

SECTION PRESIDENT'S **BRIEFING**



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Your CCCA Northwest Section Newsletter

PRACTICAL TIP



The Variety Show

Variety is the spice of life ... and it's essential to staff training. While your primary job is to teach, not entertain, breaking up important content with active and interactive learning opportunities makes it not only more fun, but more memorable. And that's the goal—for your staff to finish staff training retaining the knowledge and tools they need to make it a great camp season. You don't have to go crazy to spice it up (although that's OK too). Here are a few simple ideas to help training material stick with your staff:

- Meet in a different place each session.
- Use role-playing.
- Enlist other staff members to lead and make presentations.
- Utilize technology (videos, music, photos, etc.) to enhance memory.
- Make it a competition.
- Rearrange the furniture.
- Ask for answers instead of giving them—brainstorm together.
- Fill in a giant jigsaw puzzle with key terms from training.
- Use the last 5 minutes of each session for staff to tell one another what stuck.

For much more on how to maximize your ministry through staff training, check out the upcoming April/May issue of InSite, which is full of practical tips and spiritual encouragement for training your best staff ever.

FRESH IDEA



Go Outside and See Better

We all know that getting kids outside is one of the great benefits of camp. But here's just another reason that getting outside is good for your campers—it's good for their eyes! Previous studies have shown that students

who spend more time outside are less likely to need corrective eyewear. Researchers think that the frequent change in the focal distances required during outdoor activity is good for the development of the eye. And now researchers have also discovered that sunlight stimulates the release of dopamine from the retina. They think this could protect the eye. And as we all know, a little dopamine released in the brain is good for mood. And guess what? What's good for campers is good for you. So do your eyes a favor and get outside today.

Read more about how being outside benefits your eyes [here](#).

FAITH STORY



Taking the Pastor to Camp

I love going to camp every summer. It is the most important week of the year in our ministry. Our youth look forward to how they will experience God's movement through the wealth of shared experiences we have as a group. The 14-hour bus ride from the Texas heat to the mountains of Colorado is no problem because it just means more time to be on the camp adventure.

Despite all that was already great about camp, something different happened this summer. Our senior pastor came with us.

As we were returning from our first Sticky Faith Summit last February, he told me he wanted to go to camp with our students this year. I'm sure I looked surprised, because he emphasized that he was serious, and that he even wanted to ride on the bus! His motivation was to get to know more of our youth and to show that he was interested in them and what they experienced as a part of our church.

He not only followed through on his word, but also was a full participant during the week as he led a small group, played all the rec games and shared stories each night as our group gathered to close the evening. I couldn't have been happier that he was part of the week, and our students became his biggest fans. There was a moment during the week where our pastor put virtually his whole body inside a giant trash can filled with water so his small group could win their game. If I hadn't captured it on video, I might not have believed it actually happened. In the evenings he shared his joys and fears and struggles along with the rest of the group, and allowed himself to be vulnerable to a group of teenagers. Our students noticed, and it mattered to them. He definitely made an impression, because by the end of the week the kids had even given him a nickname!

Why is our pastor coming to camp a big deal for our youth ministry? It is a big deal because in the rec games, bus rides, and Bible studies, our youth were sharing meaningful moments with the person who preaches and leads our congregation each week. Not only did our students get to know our pastor better, they got to *be known* by our pastor. This is a big deal, as it is easy for them to feel like their gifts and energies for the church are somehow secondary to those of adults. Our week at camp with our senior pastor made our youth feel valued in a way that I could not have expected.

I'm sure there's still some texting going on during the sermon most Sundays, but after conversations I've had

with our youth I know they listen and participate in worship differently now that they share those special memories from camp with our pastor. And our pastor communicates to them differently now that he knows more names, faces and stories.

As it turns out, the most important week of our year was made even better because our senior pastor told our kids they matter, and he reminds them of that every week.

By Cody Favor, Pastor for Students at First Baptist Church of Abilene, Texas. This post originally appeared on Fuller Youth Institute's Sticky Faith blog. Read more at stickyfaith.org.

FROM THE NATIONAL OFFICE



the power of camp®

The Power of Camp 2015 Campaign Is in Full Swing

- **Introducing The Power of Camp Spokesperson, Brandon Heath**



We're excited to announce that Brandon Heath is partnering with CCA in The Power of Camp campaign! You may know him as an award-winning contemporary Christian singer and songwriter, but do you know about the impact Christian camping has had on his life? Read about his life-changing camp experience in this [Christian Post](#) article and check out his latest album, No Turning Back, on www.brandonheath.net.

- **Duck Dynasty's** Willie and Korie Robertson share the story of how they met—at a Christian summer camp—on The Power of Camp blog. Read their story [here](#), along with these other recent posts from [The Power of Camp blog](#).



- [Will summer camp help prepare your youngster for the White House?](#)
- [3 Ways Working at Camp Benefits Teens](#)
- [What are parents worrying about? You'll be surprised!](#)
- [5 Good Reasons to Send Your Child to Camp](#)

Help us spread the word about the power of Christian camping by sharing these posts—and the [2015 The Power of Camp infographic](#)—through social media.

- Visit thepowerofcampstore.com



to order customized The Power of Camp merchandise to help you promote the power of *your* camp or conference center.

- CCCA President/CEO Gregg Hunter has been promoting the power of Christian camping through recent media appearances:
 - RN/USA Radio "Daybreak USA"—Memphis, Tenn., nationally syndicated in more than 50 markets
 - WELW "Wake Up"—Cleveland, Ohio
 - KDAZ Morning Show—Albuquerque, N.M.
 - IRN/USA Audio News Release, nationally syndicated across 40–75 affiliates across the country
 - "The Janet Mefferd Show"—Dallas, Texas
 - YES-FM "AM Mayhem"—Wauseon/Lima/Toledo, Ohio
 - WMPC Community Forum—Lapeer/Flint/Imlay City/Northern Oakland County, Mich.
 - KCFB & KTIG "The Word"—Minneapolis/St. Paul, Minn.
 - WXJC "Priority Talk"—Birmingham, Ala.



Input Needed: Christian Camping Resource Library

As CCCA begins work on the Christian Camping Resource Library, a new CCCA initiative for 2015, your input is needed to ensure the library meets the needs of those in camping ministry. Please take about 5 to 10 minutes to complete this [important survey](#) to help us understand what you search for, how you search and what you would like to see as part of the new resource library. For your efforts, not only will you get a bigger, better library as a member benefit, but three participants will win the ultimate camp directory listing for their camp for one year. [Visit the survey](#) now. We appreciate your input!

EXCELLENCE TRAINING

February's EIT Was Full of Valuable Insights

Were you able to attend February's EIT with Dr. Walt Mueller? He offered important insights about current trends in youth culture and practical tips for how people who work with youth can respond. If you missed it, catch up on that EIT—and any other 2014 and 2015 EITs you've missed—by logging in to My CCCA and going to [this page](#).

Reminder: Don't forget to [register for the March EIT](#) with Best Christian Workplaces Institute's Al Lopus. He'll share eight dynamics needed for "[Building a Flourishing Culture of Employee Engagement at Your Ministry](#)."

Do you blog?

We want to read about what's going on at your ministry and how you are using the power of Christian camping to impact lives for Christ. Email your blog address to shilgendorf@ccca.org, and we may mention your blog in a future issue of *Section President's Briefing, Thursday Mail* or on the CCCA homepage.

Panorama and the MAC

The Member Advisory Council (MAC) recently joined CCCA staff at the national offices in Colorado Springs for two days of brainstorming topics and presenters for Panorama, CCCA's 2015 National Conference. Equipped with the insights and momentum that came out of those meetings, we're hard at work planning the event. Stay tuned for exciting announcements about [Panorama](#) and [register now!](#)

Looking for more inspiration?

Here's a roundup of a few links that captured our attention this week:

- In Christian camping circles, we know that a break from all things digital helps people connect with God and one another. Many in the wider Christian community are recognizing that, too, and [one in three Christians giving up something for Lent are fasting from technology](#). Also, [March 6 was National Day of Unplugging](#). Did your camp or conference center participate?
- The president of the U.S. wants kids to spend more time outside, and his "[Every Kid in a Park](#)" [initiative](#) is aimed at helping accomplish that goal. Speaking of getting kids outside, we love these [four fun ways to help kids become stewards of nature](#). How many of these activities have you tried at your camp?

Want to know more about CCCA and the resources it offers to members? Visit www.ccca.org, and click on the “Maximize Ministry” graphic near the top of the page, or call our friendly membership staff at (719) 260-9400.

If you no longer wish to receive Section President’s Briefing, simply reply to this email with your name, camp name and request.