

MISSION 04 WELCOME FROM LAKEVIEW 04 LETTER FROM THE PRESIDENT

AT THE EVENT

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A LETTER FROM THE PRESIDENT

On behalf of the CCCA/TX Cabinet, I would like to welcome you to the 2017 Sectional Conference! Our theme this year is Sent. As we look at the many aspects of serving in Christian camping sometimes we need an opportunity to pause, soak in the Word of God, and find encouragement with fellow camping leaders while gaining practical knowledge and information to take back with you. What tools do you need as you prepare for your ministry journey? What areas do you need the Lord to renew? Our prayer is that during this conference you will experience the Lord, gain practical insight, and the applicable tools that are needed as we are sent back to the frontlines of ministry.

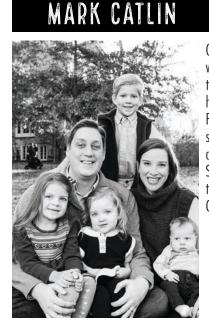
God is making all things new and He uses a threefold movement to complete His redemptive work. He gathers people to Himself, renews relationship with them, and sends them on mission. Let's prepare for the mission and get ready to be "Sent!"

Brian Anderyon

CCCA/TX President

FROM LAKEVIEW

At Lakeview, we like to say what happens here changes the world! We expect nothing less this week, and hope your prayers about what God will do in and among us are just as big. We are especially glad to get to host you this year, as we are celebrating Lakeview's 20th anniversary. Welcome! We hope you enjoy your time as a camp guest for a change, as you lean in to the very heart and presence of God in this place.



Originally from Birmingham, AL, Mark now lives and works in Princeton, NJ, with his wife, Kimberly, and their children: Sam, Molly, Sara, and Andrew. Mark has served in ministry in Boston, Wake Forest, and Princeton, usually focusing on teaching and discipling students. He is in the final stages of completing his doctoral work in the study of the Old Testament at Southeastern Baptist Theological Seminary. Now, through the Novum Institute, Mark is working to equip Christians to pursue all of life as ministry.

JONATHAN & EMILY MARTIN



Jonathan & Emily are singer-songwriters and worship leaders that met and started their ministry "The Word in Worship" in Nashville, TN. Believing that the scriptures are literally the words of God, therefore powerful, helpful and beautiful, Jonathan & Emily have a passion for creating music rooted in and filled with the Word as a powerful resource for personal and corporate worship, everyday discipleship, scripture memory, and encouragement for the body of Christ. Over the past 5 years, they've released 3 EPs and travel full-time (along with their son Judah) sharing their songs and leading worship for churches and groups all over the country in hopes of encouraging the body of Christ and spreading the gospel through their craft.

Speakers



MONDAY

| 7:30am — 3:00pm | Registration Fitness Center |
|-------------------|---|
| 8:30am — 2:45pm | Marketing Intensive Longhorn, lunch provided |
| 12:00pm — 12:45pm | Lunch Break Dining Hall |
| 1:00pm | Intern Meeting Yellow Rose |
| 3:00pm — 4:30pm | GENERAL SESSION 1 DuBose Auditorium |
| 4:45pm — 6:00pm | Breakout 1 |
| 6:00pm — 7:15pm | Dinner Dining Hall |
| 8:30pm | Evening Activity Fitness Center |

TUESDAY

7:30am — 8:30am — Breakfast

Dining Hall

Lunch Dining Hall

Dinner

Dining Hall

Dubose Auditorium

GENERAL SESSION 2

8:30am — 9:00am _ ____

- Breakout 2 9:15am — 10:30am —
- 10:45am 12:00pm Breakout 3
- 12:00pm 1:30pm —
- 1:45pm 3:00pm Breakout 4
- 3:00pm 6:00pm VENDOR SHOW
- 6:00pm 7:00pm —
- 7:30pm 9:00pm GENERAL SESSION 3

Dubose Auditorium 9:00pm — Auction & Coffee Break DuBose Auditorium

DuBose Auditorium

WEDNESDAY

- 7:30am 8:30am —
- 8:30am 9:45am GENERAL SESSION 4
 - Dubose Auditorium

Breakfast Dining Hall

- Fishing Programs Intensive 10:30am — Longhorn, lunch provided
- 11:30am Camp Tour @ Hoblitzelle Lunch Provided







MARKETING INTENSIVE

with The Austin Stone Community Church Communications Director, John Yeng

This interactive workshop will focus on the importance of a brand identity, relevant media channels, visual identity and building a winning team.

FISHING PROGRAMS INTENSIVE

with Todd Witt of the Texas Parks and Wildlife, Texas Freshwater Fisheries Center

This session will focus on lake and pond management strategies ranging from management of aquatic vegetation to establishing productive fisheries habitats and enhancing recreational fishing programs.

AUCTION

TUESDAY 9:00PM

Make sure you hang around after the General Session on Tuesday night for our annual auction. This year will be a combination of both silent and live auctions. The proceedes will be benefiting our member camps and will support our national CCCA initiatives. We already know you're living off of a camp salary, our items are priced accordingly.

TOUR HOBLITZELLE

WEDNESDAY 11:30AM

Hoblitzelle Camp and Conference Center is part of The Salvation Army's worldwide Christian evangelical ministry. Our goal is to share God's love with others by encouraging them to explore, discover and appreciate nature; provide quality service and clean facilities in a peaceful setting; and furnish opportunities for fun, adventure and fellowship through social and recreational activities.





MONDAY

TRACK: FACILITIES Behind-the-Scenes Tour DuBose Auditorium

Take a behind-the-scenes tour of Lakeview's facilities...

Kim Carpenter, Lakeview Camp and Retreat Center

TRACK: EXECUTIVE/LEADERSHIP Beg, Borrow and Steal Pecan

Yes, just as simple as that. We'll be looking at ideas from other camps I have picked up through the years. These could be implemented at your camp to bring kids not only fun but closer to Christ. Matt Raines, Frontier Camp

TRACK: STAFF DEVELOPEMENT Team Coaching

Cedar

Coaching as staff development. What is it? What isn't it? How can coaching fulfill the great commission and accomplish the mission of your organization? Natalie West, Novum Institute

TRACK: PERSONAL GROWTH A Refresher for Women Yellow Rose

Connecting women in camping and giving encouragement and refreshment for a new year. Jill Pfalser, Sky Ranch

4:45-6:00PM

TRACK: STAFF DEVELOPEMENT Leading Through Challenging Times Magnolia

What kinds of crises have you had to walk through as a leader? Did you feel like you might not come out the other side with your sanity intact? Your job? Because of the leader's position, facing significant challenges can be lonely and daunting. This seminar walks through steps a leader can take spiritually and practically to process those crises and emerge better and stronger as a leader.

Greg Hunter, CCCA National Office

TRACK: PROGRAMMING Get 'Em Pumped Dogwood

This session will cover ideas for large group games and teambuilding activities, for indoor and outdoor ventures, in camp and retreat settings. Learn how to create great games and find resources that encourages teamwork and unity. Jaroy Carpenter, Lakeview Camp and Retreat Center

TUESDAY

9:15-10:30AM

TRACK: HR Building a Feedback, Coaching, & Development Culture Part 1

Pecan

This is the first part of a two part performance communication and coaching workshop that will highlight providing meaningful feedback, building trust and gaining permission to have open conversation, and recieving feedback.

Brittany Joslyn, Leadership Worth Following

TRACK: EXECUTIVE/LEADERSHIP 25 Camps in 3 Years Cedar

Visiting over 25 camps in a three year period you can learn a lot. We will discuss some positive and negative trends in camping today and how we can become better at Kingdom work.

David Jaquess, New Life Ranch-OK

TRACK: FACILITIES A Healthy Facilities Program Starts With:

Live Oak

Safety, creating a safe workplace. Preventative Maintenance, the art and science of balancing tasks and frequency. Kia-Vac Touchless Cleaning Systems, cleaner healthier restrooms in half the time. Zoning, the scope of work for each employee. Elijah Jones, Lakeview Camp and Retreat Center

TRACK: TECHNOLOGY

Stay Connected: Getting the Best Internet Possible

Longhorn

Learn the importance of setting up your internet correctly to provide a connected, stress-free environment at your camp. **Cobe Von Gunten**, *Cisco*

TRACK: PERSONAL GROWTH Wide Calling, Deep Rest Yellow Rose

A deep theological understanding of Sabbath provides rest, peace, and resilience to those with the wide calling of camping ministry. How can we rest well so we don't burn out in order to get our work done?

Ang Aadahl, H.E.Butt Foundation

TRACK: REVENUE Retail Trends: Scientific Guesswork

Dogwood

Retail is, and always has been, a guessing game. We'll look at some of the ways we try to minimize risk and maximize sales by watching market trends, and ways to design and set a store that appeals to a variety of demographics. Candice Meyers & Mindy Hobbs, Sky Ranch

TRACK: PROGRAMMING Recreation Trends Dogwood

An inside look into current industry trends, as well as progressive and exciting features available to camps. We will also discuss safety standards, equipment, training and certifications.

AEI

TRACK: GUEST SERVICES Building Consistency Into Your Group Processing

🛣 Crepe Myrtle

Many of our camps hand down policies and procedures through an oral tradition that comes together like a patchwork quilt. This can create confusion and miscommunication with our group leaders and lead to frustration for everyone involved. In this seminar we will look at how designing workflows for group processing improves consistency and impacts guests' experiences for the positive. **Guy Bratton, Camp Cho-Yeh**



TUESDAY

10:45AM-12:00PM

TRACK: HR Building a Feedback, Coaching, & Development Culture Part 2

Pecan

This is the second part of a two part performance communication and coaching workshop that will highlight providing meaningful feedback, building trust and gaining permission to have open conversation, and recieving feedback.

Brittany Joslyn, Leadership Worth Following

TRACK: EXECUTIVE/LEADERSHIP Camp Culture: Tame the BEAST Cedar

You're a small camp, you have limited resources, but are growing. How do you manage camp culture as you introduce more staff and grow God's ministry? **Earl Taylor**, *Hidden Acres*

TRACK: FOOD SERVICES Menu Engineering Longhorn

Costing and menu formulation to best meet the needs of our diverse camping clientele. Scott Ragan, Lakeview Camp and Retreat Center

TRACK: TECHNOLOGY **A/V Trouble Shooting** DuBose Auditorium

Come for hands on learning. We'll show you some basic trouble shooting techniques in the auditorium. Come with questions. Cam Champion, Dallas Baptist University

TRACK: GUEST SERVICES Zoom Out to Zoom In Crepe Myrtle

Sometimes we have to see and focus on the big picture before the details make sense. We can get bogged down in the minutia of the business. In this workshop we will walk through some thoughts and ideas on how to get your staff on board and serve your groups. Come join me as we Zoom Out to Zoom In!

Kay Kastner, Tejas Camp and Retreat Center

TRACK: REVENUE Makin' it Rain: Strategic Events Yielding Significant Results

Bluebonnet

Learn strategies for planning and executing successful fundraising events. Lisa Archinal, *Pine Cove*

TRACK: PERSONAL GROWTH Raising Families at Camp

Magnolia

Come hear what one former camp director with a lot of experience has to say about raising families at camp. David Jaquess recently retired as director of New Life Ranch and will be sharing some pointers in setting priorities in regards to families vs. camp life.

David Jaquess, New Life Ranch-OK

TRACK: PROGRAMMING Camp Programming and the Creative Process Dogwood

Camp Eagle is known for pushing the limits of everyday camp programming. Come hear from a panel of programmers from Camp Eagle about what fuels their creative engine and discover new ways to think about your camp's programming. Matt Reed, Camp Eagle



TUESDAY

1:45-3:00PM

TRACK: STAFF DEVELOPMENT **Building a Culture of** Discipleship

Magnolia

Shifting the mindset of investment in summer staff to an organizational culture of discipleship for all of your staff.

Natalie West, Novum Institute

TRACK: FOOD SERVICES Food and Beverage Procurement

Longhorn

RFP writing, vendor relationship building to help meet the financial targets of our camp locations

Scott Ragan, Lakeview Camp and Retreat Center

TRACK: REVENUE

The Secret Sauce for **Running a Successful Scholarship Program**

Attendees will learn how to Create. Promote and Fund-raise for a successful scholarship program that will engage campers and inspire donors. Susan Andreone, Pine Cove

TRACK: FACILITIES

The Conundrum: When to use Camp Staff as the **General Contractor**

Live Oak

How do you know your current staff has the needed skill-set to accomplish building? What are the financial benefits? What are the negative results? When is an architect of value? How do you re-imagine a new function for old buildings? Early Taylor, Hidden Acres

igtriangle track: membership **A** & **O**

Cedar

How can CCCA Texas serve you? How can I get my camp involved? What do we need to be talking about? **愛 Panel Discussion**

🛦 TRACK: HR **Finding and Hiring the** Best Summer Staff

N Pecan

Panel discussion with Laity Lodge Youth Camp and Laity Lodge Family Camp leadership staff on recruiting and staffing the very best in summer staff. Panel Discussion

TRACK: PERSONAL GROWTH Sent Women: Stepping Up to the Life You Were Made For

Yellow Rose

As women in Christ, we have all the platform we need to do what He has called us to do. As women in camping and retreat ministry, we have uniquely built in opportunities to use that platform in far-reaching ways. In this breakout session, Cynthia Hopkins will encourage and equip you to arow the ministries you are leading. and to support the ministries taking place around you.

Cynthia Hopkins, Lakeview Camp and Retreat Center

TRACK: PROGRAMMING **Evaluating and Facilitating a Camper's** Success

Dogwood

Evaluating your camp's ability to provide a place for children with high-functioning autism and learning differences, and how to facilitate their success. Cara Krueger, Charis Hills Camp



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NOTES



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