



[Educational Breakout Session 1](#)

Thursday, March 26, 9:30AM – 10:45AM

Transition Planning for Camp Owners

Jack Erler, Maine Youth Camp Association

Many New England camps are privately owned. There comes a time in every camp owner's life to retire. If your only goal for retirement is to maximize the return from the sale of your camp, you don't need to attend this presentation. You only need to get rid of your buildings and sell your land for development. However, if you want your camp to continue to be one of the most important experiences in a child's life after you are gone, you will need to do some serious planning and work. This presentation is for you. This session is designed specifically for private camp owners and potential buyers.

Branding — Establish Your Camp Brand Positioning, Language, and Voice

Kelley Freridge, American Camp Association

Develop a better understanding of your audience and target consumer. Gain insight into progressive communication approaches and planning. Set goals for growing your audience through solid branding tactics.

Teaching about Climate Change at Camp

Meghan Haslam, Mass Audubon's Drumlin Farm Camp

Climate change is affecting the world around us in a myriad of ways, and it is awfully scary. Some schools are teaching kids about it, others barely mention it, and nevertheless, young people around the globe are standing up to demand action against climate change. So how do you introduce climate change to 1st graders? What kinds of solutions can a 12 year-old come up with to combat this behemoth problem? Do you need to be an expert to teach about climate change? Come ready to learn curriculum tips and tricks, implement low-tech projects, and share your ideas about teaching and discussing climate change at camp with campers, staff, and parents too! This session will be about 45 minutes long.

Parent Communication: Balancing Empathy and Efficiency

Elise Wulff, MGH Aspire

This workshop will focus on how to train staff to better initiate and respond to caregivers. We'll discuss how to help staff assess for caregiver needs and some key communication tips to maximize clarity and perspective-taking all around. Emphasis will be on practical strategies to identify strengths and needs in your program's caregiver/parent communication with recommendations for how to structure training and on-going feedback to build positive and productive working relationships with your caregiver community.

The True Colors of Leadership

Ian Moorhouse, Dexter Southfield

To change a behavior it takes up to five weeks, but who you are at the core of your being can't change.. you are who are you because of your personality. Your leadership is based on your personality and in turn effects your decision making process. In a fun and interactive session, find your inner personality and find effective ways to become a better leader.

Fostering Mental Health: A Simple Brain Model That You Will Love!

Donna Volpitta, The Center for Resilient Leadership

Do you sometimes feel overwhelmed with how quickly the landscape is changing around mental health? The needs of campers and their families are changing, and we need to adapt to those needs, but often camp staff and administrators feel unprepared. In this interactive presentation, Donna Volpitta, Ed.D. introduces participants to a simple model that explains the brain science of resilience and mental health, empowering them to apply the model to use any challenge as an opportunity to proactively build resilience, one of the best protective factors for mental health. Truly a user's guide to understanding the brain, this session will leave anyone, from the first-year counselor to the veteran director, better prepared to handle any situation.

Social Emotional Learning at Camp

Jeffrey Frigon, The Browne Center for Innovative Learning

This webinar will provide context for integrating the current research in Social and Emotional Learning in Camp. We will work to explore ways in which Camp can support and continue the work that is taking place in the academic setting during the school year using the lens of CASEL- the Collaborative for Academic, Social and Emotional Learning- the nation's leading organization providing evidence based competencies and outcomes. Additionally, I will highlight The Browne Center's new book- Social and Emotional Learning in Action: Experiential Activities to Positively Impact School Climate, an easy to use sourcebook which addresses the five competencies promoted by CASEL.

Cultural Mindfulness in ACTION

Doug Sutherland, Brantwood Camp

Starting the conversation is the first part. Then comes the tools to instituting change at your camp with your goals in mind. This session will provide some tools on furthering your commitment to a diverse camp population that extends beyond photos on the website. How do you retain campers of color? How do you find staff members of color and encourage them to work at your camp? What are some possible challenges for staff and campers of color that need to be address. This session will help provide some answers or at least point you in a direction for the answers. The conversation may be the easy part, but now let's add some action.

[Educational Breakout Session 2](#)

Thursday, March 26, 11:00AM – 12:15PM

Loneliness vs Being Alone: How Camp Can Help Solve An Epidemic

Scott Arizala, The Camp Counselor & Max Claman, Oasis Day Camp

"Whether you like it or not, Alone will be something you'll be quite a lot." Wise words from Dr. Seuss about something we all experience "quite a lot" but without many ideas on how to handle it. No one is that good at it, so we've all experienced the slide from being alone into loneliness. Camp is the best place to learn healthy coping skills for being alone, because so many of those skills are rooted in connection. This session will provide actionable steps and strategies for training and programming that supports these skills, including ideas like validation, inclusion, making friends, and debriefing. Camp can make a difference!

Reasons Behind Negative Behaviors & How to Manage Them

Emily Chaleff, Camp Alsing

Is a camper refusing to participate? Is a staff member sure they "can't handle it"? Is someone freaking out over the 'smallest' disappointment? These behaviors, in kids and staff, both neuro-typical and neuro-diverse, are a fact of life at camp. This session will teach concepts about what motivates this type of behavior, why campers and staff feel they are in a state of chaos, and as a result, how to manage the behavior once it occurs. We will learn skills and strategies to build confidence in campers and staff to know they can "push through" and be successful.

Beyond Self-Care Strategies: Self-Awareness for Stressed-Out Staff

Emily Golinsky, Bright Moose Training

Did you know that only 67% of leaders think the level of stress they experience at work is manageable? (Presumably, the other 33% were too stressed out to answer the survey.) Sure, stress is a reality of the camp world. You carry a lot of responsibility that can't simply be delegated or deep-breathed away. But there's a fine line between "needing a break" and simply "breaking." This session won't teach you mindfulness techniques or meditation, but it will help you understand how stress both helps and hurts us in our quest to be amazing camp staff. And, it will help you to formulate a plan for when the stress-monster rears its ugly head.

Social-Emotional Curricula: A Walk-Thru of What's Out There and How to Pick the Right One for Your Camp

Elise Wulff & Jennifer O'Rourke, MGH Aspire

This workshop will walk through the most common (read: effective) curricula available for supporting campers with social-emotional growth. Specifically we'll be discussing the market-available manualized literature if your program is looking to build a structured psychoeducation block for campers. In broad strokes, we'll help to describe how to identify which curriculum is a good match for your program based on objectives, logistical needs, as well as common strengths and challenges in implementation.

Take the Ack! Out of Feedback: Shifting from Oh No! to I Want to Grow!

Polly Goddard, Sandbar Coaching & Consulting

Does your initial reaction to the word "feedback" bring on feelings of dread, nausea and/or cause you to ponder ways to avoid it? What if your feedback process at all levels became easier - maybe even enjoyable - for everyone involved? It is possible! We will explore ways to shift constructive feedback from being uncomfortable, ineffective, and unwelcome to focusing interactions on growth and development. We will dive into specific methods that will help you make feedback clear, actionable, and welcome which will lead to getting better results and eliminating the temptation of avoidance. You will leave this session with proven techniques to improve the relationships, communication, and productivity within your team.

7 Months of Business School in 70 Minutes

Anna Hopkins, Friends Camp & Karin Freed, Boston University MBA student

Summer camp is so much more than a business; it teaches values, cooperation, and community skills. However, sharpening up our business savvy can make more time and energy available for these really important things. We are two business school students (and camp people) who connected over our love for camp. Come share some of our learnings from the first few months of business school. We look forward to diving in to the topics of marketing, accounting, pricing, and operations that are directly applicable in the camping industry. This presentation is appropriate for executive directors interested in new perspectives and take-away tips or those curious to learn more about the business of camp. We promise there won't be a test!

Abuse Prevention: From Compliance to Culture

Katie Johnson, The Redwoods Group

Compared to 20 years ago, camp operations have changed in many ways to help screen out potential abusers. Criminal background checks and interview techniques have been operationalized and are now common place. But is abuse prevention really part of your culture? Or is your camp checking a box? This session will break down the 5 essential elements of an abuse prevention plan and provide resources to help build abuse prevention into your camp's every day culture.

Lunch and Learn Session 1

Thursday, March 26, 12:30PM – 1:15PM

EPIC Lunch & Learn

EPIC New England Committee members Kristy Andrews, Camp Wawenock & Jonathan Caflun, Camp Wekeela

Whether you're a summer employee or new to a year-round role, come meet other professionals in a similar career stage to share and discuss ideas at this Lunch & Learn session. Using facilitated large and small group discussion, we will cover topics specific to emerging professionals in camping, like: How can we appropriately create change at our organizations? How do we navigate the middle-management when often we are the only middle-manager? How do we balance our friendships at camp with our leadership responsibilities? Join us as we discuss and share thoughts through these questions and more!

Save Money and Slash Fossil Fuel Use with Sunshine

Amy Farnham, ReVision Energy

Solar energy is our most abundant energy resource. Learn how you can lower your carbon footprint and your utility bill by transitioning to solar power. This session will outline various electric technologies that will enable your camp to reduce its fossil fuel use while saving money. Topics include: solar electricity, heat pumps for heating/cooling and hot water, LED lighting , battery storage, and electric car charging technology

Fund Development Round Table

Sarah Castro, Fleur de Lis Camp

Whether you are part of a team of development professionals at your camp or it is just one of the many things you do, join us for a chance to share and learn about each other's development plans. For this round table discussion, please bring one thing your camp is doing well to help with your fundraising efforts. This could be alumni/donor list management, social media outreach, compelling storytelling, and so much more. Now is your chance to chat with other camps and enhance your development strategies.

Educational Breakout Session 3

Thursday, March 26, 1:30PM – 2:45PM

Youth At-Risk in Camp: A Round Table Discussion

Terri Mulks, Camp Susan Curtis

Join a vibrant conversation that centers around offering camp experiences to youth who might not otherwise have the opportunity. The topics will be driven by participants and may include staff recruitment and training, camper behavior management, trauma-informed programs and activities, and the rewards and challenges of working with at-risk youth in a camp program.

Delegation Can Be Learned: Here's How

Stephanie "Ruby" Compton, Ruby Outdoors

We all know we need to do it and yet, delegating tasks is often identified as one of the most difficult skills to master. During this session, Ruby breaks down how we are thinking about delegation all wrong, what we can do and what we can say for the best chances for the job to be done right the first time. During this session, participants also learn how to set up routine feedback loops and how to trust and verify the work being done without being a micromanager. This 60-minute workshop will earn attendees hours of time back in their summers simply by teaching them to utilize their newfound productive delegation skills.

CIT Up or CIT Down – Successes and Failures in CIT/LIT Programming

Zach d'Arbeloff & Becky Gilles, Mass Audubon

Do you want to take your CIT/LIT program to the next level? Need ideas to refresh? Join us for a round table discussion on recent successes and failures in CIT/LIT programming! We'll talk about different structures for CIT/LIT programs, how they are changing as generations shift, and strategies different camps have used to get the most out of their CIT/LIT programs. Come ready to share ideas and learn from your peers! We will look at both day and residential camp programs.

Be A Behavior Superhero (Practicing Powerful Behavior Management Strategies)

Emily Golinsky, Bright Moose Training

When best intentions aren't enough to save your camp from the Behaviors of Doom, you need <insert impressive voiceover guy here> Powerful Behavior Management Strategies (dah-dah-DAAAHHH)! Come learn and practice several specific strategies as we role-play how to handle those camper behaviors that nightmares are made of! When you leave this session, you'll be more confident using your behavior management skills to fight evil villains such as Bad Choice Charley, the Make Me Monster and even their boss level, the terrifying Neverending Aggressive Tantrum. (Pssst! Don't worry! These "villainous" behaviors are really a front for other emotions, and YOU have the power to make them disappear!)

The WHY of Work; Aligning Passion and Strengths to Get the Job Done

Lori Hoffner, Supporting CommUnity, Inc.

Camp staff usually understand what they do for work, but can everyone articulate the "why" of their work? This session will help individuals identify their own personal strengths both external and internal and how to apply those strengths to the work they do and find work meaningful. We will outline steps for retention and sustainability using the four basic leadership practices that will empower camp staff to define the WHY of the work which in turn creates buy-in and loyalty for all levels of staff.

Safer Waterfronts: Ten Hidden Accidents Waiting to Happen

Christopher Thurber, CampSpirit, LLC & Camp Belknap

Prevent accidents and promote safe practices by implementing these ten enhancements before next summer. Using video clips for inspiration, participants will be challenged to work different angles of the safe waterfront equation, including construction, instruction, supervision, and maintenance. Refine practices for staff training and lost bather drills and discuss the merits applicable laws and standards. This session concludes by debriefing incidents and sharing your top safety improvements.

Staff to Camper Conduct - How to Train Your Staff and Volunteers

Ian Moorhouse, Dexter Southfield

No one is ever going to say that training staff and volunteers on appropriate conduct with campers is the easiest and best session to teach, when in reality, it is the worst! However, during this session you will learn easy and practical ways to teach your staff teams and leave with the resources you need to present a training successfully.

From Onboarding to Retention: Signs That Your Staff Life Cycle is Healthy

Daniel Shore, I'm Shore Research & Consulting

Throughout the staff life cycle, camp leaders have opportunities to influence the staff experience. In this session, Daniel Shore, a camp-focused researcher, will discuss familiar elements of the staff life cycle (e.g. staff training, supervisor support) with his unique, evidence-based perspective on how you can add intentionality to your approach toward the staff experience. Daniel has partnered with tens of camps to collect data from staff about their feelings and attitudes and will translate his research into leadership strategies. In particular, these strategies will include how to identify signs of a healthy staff life cycle as well as how to evaluate and achieve your leadership goals around various elements of the staff experience.

Educational Breakout Session 4

Thursday, March 26, 3:00PM – 4:15PM

Coronavirus and the Law: Group Discussion of Legal Questions Impacting the Industry

Isaac Mamyasky, Potomac Law Group, PLLC & Camp Zeke

This small group session is intended for owners, executive directors, and other senior organizational professionals to have an informal group discussion about our collective legal challenges as we face the unprecedented demands of managing our organizations during the coronavirus pandemic. Please post any questions you have on the discussion page for this session in the Guidebook app, and we will also take questions during the session.

LGBT+ 101 Camp Edition: Policy and Procedures

Kryss Shane, ThisIsKryss.com

With camps now experiencing an influx of out LGBT+ campers, camp counselors, camp administrators, and families, this provides foundational vital information for all. Topics will include: what camps should be thinking about, how camps should go about making decisions, being proactive vs. reactive with policies and procedures, and examples and scenarios to guide attendees' thoughts and mindset. The goal is to be as supportive as possible to all while requiring as little deviation as possible from what we already know creates and maintains a safe and happy camp environment and experience!

Why Are All the Black/ Asian/ LGBTQIA Campers Hanging out Together?

Nikki Turpin, Concord Academy Summer Camp

Increase awareness of ethnic identity and development in children of color and explore how environments directly affect their overall health. Attendees will discuss the correlation between identity development, achievement, and well-being. We will examine how we can support and be allies to children who feel "othered" in a time where outcasting is more accepted than ever in certain populations. We will also learn how the last 25 years of our country's history have shaped children's social identity and our own hidden biases, and how identifying those helps us connect to others. How do we ensure a safe space for all campers? How do we support staff who may feel awkward or ill-equipped to address uncomfortable but damaging interactions?

Noodles, Balls, and Cones

Mac Wallace, Children's Island Day Camp/ Northshore YMCA, Garrett Coler, LVO Day Camp Director, & Pat Malone, LVO Sports Camp Director

With noodles, balls, cones, and an open space you can run any activity your imagination can come up with. We all know camp program supplies can really start to add up in our budgets. Being able to utilize inexpensive program supplies to build curriculum for campers of all ages, and groups of all sizes, can help cut down on those budget costs. In this session you will learn games for large, medium, and small groups using only Pool Noodles, Balls, and Cones. Whether you're looking for new evening activities, or week-long programming, you will be sure to take away a giant catalog of ideas for your camp. So come and learn, play, and have a whole lot of fun in this interactive game session.

Adaptability Versus Accessibility: Creating Inclusive Environments Within Your Own Programming

Mary Schafhauser & Dawn Willard-Robinson, Pine Tree Camp

With inclusion in the camping world on everyone's mind, how do we continue creating inclusive spaces while holding true to our own history and traditions? This session will spark the conversation about how we, as camping professionals, can help facilitate all of our camper's success by adapting our activities to meet their needs. We will take you through the history of special needs camping and how the needs of our young people have changed throughout the years. We will touch on how the ADA, IDEA, and other federal legislation plays into summer camps. We will look into the difference between adaptability versus accessibility and try our hand at adapting everyday activities to meet a wide variety of our campers' abilities.

Supporting Positive Mental Health and Building Resilience in Campers and Staff

Jon Mattleman, Minding Your Mind

Join Clinician Jon Mattleman in an interactive and engaging presentation providing a survey of relevant mental health topics impacting campers and staff alike, including anxiety, depression, home sickness, self-harm, and suicidal ideation/statements. Gain the information and skills to support your team and the youth you serve to develop and maintain a supportive environment that helps to build resilience. Jon has worked with a variety of summer camp administrators and staff on this topic and knows that each camp is a unique environment. He utilizes a variety of engaging techniques to create a supportive environment allowing for robust discussion of these sensitive topics.

Staff as Caregivers - The Importance of Self-Care in Creating Sustainable Enthusiasm and Engagement

Rebecca Zelis, Songadeewin of Keewaydin

How do you create an environment that supports the well-being of your staff? Many staff do not have the life-skills necessary to consistently maintain their energy, focus, enthusiasm, and well-being throughout the summer. This can result in burn-out, unreliable behavior, and even health problems. We will share a wellness program (and free online resources) that help staff assess their health behaviors and create a personal wellness plan before campers arrive. Self-care is presented as a personal responsibility to the camp community, making staff more aware of the importance of taking care of themselves, supporting each other, and asking for help when they need it.

[Educational Breakout Session 5](#)

Friday, March 27, 9:00AM – 10:15AM

A Camper Is Transgender... Now What?

Kryss Shane, ThisIsKryss.com

This session will focus on how to create policies and procedures that address and support the needs of transgender campers. Whether your camp receives an inquiry call asking if the camp is safe, whether the family lets you know in advance, or whether you discover the camper is transgender during the camp experience, this session will guide you on what to do to create the best possible experience for all!

Becoming a Remote Worker Overnight - P. Goddard

Polly Goddard, Sandbar Coaching & Consulting and Heather Ramsey, Sojourn Partners

With the sudden move for many teams to working remotely basically overnight, many teams and managers will struggle to find their footing. Join Polly Goddard and Heather Ramsey, who collectively have over 20 years of experience in building and managing distributed teams, as they share tips and best practices for holding your team together while making major shifts in your work setting, approach, and changing perspective. They will cover the nuts and bolts of moving to a remote environment, effective management strategies, and how to support individuals in this challenging time. Bring your questions and be prepared to share (preferably on camera) what challenges you are facing.

Inclusive Initiatives for All ages

Gabi Tetelman & Sarah Derick, WingSpeed Adventures

Join Wingspeed Adventures for a discussion and explanation of activities that we utilize to foster an inclusive environment. We will delve into how these activities can be presented to meet the needs of all participants no matter their age or ability.

Staff Training: Diversity, Equity and Inclusion

Erin Kelly, Kim Baker, & Chelsea Gutierrez, Boston Nature Center

Camp is the ideal place for staff and campers to learn, practice, and value inclusiveness. In this workshop, we will share our favorite Diversity, Equity, and Inclusion trainings for staff and ways to build a supportive learning environment for both staff and campers. At the Boston Nature Center, we find the most significant work around Diversity, Equity, and Inclusion happens through conversation and self-reflection. We will discuss how to create a space for meaningful conversations, how to teach staff best practices when it comes to difficult conversations, and how to reflect on experiences throughout the summer. Join us in this important work to ensure that camps continue to be a place where everyone feels welcomed, celebrated, and at home.

Camp is More Fun with More Campers; 20 (or more) Affordable Ways to Increase Registrations

James Tresner, Wanakee

Wouldn't it be nice to run one of those camps that fills in a week? The common saying "if you're not growing, you're dying," certainly applied to my current camp. A small but regular decline had taken the organization further and further from long-term viability, let alone vitality. Using my time spent in marketing at a national nonprofit, experience leading 70% growth at an after school program, and in partnership with a talented group of volunteers (plus a bit of external help), we've reversed course, growing 3% - 15% every year since 2015; 37% total in 4 summers. As a nonprofit, we had to find affordable ways to achieve that growth. Come learn 20 (or more) tested marketing ideas and strategies you can use at your camp today!

Ensuring Camp Safety in an Age of Active Shooters and Other Violence

Joseph Pangaro, True Security Design

The program will cover all of the elements of a proper physical Threat, Vulnerability, and Risk (TVRA) Assessment for a camp to include: staff training, policies, security protocols, de-escalation training, and combining the the proper electronic equipment with the human element. A TVRA looks at the entire camp property and attempts to uncover all potential security and safety gaps present, then provides a road map for remediation of any gaps to create the safest possible environment. Part of the assessment determines the level of preparedness a camp has to respond to violence either from campers, staff, or outside intruders'. A proper assessment not only creates a safer camp, but also provides a liability reduction for camp owners.

Creating a Cushion of Safety for your Camp Waterfront

Cathy Scheder, Second Nature Partners, LLC

Risk management is key for aquatic programs, but camps need to build a holistic approach to safety that is multi-faceted. This session will focus on building a cushion of safety including appropriate certifications, skills assessment and verification, pre-camp and in-service training, and supervision of waterfront environments. The session will focus on: overview of aquatics programs and staffing requirements including ACA Standards; overview of pre-service training fundamentals and requirements including skills verification; overview of in-service training fundamentals, importance of consistent training clinics, physical fitness, and emergency response; and supervision requirements, processes and procedures of all aquatics staff.

Educational Breakout Session 6

Friday, March 27, 11:00AM – 12:15PM

Show Up: Teaching Counselors to Connect

Scott Arizala, The Camp Counselor

All connections begin with some kind of showing up, or being present both physically and emotionally. This session is about teaching staff how to do that. Sometimes it doesn't take much skill, but a lot of effort, other times you have the talent, it's just being used in the wrong place. From the secret ingredients of listening to the basics of time management, we will cover practical training ideas and coachable strategies that teach counselors how to Show Up. Of course, to do that you have to know where you are going and be valued when you get there. How you Show UP for them may be the most important part.

Hot Topics in Camp Health and Wellness

Laura Blaisdell, MD/PMP, FAAP, Camp Winnebago

This session will address several hot topics in camp medicine currently including infectious disease from ticks and mosquitos, vaccination best practice and outbreak management, and importantly preventative practices to protect campers, staff and camps from communicable diseases.

Yes Means Yes and No Means No: Consent Education at Your Camp

Stephanie "Ruby" Compton, Ruby Outdoors

Summer camp has an important role in rewriting the nation's narrative about healthy relationships and self-advocacy. The best tool to prevent sexual assault is consent education. Learning about consent happens well before the bedroom and can be a powerful tool at camp to teach campers and staff radical empathy and empowerment. This session will share a easy ways to adjust your language and tactics this summer to teach campers about consent and deepen your community's commitment to being an inclusive, safe, and respectful environment for all.

What's on the Horizon; Everything from Y to Z

Lori Hoffner, Supporting CommUnity, Inc.

A workplace with multiple generations continues with the incoming Generation Z. Understanding the dynamics of this younger group gives you a better opportunity for retention of members of this generation either as staff or as a consumer. Together we will learn the similarities and differences between the Gen Y/Millennials and the up-and-coming Gen Z generations. Better understand how today's young adults, teens, and youth think and behave in order to benefit your organization. We will discuss trends in education, employment and the offline experience and how it impacts the way the younger generations interact in the "real world".

Spreadsheets: Level 1.5

Marcie Glad, Tenacre Day Camp

Have you taken a spreadsheet course in the past, but need a refresher? Are you frustrated at your spreadsheets and wish someone could answer your questions? You're in luck! Whether you use Excel or Google Sheets, this is the session for you! Content will include practice & review of: Pivot Tables, Print Management, Text-to-Columns and introduction to Spreadsheet Formulas COUNTIF (and how it can help your scheduling woes), CONCATENATE, IF. Bring a laptop, your spreadsheets, and your questions. Get ready to improve your ability to handle a spreadsheet and exponentially increase your efficiency!

How to Manage a Seasonal Challenge Course

Phil Brown, High 5 Adventure Learning Center

It can be tough knowing what to do with your Challenge Course when you only run a seasonal program. In this workshop we intend to give you tips and tricks to efficiently manage your course from opening to closing. We will share our recommendations for each of the seasons to efficiently maintain your challenge course while getting the most out of your budget. The three main areas we will discuss are: equipment, facility/course, and staffing and training.

Believe it or Not: The Gang in My Camp - Lessons Learned from Crisis in Camp

Cathy Scheder, Second Nature Partners, LLC

It was just another week of camp... or so we thought. This session shares a unique situation where as events unfolded the situation worsened to a crisis level where camper and staff safety was soon to be compromised. Join us for this engaging and dynamic session describing actual crisis in camp, steps taken, and lessons learned. The presenter will share with you the unbelievable story of this actual event, walk you through a crisis response exercise (how would you respond?), and share with you the outcomes from their experiences.

Get on the Bus

Katie Johnson, The Redwoods Group

Transportation, field trips, and expeditions are a regular part of many camp programs. But there is also a rise of incidents of peer-to-peer abuse and bullying occurring during these times, in addition to lost campers and inadequate supervision. This session will discuss the unique exposures involved when participating in field trips & expeditions and the best practices to keep campers safe during these higher risk times.

[Lunch and Learn Session 2](#)

Friday, March 27, 12:30PM – 1:30PM

Crisis communications for camps in the time of Coronavirus

Kelley Freridge, American Camp Association

Practical direction for camps on how to establish your plan, how-to steps on what to do, and what not to do. Best practice examples of communication with parents, staff, campers and the communities we serve. Engaging with local media proactively in preparation for summer and talking points in case you get a call tomorrow. Identifying trending topics your camp might encounter this summer beyond COVID-19.

[Educational Breakout Session 7](#)

Friday, March 27, 2:00PM – 3:15PM

Bloom: Creating a Culture of Growth and Development

Scott Arizala, The Camp Counselor

The potential in a seed is only realized through the mix of ingredients, environment, and the attention we give it. We want our campers and staff to bloom, by cultivating a staff with a growth mindset in an environment that supports development for them and the campers. This session will cover activities, experiences, and practical skills to orient counselors towards development (ingredients), leadership ideas to help create and sustain a culture of growth (environment), and, maybe most importantly, tools and strategies for coaching and supervising along the way (attention). Sometimes it doesn't take much for someone to bloom, especially with a little care and attention.

Considerations for Implementing Mental Health & Behavioral Supports

Emily Golinsky, Bright Moose Training

Considering adding Inclusion/Intervention/Behavioral staff to your team? Don't know what exactly you need, but you DO know that something needs to change? Where do you begin? Each camp has vastly different needs in this emerging, complex area. This session will help you determine the logistical, ethical, financial, and other concerns involved as you evaluate the best way to address the rising needs amongst your campers and staff for behavioral, mental, and emotional health supports. We'll talk about identifying/addressing your camp's needs, determination of internal strengths, and evaluation of complicating factors, plus logistics such as costs, structure, and intended outcomes. Most importantly, we'll answer the question "where do I start?"

Essential Legal Considerations: A Checklist of Key Considerations

Isaac Mamyasky, Potomac Law Group, PLLC & Camp Zeke

In this session, participants will think through some key legal considerations that help protect camps from liability. In light of current events, this will include an exploration of legal considerations related to coronavirus. Participants will explore questions such as: How does coronavirus impact typical refund policies? What obligations do we have to hired staff if camp doesn't open this summer? What do we do if a staff member gets sick with coronavirus? Also, unrelated to coronavirus, we will discuss essential requirements to comply with the law while exploring common missteps and pitfalls that lead to unnecessary exposure. This session is intended for management teams/decision-makers within camps.

Strategies for Successfully Navigating Camp with LGBT+ Campers

Kryss Shane, ThisIsKryss.com

We all know the adage that "Practice Makes Perfect" ...but what happens during the practice stage of change? This session offers guidance on how to find out what you don't know, how to update what you thought you knew, and what to do when mistakes happen. Rather than feeling flustered in the moment, come learn how to prepare for the unexpected and how to turn a stumble into a graceful dance move that supports campers rather than undermines your relationship with them!

Forget Feedback Forever

Christopher Thurber, CampSpirit, LLC & Camp Belknap

Hack the managerial nightmare of colleagues who ignore you or get upset when you offer feedback. Participants in this innovative workshop will learn three unconventional approaches to continuous professional development - soliciting, referencing, and querying - that not only avoid hurt feelings, but also eliminate the arrogance baked into our self-perceptions and neutralize the intense emotions that distort our observations of others. Learn to lead others to be their best selves.

Teaching Girls to Use Social Media in Positive, Empowering Ways - In and Outside of camp!

Michelle Cove, MEDIAGIRLS

The average teen girl consumes social media for three to four hours a day. Research shows that using social media for over two hours a day is repeatedly linked to higher levels of anxiety, insecurity, and depression. Thousands of girls in our program have told us directly that while they are addicted to social media, it often leaves them feeling stressed and anxious. Our 75-minute #REALMEDIAGIRL workshop teaches girls to think critically about undermining messages they receive from media, and how these messages influence their well-being. Girls learn healthy ways to evaluate their true self-worth, and how to use social media to make media culture more positive and empowering.

Breaking the Ice!

Alexis Dascoulias, Camp CenterStage

We've all faced those moments: how to start our staff training or the first full-camp activity at or (gasp) a new Board member social! Icebreakers are the most effective tool to begin to engage the interest and encourage the participation of campers and/or staff. Great ice breakers are the foundation for all team building. This lively, interactive session will explore a dozen ice breakers for groups of all sizes. Meaningful camp experiences start from the moment we first interact - so make them fun, engaging, and memorable. Let's break some ice!

Accreditation and Standards Advice From Veterans

ACA, New England Standards Committee members

Is it your accreditation year and you just do not know where to start? You have your Accreditation Process Guide – but how do you organize the material to show your visitors? What if you are not quite sure of the 2019 standards? Are you not sure what to expect for your site visit this summer? Members of the New England Standards Committee are here to answer your questions! In this session we'll show some methods to organize documentation (both digitally and in paper form), answer questions about the 2019 standards, and any questions you might have about the site visit. We'll bring some tips and tricks to help you prepare for your upcoming Accreditation Visit so that you can walk out energized to get started!

[Educational Breakout Session 8](#)

Friday, March 27, 3:30PM – 4:45PM

The Supervisor Challenge: Staff Hiring, Training, and Support

Terri Mulks, Camp Susan Curtis

Campers need a cohesive and inspired staff team that creates a positive camp culture. Let's talk about how we hire, train, and maintain a strong staff team in our most challenging role as a supervisor. Discussion will include a template for group interviewing, comprehensive staff training, MESH support throughout the summer, and engineering difficult conversations to highlight the good.

Can You Hear Me Now? Working More Effectively With Parents in the Technological Era

Bob Ditter

Family groups chats and texts; scouring the Facebook pages of other parents; off-season social media bullying; parents who keep an overly keen eye on your summer postings: We live in an era where parents and their kids are immersed in technology. Let's talk about some of the challenges this presents to you as a camp professional and what you can do to meet those challenges. While we see value in giving kids a break from their technology, their parents are not taking that same break!

Business Partnership Fundraising - Partners and Pitch Decks

Kelley Freridge, American Camp Association

This session will cover the essentials of a good pitch deck, what brands and business are looking for in partnerships, and how to leverage your audience as influencers. Learn how to determine what potential business partners look like for your program and how to present opportunities to identified potential partners.

Suicide Talk; a Conversation to Create Awareness

Lori Hoffner, Supporting CommUnity, Inc.

Suicide is a community health issue. Current statistics show that veterans, white men 65 and older, LGBTQ and teens as some of the highest risk groups. However, research also tells us that depression, one of the leading contributors to suicidal ideation, can be reduced with physical activity. Additionally, the ability to make connections with other people also reduces risk. Although suicide can be a very scary and difficult topic for many people to discuss, only an open and honest conversation about the issue of suicide helps remove the stigma and taboo. Every single person can participate in this type of conversation which helps to create a strong, positive community that encourages 'help-seeking' behavior for people that might be at-risk.

Campocalypse

Christopher Thurber, CampSpirit, LLC & Camp Belknap

Working precariously and without a net, harness, or crystal ball, psychologist Chris Thurber will shock and awe the camp world by revealing the six disruptive forces that will jeopardize all youth programs in the coming years. Join a robust debate about the end of camp as we know it. Wax philosophical about the positive youth development event horizon. Above all, learn to preserve the essential core of your program in the face of looming threats. Ignore this session at your own risk.

An Empathy-Based Approach to Behavioral Challenges: What Research Teaches Us About the Power of Camp

Mia Klinger, Daybreak Day Camp

We have tried time outs, calls home, prizes, charts, points, incentives, and consequences, and yet some camper behaviors do not seem to change. This workshop will look at what research teaches us about behavior and why some of our traditional approaches have failed. We will discuss how empathy can guide our interventions and help us build trauma-sensitive, strong communities. Participants will leave with an understanding of the brain science involved in behavior and several strategies for working with campers. Finally we will celebrate our camps' special powers that help children with challenging behaviors find connections and success.

ACA's Youth Impact Study Update

Thayer Raines, Research Advisory Committee (REAC)/ American Camp Association

Learn about the latest research findings from the American Camp Association's Youth Impact Study that is designed to discover the impact of the camp experience on a child's developmental success in school, career, and life.

Research may serve as a powerful tool for explaining the value of the camp experience to parents, for marketing, grant writing, training staff, and for the design of programs that have high-quality impact. Participants will have the opportunity to consider what the findings mean for their camps and for the future of the national camp community.

Come hear what has been shown to have a lasting impact and what has been learned so far from this 5-year national study.

Understanding the Entire Counselor Experience to Better Support Staff

Benjamin Aronson, Needham Youth and Family Services

Have you ever walked away from a counselor shaking your head and wondering if you're even on the same planet as your staff? Summer camp staff have many talents, one of which is making their supervisors want to pull out their hair. Throughout this session we will explore the developmental skill sets of the young adults we employ as counselors and seek to understand how those abilities impact their problem solving and decision making approaches. We will then identify effective strategies and approaches that camp supervisors can take to support staff members. Participants will leave this session with new insights and strategies to support and encourage their staff!