

## ***Workshop Descriptions***

**Presenter:** Mark Griffin

**Presenter Bio:** Mark A. Griffin is the founder and chief consultant of In HIS Name HR LLC, a human resources outsourcing and career coaching firm created to help organizations pilot the complex issues of managing HR.

**Workshop 1:** Recruiting in Today's Economy

**About this Workshop...** It's no secret that your camp wants to succeed. It also should be no surprise that your employees want to succeed! Of course, there's often a strong, positive relationship between the two—when employees succeed, so do the camps they serve. A key question then, becomes: How can organizations most effectively find, train, motivate and encourage employees' success? Specifically: What should we have in place to be attractive? Where are camps finding employees? What are the three most important steps of an effective hiring process? This presentation will also help prepare people within your organization who may want to move into an HR role. The presentation is highly interactive (includes table exercises) and gives participants the opportunity to collaborate with other organizations.

**Workshop 2:** Managing Employees to Success

**About this Workshop...** Need HR tools for creating success? Learn to create a high performance culture through practical HR competency development while setting expectations for success. You will also learn where most organizations go wrong engaging employees.

**Workshop:** Partnerships: A Sustainability Model

**Presenter:** Craig Vincent

**Presenter Bio:** Craig Vincent served for 26 years in urban ministry with The City Mission in Cleveland, OH and is now a missionary with BCM International. He is currently serving as Executive Director of Streamside Camp & Conference Center.

**About this Workshop...** Learn, and see through a live case study, how kingdom partnerships and other collaborations can meet the challenges of sustainability faced by non-profit ministry.

**Presenter:** Dr. Jim Cain

**Presenter Bio:** Teambuilding guru Dr. Jim Cain is the author of 16 books (so far!) filled with team and community building activities from around the world, including his latest book, Building Unity, Community & Connection.

**Workshop 1:** Exploring the Stages of Group Development

**About this Workshop...** Jim shares his favorite techniques for exploring the Forming, Storming, Norming, Performing and Transforming stages of group development.

**Workshop 2:** Building Unity, Community, Connection

**About this Workshop...** Based on the content of Jim's latest book comes this amazing collection of activities that build unity, community & connection in active, engaging, memorable, effective and fun ways! The world's best icebreakers & so much more!

**Workshop 3:** The Top Ten Teambuilding Activities

**About this Workshop...** Teambuilding guru Dr. Jim Cain shares his top ten teambuilding activities from icebreakers to team challenges to creative debriefing techniques.

**Workshop 4:** Teambuilding with Index Cards

**About this Workshop...** Learn an amazing collection of teambuilding activities that you can lead (and make yourself) with simple index and playing cards.

**Presenter:** Gary Forster

**Presenter Bio:** Gary Forster has worked with the staff and volunteers at more than 280 camps in 43 states, just since 2001. Gary focuses on improving a camp's return rate and word-of-mouth, both dependent on program quality, to help camps grow quickly. Previously he served 9 years as the national camping specialist for the YMCA of the USA, 18 years as executive director of Camp Jewell YMCA (CT), and past national ACA board member. He holds an MS in Management from Purdue University and Bachelor of Architecture from Kent State University. Contact him at [gary@garyforster.com](mailto:gary@garyforster.com) and download handouts at [www.garyforster.com](http://www.garyforster.com)

**Workshop 1:** How to Eat an Elephant

**About this Workshop....** 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.

**Workshop 2:** This Old Camp

**About this Workshop...** 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.

**Workshop 3:** Camp Property Management – the Best of the Annual Camp Maintenance Conferences from Lake George, NY

**About this Workshop....** For more than 20 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 compilation from this past season is "Camp Facility Jeopardy" with hard knowledge tempered with just-barely-appropriate humor. Buzzers ready, contestants?

**Workshop 4:** Common Little Problems (You May Not Know You Have)

**About this Workshop...** I visit lots of camps every year, and usually stay there overnight. I see the same problems over and over again; invisible to camp staff, but a real pain to campers, guests, and counselors. You might call this a "Punch List" of maintenance and hospitality. Knock out a few of these, and you'll be a hero.

**Presenter:** Elizabeth Bergman

**Presenter Bio:** Elizabeth grew up in Western Michigan where she attended GRCC for Culinary Arts, Culinary Management and Baking & Pastry. She has been working in the Christian Camping world for the last 12 years running kitchens. Currently she is the Chef at Campus by The Sea located on Catalina Island 22 miles off the cost of Long Beach.

**Workshop 1:** Changing Camps One Kitchen at a Time!

**About this Workshop...** Are you frustrated, burnt out, or confused? Have you lost the vision that you once had? Let's talk and see what God has for us!

**Workshop 2:** Make Great Food NOT Camp Food

**About this Workshop...** Tired of a worn out menu? Tired of complaints? Want to just make your meals better and stand out?! Come and be a part of this class that was taught at the CCCA National Convention!

**Workshop:** Quality Food with Fiscal Responsibility

**Presenter:** Doug Protuzzi.

**Presenter Bio:**

**About this Workshop...**A hands-on menu-prep class with representatives from Pocono Pro Foods. This workshop will depart at 8:30am on Wednesday, and take place at the Pocono Pro Foods facility.

**Workshop:** What do Kids Want Anyway? A Roundtable Discussion about creating meals at camp.

**Facilitated By:** Ken Hedrick

## ***Tuesday***

**Workshop:** Leading Worship at Camp

**Presenter:** Randy Gehlert

**Presenter Bio:** Randy Gehlert has been the Music Director / Asst. to the Pastor at Christ Community Bible Church in Perkasio, PA since 2000 except for the one year he spent with his family teaching music on the mission field. He grew up attending and participating in camp and has led worship in singing for various camp conferences. His educational background is in music composition.

**About this Workshop...** Singing naturally goes with camps and conferences, but why do we sing? Does the way we do singing actually detract from what we hope to achieve? How do we program corporate singing in a purposeful way?

**Workshop:** Bed Bug Recognition & Treatment

**Presenter:** Matt Brown

**Presenter Bio:** Matt has served in many areas of camp ministry at Streamside for over 30 years. Most of that time has been in the area maintenance and facility management. His responsibilities include the oversight of maintenance, housekeeping, foodservice and administrative duties.

**About this Workshop...** What do you do with guests that get under your skin and refuse to leave? Bed bugs are guests that need early detection and eviction. Streamside will share their story with the detection and treatment of Bed Bugs.

**Workshop:** Guest Services: The X-factor in Thriving Camps

**Presenter:** Jeremy Jackson

**Presenter Bio:** Jeremy Jackson is Director of Operations and Member Services at CCCA. Jeremy has had the privilege of serving in leadership roles at Christian camps in breathtaking locations - from a tranquil tidal river near Virginia's Chesapeake Bay to a thick oak forest in North Carolina's Piedmont. These experiences have given Jeremy a front-row seat to witness the many beneficial results of Christian camping. As a result, Jeremy desires to see Christian camps thrive as they seek to meet the needs of their campers and guests. Jeremy and his amazing wife Michelle raise their two daughters and a turtle in Colorado Springs, Colorado.

**About this Workshop...** Guest services encompass each touchpoint that our ministries have with each guest (not just the group leader). Good guest service gives us the ability to achieve our goals of happy campers, pleased leaders, returning groups, great reviews, and most importantly - effective ministry facilitation. So, how do we provide exceptional guest service? This seminar will provide thought-provoking insight on how best to serve others at our camps.

Specifically, we will explore best practices for being a site that provides well trained staff, excellent communication, response-ability, and "wow" opportunities.

**Workshop:** Ambushed by Myself: Leading Beyond Several Unexpected Leadership Pitfalls

**Presenter:** Lester Zook

**Presenter Bio:** Lester Zook is Owner and Head Guide with WILD GUYde Adventures. Since 2014, WGA has been providing guided adventures (rock climbing, caving, paddling) in the Shenandoah Valley, Virginia's Blue Ridge, and the Potomac Highlands of West Virginia. Lester is an AMGA Single Pitch Instructor, and a Wilderness First Responder. His doctorate in Higher Education Leadership is from the University of Virginia (1995). WGA partners with numerous Christian ministries, is fully insured and permitted in the George Washington and Monongahela Ntl. Forests, and is an equal opportunity provider and employer

**About this Workshop...** By now, the "human element" in outdoor accidents is well documented. Our clients can be dangerous, but as leaders, we can be too. This session will explore several leadership traps, and offer mitigation strategies, for personal reflection and growth, and for staff training.

## ***Vendor Workshops***

**Workshop:** Is a Capital Campaign in Your Future

**Presenter:** John H Miller

**Vendor:** JHM & Associates

**Presenter Bio:** With 27 years' experience, John has managed many capital campaigns for camps & churches, ranging from \$250,000 to 6 million.

**About this Workshop...** Will a capital campaign help turn your vision into reality?

**Workshop:** Staff Communications

**Presenter:** Darren Eagleston

**Vendor:** RadioBoss 2-Way Radios

**Presenter Bio:** Darren Eagleston has been with RadioBoss for over 20 years as sales manager. Darren is an on-site specialist who routinely inspects customer physical properties to test product and, when necessary, installs repeater setups to cover larger locations.

**About this Workshop...** Employee communication is paramount for any organization. Use our compact two-way radios to conveniently connect staff, make emergency or general announcements over PA and learn what a callbox can do on your property.

**Workshop:** Beyond Summer Camp

**Presenter:** Jeff Bowman

**Vendor:** CampBrain

**Presenter Bio:** Jeff is in his 8th year with CampBrain. Jeff worked for 10 years at Camp Robin Hood in Toronto prior to joining the team at CampBrain. Jeff has worn a number of different hats at CampBrain - starting in tech-support, working in online registration, providing training and now working in a business development role.

**About this Workshop...** Beyond Summer Camp: How your Software can Help Successfully Manage Family Camp & Adult Retreats

**Workshop:** Prints Powerful Impact

**Presenter:** Tim Beach

**Vendor:** Register Graphics

**Presenter Bio:** Tim was raised in a Christian home and accepted Jesus' gift of salvation at an early age. Weeks at Christian camp were pivotal in his faith development and walk with our Lord. When not at camp, he was working in the family printing company doing certain tasks that do not even exist anymore. My how things have changed! He and his wife Amy have 3 grown children and 1 needy little dog. They live in the small village of Randolph, NY surrounded by trees, cows, and Amish.

**About this Workshop...** There are more ways to communicate today than ever before in history. Using the latest data, we will discuss what is most effective for camps & ministries that yield results and build relationships.

**Workshop:** The Catalyst for Major Planned Gifts

**Presenter:** Bernie Bostwick & Adrian Young

**Vendor:** Ambassador Advisors

**Presenter Bio:** Bernie works with nonprofits, businesses and individuals to help them build and manage their assets. Bernie earned his B.S. in Organizational Behavior and Applied Management from Lesley University in Cambridge, Massachusetts. He has earned the Chartered Advisor in Philanthropy® and Chartered Financial Consultant® designations, as well as a Certificate in Retirement Planning from The Wharton School of the University of Pennsylvania. He serves on the board of trustees of the International Association of Advisors in Philanthropy (AiP). He lives in Lancaster with his wife, Beth.

Adrian focuses on creating tax strategies to protect and transfer wealth and assets. He received his B.A. in International Business and Management from Dickinson College and his J.D. and M.B.A. from Temple University. Since joining Ambassador, he has earned the Chartered Advisor in Philanthropy® and Certified Financial Planner® designations. He is a member of the American, Pennsylvania and Lancaster Bar Associations, as well as the International Association of Advisors in Philanthropy (AiP). He lives in Lititz with his wife, Julie, and their three children.

**About this Workshop...** This session will help you recognize the opportunities that exist for donors, their families, and organizations striving to ensure long-term sustainability, providing you with tools and techniques designed to engage your donors' trusted advisors.

**Workshop:** Setup an Online Store with WooCommerce

**Presenter:** Matt Vahlberg

**Vendor:** FunFangle

**Presenter Bio:** Matt Vahlberg grew up in the camp world, between Young Life, attaining Eagle Scout and working on summer staff at Camp Berea where he met his wife. He has spent nearly twenty years in the software industry crafting enterprise solutions, is a partner in a sandwich shop, and is a busy father of four boys. In 2017, he and his wife launched FunFangle, a point of sale solution for camps.

**About this Workshop...** For those looking for a low-cost way to establish an online e-commerce store, WooCommerce presents a compelling option. Workshop will be a live setup walk-thru. Special plugins provided free.

**Workshop:** Church Mutual Insurance Web Site

**Presenter:** John Falkenstein

**Vendor:** Church Mutual

**Presenter Bio:** John Falkenstein has been with Church Mutual for 4 years and is the Account Manager for the state of NJ. His role includes field underwriting, risk management and handling new business needs of existing customers.

**About this Workshop...** Explore the resources available on the Church Mutual Insurance Web Site, including the free risk management materials as well as the digital media presentations.

**Workshop:** Going Deeper for More Savings

**Presenter:** Mike Silver

**Vendor:** The Buying Networks

**Presenter Bio:** Michael Silver is a Christian Business Owner, philanthropist, and President and CEO of The Buying Networks. He brought a camp back to life that was closed and vacant for 10 years. He was a Christian Camp Director for 10 years. He has spent the last 10 years savings businesses, Camps and non-profits millions of dollars annually. He has a passion for helping Christian organizations maximize stewardship.

**About this Workshop...** Find out what you should be paying for things, food, propane, electricity, and more. Share your money saving tips, and learn new strategies for cutting costs.

**Workshop:** Everything that Can Go Wrong at Camp and Did

**Presenter:** Bob Meadows

**Vendor:** The Camp Doctor

**Presenter Bio:** Dr. Bob has over 30 years of youth camping experience, serving as a camp director, program director, and state leader. He served as State 4-H Program Leader for Virginia prior to his retirement. In this position, he had responsibility for 107 counties and cities 4-H programs totaling over 200,000 youth, Virginia's six 4-H educational centers, and overseeing some 20,000 adult volunteers. He held responsibility for 4-H residential camping programs statewide that totaled over 36,000 campers annually. Dr. Bob earned his BA and MA degrees in Education Administration from West Virginia University, and his Doctorate in Education from Virginia Tech. He currently serves as a consultant with The Camp Doctor, Inc., providing expertise in a variety of camp related areas including program development, risk management, volunteer development, staff development, etc. His experience also includes serving Christian camping.

**About this Workshop...** How prepared are we when serious problems occur in camp? We spend quality time preparing for a week or more of camp, and then, chaos takes place. A camper violates the rules, comes up missing, and/or the media picks up on a rumor about what might have taken place at your camp. Worse yet, a camper is very seriously injured or even dies. Learn from the experiences of others and how to survive when problems arise. Explore actual case studies.

## ***Thursday***

**Workshop:** To Buy or Not to Buy? The whys and the why nots of a retail gift shop.

**Presenter:** Jackie Swartley

**Presenter Bio:** Jackie Swartley has over 20 years' experience in the retail/wholesale industry. But in the last 11 years of camping ministry, retail has taken on a whole new meaning. She has enjoyed seeing how the right products can provide a take home memory of a life changing experience while helping to financially support the ministry.

**About this Workshop...** Having a profitable, inviting and fun Gift Shop is not a sin! Don't sell the possibilities short of what an effective Gift Shop can provide for your guests and your ministry!

**Workshop:** What's on the Horizon: How will Christian Camp Ministry Tomorrow be different from Today

**Presenter:** Jeremy Jackson

**Presenter Bio:** Jeremy Jackson is Director of Operations and Member Services at CCCA. Jeremy has had the privilege of serving in leadership roles at Christian camps in breathtaking

locations - from a tranquil tidal river near Virginia's Chesapeake Bay to a thick oak forest in North Carolina's Piedmont. These experiences have given Jeremy a front-row seat to witness the many beneficial results of Christian camping. As a result, Jeremy desires to see Christian camps thrive as they seek to meet the needs of their campers and guests. Jeremy and his amazing wife Michelle raise their two daughters and a turtle in Colorado Springs, Colorado.

**About this Workshop...** Most camp and retreat ministries do not operate in the same environments in which they were created. Governmental regulations, guest and camper expectations, and intense competition for staff are just some of the items that command the attention of camp leaders today. Who could blame today's camp administrator for becoming a reactive leader, as opposed to their proactive predecessors who perched our camps on river banks, carved them out of oak forests, and placed them high in the Alpine? What lessons can we learn from the camp leaders of yesterday to prepare for the changes of tomorrow. This seminar will include valuable feedback from current industry leaders that will help us strategize for the future of our ministries.

**Workshop:** Marketing: Total Fulfillment

**Presenter:** Helmut Hensel

**Presenter Bio:** Director of marketing of a National Company. Business owner, University Lecturer in the USA, Europe & South America, Christian School Administrator, Seminary Grad, studied with Francis Schaeffer. Counselor & Program staff at Word of Life, Director of bike trips, wilderness trips, activities instructor, Married for 40 years, with 3 sons in Full-Time Ministry.

**About this Workshop...** Marketing "One-Stop Shopping": Total fulfillment, database management, design, print, mail, promotional items, samples and handouts.