

Note: Click on any seminar box to download handouts (if available)

Track	Outdoor Setting	Purpose & Objectives	Administration & Organization	Personnel Development	Camper & Guest Needs	Programming I	Programming II	Health & Safety	Foodservice	Site & Facilities	Business & Operations	Marketing & Public Relations	Fund Raising	Cairn Series® 201
Tuesday, November 28 8:00 a.m.-9:15 a.m. Group 1	PHL01 TITLE: The Irreplaceable Component ABOUT: Why we need the outdoor setting to do camping correctly, and how to maximize its usage without destroying its fragility GARY FAWVER	PHL06 TITLE: The Forgotten Theology of Retreat ABOUT: How to effectively communicate the value and need for retreats to pastors and laymen so that they will hold one at your place SETH STILES	PHL11 TITLE: Sharpening the Focus of Your Board ABOUT: Helping board members move from being passive observers (who occasionally vote) to active participants with a clear sense of direction JAY DESKO	PHL16 TITLE: Spiritually Advancing Staff and Volunteers ABOUT: Ways of being intentional about the faith and growth of those who are long-term workers in your organization ED MCDOWELL	PHL21 TITLE: Brain Research and Its Impact on Staff-Camper Relationships ABOUT: The latest research on brain development and how it affects staff members' training and work with campers BOB DITTER	PHL26 TITLE: 10 Things Bible Conferences Have to Do to Stay Relevant ABOUT: How to attract and retain younger families without compromising your biblical message so your place of ministry does not become extinct DANIEL WALLACE	PHL 31 TITLE: The Ol' College Try ABOUT: Reaching out and forming a valuable partnership with one or more Christian colleges so you can both enjoy reciprocal benefits on a number of fronts ROB RIBBE	PHL 36 TITLE: Counseling Landmines ABOUT: Whether you or your staff could be sued because of how you position the practice of counseling, and how to protect yourself and your organization from a claim JOHN WYLIE & SUSAN CAMPBELL	PHL 41 TITLE: This Place Has Atmosphere ABOUT: How to make your camp dining room warm and guest-friendly all year long, while ensuring it represents your camp's character LEE MAIZE & KIMBERLY WILSON	PHL 46 TITLE: Scouting out a New Property ABOUT: What to look for if you are seeking a property on which to start a primary or satellite camp, and how to work with the government, community, and architects in the process DAVE CARLSON	PHL 51 TITLE: Things to Consider Before Approaching a Banker ABOUT: Ensuring that your organization can provide the corporate, legal, and financial information required by lenders, if and when needed DAVID PACE Handout 2	PHL 56 TITLE: Drawing Attention to Yourself ABOUT: Various ways that you haven't considered to get oodles of free, positive publicity that you can use to your advantage JULIA-ISABEL DAVENPORT	PHL 61 TITLE: Developing Large Gifts from High-Capacity Partners ABOUT: Learning to identify your prospective major donors, and understanding why they give, and how to develop them into long-term partners ROBERT STEINHAGEN	PHL 66 Cairn Series Course 201: Ministry Expression, Parts 1-3 To give participants a clear understanding of how theology, methodology, environment, structure, and management culminate in a manifestation of mission and purpose. PHL 66
Tuesday, November 28 11:15 a.m.-12:30 p.m. Group 2	PHL02 TITLE: School's in Session ABOUT: How to start a quality outdoor education school on your property to attract new midweek groups STERLING EDWARDS	PHL07 TITLE: Rethinking Para-Church Ministries in a Postmodern World ABOUT: How politics, pop culture, and emergent church philosophy are affecting faith and religion in America and influencing long-standing evangelical ministries JOHN ASHMEN	PHL12 TITLE: What Every Director Needs to Know about Technology ABOUT: Keeping up with the times (and younger staff) by engaging with usable, practical technology tools that will help you get jobs done without creating more work BOB STRODEL	PHL17 TITLE: Creating Next-Level Leadership in Your Organization ABOUT: Examining a new definition of leadership that better fits twenty-first century culture, and helping current and future leaders model it JAY DESKO	PHL22 TITLE: A Hospitality State of Mind ABOUT: How to pursue business excellence within a ministry environment and administer grace through hospitality so guests see your worth and your Christianity KEN HEFFERNAN	PHL27 TITLE: Day Camp Secrets of Success ABOUT: One camp's experience in making day camp a major ministry of a suburban church—and how these principles will work anywhere TAMMY LOPEZ	PHL 32 TITLE: Your Space or Mine? ABOUT: How MySpace and Facebook are changing the way campers and counselors communicate, and how to educate staff and parents plus create protective policies BOB DITTER	PHL 37 TITLE: What Every Non-Accredited Camp Should Consider ABOUT: How to determine if you are doing what the industry expects a safe, well-run camp to do, and how to prepare for your annual health inspection DENNIS LITTLEFIELD	PHL 42 TITLE: Nutrition Symposium ABOUT: A forum with leading foodservice experts on what to serve and how to prepare it so camp food gets two thumbs up from kids as well as parents JOE WILSON Larry Birch Ken Hedrick Darla Roe	PHL 47 TITLE: Covered Where It Counts ABOUT: Doing an insurance review in property, casualty, and general liability to guarantee everything you think is covered really is—and with limits you can live with CARL LUNDSTROM, CPCU	PHL 52 TITLE: Nonprofits in the Zone of Insolvency ABOUT: Understanding what the courts have to say about additional responsibilities of governance for organizations that are not deemed financially profitable in the eyes of the IRS RON MATTOCKS	PHL 57 TITLE: Why Johnny Can't Brand ABOUT: The mistakes major corporations make in branding and how not to go down that same path, but instead make your ministry stand out in a crowd JULIA-ISABEL DAVENPORT	PHL 62 TITLE: The Board's Role in Raising Money ABOUT: Positioning board members to make a major impact in their spheres of influence by giving them the tools and confidence to bring in the dollars TOM MOUCKA	PHL 67 This information will lead to an evaluation of the program style and tactics in one's own organization and set the stage for surrounding such with specific disciplines that will result in maximum effectiveness. PHL 67
Tuesday, November 28 3:15 p.m.-4:30 p.m. Group 3	PHL03 TITLE: Q & A with Richard Louv ABOUT: A dialogue with the author of <i>Last Child in the Woods: Saving our Children from Nature Deficit Disorder</i> RICHARD LOUV	PHL08 TITLE: Apologetics for the Post-Modern Participant ABOUT: How to present the gospel through camping to people totally immersed in today's culture so it has a real impact BOB WENZ	PHL13 TITLE: Ensuring Smart Leaders Make Wise Decisions ABOUT: Avoiding "collective dumbness" in the leadership ranks by understanding what factors contribute to wise organizational decisions JAY DESKO	PHL18 TITLE: Unorthodox Training ABOUT: Using unique games and group initiatives to train staff and build lasting bonds that won't be broken in the midst of work-related pressure ELAINE RAAKMAN	PHL 23 TITLE: Great Online Measurement Tools for Surveying Guests ABOUT: Getting clear definition of what excellent service looks like and a staff that's trained and dedicated to delivering it BYRON HILL	PHL 28 TITLE: A Dramatic Entrance ABOUT: Using drama as a tool to reach audiences of all ages, plus where to find relevant plays and props, even if you're working on a shoestring KURT JARVIS	PHL 33 TITLE: What We're Doing Differently in Youth Programming ABOUT: Two PDs from opposite coasts compare notes on how and why they've recently changed their approaches, and what future changes they're considering NATE PARKS & ROB LEE	PHL 38 TITLE: Screening and Interviewing Techniques for a Stronger, More Reliable Staff ABOUT: All the latest dos and don'ts of staff screening and background checks, and how to protect your organization from the consequences of loose hiring practices BOB DITTER	PHL 43 TITLE: Bonding 'round the Hobart ABOUT: How to lower the stress level in the kitchen, plus create camaraderie and a work environment that promotes a positive staff experience that campers will recognize LARRY BIRCH	PHL 48 TITLE: Property Audit from a Legal and Risk Management Perspective ABOUT: What a nonprofit attorney and a camp risk manager have to say about reducing risk and managing potential liability at camps or conferences, including managing risks related to buildings, equipment, visitors, and more JOHN WYLIE & DAVE CARLSON	PHL 53 TITLE: The Financial Questions 3CA Members Ask Most Often ABOUT: A 3CA staff exec disclosing what the collective financial concerns are for camps and conferences, and giving counsel on how to manage money and related issues SCOTT KING	PHL 58 TITLE: Websites That Work for a Living ABOUT: Making your site a well-thought-out part of your marketing/sales strategy, and using peripheral tools to drive more traffic to your site and keep it there MIKE STAIRES	PHL 63 TITLE: Fund-Raising Tips and Insights from a Successful Insider ABOUT: What one camp fund-raising expert has learned over a successful career, and how you can benefit from her experience SUSIE AKERS	PHL 68 It will also help participants establish and/or confirm a personal philosophy of ministry and institute fitting career goals. DON GERMAN & DAVE KLOPFENSTEIN

<p>Wednesday, November 29 3:15 p.m.-4:30 p.m. Group 4</p>	<p>PHL04 TITLE: Developing a Green Camp Culture ABOUT: Using biblical stewardship principles to explore ways to make your organization 'green' from facilities to operations, program to staff</p>	<p>PHL09 TITLE: Customizing a Mission Statement for Staff ABOUT: Avoiding unhealthy competition among staff, creating alignment and unity in the camp team(s); and helping staff model the change we want to encourage in guests</p>	<p>PHL14 TITLE: Taking over the Helm of a Drifting Ship ABOUT: Conversations with a new director describing his first year at a 60-year-old ministry, and his efforts to establish organizational identity, direction, and focus</p>	<p>PHL19 TITLE: Secrets to Getting All the Guys' Counselors You Need ABOUT: A panel of three camp leaders discusses successful recruitment and training techniques that produce loyalty and future generations of workers</p> <p>Doug Goodwin Ron Mackey</p>	<p>PHL24 TITLE: Fleshing out Barna ABOUT: A study of the most recent and relevant statistics The Barna Group has produced and interpreting what it says to Christian camping leaders</p>	<p>PHL 29 TITLE: Horse of a Different Color ABOUT: How to move horsemanship from just an activity option to a full-fledged program entity that gains a loyal following, makes money, and pleases your insurance agent</p>	<p>PHL 34 TITLE: Stop Playing Games ABOUT: Getting beyond "filler games" and using play time to teach lessons like sportsmanship, citizenship, and community, while reducing the apathy and tension that's common in sports</p>	<p>PHL39 TITLE: A Wing and a Prayer ABOUT: What the much-discussed bird flu pandemic is all about and how it could affect your camp or conference and almost everything else in your life</p> <p>Handout 2</p>	<p>PHL 44 TITLE: Letting Go of the Spatula ABOUT: Why you might want to consider turning over your kitchen to a guest group that is interested in doing its own cooking, and how to protect property, inventory, and people in the process</p>	<p>PHL 49 TITLE: The Fallacies of Deferred Maintenance ABOUT: Why the old method of deferred maintenance no longer works in today's throw-away world, and how to build using zero maintenance or total replacement strategies</p> <p>ART HARRISON & DON MARNER</p>	<p>PHL 54 TITLE: The Emerging Role of IT in Ministry Management ABOUT: An examination of the "best practices" use of IT in corporate settings and how it applies to and benefits ministry</p>	<p>PHL59 TITLE: What's up with Denominations ? ABOUT: Understanding why some denominations are dying and new ones are being born, plus how not to let your denomination's struggles have a negative impact on your ministry</p> <p>Handout 2 Handout 3</p>	<p>PHL 64 TITLE: Investment Strategies That Might Make You Forget Fund Raising ABOUT: Corporate investment advice about making your money work in your way you haven't thought of or you thought you shouldn't</p> <p>Handout 2 Handout 3</p> <p>BERNIE BOSTWICK & ROBERT KAUFFMAN</p>	<p>PHL 69 TITLE: Cairn Series Instructor Training</p> <p>DON GERMAN & DAVE KLOPFENSTEIN</p>
<p>Thursday, November 30 8:00 a.m.-9:15 a.m. Group 5</p>	<p>PHL05 TITLE: 13 Ways Conference Centers Can Better Utilize the Outdoor Setting ABOUT: Integrating the natural setting as an inspiring and fundamental part of all guest experiences, not simply as a backdrop or respite from indoor programming</p> <p>GARRIE STEVENS & PAM LARDEAR</p>	<p>PHL10 TITLE: Rebirthing a Notion ABOUT: Understanding the operating landscape, eradicating sick "sacred cows," examining revolutionary behaviors, and pursuing success models to propel your ministry forward</p>	<p>PHL15 TITLE: Why You Need an Organizational Audit ABOUT: How a thorough review of your organizational structure and practices by outside consultants can be an eye-opener and motivator</p>	<p>PHL20 TITLE: The Happy Change in Retirement Plans ABOUT: The arrival of Roth 403b/401k plans, how and when to offer them, and how they can help staff members in their post-camp years</p>	<p>PHL25 TITLE: Managing the Multiple Disorders of Kids Today ABOUT: Understanding and working with campers who have ADD, ADHD, and some of the many other maladies that are increasing every year</p>	<p>PHL 30 TITLE: Children of Prisoners: Their Lives and Your Ministry ABOUT: Children of prisoners' unique life circumstances and how we can be used by God to most effectively and holistically minister to their needs</p> <p>DREW CLYDE & SHELLEY HAYES</p>	<p>PHL 35 TITLE: Cultural Nuances You Haven't Considered ABOUT: How "typical" camp staffs can unintentionally alienate themselves from urban and culturally diverse groups, and what to do about it</p> <p>Handout 2</p>	<p>PHL 40 TITLE: Teaching 20-Somethings to Be Safety Conscious ABOUT: Creative training methods to help ensure that safety becomes second nature to older teens and young adults, lessening your liability and keeping standards high</p> <p>Handout 2</p>	<p>PHL 45 TITLE: Let's Make a Deal ABOUT: A clear analysis of who is offering what in the various buying programs, and how to get the best products for the lowest possible price</p>	<p>PHL 50 TITLE: 31 Housekeeping Tips from the Hotel Industry ABOUT: The latest products, techniques, and training that Marriott uses in its major properties, and how they can work for you</p>	<p>PHL 55 TITLE: What Every Nonprofit Can Learn From a For-profit ABOUT: Financial management principles and practices that keep Christian-run businesses profitable, and how nonprofit organizations can apply them to their ministries and improve their bottom line</p>	<p>PHL 60 TITLE: The Power of Words...and How to Pick the Right Ones ABOUT: Writing with today's readers in mind, and using words that build a toll-free bridge your constituents will rush across to embrace your ministry</p>	<p>PHL 65 TITLE: Why We Still Do Banquets ABOUT: Proven methods to help you raise more than a couple thousand dollars and make your fund-raising banquet a success</p>	<p>PHL 70 TITLE: Cairn Series Instructor Training</p> <p>DON GERMAN & DAVE KLOPFENSTEIN</p>

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