

Workshop Session #1

Assessing Your Effectiveness as a Camp Staff Member

By Ed McDowell

Serving in Christian Camping has so many dimensions that are important to think about as it relates to effectiveness. Strengths, gifts, skills, cultural fit, discernment, flexibility are just a few. We will look at practical ways to go about determining your overall effectiveness and explore what will be needed to increase your effectiveness in Christian Camping for the long haul.

The Gestalt of Family Camp

By Lisa Olson

The idea behind “gestalt” is that the “whole is greater than” or “different than” the sum of its parts. With regard to family ministry it means that you are intentional in programming for the family unit, not just the individuals within it. Great family camps allow for new and strengthened relationships between parents and children, husbands and wives, same-aged peers, counselors and campers, and, most importantly each individual with God. In addition, family camp is a chance to send the family home with new experiences, skills, vocabulary and values that will change how they live as a family for years to come.

Natural Differences

By Rick Capozzi

Each of you has behavioral tendencies based on your personality and temperament. Based on Dr. John Trent’s strengths’ assessment depending on whether you are more of a Lion, Otter, Golden Retriever, or Beaver you will have predictable tendencies on how you respond or react. As you develop a deeper understanding of your preferences and that of others, you can learn to choose responses that will increase the likelihood of positive outcomes. In this fun, highly interactive program you will:

- Assess if you are more of a Lion, Otter, Beaver, or Golden Retriever
- Evaluate your own personality tendencies
- Discover techniques to quickly assess your coworkers’ and even a stranger’s type and predictable preferences
- Determine appropriate modifications in your approach
- Practice non-manipulative techniques to build better relationships
- Leverage your animal type for greater productivity

Creating the Disney Customer Experience at Your Camp

By Jonathan VanScoter

Walt Disney had a knack for providing a guest with an outstanding experience. This was passed on to the organization and even continues today. How can we as Christian Ministries serve our guests with as much or with even greater customer service? We will explore many of what the Disney Institute teaches when it comes to this so we can be greater servants to those who come through our door.

Kitchen Workshop

By Todd Edgerton

Workshop Session #2

Preparing for a Future You Can't Predict

By Barry McLeish

Without you and I paying attention to a new set of donor and customer expectations we will face ceilings to growth and for some, organizational demise will set in. This is a seminar that tries to answer the question, “What can you and I do about preparing our organizations for this eventuality?”

Integrated, Intentional Programming

Lisa Olson

The best programming is objective-driven, with thought going into each moment of every day. Thinking carefully about solitude, small group and large group time, as well as presenting themes and content being mindful of different learning styles and personality types, are essential to reaching each camper. Going the extra mile to integrate games, activities and even nomenclature and signage to reinforce your objectives takes your programs to the next level.

The 8 Hallmarks of Great Camps

By Gary Forrester

The “average” camp isn’t full. Of their first-year campers, almost 2/3 don’t return for even a second year. (And you know what their bathrooms look like!) Comparing yourself to “average” isn’t very helpful. Instead, I compared camps with high camper return-rates. “Great” camps have continued to grow each of the past 14 years, and over 2/3 of their campers return each year. It’s time you put their secrets into practice. It’s not rocket science, and it’s NOT what most of us were taught.

Keeping My Camp Out of Legal Trouble: 10 Things Every Camp Director Needs to Know in 2016

By Roy McCandless

There are many challenges that are present from both within our State and on the Federal level that impose threats to our organizations. In this workshop Roy will present what those current threats and others on the horizon and how to work through these issues.

Hands-On Kitchen Workshop

Spend time in the kitchen learning new recipes that you will be able to bring back and “wow” your guests.

Workshop Session #3

What Does a Compelling Donor Experience Look Like

By Barry McLeish

The convergence of multiple agencies offering similar programs and services is requiring executives to rethink how they deal strategically with those who can give sizeable gifts or influence those who do. This seminar looks at five issues critical to the long-term maintenance of donors and that also serve as being critical to the creation of a compelling donor experience.

First Impressions: Making Opening Day Great

By Lisa Olson

Opening Day is a brief experience for multiple audiences including your campers, their parents, younger siblings, youth pastors and even bus drivers! Being intentional will not only set up your campers to have a great experience, but also reassure parents and build anticipation for future campers. This seminar will look at the creative introduction of your theme as well as look at how to cover all the logistics in a way that is integrated and fun for all.

What You Do Speaks So Loudly That I Can't Hear What You Say

By Rick Capozzi

Research shows that 55% of the message received in face-to-face communication is communicated nonverbally, whether intended or not! Are you making the most of your interactions by consciously choosing your nonverbals and efficiently reading the messages being sent to you? In this session you will:

- Create a heightened awareness of the impact of nonverbal communication
- Review the three major forms of nonverbal communication and how to make them work for you
- Tune into the messages you are sending (consciously and subconsciously)
- Practice reading/interpreting gestures and body language
- Gain a new perspective on human interaction

How to *Really* Increase Camper Retention

By Gary Forrester

Kids who come back get even more out of your camp, and their mothers refer most of your new campers. Though it costs very little, few camps make it a priority to do those things that insure their campers ask to return, and their parents are eager to send them. And unlike most traditional marketing, these concepts improve the outcomes of your program and many can be successfully delegated

Trending in America

By Roy Baldwin

As the former Director of Parenting for Focus on the Family, Roy learned much about the state of today's family. This will be an interactive workshop where Roy will share key insights and different trends from faith transmission, Millennials, and today's American family and the implications this has on camp ministry.

Workshop Session #4

Building Strong Boards Part I

By Ed McDowell

Effective boards are key to a high level of results in ministry. Yet, too often, boards are minimized with little to no resources or training to bring strong health to the ministry through the board. This seminar will take an interactive look at the top 10 steps boards and camp directors need to pay attention to for board effectiveness. The format of this time together will be a combination of presentation, consultative dialogue, and practical next steps.

Preparing for an Active Shooter Part I

By Rick Capozzi

Increasingly, mass shootings are in the headlines and a concern to not only schools and businesses but also churches and Christian camps. Would you know how to respond if you heard shots fired? There are many steps that can be taken to increase your staff's and guests' odds of survival. This seminar will take you from "condition white" (oblivious) to "condition yellow" (aware). We'll consider what makes the camp environment unique when preparing for an active shooter scenario, discuss the numerous response considerations and how to choose the most appropriate option for your scenario, create individual and group response plans and develop a "survival mindset."

This Old Camp

By Gary Forrester

What new camp property managers and ALL camp directors need to know to make good choices while being an empowering supervisor: regular camp facility maintenance, tricks of carpentry, wiring, plumbing, and acoustics; working with architects, and getting the job done right by vendors and contractors. Similar to the TV show, it includes images and stories of the crazy messes we almost always face, and how they've been handled by pros.

Renewing & Revitalizing Your Risk Management Program

By James Dick

What is your camp doing unsafely? Chances are, you don't know, or you'd fix it! Whether your camp has no risk management program or a robust one, you'll benefit from hearing the latest in risk management. We will discuss structuring and implementing a risk management strategy. Best Practices for camps in many areas of operations and governance will also be reviewed.

Sailing as a Tool for Ministry

David Stanton

Are you using your waterfront to its maximum potential? Sailing is an amazing skill that builds confidence, independence and a spirit of adventure. Single-person sailboats make this sport accessible to the lakefront camp environment. Join us for a conversation about how to add sailing to your camp program.

Kitchen Workshop

By Todd Edgerton

Workshop Session #5

Building Strong Boards Part II

By Ed McDowell

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How to Eat an Elephant

By Gary Forrester

If you ever tell yourself "someday I'll get caught up," you haven't worked at camp very long! Here are some of the most important (yet oh-so-common) facility and program concerns, and really clever ways that they've been solved by others. Yes, there will be a lot of laughing at others (because we've done it ourselves!) But most important is a way to set priorities that match those of your customers while improving communication between departments and creating better solutions.

Building Your Brand Strategy

By Barry McLeish

We all know that a "brand" is more than just symbols. It is actually a repository of sorts, of meaning and value. Your brand must become a "trust mark" of sorts, in order for your organization to take fully advantage of it. This seminar will provide a systematic means by which to look through a lens at your organization's branding issues.

Programming for Donors

By Lisa Olson

The cultivation of relationships with donors is, in many ways, similar to the cultivation of relationships with our campers. Understanding what is going on in their lives, being attentive to knowing how to support them and speak truth to them so that they can hear it, and providing an authentic, caring presence that draws them closer to Jesus are key. Let's talk about one-on-one and small group gatherings as well as large group events and print/web/video communication. Learn how to bring your intentional programming skills to loving your donors well.

Workshop Session #6

Creating a Superior Strategy in Marketing and Development

By Barry McLeish

Many nonprofit marketing and development strategies are focused on short-term results and are then often followed by implementation efforts that are inconsistent at best. As a consequence you fail to reach your objectives and your programs fail to inspire those involved with them at the level you had hoped for. This seminar is designed to help organizations solve the ever-present widening gap between the promise made to the public and your organization's performance.

Evaluating for Effectiveness

By Lisa Olson

How many times have you heard that "you can't measure for effectiveness for spiritual results?" We must be able to evaluate whether we are accomplishing our objectives for at least two critical reasons: 1) we need to be able to correct our programming strategies when they fall short, and 2) we need to be able to communicate to our stakeholders, i.e. leaders, parents and donors, that we are making a difference for the kingdom. Let's talk about how to write evaluation tools that give you the feedback that you need.

Motivating Yourself and Your Team During Challenging Times

By Rick Capozzi

Who motivates the motivator? In order to motivate your team more efficiently and successfully you must first be able to motivate yourself. This session will help you to:

- Assess when to use the carrot and when to just use the stick to motivate
- Interpret how the current data on employee engagement applies to you
- Determine what to do with the employee who is just not on the team
- Review 20 no-cost ideas to motivate your team

Camp Property Management

By Gary Forrester

For more than 15 years Gary has been a keynote presenter at this popular gathering. Each year he brings the new ideas he's collected from camps all across the country (and a few of the horror stories, to make everyone feel better about their own situation!) The most popular addition to this compellation from this past season is "Camp Facility Jeopardy" with hard knowledge tempered with just-barely-appropriate humor. Buzzers ready, contestants.

Kitchen Workshop

By Todd Edgerton