

## President's Briefing

### CCCA Northwest Section

Fall is here; the temperatures have dropped, the kids are back in school, the leaves are falling. As we go into a little less hectic season set aside some quality time with your staff, your family and Jesus!

There are lots of events in our section this fall and winter:

- 1) **Program Advance** November 2<sup>nd</sup>-4<sup>th</sup> at Camp Marrow
- 2) **Guest services Advance** November 16<sup>th</sup>-18<sup>th</sup> at Twin Rocks
- 3) **Cooks Advance** November 17<sup>th</sup>-19<sup>th</sup> at Aldersgate
- 4) Coming up in December we have the **National Conference** which is much closer to home than last year, (only a 24 hour drive from Seattle and less than 3 hours in the air!)
- 5) Don't forget our great annual **NW Sectional** and set aside the week of February 29<sup>th</sup> 2016 at Cannon Beach Conference Center so you don't miss it!

*James Richey*

CCCA NW President



## SECTION PRESIDENT'S BRIEFING



September 2015 | Volume 5, Number 9

Your CCCA Northwest Section Newsletter

## PRACTICAL TIP



### Let Them Know

Do you remember the time and place when your life took a new path? Do you remember the person or people who spoke into your heart and gave you the opportunity to commit yourself to Christ? Now the real question: Have you ever said thank you? As camp professionals, we sometimes never know the impact of our work and words. But we do know that hearing from someone that our work has mattered in his or her life can bring encouragement and strength. Don't miss the opportunity to bless someone in this way. Think back to the person who impacted you. It may have been last year or 50 years ago. Write a letter or email. Make a phone call. Plan a visit in person. Do whatever it takes to let that person know that they were instrumental in changing your life-and therefore also instrumental in changing the many lives you have impacted through Christian camping.

*Read the inspiring story of how the life of Dr. Wess Stafford, former president and CEO of Compassion International, was transformed at camp, as well as his words of encouragement for staff professionals, in the August/September issue of InSite magazine.*

## FRESH IDEA



### Scent the Season

As cooler weather approaches, windows around camp get closed up, and the indoor areas of your camp can start to smell, well ... closed up. To keep the inside of meeting rooms, bathrooms, cabins and more smelling fresh, essential oils can do the trick. Essential oils like lavender, eucalyptus, lemon and peppermint all have antibacterial properties as well as wonderful scents. Put a few drops on cotton balls and place them under sinks, in closets, on windowsills, or inside the bag of your vacuum to keep your inside air fresh and healthy. Want to go for a seasonal scent? With antiviral properties, essential oils like cinnamon, cloves and thyme will give your camp an autumn scent. Guests will be saying, "Mmmmm...smells good in here!"

## FAITH STORY



### Hospitality as Host and Guest

On Sunday afternoons at Laurelville, you'd often find me closing buildings and cleaning up after the weekend guests have gone. One particular Sunday, I arrived at the Lodge to find a guest tentatively picking through a very full and very messy trash barrel. This is never a good sign.

"May I help you with something? Maybe a tarp to help spread things out?"

"No-I just lost some medicine, but it's not essential that I find it."

But I could tell that the loss was bothering her, and a few minutes later she asked for the tarp. We dumped the trash and, much to her joy, found the medicine.

Her young son had been watching the whole process. As I was cleaning up the mess, the woman came back and whispered, "My son wanted to thank you. You'll find something on the seat of your golf cart."

The 25 cents that I found there is one of the most meaningful gifts I have ever received. I keep it by my desk with Jesus' words to his disciples when he washed their feet:

"You call me Teacher and Lord-and you are right, for that is what I am. So if I, your Lord and Teacher, have washed your feet, you also ought to wash one another's feet. For I have set you an example, that you also should do as I have done to you" (John 13: 13-15, NRSV).

The origin of "hospitality" is fascinating: it comes from the Latin word *hospes*, which means both "host" and "guest"! In the Laurelville context, this origin makes perfect sense. It is part of our mission to extend "Christ-like hospitality with welcome and safety for all." We look for the image of God in each of our guests, remembering that Jesus said, "I was a stranger and you welcomed me" (Matthew 25:35). Once we are able to recognize that image-the face of Jesus in the stranger-then ministry proceeds naturally. It becomes difficult to tell who is the host and who is the guest.

Indeed, sometimes the host shows up as a 5-year-old boy.

*By Derek Yoder, who served as guest services staff at Laurelville, Mount Pleasant, Penn. This post originally appeared on [Laurelville's blog](#).*

## FROM THE NATIONAL OFFICE



## MARKETING PLAN IN A BOX



### Kick Your Ministry's Marketing into High Gear

We know your focus is ministry, but for your camp or conference center to have the greatest reach and impact, good marketing is essential. We've got just what you need to make it manageable, even with a small staff or budget. CCCA's Marketing Plan in a Box offers both basic marketing strategies and the latest in effective marketing techniques-and it's just been revamped for 2015, so you'll find even more innovative ideas your camp can implement immediately. Find info on:

- Booking hard-to-fill weeks, growing retreat attendance and building conference business
- Selecting target audiences and identifying best opportunities for growth
- Social media tools and social media policy guidelines (including a new Instagram section)
- Public relations tactics (e-blasts, press releases, crisis communication)
- Advertising templates and latest trends
- Step-by-step basics for building a strategic marketing plan
- And much more!

Marketing Plan in a Box is available exclusively to CCCA members. Call CCCA to place an order at 888-922-2287 or email member services at [info@ccca.org](mailto:info@ccca.org).