



“Branching Out and Growing Friendships”

2009 Great Rivers ACA Section Annual Conference

Tuesday-Thursday, November 10-12, 2009

Pre-Conference November 9, 2009

Carol Joy Holling Camp, Ashland, Nebraska

www.acagreatrivers.org

Plan now to **Branch Out**, discover some Great Resources and **Great Friends** this fall – It’s your opportunity to gather with other camp professionals, hear the latest camp information, share some of your own great ideas, and watch the excitement build as you learn new things to take back to your program!

Join over 70 camp and youth professionals from local camps and youth programs throughout the Midwest as we gather for a time of education, networking and renewal at the ACA Great Rivers Conference. There is truly something for everyone -- administrators, program staff and directors in this year's educational line-up.



Keynote Presenters: Jodi Rudick, Dr. Bob Ditter, and David Sherry

We are excited to announce that **Jodi Rudick, Dr. Bob Ditter, and David Sherry** will be with us for our Great Rivers conference!

Jodi L. Rudick, MAS. Jodi is President of the ADvisors Marketing Group, a promotional agency founded in 1959. She is the author of four books related to marketing and publicity. Jodi has been a featured or keynote speaker at many youth-oriented conferences. Many consider Jodi to be the park and recreation profession’s most innovative marketing and publicity expert. In 1995, Jodi created the *Benefits are Endless...* marketing campaign for the National Recreation and Park Association which has now been adopted by almost 1000 park and recreation agencies around the world.

Monday Pre-Conference Workshop: “Never Waste Your Money On Marketing Again”

If you’ve ever wished you could afford a professional consultant to add some pizzazz and excitement to your promotional efforts then this is the program for you! Camp marketing specialist, Jodi Rudick, will spend the day taking a hard look at YOUR print marketing tools. Along with other camps, Jodi will critique and suggest improvements to your current and upcoming brochures, flyers, campaign themes, promotional tools, press releases, and other traditional marketing tools. There will be creative and constructive assessment of your web-site, DVDs, email campaigns, BLOGS, and other on-line and electronic marketing tools. We’ll go live to the World Wide Web to explore actual websites to illustrate what works and what doesn’t when trying to attract and keep prospects interested and involved in your digital media.

Bring copies of your actual materials for discussion. In these tough economic times it is more important than ever to make sure your promotions are effective and get you the results you need

Time: Check-in 12:30-1:00pm, Pre-Conference 1:00pm to 5:00pm

Location: Carol Joy Holling Camp

Cost: \$65

Bob Ditter, M.Ed., LCSW. Bob is a senior level clinical social worker who specializes in the evaluation and treatment of children, adolescents and their families. He maintains a clinical psychotherapy practice in Boston, Massachusetts, and consults nationally with agencies that work with young people. He has authored three books for camp professionals, produced 5 training videos and has published a Pocket Guide for Counselors. He is best known in camp circles as the author of the popular column, *In the Trenches*, which appears regularly in *Camping Magazine*



Keynote: “BFF—Building Friendships at Camp”

When campers talk about camp one of the most important things they talk about are the friendships they find there. For most kids making friends is like falling off a log—it just comes naturally. Yet, there are things camps can do both to enhance the process and deepen the meaning of true friends. Bob will talk about the various lessons of friendship at camp and what camp professionals can do to make it even better.

David Sherry. David is the Executive Director of the Des Moines Y- Camp, a year round camp serving over 22,000 program guests annually in summer camp, outdoor education and retreats. In David’s tenure, Y Camp has seen great growth in program growth, capital development, board and volunteer involvement and facility improvements. David also serves on the ACA-Great Rivers Section Board, ACA- National Standards Commission, Board of Directors for Camp Hertko Hollow inc. and Mid America YMCA Camping inc.

Keynote: “The Day Water Began to Rise - Planning For The Disaster We Never Expected”

Planning for disaster, whether brought on by weather or poor judgment is an important part of each camp’s responsibility. David will cover key components and resources for your camp to consider in your risk management and emergency planning. The session will be delivered with the sharing of true experiences and lessons learned that may be beneficial to your camp.

Workshop Sessions

Many Camp Directors, organizations, vendors, businesses, psychologists, teachers, marketers, and camping professionals will be at the conference to assist in speaking sessions throughout the conference. Here is a list of subjects that will be discussed during the conference with more to come. If you are interested in being a workshop presenter please contact Nicole Rottinghaus nicolerottinghaus@girlscoutsksmo.org or Don Enger at enger@crmetroyca.org

- Preparing your Camp for Accreditation
- Camping History
- Risk Management
- 20/20 ACA Theme
- Group Dynamics of Children
- Teaching Staff to Communicate with Parents
- Teambuilding
- Tiered Pricing
- Crisis Management
- Hot Topics in the ACA
- Tours of Carol Joy Holling

- Learning with Nature
- Faith-Based Camping
- Making Your Equestrian Dreams a Reality
- Bringing “Camp” to Day Camp Programs
- Going Green at Camp
- Marketing your Recreation Program
- Working with Volunteers and Boards
- ACCT Standards with Your Ropes Course
- Land Management
- Carol Joy Holling Ropes Courses

General Conference Schedule

Monday

Pre-Conference Check-In	12:30-1:00pm
Preconference	1:00-6:00pm
Early Bird Conference Check-In	6:00-9:00pm
Early Bird Dinner	6:30pm

Tuesday

Early Bird Breakfast	8:00am
Conference Registration	9:00-10:30am
Keynote: <i>Jodi Rudick</i>	10:30-12:00pm
Lunch	12:00pm
Vendor Fair/Silent Auction	12:00-4:00pm
Session 1	2:30-3:30pm
Session 2	4:00-5:00pm
Dinner	5:30pm
Campfire/ Recreation/ Social Gathering & More	7:00pm

Wednesday

Breakfast	8:00am
Keynote: <i>Bob Ditter</i>	9:00-10:30am
Annual Meeting	10:30-11:30am
Lunch	12:00pm
Session 3	1:00-2:00pm
Session 4	2:30-3:30pm
Session 5	4:00-5:00pm
Dinner	5:30pm
White Elephant	7:00-9:00pm

Thursday

Breakfast	8:00am
Keynote: <i>Dave Sherry</i>	9:00-10:00am
Session 6	10:30-11:30am
Closing/Goodbyes	11:30am
See you next year.....	

Conference Location

Carol Joy Holling Camp is located southwest of Omaha, NE. From the east, take I-80 to exit #426. Turn right onto Hwy 66. From the west take I-80 to exit #426. Turn left onto Hwy 66, Then both directions, turn right onto 262nd St. Bear Left on South Bend Rd. Turn Right on Little Salt Rd. Continue on Ranch Rd and then arrive at Carol Joy Holling on the left.

Address: 27416 Ranch Rd; Ashland, NE 68004

Phone: (888) 656-6254 **Website:** <http://www.nlom.org/>

Overnight Lodging Options

Most of the housing options at Carol Joy Holling are comfortable motel-style rooms with carpeting, heat, single and bunked beds, and bathrooms near each room or inside each room. Most rooms sleep 1-2 people. If you want a room to yourself you can register for that option and pay an extra fee. Single-rooms are available on a limited basis.

Bedding

Our rooms this year DO include linens & towels.

What To Bring:

- Shower bag (soap, toothbrush/paste, shampoo, deodorant, etc.)
- Casual Clothes (layers, outdoor clothes, pajamas, comfortable shoes)
- Extras (alarm clock, camera, flashlight, medications, water bottle, coffee mug)
- Item(s) to donate to the Silent Auction, if you choose
- Your ACA Standards binder, if you are taking the training
- A white-elephant gift (valued around \$5 or more) to share at the evening program
- A group game idea to share on Wednesday night

Conference Website

For all the updated conference information, visit: www.acagreatrivers.org.

Vendor Show

Our conference will host a Vendor Showcase on Wednesday, November 10 from 12:00pm-4:00pm. An updated list of vendors will be posted on our conference website. For more information on the Vendor Show, please contact Don Enger or Jason Villalobos at: enger@crmetroymca.org or jvillalobos2@unl.edu

Pre-Conference Schedule

The ACA Standards Training – It will be held in an early-bird session from 1:00-5:00pm on Monday, November 9th. This course prepares Camp Directors for their accreditation visit and serves as an introduction to the Standards program for persons interested in becoming Visitors. It is also required of new directors in already accredited camps. To sign-up for this FREE session, contact Linda Du Brul at: 417-862-0004 or n0imy@arri.net.

Camp Bus Tours – Join us as we tour YMCA Camp Kitaki, Eastern 4H Camp and Mahoney State Park! This provides a great opportunity for networking with other camp directors and camp professionals, as well as a chance to learn more about the unique offerings of other recreation programs. Guided tours at each facility will allow for both a chance to see what's new at area camps, but also to have all your questions answered. The tour departs from Carol Joy Holling and begins at 1 p.m. Please contact Natalie Roberts-Day for more information at nroberts-day@ymcalincoln.org

“Never Waste Your Money On Marketing Again” Come and listen to Jodi Rudick while she works with you to look over your marketing materials. In these tough economic times it is more important than ever to make sure your promotions are effective and get you the results you need. Discussions begin at 1pm.

Evening Programs

We will hold our popular 6th Annual White Elephant Gift Exchange fundraiser – laughter guaranteed! There is also time each evening for fun, fellowship, campfires, games, and snacks in the hospitality area.

Annual Fundraising Events to Benefit the American Camp Association

Again this year we will be holding a **Silent Auction** during our vendor fair. Bring your pocket book, cash or check with you so you can bid on these amazing donated items. We will also hold a **White Elephant Gift Exchange** on Wednesday evening. Please bring a pre-wrapped gift(s) valued at \$5 or more. We will be selling raffle tickets at \$5 each and you are guaranteed one gift for each raffle ticket you purchase.



"Branching Out and Growing Friendships"

2009 Great Rivers ACA Section Fall Conference Registration Form Camp Carol Joy Holling in Ashland, NE November 10th – 12th

Please register one person per registration form

Full Name: _____ Gender: M F

Camp/Agency: _____ Position: _____

Address: _____

City: _____ State: _____ Zip: _____

Work Phone: (_____) _____ E-Mail Address: _____

How did you hear about our conference? _____ Are you an ACA member? _____

Dietary needs or other special considerations you would like us to be aware of: _____

Registration Fee Options (Please select all that apply)

Pre-Conference Session: November 9th from 1:00 p.m. to 5:00 p.m.

- Camp Tours: Visit YMCA Camp Kitaki, Eastern 4H Camp and Mahoney State Park Free!
- ACA Standards Training: Free!
- "Never Waste your Money on Marketing Again" by Jodi Rudick \$65

Pre-Conference Lodging : November 9th/10th - includes lodging and supper Monday night, breakfast and lunch Tuesday.

- I choose to share a room for \$65 (Discounted rate not available)
- I choose to have my own room for \$88 (Discounted rate not available)

Main Conference Package: November 10-12 Begins 8:30 a.m. Tuesday and ends 11:30 a.m. Thursday.

Price includes Program sessions, meals (lunch Tuesday to breakfast Thursday) and lodging.

- I choose to share a room for \$210 (Bathrooms are separate from rooms)
- I choose to share a room for \$235 (Bathrooms are located in rooms)
- I choose to have my own room for \$305 (Bathrooms are located in rooms) (Discounted rate not available)

Day Only Package: November 10, 11 or 12 Covers programs and meals from 9 a.m. to the end of program day.

- Tuesday \$100 Wednesday \$100 Thursday \$100

Student/Retiree/Board Member Discount: 50% off any package checked above. (Please include a copy of your current student ID)

Total Amount Due: _____

Payment Options

CHECK: Please make checks payable to **ACA Great Rivers Section**. If multiple registration payments are included on the same check, please explain: _____

CREDIT CARD: Please circle one: **Visa** **MasterCard** **Discover**
 Credit Card # _____ (3-digit code on back: _____)
 Exp. Date _____ Signature _____

Please Send Registrations To:

Mail: Delores Huitt, Girl Scouts of NE KS & NW MO
 8383 Blue Parkway
 Kansas City, MO 64133
Fax: 816-358-5714

For Questions, Contact Education Chair:

Don Enger, YMCA Camp Wapsie
 Phone: 319-435-2577
 Email: enger@crmetroymca.org

Refund Policy: Registration fees will be refunded with written notice of cancellation received by 11/2/09 **OR** if a participant is ill and a written refund request is accompanied with a statement from the attending physician-received by 11/30/09.