

# 2020 CCCA Mid-Atlantic Sectional Conference

## Hospitality Workshops

Stan White

**Presenter Bio:** Stan has been involved in camp ministry for most of his life, from receiving Christ as a camper to serving in a variety of roles in all phases of camp except Food Service (for good reason!).

### The Pursuit of “Wow”

**About this workshop...** This overview of hospitality examines your heart, your standards, your staff, your training, and how you gather feedback.

**Desired Outcomes:** Each participant will receive at least five new ways to encourage and train your staff in ways to honor and bless your campers and guests.

### A Heart of Hospitality

**About this workshop...** How do you train your staff for effective Christ-honoring hospitality?

**Desired Outcomes:** Each participant will receive at least five possible training perspectives to help in encouraging their staff in Christ-honoring hospitality.

### The Key Leadership Component for a Healthy Staff Culture

**About this workshop...** What role does trust play in developing a vibrant and effective staff team?

**Desired Outcomes:** Each participant will receive at least ten ways you can evaluate and promote greater trust among your staff team.

### “This One Thing” 250+ Years of Leadership Experience

**About this workshop...** Leadership veterans will each offer one key leadership thought/question for you to ponder along with your team for future training.

**Desired Outcomes:** Each participant will receive five key leadership challenges and questions for you and your team's consideration and implementation.

## Program I Workshops

Jen Stanchfield

**Presenter Bio:** Jen's depth of experience, creativity, and knowledge of educational theory and practice is evident in her innovative yet practical workshops and publications in which she incorporates the art of facilitation and teaching with brain-based and pedagogical research. In her 25 years as an educator, Jen has worked as a classroom teacher, a clinician in mental health treatment centers for children, adolescents and adults, as an adventure educator, and in professional training, adult education, and organizational teambuilding. Jen earned her masters degree in Experiential Education at Minnesota State University, Mankato and continues to pursue the latest research on the brain and learning, pedagogy and the emerging field of educational neuroscience. Through these experiences, she has developed an extensive repertoire of evidence-informed experiential activities, tools and strategies she brings to her engaging and informative workshops, publications, and teaching resources. She is author of *Tips and Tools for The Art of Experiential Group Facilitation*, the new book *Inspired Educator, Inspired Learner: Experiential, Brain-Based Activities and Strategies to Engage, Motivate, Build Community and Create Lasting Lessons*, and co-author of *A Teachable Moment: A Facilitator's Guide to Activities for Processing, Debriefing, Reviewing and Reflection*. She is also creator and regular contributor to the Inspired Educator Blog at [experientialtools.com](http://experientialtools.com).

### Starting Off with Style

**About this workshop...** The first few minutes of an experience or lesson are a key time to hook and engage learners. Join in this interactive workshop and take away effective rapport building and group development activities and strategies that go beyond the usual icebreakers to set a positive tone and increase engagement from the very start of a program. Engage learners from the moment they walk in the door. Create context, increase buy-in and ownership and start your program off on the right foot. Create strong beginnings to get your participants moving, talking and reflecting.

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## **Desired Outcomes:**

1. Active Brain-Based rapport building activities that increase engagement and positive group development
2. Insights on thoughtfully sequencing programs to enhance learning outcomes
3. Practical strategies that empower participants to take ownership over learning and build a positive, productive learning environment from the very start of a program.

## **The Art of Facilitation**

**About this workshop...** This interactive workshop explores brain-based techniques to inspire and motivate participants, create a positive and supportive learning environment, and facilitate meaningful reflection and dialogue. We will focus on ways to thoughtfully design and sequence experiences to increase engagement, meet specific educational and group development goals, and promote social and emotional skills. Attendees will explore methods for empowering participants to take ownership of learning and make connections between educational experiences and real-life situations.

## **We will explore:**

- Experiential, brain-based approaches to actively engage learners physically, emotionally, socially and intellectually
- Practical strategies to impart the fundamentals of experiential group facilitation such as the importance of participant choice and control, sequencing, ongoing assessment, and meaningful reflection to create lasting lessons
- Techniques for increasing participant involvement, buy-in, and ownership in learning experiences
- Methods to help group leaders design, sequence, facilitate and adapt activities to enhance learning outcomes
- Innovative reflection tools and techniques to increase relevancy, meaning, depth of understanding, and connection to future learning situations
- The role of the facilitator as guide, and the importance of flexibility, attitude, adaptation, and awareness of group and individual needs and differences
- Ways to enliven the traditional sharing circle with active methods to facilitate processing and dialogue that meet the diverse needs of learners
- Techniques to increase, depth of understanding, and connection to future learning situations
- Methods for using metaphor to create meaning and relevancy, exploration of the use of art, objects, journaling, and movement in reflection
- New insights on the concept of reflective practice- viewing reflection as an ongoing and enjoyable part of learning experiences rather than a “add-on” or “follow-up” chore

## **Desired Outcomes:**

1. Make reflection an engaging part of your programs and create lasting lessons.
2. Take away innovative participant-centered techniques that can be adapted to a variety of settings.
3. Increase relevancy and meaning, depth of understanding and connection to real life and future learning.

## **Bring Learning to Life with Meaningful and Engaging Reflection Tools & Techniques**

**About this workshop...** Make reflection an engaging part of your programs and create lasting lessons. Go beyond the typical “debrief” and explore active brain-based strategies that enliven the traditional sharing circle. Take away innovative participant-centered techniques that can be adapted to a variety of group settings and woven in throughout a program. Increase relevancy and meaning, depth of understanding, and connection to real life and future learning.

## **Desired Outcomes:**

1. Ways to enliven the traditional sharing circle with active methods to facilitate meaningful reflection that meet the diverse needs of learners
2. Techniques to increase relevancy, meaning, depth of understanding, and connection to future learning.
3. Methods for using metaphor to create meaning and relevancy, exploration of the use of art, objects, journaling and movement in reflection
4. New insights on the concept of reflective practice- viewing reflection as an ongoing and enjoyable part of learning experiences rather than an “add on” or “follow up” chore

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## Program II Workshops

### Purposeful Programming

**Jonathan Tice & Randy Gaumer**

**About this Workshop...** We will begin with brief presentations by Randy and Jonny on Christ Centered programming for adults and families. We will then have guided discussion learning from each other about things that have been successes and failures in our various programs.

**Desired Outcomes:**

1. Attendees understand the importance of Christ-Centered programming
2. Attendees receive ideas from peers on successes and failures in adult and family programs
3. Attendees create goals for their respective programs

**Presenter: Jonathan Tice & Randy Gaumer**

**Presenter Bio: Jonny** has been a lover of camp and camping ministries from a young age. He spent 6 years as a camper at Spruce Lake and 3 years as a staff member at the Wilderness Camp. He also met his wife Nikah at Spruce Lake and they have been married for 6 years and have 2 kids, Cadence and Coda. Jonny began working at Spruce Lake full time in June. Prior to working at Spruce Lake, Jonny spent the last 3 years as an orchestra teacher at a Christian School in Honduras. He has a love and excitement for ministry and is excited to share some of his new ideas and things he has learned from working in education and ministry.

**Randy** has been ministries director at Spruce Lake for almost four years. Before that he spent thirty years as a lead pastor. He has spoken at conferences and trained leaders for groups and organizations for most of that time.

### The Unique Discipleship Needs of Adopted & Foster Teenagers in Christian Camping

**Arthur C. Woods**

**About this workshop...** The discipleship needs of adopted & foster teenagers are quite unique. As camp staff we need to understand this uniqueness as we seek to talk to these teens about God.

**Desired Outcomes:**

1. Recognize several key factors that make the discipleship of adopted & foster teens unique.
2. Brainstorm strategies that can be implemented in a camp context to make sure these teens are receiving what they need.

**Presenter: Arthur C. Woods**

**Presenter Bio:** In addition to serving on the Board of Directors at Camp Orchard Hill in Dallas PA, Arthur C Woods also volunteers as a Court Appointed Special Advocate (CASA) working with vulnerable teenagers. He is a regional coordinator for Orphan Sunday 2019 and recently founded a ministry called Trusting the God of The Gospel, dedicated to helping in the discipleship of adopted & foster teenagers. Arthur has a master's degree from Lancaster Bible College in Student & Family ministry. He and his wife Elizabeth live in Lancaster County and are pre-adoptive parents to their two foster girls.

### Developing Trusting Relationships with Day Camp Ministry Partners

**Sara Van Winkle**

**About this Workshop...** Building trusting relationships with ministry partners is at the core of creating a successful day camp program. When you partner with other like-minded ministries, it only allows you to reach more kids with the love of Christ. In this workshop, we will talk about key elements to developing strong relationships with other ministries and discuss practical ways to promote a connected, consistent, and true partnership.

**Desired Outcomes:**

1. Understand trusting relationships are built on authenticity and vulnerability.
2. Systems and processes are important for consistent communication and accomplishing goals
3. Your partners should feel they are better with you than without you.

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## Spiritual Development of Day Camp Summer Leaders

**Sara Van Winkle**

**About this Workshop...** In this session we will explore all the incredible opportunities we have to challenge and grow summer leaders in their spiritual journey in hopes they become lifelong followers of Jesus. We will talk through practical goals for challenging staff by maximizing their camp experiences leading kids, the Christian community with other staff and of course challenging them with the Word of God.

### **Desired Outcomes:**

1. Understand how to maximize a staff's summer experience to deepen their relationship with God
2. Learn how to create space and time for spiritual development.
3. Learn ways to foster greater community amongst the team that compels people towards Christ.

**Presenter: Sara Van Winkle**

**Presenter Bio:** Sara is the General Manager for SpringHill Day Camps. She completed her ninth summer at SpringHill and is passionate about bringing Jesus to those who don't know Him and partnering with local Churches. She is married to Dave and has two kids Mayes (7) and Segni (5). She lives in the city of Chicago and enjoys exploring the city, spending time with her family and friends, good food and traveling.

## Leadership Workshops

### Leadership in these Crazy Times

**Mark Swartley**

**About this Workshop...** What are the key factors to leadership in the crazy times we find ourselves? Together we will work to identify and flesh out the key leadership objectives of a 2020 leader.

**Desired Outcomes:** To help today's leaders identify their key objectives to success.

**Presenter: Mark Swartley**

**Presenter Bio:** Mark Swartley is the Executive Director of Spruce Lake Ministries, a Christian Camping Ministry that serves over 40,000 guests annually. All his energy and passion is dedicated to the core purpose of Spruce Lake -Pointing People toward Christ. The past 14 years have taught Mark a lot about who he is called to be as a Christian husband, father and leader in a ministry role. It has been a humbling journey of learning to trust God and submit to His plans. Mark comes to this position from a 20 year career in the insurance and banking industries. He and his wife Jackie have been married 33 years; they have three children and four grandchildren. If they are not working you will find them enjoying the great outdoors.

### Ministry Without Walls

**Kevin Van Brunt**

**About this Workshop...** There is a large mission field beyond our walls. Have you taken your walls down? Or do you operate by, "BUT! We have always done it this way!" By stepping out of the boat and striving to be a mission first outdoor ministry, God will be glorified, and camp will grow for His purpose.

### **Desired Outcomes...**

1. Understand your mission/purpose
2. Put your mission FIRST!
3. Use your mission to grow the ministry (Kingdom Building NOT Building Kingdoms)

**Presenter: Kevin Van Brunt**

**Presenter Bio:** Since 2005 Pastor Kevin Van Brunt has served as the Present/CEO of Sentinel Ministries. He oversees the operation of Camp Sentinel in Center Tuftonboro, New Hampshire. Kevin is the Pastor of an 1837 New England community church. In his previous experience, he served the Young Men's Christian Association in Goffstown, New Hampshire as the Associate Branch Executive, overseeing branch operations and coaching 8 full time and 150 + part-time staff. He also served at Faith Baptist Church in Manchester, New Hampshire as Associate and Youth Pastor. He holds a Bachelor's degree in Recreation and Leisure studies with minors in Youth Ministry, Outdoor Education and Special Education from Gordon College. Kevin's vision for the camp and retreat ministry is to use the stillness of God's Creation as a vehicle to build relationships and change lives for Christ. He resides year-round at Camp Sentinel with his wife Traci and youngest Owen and they have two adult children Tucker & Abigail.

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## Creating a Mission Community

**Michael Perry**

**About this workshop...** Review the key components of creating an aligned, inspired, and effective mission community.

### **Desired Outcomes:**

1. Participants will evaluate their own ministry against each mission community component
2. Participants will have the resources and know how to implement each component of a Mission community
3. Participants will walk away with a clear action plan

## Scoreboards/Dashboards/Metrics

**Michael Perry**

**About this workshop...** Explore the best practices for developing and using metrics, scoreboards and dashboards in your ministry.

### **Desired Outcomes:**

1. Participants will evaluate their current use of metrics and scoreboards and identify areas for improvement
2. Participants will have access to effective resources to assist in developing or modifying metrics and scoreboards
3. Participants will develop a game plan for changing and improving their organization's metrics and scoreboards

### **Presenter: Michael Perry**

**Presenter Bio:** Michael has been married to Denise for over 35 years. They have four adult children and one daughter in-law whom they love to spend time with. He's worked for SpringHill since 1998 becoming its President and CEO in 2001. Before coming to SpringHill he spent 10 years in Human Resources, Quality, and Customer Service management at a large privately held corporation followed by 4 years as a partner in number of related startup businesses.

During these years in the "for profit" world Michael and his wife Denise invested their avocational time in the lives of high school students through the ministry of Young Life where they were volunteer leaders and local committee members. It's been through these experiences that Michael's discovered his personal mission – to glorify God by inspiring and equipping others to become all that God's created them to be, so they can do all that God's prepared for them to do (Eph. 2:10).

Michael is a graduate of Central Michigan University with a degree in Business Administration and from Grand Rapids Theological Seminary through Cornerstone University with an M.A. Ministry Leadership. He's of the author of the recently released book – Experience = Everything, Transforming Lives the SpringHill Way and two series of yearly Bible reading devotions.

He enjoys fishing, reading, writing, and exploring the world by walking through it.

## Spiritual Development Workshops

### **Camping Ministry, Discipleship & Shepherding**

**Ron Kohl**

**About this workshop...** The Bible speaks frequently about how God's people need shepherding and discipleship. Camping ministry can assist in both these things—for children and the workers who serve them.

### **Desired Outcomes:**

1. That those who minister would see the value of being shepherds and disciplers.
2. That those who serve at camp will open themselves to being disciplined.
3. That those who serve would learn how to care for the temporary flock entrusted to their care.

### **Presenter: Ron Kohl**

**Presenter Bio:** Ron Kohl has served as a senior pastor at Grace BFC since 2004. A former sports journalist he has edited two books: **The Triune God** and **Our Ancient Foe**. He has been married to Kendra since 2003.

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## 90 Minutes with John

**John Goodenough**

**About this workshop...** Throughout Scripture we are called to live our life by FAITH—don't miss this opportunity! Let's explore what happens when we step into what God is calling us to do!

**Desired Outcomes:** Fall in Love with Jesus, again and again.

**Presenter: John Goodenough**

**Presenter Bio:** John has over 20 years of business and leadership experience (15 of which were in camping ministry). He is nationally recognized for his leadership and teaching experience. His expertise is in the service industry focusing on delivering defect free service. As well John tries to pay particular attention to the details in all he does. When not managing the business, John enjoys spending time with his wife of 28 years Theresa and his family; Aaron and his wife Alexis, Nathan and James and his wife Amanda. He also enjoys serving in his church and community, walking and reading.

## Build Your Camp upon the Rock

**Randy Gaumer**

**About this workshop...** Jesus changed the world by mentoring and discipling 12 men. The surest way to see your ministry effectiveness grow is to disciple and train your team in the wonders of God's Word.

**Desired Outcome:** To make spiritual growth intentional in your team.

**Presenter: Randy Gaumer**

**Presenter Bio:** Randy has been ministries director at Spruce Lake for almost four years. Before that he spent thirty years as a lead pastor. He has spoken at conferences and trained leaders for groups and organizations for most of that time.

## The Power of the Gospel and the Travails of a Whore

**Mark Fodale**

**About this workshop...** Beholding the glory of Jesus in the Word is the only means to true and lasting change. See how the story of an Old Testament whore tells the story of Jesus.

**Desired Outcomes:**

1. See Christ in all of Scripture
2. Understand the power of the gospel for transformation

**Presenter: Mark Fodale**

**Presenter Bio:** Mark has been in full-time campus ministry for 34 years. Currently he serves as a pastor as well. Mark has been married to Shannon for 26 years; and the Lord has blessed him with 4 children.

## Development Workshops

### Grant Writing 101

**Tammy Briggs**

**About this workshop...** This workshop will give you the basic tools on where to look for grants, what foundations and grant funders are looking for, what materials are needed to write a grant and the basics on how to write a grant.

**Desired Outcomes:**

1. Learn how to find grants.
2. Learn what foundations and grant funders are looking for.
3. Understand the basic steps in the grant writing process.

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## How to Execute a Successful Fundraising Event

**Tammy Briggs**

**About this workshop...** Hosting a fundraiser is often a great time to meet with your major donors, volunteers and members of camp, but often times, camps are unsure if their time and energy is worth the effort compared to the funds actually raised. This workshop will help you execute the best way in securing sponsors & donations for your upcoming fundraising event/s

### **Desired Outcomes:**

1. New fundraising event ideas
2. Understand how to secure sponsors to cover the expense of your event
3. Discover how to go into your event with a surplus
4. How to execute the perfect presentation catered to your audience

### **Presenter: Tammy Briggs**

**Presenter Bio:** Tammy Briggs has more than 20 years of experience in event fundraising, communications and public relations. Her career started with The Salvation Army where she served as Public Relations Director for five corps in New Jersey. She relocated to Pennsylvania in 2014 with her husband Allan and three children. She now serves as the Communication Director at Camp Hebron. Through the years, Tammy has performed two capital campaigns, organized nearly 100 fundraising events and has written several grants.

## Religious Liberty & the Supreme Court

**Tom Schetelich**

**About this workshop...** The United States Supreme Court is dramatically changing and expanding the exercise of religious freedom in the workplace and in public life. This workshop will trace the developments of the law and its importance to religious ministries.

### **Desired Outcomes:**

1. Understanding the Constitutional right of Freedom of Religion
2. Understanding the changes and expansion of religious liberty under the Roberts' Court
3. Recognizing opportunities for religious ministries

### **Presenter: Tom Schetelich**

**Presenter Bio:** Thomas J. Schetelich is one of the founding principals of Ferguson, Schetelich & Ballew, PA. He heads both the firm's corporate and business law practice and its personal legal services department. Mr. Schetelich concentrates his work in the fields of business planning, business litigation, trusts and estates, and family matters. He devotes much of his practice to assisting charitable and religious organizations, and is an author and frequent speaker on the subject of Maryland Church Law. Mr. Schetelich is highly regarded by attorneys and the community at large for his legal skills and community service. He holds an AV rating from Martindale Hubbell, awarded by peer review, for the highest standards of professional skill and ethical practice. He has been named one of Maryland's Top Ten Attorneys by the American Institute of Family Law Attorneys. Mr. Schetelich is also the National President of the Christian Professional Network and the editor of its monthly publication CPN On Point. He has served as the commentator on Religion and the Law, a regular radio feature. He serves on the Board of Directors for The Baltimore School of the Bible (where he was an instructor for over 25 years), for the Fellowship of Christian Athletes, for Christian Missions in Many Lands, and for The Maryland Bible Society. He has chaired the Board for the Greater Baltimore Center for Pregnancy Concerns. Mr. Schetelich has been honored both by Baltimore City and the Maryland General Assembly for outstanding citizenship in serving the citizens of Baltimore.

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## Mobilizing Donor Stewardship

**Bernie Bostwick**

**About this Workshop...** With donor demographics and expectations rapidly changing and traditional funding sources becoming less reliable, this presentation explores many of the tools and techniques necessary to execute a successful endowment campaign. The challenges in today's fundraising environment are very real, but so are the opportunities if your organization is committed to educating your donors and their advisors. This seminar will cover many of the basic fundamentals for a campaign, and then springboard the conversation into a deeper understanding of the factors that can motivate and mobilize your donors to do more and help ensure your long-term sustainability.

### **Presenter: Bernie Bostwick**

**Presenter Bio:** Bernie Bostwick is the President of Ambassador Advisors and has spent nearly three decades as a manager in business and industry, with a particular focus on financial planning for the last 20. He has received a Certificate in Retirement Planning from The Wharton School of the University of Pennsylvania, and has earned his Chartered Financial Consultant® (ChFC®) designation and Chartered Advisor in Philanthropy, CAP and has recently earned the Certified Kingdom Advisor CKA designation. He is a member of the International Association of Advisors in Philanthropy (AIP) and Kingdom Advisors.

As a Chartered Advisor in Philanthropy® (CAP), Bernie began serving non-profits by consulting with individuals regarding how to use their resources wisely, in a way that benefits both their families as well as the charities they love. One way he does this is by focusing on the desires of their heart and creating tax-favored strategies that protect and transfer their wealth.

Bernie lives in Lancaster with his wife Beth and has two daughters, four granddaughters and one granddaughter on the way.

## Fundraising's Messy Middle Lane

**Jason Lewis**

**About this workshop...** Organizations of all shapes and sizes would like to have the advantages that come with consistent, unrestricted support from a dedicated group of donors. Unfortunately, most fundraising strategies lack the only thing that enables them to achieve this goal: a thriving middle lane. Without a thriving middle lane, these organizations either become overly reliant on new donor acquisition or attempt major fundraising initiatives for which they and their donors are unprepared. Although it is messy, unpredictable and difficult to measure, the middle lane is where fundraising grows up. It's where talent becomes critically important, where operational support becomes sustainable, and where meaningful relationships become the driving force behind successful fundraising.

### **Desired Outcomes:**

1. Participants will learn how to distinguish between trivial, meaningful and significant levels of support.
2. Participants will learn how to align fundraising expectations for volunteers, staff and board members.
3. Participants will understand how galas, golf tournaments, and Giving Tuesday can get in the way of developing a mature fundraising operation.
4. Participants will be provided a framework for increasing their organizational commitment to meaningful relationships and significant gifts.

### **Presenter: Jason Lewis**

**Presenter Bio:** Jason Lewis provides the sector with an often-needed contrarian voice, willing to question deeply engrained beliefs and assumptions of how effective fundraising really works. Whether writing or speaking, Jason challenges the prevailing wisdom about effective fundraising practices, hiring decisions, and donor behavior. Jason has been twice-certified as a Certified Fundraising Executive (CFRE) and recognized as a member of the Association of Fundraising Professionals' Master Trainers. In addition to consulting with nonprofits, Jason teaches nonprofit management and social entrepreneurship at York College of Pennsylvania.



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## Food Service Workshops

### Provide the “WOW FACTOR” Without Breaking the Bank

**Steve Bishop**

**About this Workshop...** Stay abreast of the new trends, to present your guests with the most current menu ideas, without overspending. This will allow you to keep your costs in line.

### How to Best Feed Those with Special Dietary Needs and Make It Easy For Your Staff

**Steve Bishop**

**About this Workshop...** Creative menu items, and how best to serve them, to accommodate both those with dietary issues as well as your staff.

**Presenter: Steve Bishop**

**Presenter Bio:** Chef Steve has been serving at Black Rock Retreat since January of 2019. Before coming to serve at Black Rock Retreat, Steve spent five years at Camp of the Woods in Speculator, NY, and before Camp of the Woods, Steve served at White Oak Conference Center in Winnsboro, SC. Steve was trained at Johnson & Wales University in Providence, RI. Steve trained at a number of restaurants, in New York, before serving in Conference Ministry.

### Doing More with Less

**Joseph Kille**

**About this Workshop...** General Mills product overview, clear label initiative, doing more with less.

#### **Desired Outcomes:**

1. Understand how to use General Mills products more ways.
2. Understand the clean label, gluten free options

**Presenter: Joseph Kille**

**Presenter Bio:** I have worked for General Mills for 17 years and in food service for 5 years. I love baking, cooking and working with food. I have been married for 25 years and have two children, a 23 year old daughter and 21 year old son.

## Operations Workshops

### “Managing the Cycle” Plan to Improve!

**Mark Mitchell**

**About this workshop...** This workshop will address one of the most challenging aspects of camp and hospitality management - the cyclical hiring cycle. We will discuss referral relationship building, recruiting methods, onboarding as well as ways to empower current and past staff to join your recruiting team within their own spheres of influence.

#### **Desired Outcomes:**

1. Learn what a sales campaign mindset means and what it looks like regarding hiring
2. Gain some fresh strategies to recruit staff
3. Ways to utilize the onboarding and training process to build referrals.

**Presenter: Mark Mitchell**

**Presenter Bio:** Mark has been working for Spruce Lake for over five years as their Retreat Center Director. Prior to the camp world His experience includes medical group and investment management in addition to working as a business leasing agent and property manager for a reuse construction project.

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## Audio/Visual System Basics for Camps

**Joel Varga**

**About this workshop...** Discussing what Audio / Video systems consist of and how to make them better while remembering that better does not always mean more expensive. We will learn how to best meet the guest's needs with all of the options out there.

### **Desired Outcomes.**

1. Understand what a basic audio/video system looks like.
2. Know how to be prepared for what guests need.

**Presenter: Joel Varga**

**Presenter Bio:** I have been playing with A/V equipment most of my life. I love to learn new things about these systems and how to make them better. I enjoy designing, installing and using all these systems. By working at a camp I also have an understanding of the wide range of guests that use the equipment.

## Proactive vs. Reactive Maintenance

**Steve Ykema**

**About This Workshop...** So much to do! What can we do to get ahead of the curve? Predict, prioritize, process and perform.

### **Desired Outcomes:**

1. Identify ways to stay ahead of what needs to be done - predict asses and prioritize.
2. Consider processes to increase effectiveness and efficiencies.
3. Measure performance against guest expectation and facility goals.

**Presenter: Steve Ykema**

**Presenter Bio:** Over 16 years of experience as Facilities Director at Spruce Lake Retreat. Prior experience in the building trades dealing with access control. Strengths include organization, administration and attention to detail.

## Office/Marketing Workshops

### Parenting Kids at Camp

**Shawn & Julia Fetterhoff**

**About this Workshop...**A discussion about the benefits and challenges of raising a family in the camp setting.

### **Desired Outcomes...**

1. Encourage parents of kids who are being raised at camp.
2. Share ideas on how to help our kids be a part of camp life.
3. Share positive ways to handle camp life and family life.

**Presenter: Shawn & Julia Fetterhoff**

**Presenter Bio:** Shawn and Julia have been at Twin Pines Camp full-time since 2007 and have 3 kids who have all been raised at camp. Cole is 14, Lane is 11 and Claire is 3. Shawn and Julia both work in the camp and have worked hard to keep family first and then camp.

## The Great Branding & Messaging Adventure

**Beth Bostwick**

**About this Workshop...** The Great Branding & Messaging Adventure is a process of conversations and exercises that seeks to create healthy dialogue to overcome ongoing roadblocks for an organization that may hinder communications, as well as seek out the appropriate message for the right audience at the right time. Your audiences are comprised of busy people, so your message has to be concise. But in a world of many worthy causes, you need to stand out. And yet, your organization has many facets. Knowing what connects with the heart of each donor could be the difference between a one-time cash gift and the planned gift that establishes a legacy and enhances your sustainability for the future.

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## **Desired Outcomes:**

1. We will help guests build a framework to evaluate the integrity of their message.
2. We will help guests understand the powerful impact of a meaningful brand and how to elevate their brand beyond a logo, aspiring to more.
3. We will educate guests on branding and rebranding concepts, as well as messaging tactics for various media

## **Presenter: Beth Bostwick**

**Presenter Bio:** Beth Bostwick founded Masterpiece Marketing in 1997. Today, her company serves a variety of industries, including nonprofits (both faith-based and community services), financial, law, mental health, insurance, landscaping, retirement, education, camps and conference centers. A graduate of Anderson University with a degree in business.

## **Gift Shops: Purpose, Ministry Value & Pitfalls**

### **Jackie Swartley**

**About this workshop...** A gift shop doesn't have to be limited to souvenirs and toothpaste. Don't sell the possibilities short of what an effective gift shop can provide for your guest, and your Ministry. In the last year she has also gained experience in starting up a brand new gift shop at a second location. Come with questions and an open mind as to how to enhance your gift shop.

## **Desired Outcomes:**

1. Understand how a gift shop is beneficial
2. Show how to market/display
3. Provide helpful information on ordering and selling.

## **Presenter: Jackie Swartley**

**Presenter Bio:** Jackie Swartley worked in retail as an assistant buyer for 14 years before coming to camping ministry. She learned about merchandising and the ins and outs of going to wholesale shows and making smart purchases. In the last 10 years of managing the gift shop at Spruce Lake, she has enjoyed seeing how the right products can provide a take-home memory of a life changing experience while financially supporting the ministry.

## **Top Principles for Getting More Bookings from your Website**

### **Carl LeFever**

**About this workshop...** The goal of this interactive workshop is to help workshop participants learn and apply a proven approach to increase the volume of bookings from their website so they can grow confidently without relying upon random acts of marketing.

## **Desired Outcomes:**

1. Learn how to get more bookings from people already on your website
2. Learn how to attract more people that already seeking the experience you offer
3. Learn how re-engage interested people until they are ready to book.

## **Presenter: Carl LeFever**

**Presenter Bio:** Carl is the founder of Improve & Grow, where his passion is helping organizations grow by improving their marketing. He has extensive experience working with camps and retreat centers. He is father of 4 and loves travel and missions.