked in specialty camps in various roles—to date as the director of specialty camps. She directs over 50 different week-long specialty camp programs each summer for rising kindergartners through rising 5th graders. The MJCCA Day Camps serve approximately 2,000 campers each summer. Ilana and her husband, Greg, now have two campers of their own, Payton, who is 8, and Hunter, who is 5, who both love spending their summers with mom!

### **MICHAEL SCHLOFF, MAPLEWOODSHOP**

**mike@maplewoodshop.com**

Mike Schloff founded Maplewoodshop in 2016 to help children develop life skills such as creativity, grit, teamwork, and problem solving by doing woodworking with hand tools. Mike has been woodworking for 15 years since he moved into his home and needed to tackle repairs. He invented the workstation that Maplewoodshop uses after building several generations of woodworking tables and fixtures for teaching children and adults. He is a lifelong tinkerer and still teaches locally to try out new lesson plans. Prior to Maplewoodshop, Mike was a pioneer in the internet space, helping people and companies take advantage of this new medium since 1995. In his spare time, Mike likes to work with local wind fall trees making tables, benches, and all sorts of creations that let the natural grain and forms determine the design of the finished project.

### **JACK SCHOTT, CAMP STOMPING GROUND**

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Jack struggles with rules, hearing “no,” and sitting still in all the best and worst ways. He and Laura Kriegel are the founders of Camping Coast to Coast, where they spent 2½ years traveling the country. They visited more than 200 summer camps, searching for ways to bring more kids to better camps. Passionate about creating a place where play could thrive, Jack and Laura put these ideas into action, founding Stomping Ground, an overnight camp dedicated to radical empathy, self-direction, and reimagining a world where more is possible. He is a Directors’ Camp facilitator and co-founder of The Summer Camp Society. Jack has a degree in industrial engineering from the University of Pittsburgh. He is an entrepreneur, an ideas-generator, and a creative yet systematic problem-solver.

### **CALEB SEGUIN, UNIRONDAK**

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For Caleb, Unirondack has been a second home since 2001. Seventeen summers later, he has been the Program Director for 5 years. Caleb’s recipe for a magical summer always includes a few secret ingredients: a boatload of silliness, a sprinkle of imagination, a big helping of new and diverse ideas, a dash of creativity, and a caring and empathetic community to hold it all together. Caleb has been instrumental in pushing Unirondack to be a more trans-inclusive space for its campers and has become a legendary presence at camp. In the off-season, Caleb recycles a few of those secret ingredients to liven up his piano teaching business. When he’s not making music, you can usually find him in the woods of Ontario, Canada.

### **JOEL SHAPIRO, CAMP RAMAQUOIS**

**joel@ramaquois.com**

In 1947, at the age of 5 years old, Joel’s parents sent him to day camp for the first time. He never left! Joel just completed his 72nd summer at a day camp. His

camp journey has taken him from camper to camp Director and now he is currently the Director of Specialties (and Specialists) at Camp Ramaquois, one of the premier day camps in the United States. In the off season, Joel taught health and physical education in New York City public schools for 33 years, retiring in 1995 to devote full time to camp.

### **PETER SHIFRIN, HORIZON CAMPS**

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Peter has been a camper, counselor, and full-time camp professional for over 30 years. Beginning at Robin Hood Country Day on Long Island, he then spent 9 years as a camper at Echo Lake, a resident camp in Warrensburg, NY. After a few years consulting with an New York City-based IT firm, Peter joined Horizon Camps as a full-time IT director, a first in the camping industry. Since then, Peter has pushed Horizon Camps forward in all manner of technology. Peter has been a Tri-State CAMP Conference volunteer since 1999 and was the recipient of the 2012 Tri-State Award. Peter lives in New York with his wife, Cori (a 3rd generation Camp Starlight camper), and their two children, Ethan and Ellie.

### **RON SHUALI, SHUA LIFE SKILLS**

**ron@ronspeak.com**

Ron holds a master’s of education specializing in early childhood. He has spent over 15 years presenting in the education marketplace. He is a best-selling author, top motivational speaker, and most importantly... He is funny. He presents keynotes, assemblies, and workshops all over the United States. His study of martial arts, yoga, reiki, and improv rounds out a powerful hero for what is right. When Ron is not presenting training experiences, he and his team of instructors are teaching children his award-winning Yogarate® program at many preschools, including the preschool at the United Nations.

### **LENNY SILBERMAN, 4G44 ESPORTS**

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Lenny Silberman is the President and CEO of 4G44 Esports and the former CEO of Henry Kaufmann Campgrounds. He is known for creating transformative programs that advance personal growth and deepen community involvement, particularly nurturing positive Jewish identity in young people through sports and camping. He has served as Continental Director of the JCC Maccabi Games, consultant on day/resident camping to the JCCs of North America, Director of Pittsburgh’s Emma Kaufmann Camp, and as a member of the US Olympic Committee.

### **JAMIE SIMON, LONDON SUMMER**

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Jamie Simon has been immersed in the world of summer camps since she was a child, as a camper, counselor, and Director. After earning a master’s degree in education and teaching in both public and private schools for numerous years, she served as the camp director at Browne Summer Camp in Alexandria, VA, and is currently the camp director at Landon Summer in Bethesda, MD. She is a regular speaker at camp conferences and staff training sessions around the country. She also founded Jamie Simon Consulting, which is the result of many years of hard work and a true love of the summer camp experience.

### **CORRIE SIROTA, PRIVATE PRACTICE**

**corrie@corriesirota.com**

Corrie Sirota holds a master’s degree in social work as well as a graduate certificate in loss and bereavement from McGill University, Montreal, where she has been

teaching for over 25 years. As a licensed psychotherapist, Corrie maintains a private practice specializing in loss and bereavement, stress management, relationship issues, and caregivers’ support, and facilitates groups for loss and bereavement. Most recently, Corrie has been appointed as the Clinical Director of Camp Erin® Montreal—a free weekend-long bereavement camp for children ages 6–17. Corrie is the author of the book *Someone Died... Now What? A Personal and Professional Perspective on Coping with Grief and Loss* (2015). She has also published numerous articles such as “Comforting the Mourner,” “The Empty Chair at the Holidays,” and “Explaining the Unexplainable” both in print and online media. Corrie is the co-host of “Life Unrehearsed”—a weekly radio show on CIAD 800 about the ins and outs of everyday life. She is also a well-known guest speaker, having presented at numerous conferences and workshops, both locally and nationally.

### **CRICKET SNEARING, CAMP WALDEN - NY**

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Cricket recently retired after 29 years as the administrative director at Sesame/Rockwood Camps in Blue Bell, PA, and director of Rockwood Adventures Teen Travel. Her 45+ years in camping include camper, counselor, program director, arts and crafts director, and camp director at various Girl Scout and private camps. She is a past board member of NYSCDA and the NJ Section of ACA, and received the Tri-State Award from both the NJ and Keystone Sections. She has been a presenter at national, regional, and section conferences, has been a member of the program committee for many years, co-chair of the program activities track, and has attended every Tri-State Conference. Cricket received a bachelor’s in art education from Indiana University. Her camp and training interests revolve around special events, arts and crafts, and outdoor cooking. Cricket’s hobbies and interests include painting fun and funky furniture, candy making, and doing volunteer work. Cricket is looking forward to returning to Camp Walden in the Adirondacks this summer.

### **LUISA SOLORZANO-FERRER, CAMP LA LLANADA**

**luisa@campllanada.com**

Luisa is a communications lover: a communications studies major from Hamline University, MN, and strategic communications master from USF, FL. She has spent 8 years of her life fully dedicated to promoting a for-profit, traditional summer camp in Florida with a twist. Has it been easy? NO! Very specific target market, very specific type of camp. However, the rules of the game are the same: be passionate about what you do, use your strengths to the max, and show the world why you are different using an awesome narrative. Luisa is married to a camp director and is a mom of two boys. Want to know more? Come to her session!

### **TERRI SOUTHERLAND, LIBERTY LAKE DAY CAMP**

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Terri Southerland is recently retired from 31 years as a special education teacher in the Pemberton, NJ, school district. Outside of school, Terri has worked for many years in the Boy Scout Program as a camp Director and travel program facilitator, taking scouts all over the United States, Europe, and Costa Rica. At Liberty Lake, Terri grew and developed the Teen Leadership Program for 7 years and has taken over the extensive inclusion program. Terri’s focus for the inclusion program is to support each camper to be included to the best of their ability.

## **JODI SPERLING, JCC ASSOCIATION**

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Jodi Sperling is a Jerusalem-based consultant who is a North American camping veteran practitioner and trainer. As JCC Association's senior consultant on overnight camping, Jodi leads the JCC Movement's work in overnight camp, supporting the work of the 24 JCCA-affiliated camps. Prior to making moving to Israel in 2014, Jodi was based in New York City and served as JCCA's vice president of camping and teen engagement. Before joining JCC Association, Jodi spent 12 years as a camp director, with the last 8 as the director of Camp Wise, the overnight camp of the Mandel JCC in Cleveland, OH. Originally from Buffalo, NY, Jodi has her BA from the University of Wisconsin-Madison in journalism and Jewish studies, and her master's of social work from the University of Michigan, where she also completed the Drachler Program in Jewish Communal Service and Judaic Studies. Jodi has served on the faculty of various educational programs including JCC Association's Lechu Lachem program and the Foundation for Jewish Camp's Cornerstone Fellowship. Jodi consults and trains on a variety of topics including leadership development, teen engagement, change management, staff training, organizational culture, and all aspects of camp.

## **CHRISTIE SPISAK, EYE TO EYE**

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Christie Spisak grew up in a suburb outside of Chicago with her loving parents and spoiled beagle, Kisses. She attended private school throughout her academic career and was a student athlete in both grade school and high school. Christie was diagnosed with ADHD midway through her sophomore year of high school. During her sophomore year of college, Christie found Eye to Eye and immediately felt at home after having had a rough transition to college the year before. Christie has served as a mentor, chapter leader, and an Eye to Eye diplomat. Christie graduated, with honors, with bachelor's degrees in psychology and sociology from the University of Pittsburgh. In her spare time, Christie loves going to concerts and music festivals, playing baseball, and trying new restaurants.

## **LAUREN STERN, CAMP PSYCH CONSULTING**

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Dr. Lauren Stern is a licensed psychologist with a PsyD in school/child-clinical psychology from Yeshiva University. She is the founder of Camp Psych Consulting, a practice that offers clinical expertise to support camps in navigating the emotional, behavioral, and social situations that arise during the summer. Lauren also runs a therapeutic program in a public middle school in New Jersey that enables students with significant psychiatric needs to achieve success. Lauren has extensive experience helping children manage anxiety, depression, ADHD, self-esteem, and learning disabilities. Ultimately, Lauren is a lifelong camp enthusiast who has worked in camping for over 15 years. Camp Psych Consulting gives Lauren the opportunity to combine her passion for camp with her expertise in the emotional well-being of children.

## **MELISSA STRAUB, HIGH IMPACT YOUTH TRAINING SOLUTIONS, LLC**

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Private investigator and social justice advocate, Melissa J. Straub is a highly experienced and credentialed professional within the investigative and consulting arena since 1993 and is a licensed private detective in the state of New Jersey. In addition, Melissa holds a bachelor's of arts in political science/pre-law, a master's degree in counseling, and New Jersey and New York State school counselors certifications, enabling a deeper understanding of current social justice and

child advocacy issues. Armed with advanced technical certifications, she is able to provide a technical spin to a vast array of investigative scenarios. She has testified as an expert witness on social media investigations in New Jersey. In January, 2013, due to high demand for her presentations related to internet safety and cyber bullying, she opened up a new business and serves as president. High Impact Youth Training Solutions, LLC, is a specialized consulting company that provides educational training and guidance on issues directly effecting our youth, schools, and communities. Our methodology is based on a collaborative approach with educators, parents, and students themselves.

## **HEATHER STRAUSS, BENDER JCC**

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Heather Strauss has been at the Bender JCC for 25 years and serves as the Director of Camp JCC's Inclusion Program. Heather also works the Montgomery County Public School (MCPS) system as a behavior support teacher. She has spoken at many local and national conferences and has received awards from the ACA Chesapeake Region, JCCA, and was just awarded a Lifetime Achievement Award from the Bender Jewish Community Center of Greater Washington. Heather graduated with a BS in education from Bradley University in Peoria, IL, and has an MA in education and human development from George Washington University in Washington DC. Heather also has a certification from Hood College in Frederick, MD, in administration and supervision.

## **NELSON STRICKLAND, CAMP TALL TREE**

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Nelson is an up and coming camp professional whose innovative imagination has allowed him to excel in the camping world. With just under a decade of camping experience, donning titles such as counselor, director, and his personal favorite, whip specialist, Nelson has given each camp he has been a part of an abundance of energy and diversity. He often times uses his prowess in camp programming to challenge the status quo, as he believes anything is possible with enough cardboard and duct tape. When Nelson is not busy planning the next great all camp program, he is either working as a full-time DJ or rooting on the Philadelphia Eagles while residing in Woodbury, NJ.

## **MARY SULLIVAN, YMCA OF GREATER BERGEN COUNTY**

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Mary Sullivan is the Director of day camps at the YMCA of Greater Bergen County in Hackensack, NJ. She has been an active member of ACA since 2002, becoming a visitor in 2007. From 2009–2011, Mary served on the ACA-NJ board as professional development chair and most recently joined the ACA, NY & NJ standards committee in 2017. Her favorite part of working with standards is mentoring camp directors going through the accreditation process and fostering the confidence of new standards visitors. In addition to her camp experience, Mary has coached competitive gymnastics for over 15 years.

## **BLAKE SUNSHINE, SOCIAL SUMMER CAMP**

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Blake Sunshine is the CEO of Social Summer Camp, a full-service social media program for summer camps. Blake spent over 3 years at Facebook helping brands meet their business objectives with social media. Combining that experience with memories and lessons learned from 10 summers at camp, Blake has put together a comprehensive social media program to help summer camps reach new campers and increase revenue.

## **MICHAEL THOMPSON, CAMP LEADERS**

[m.thompson@smallerearth.com](mailto:m.thompson@smallerearth.com)

Michael is the US Director and sits on the Global Leadership Team for Smaller Earth, best known for its brand Camp Leaders. He serves as a board or committee member on several nonprofits in the camp and youth services industries, including Experience Camps. Formerly, Michael was director of Camp Chippewa for Boys and subsequently founded Lantern Camps and Lantern Reveal. He is respected for his innovative ideas, management style, and his ability to inspire connection and resilience in organizations.

## **NICHOLAS TIERNAN, US DEPT OF STATE**

[TiernanNG@state.gov](mailto:TiernanNG@state.gov)

Currently Nick Tiernan is the Lead Program Analyst for the Secondary School Student Program, Summer Work and Travel and Camp Counselor categories within the Office of Designation (ECA/EC/D). Nick started his career with the US Department of State in 2005. During his tenure he has been able to serve with ECA's front office working directly with former Assistant Secretaries Dina Powell and Goli Ameri. Nick has served as a compliance officer with Department's Office of Exchange Coordination and Compliance Office, overseeing the compliance of all J-1 visa program categories. He's also worked as a program specialist with ECA's Youth Programs and Sports Diplomacy divisions. Nick is originally from Arlington, VA. He shares his passion for international travel, movies, running, and cooking with his wife.

## **MARK TRANSPORT, CRESTWOOD DAY CAMP AND CAMP TACONIC**

[markt@crestwoodcamps.com](mailto:markt@crestwoodcamps.com)

Mark Transport has been an Owner/Director at Camp Taconic in Massachusetts since 2004, and at Crestwood Country Day Camp on Long Island for the past 10 years. He has been connected to the industry for over 40 years starting as a camper in 1965. In addition to the 2 facilities he directs, Mark has been partner in 3 other overnight camps. For the past 9 years, he has done consulting on camp sales and facility planning as well. Graduating from NYU College of Dentistry in 1981, he spent 26 years as a general dentist before selling his practice in 2007. Mark is the acting president of the Long Island Camps and Private School Association (LICAPS) and is an active board member of SCOPE. He is also on the committee to plan the ACA, NY & NJ Resident Camp Conference.

## **SYLVIA VAN MEERTEN, CHASING SUMMER**

[sylvia@chasingsummer.org](mailto:sylvia@chasingsummer.org)

Sylvia van Meerten has been a camp counselor, Director, Executive Director, and board member. She has helped to start 2 successful new camps, and currently runs a small camp for kids with autism and their peers and siblings. Sylvia earned her BA from the Evergreen State College in Olympia, WA, and her psychology MA from the Union Institute in Vermont. Sylvia routinely delivers workshops about autism, diversity, leadership, compassion, and happiness. Sylvia lives with her family in Ann Arbor, MI.

## **AMANDA WAHLE, UNIVERSITY OF MARYLAND EXTENSION 4-H**

[awahle@umd.edu](mailto:awahle@umd.edu)

Amanda Wahle is a University of Maryland Extension faculty member with 15 years of experience in the area of 4-H youth development. Her program work and research focuses on leadership development, camping, diversity and inclusion, healthy living, and community service. In addition to running a county program, Amanda serves as the Maryland 4-H state camping coordinator. Amanda's prior experience includes

working as a mental health counselor in Baltimore city schools and a special education behavioral specialist in Washington, DC, schools. She has a BA in psychology and an MS in applied psychology. Amanda has led more than 50 interactive, hands-on presentations at regional, state, national, and international events.

### **NICO WALLER, GATE HILL DAY CAMP**

[nico@gatehilldaycamp.com](mailto:nico@gatehilldaycamp.com)

Nico joined the Gate Hill family in the summer of 2006 on the Camp America program as the "Ice Cream Guy" and worked his way up. Over the past decade as part of the full time team he has held a number of roles supporting nearly every area of camp. He's always ready to engage enthusiastically in topics of program design, marketing, technology, and scheduling. He manages all user group rentals at Gate Hill, oversees the program team, and coordinates marketing and community outreach. Nico is a past EPIC board member, current treasurer of the Rockland and Westchester Day Camp Association, an ACA associate visitor, and BIG Tri-State fan!

### **JENNIFER WARD, KIDS IN THE GAME**

[Jenn@kidsinthegame.com](mailto:Jenn@kidsinthegame.com)

For the past 12 years, Jenn has dedicated her life to working with children. She holds a degree in children and youth studies from Brooklyn College, and has done everything from teaching outdoor education in California, to rock climbing in Pennsylvania. She currently manages multiple after-school sites and summer camp locations for Kids in the Game in New York City. She strives to live her life as a professional role model for the children that she serves. Jenn is very honored to have been named a top presenter for the 2018 National After School Conference, and is ecstatic to be able to share her love for camp at this year's Tri-State CAMP Conference.

### **JOANNA WARREN SMITH, CAMP CONSULTING SERVICES**

[campconsulting@roadrunner.com](mailto:campconsulting@roadrunner.com)

Joanna first went to resident camp at age 7. During the closing campfire, she vowed that camp would always be part of her life. Beyond the programs she attended, Joanna has assessed hundreds of nonprofit and private camps in the United States, Canada, Russia, England, and Switzerland. As a result, she has acquired a unique industry perspective of best business practices and is passionate about the positive impact that a quality camp experience can have on a child, especially in today's unpredictable world. Ongoing focus groups with parents, children, and teens have enabled Joanna to understand their expectations of camp, what motivates families to inquire, purchase, and return. Through individualized strategies, Joanna has enabled new programs to develop, assisted troubled businesses in their efforts to survive, and has been instrumental in the continuing success of established camp and year-round operations.

### **KELLY WEISNER, PENN STATE EXTENSION**

[kmb26@psu.edu](mailto:kmb26@psu.edu)

Kelly Weisner is the 4-H youth development educator in Lehigh County, PA. A 4-H educator for 18 years, Kelly has worked in both Lehigh and Northampton Counties, providing programming for youth. Her program areas include livestock, equine, teen leadership, and volunteer training. In addition, she serves as the PA co-chairperson for 4-H Residential and Day Camp. Kelly has a BS in agriculture education from Delaware Valley College and a MEd in curriculum and instruction from Penn State University.

### **OVITA WILLIAMS, COLUMBIA UNIVERSITY**

[ofw1@columbia.edu](mailto:ofw1@columbia.edu)

Ovita Williams is the Associate Director of Field Education for Family, Youth, and Children's Services at Columbia University School of Social Work. Ms. Williams is teaching the Social Work Practice Lab on anti-oppression and liberation practice at Hunter College School of Social Work. Ms. Williams is a licensed clinical social worker specializing in domestic violence and forensic social work practice with 10 years of experience as the Director of Clinical Services in the Counseling Services Unit at the Kings County District Attorney's Office. Ms. Williams has developed and facilitated interactive workshops for social workers, managers, and various practitioners at organizations on facilitating challenging dialogues around race, class, gender, sexual orientation, and intersecting identities. A graduate of Vassar College ('90) and Columbia University ('93), Ms. Williams is presently a doctoral student at Hunter College/Silberman School of Social Welfare in New York City.

### **ERIC WITTENBERG, CAMPER MACHINE OPERATIONS**

[eric@campermachine.com](mailto:eric@campermachine.com)

Eric grew up at Elmwood Day Camp in White Plains, NY, where he was a camper, senior staff member, and athletic director. He was also the full-time program director at Woodmont Day Camp. After pursuing his master's in social psychology of sport and physical activity, he founded and sold a CrossFit affiliate. After 8 years as the co-founder and director of the Berkshire Soccer Academy for Girls, Eric is now the chief marketing officer.

### **MICHAEL WOLF, WOLFOODS**

[mwolf@wolfod.com](mailto:mwolf@wolfod.com)

Before Wolfods Summer Camp Food Services began in 2013, Michael Wolf was a tenured head chef and general manager at Serendipity 3 in Caesars Palace on the Las Vegas strip. Wolf has made a career as a chef in New York City, Los Angeles, and Las Vegas. Remembering fondly his time at summer camp as a camper and young adult, Wolf was lured back to camp on a mission to change the way summer camp food is perceived by cooking nutritious, fresh, and delicious food. WOLFoods breaks away from the standard approach towards camp food by eliminating the standard freezer-to-table fare and improving it with homestyle scratch cooking.

### **JULIA YOVEN, THE HANDWORK STUDIO**

[julia@thehandworkstudio.com](mailto:julia@thehandworkstudio.com)

For the past 13 years, Julia has dedicated her work to bring practical handwork education to kids through camps, workshops, classes, professional development, and creating curricula. Currently, as Executive Director, Julia oversees The Handwork Studio's operations across the east coast.

### **MARK "Z" ZIDES, CAMP TOWANDA**

[zebra@camptowanda.com](mailto:zebra@camptowanda.com)

Mark "Z" Zides is an experienced camp professional with over 40 years of camp experience, overseeing staff recruitment and operations for Camp Towanda since 1997. "Z" has been an ACA Camp Standards standards accreditation visitor for 35 years and has served the ACA as a board member and committee chair. In addition, Z founded and is currently vice president of the Pennsylvania Camp Association (PACA). In 2016, he was awarded the ACA, NY & NJ Howard Patton Award for his commitment and service to camping leadership. Mark was the recipient of last year's Thelma Hurwitz Tri-State award.

### **ANDREW ZWERMAN, WAGNER & ZWERMAN LLP**

[azwerman@wzcpafirm.com](mailto:azwerman@wzcpafirm.com)

Andrew M. Zwerman, CPA, MS, is a CPA and partner in the accounting firm Wagner & Zwerman LLP. He has a master's degree in taxation and has been in public accounting for over 30 years. Wagner & Zwerman LLP represents over 700 clients throughout the United States, with over 40 accountants on staff and offices in Long Island and New York City. The firm represents over 50 camps, made up of sleep-away, day, and nonprofits. Both Andrew Zwerman and Wagner & Zwerman LLP are known for their expertise in accounting and taxes for the camp industry. They have been servicing this industry for over 20 years.

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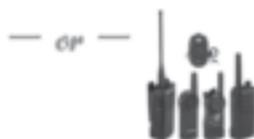
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# CAMP CONFERENCE Award Winners

We would like to acknowledge former award winners and thank them for their continued support and dedication. The awards are given every year to the individuals or organizations who exhibit the most commitment and dedication to their respective sections.

## 1983

**NEW YORK:** Alan Stolz  
**NEW JERSEY:** Muriel Smith  
**KEYSTONE:** The Lutheran Children & Family for Service Foster Care Program for Southeast Asian Children

## 1984

**NEW YORK:** Morry Stein  
**NEW JERSEY:** Turrell Fund  
**KEYSTONE:** Ted Halpern

## 1985

**NEW YORK:** Ben Appelbaum  
**NEW JERSEY:** Mary Ellen Ross  
**KEYSTONE:** Millie Kriebel

## 1986

**NEW YORK:** Charles Kujawa  
**NEW JERSEY:** Cricket Snearing  
**KEYSTONE:** Al Hare and Leonard Gordon

## 1987

**NEW YORK:** Thelma Hurwitz  
**NEW JERSEY:** Trail Blazer Camps  
**KEYSTONE:** Elizabeth Sennott

## 1988

**NEW YORK:** Joe Kruger  
**NEW JERSEY:** Newark Fresh Air Fund  
**KEYSTONE:** Marie Brainard Ray

## 1989

**NEW YORK:** Robert Fischer  
**NEW JERSEY:** Howard Patton  
**KEYSTONE:** Debra Zvanut

## 1990

**NEW YORK:** Barry Royce  
**NEW JERSEY:** Jean Holinger  
**KEYSTONE:** Donald McClain

## 1991

**NEW YORK:** Tom Riddleberger  
**NEW JERSEY:** Thomas Stoll  
**KEYSTONE:** Roy Gulliford

## 1992

**NEW YORK:** Jani Brokaw  
**NEW JERSEY:** Judy Myers  
**KEYSTONE:** Judy Arendt

## 1993

**NEW YORK:** Stuart Chase  
**NEW JERSEY:** Harold Breene  
**KEYSTONE:** Howard Batterman

## 1994

**NEW YORK:** Steve Schainman  
**NEW JERSEY:** Neil & Eleanor Van Bodegom-Smith  
**KEYSTONE:** Pat Freiler

## 1995

**NEW YORK:** Michele Friedman  
**KEYSTONE:** Frank Gerome  
**ADVOCATE FOR YOUTH AWARD:** Morry Stein

## 1996

**NEW YORK:** Jay Jacobs  
**NEW JERSEY:** Ron & Sandy Leiser  
**KEYSTONE:** Stephen M. Taylor

## 1997

**NEW YORK:** Doug Pierce  
**NEW JERSEY:** Ronald Martin  
**KEYSTONE:** Mickey Bonwit

## 1998

**NEW YORK:** Skip Vichness  
**NEW JERSEY:** Dorothy Stivers  
**KEYSTONE:** Millie Kriebel

## 1999

**NEW YORK:** Greg Finger  
**NEW JERSEY:** Valerie James  
**KEYSTONE:** Wayne Williams

## 2000

**NEW YORK:** Dave Silverstein  
**NEW JERSEY:** Tom Riddleberger  
**KEYSTONE:** Frankie Graham

## 2001

**NEW YORK:** Jeff Ackerman  
**NEW JERSEY:** YMCA Camp Ralph S. Mason  
**KEYSTONE:** Diane Bleam

## 2002

**NEW YORK:** Bev McEntarfer  
**NEW JERSEY:** Bob Jones  
**KEYSTONE:** Ed Shafer

## 2003

**NEW YORK:** Andy Weiss  
**NEW JERSEY:** Aileen & David Levine  
**KEYSTONE:** Hal Scringer III

## 2004

**NEW YORK:** Dawn Ewing  
**NEW JERSEY:** Gerry Bownik  
**KEYSTONE:** Cricket Snearing

## 2005

**NEW YORK:** Scott Ralls  
**NEW JERSEY:** Colleen Rountree  
**KEYSTONE:** Bob Miner

## 2006

**NEW YORK:** Scott Brody  
**NEW JERSEY:** Ruth Hall  
**KEYSTONE:** Rev. Michael Nasser

## 2007

### TRI-STATE AWARD WINNER:

Henry Skier, AMSkier Insurance  
(New York, New Jersey, and Keystone)

## 2008

**NEW YORK:** Andy Pritikin  
**NEW JERSEY:** George Novick  
**KEYSTONE:** Michael Chauveau

## 2009

**TRI-STATE CAMP CONFERENCE AWARD WINNER:**  
Fred Guzman

## 2010

**TRI-STATE CAMP CONFERENCE AWARD WINNER:**  
Corey Dockswell

## 2011

**TRI-STATE CAMP CONFERENCE AWARD WINNER:**  
Steve Baskin

## 2012

**TRI-STATE CAMP CONFERENCE AWARD WINNER:**  
Pete Shifrin

## 2013

**TRI-STATE CAMP CONFERENCE AWARD WINNER:**  
Jennifer DeSpagna

## 2014

**TRI-STATE CAMP CONFERENCE AWARD WINNER:**  
Brian "Bubba" Cohen

## 2015

**TRI-STATE CAMP CONFERENCE AWARD WINNER:**  
Doug Volan

## 2016

**TRI-STATE CAMP CONFERENCE AWARD WINNER:**  
Billy Hoch

## 2017

**TRI-STATE CAMP CONFERENCE AWARD WINNER:**  
Michael Brandwein

## 2018

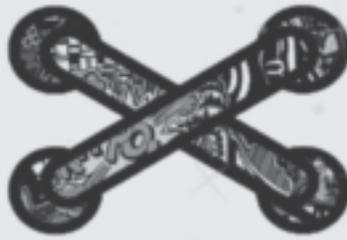
**TRI-STATE CAMP CONFERENCE AWARD WINNER:**  
Mark "Z" Zides

## 2019

**THELMA HURWITZ  
TRI -STATE AWARD  
WINNER:**

Tony Stein





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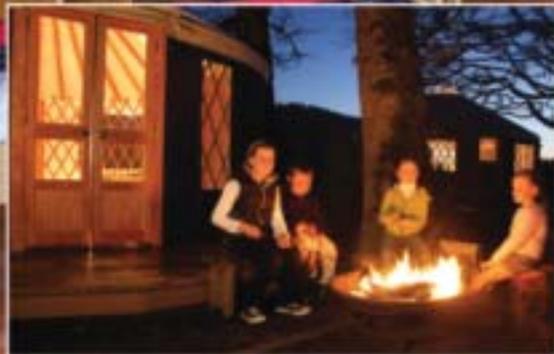
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VINT HTH BLUE	SILVER	DEEP PURPLE
VINT HTH MAROON	L5 BLUE	KELLY GREEN
VINT HTH NAVY	MILITARY GREEN	SAFETY ORANGE
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