

Workshop Descriptions and Presenter Bios

Tuesday, January 27, 3:30-5:00pm

Day Camp Discussion – Presenters Jim Payne & Liz Tripp

Bring your day camp questions! After a brief description of our fully inclusive day camp program we will have a Q&A and pointed discussion about the aspects of day camp that you would like to talk about.

Presenters Jim Payne (Executive Director) & Liz Tripp (Day Camp Director) say at Camp Orchard Hill for the past 21 years we have had much success with our fully inclusive Day Camp program. We have grown from small summers of 20-30 campers to 4,000 campers over 10 weeks and 3 campuses. Praise God!

The Guest Experience – Presenter Randy Gaumer

The Key to a sustaining a ministry is returning campers, returning guests. This workshop provides practical and proven ways to make sure your campers and guests will return to be with you again. You will leave this workshop with training materials for leadership and staff in how to provide a great Guest Experience.

Presenter Bio: Randy has served at Spruce Lake Retreat for over nine years in a number of positions: Director of Youth and Adult Ministries; Director of Spruce Lake Retreat and as Camp Pastor.

Allergies: Facts, Myths, & Hiding Places – Presenter Bill Pitcher

Sesame flour in the white bread, dairy in the chicken tenders, fish in the Caesar salad. Allergens are all over your menu, just as guests are arriving with dietary needs you've never considered. Bring your biggest allergy issue. We'll troubleshoot it together while breaking down allergies common and uncommon, finding where they hide and figuring out how to neutralize them.

Presenter Bio: Bill Pitcher has been a food journalist and a food service director in Christian camps and entertainment venues. Since 2015, he also has helped his peers optimize their food purchasing and menu planning through The Buying Networks, a procurement group working with over 400 camps around the country.

Maintenance A to Z – Presenter Steve Ykema

An open conversation about all things maintenance. Bring your stories of success and challenges to help each other. Lets find answers from the group experiences. Be ready to

share your best vendors information to help another camp. I have a list of topics and issues to get us started. Come prepared with a list of your own.

Presenter Bio: Steve has been in camp maintenance for over 20 years. I have participated in everything from routine day to day activity, renovation and new construction.

Passing the Torch: The Good, the Bad, and the Reality of CEO Succession
Presenters Stephanie Gehman & Mark Swartley

This seminar features an honest dialogue between the current and past CEOs of Spruce Lake Ministries. They will share the unfiltered story of their internal leadership change, highlighting the advantages of promoting from within and the complexities of knowledge transfer. This session goes beyond theory to explore real-world repercussions, offering valuable lessons for anyone involved in succession planning or managing organizational change. Discover key strategies and potential pitfalls to ensure a smooth transition for your team.

Presenter Bio: Stephanie Gehman is the CEO of Spruce Lake Ministries. Her background is in sports medicine and hospital management where she led one of the northeast's largest teams of athletic trainers in a highly competitive market. As a leader, her mission is building healthy, productive, and effective teams. Relatively new to the camping arena, Stephanie has put that mission into practice through her work at Spruce Lake Ministries. She believes in the power of camp to change lives; not just for kids and teens but for people of all ages.

Presenter Bio: A new chapter begins for Mark Swartley, who is concluding a distinguished 19-year tenure as Executive Director and CEO of Spruce Lake Ministries. Starting his career in the insurance and banking industries, Mark built The Swartley Agency into a thriving 72-member firm with \$78 million in sales, serving as President of First Service and National Penn Insurance along the way.

In 2005, following two decades in the business world, Mark felt a new calling. He transitioned to lead the Franconia Mennonite Camp Association, which expanded into the multi-site Spruce Lake Ministries. During his leadership, the organization grew significantly, with its retreats and conferences now serving more than 48,000 guests each year.

Firm, Kind & Effective: Navigating Tough Parent Conversations – Presenter Jon Bisset

Today's parents are more involved than ever—and sometimes, that involvement crosses boundaries or escalates into conflict. Whether you're addressing a complaint, clarifying expectations, or de-escalating an emotional conversation, the way you communicate matters. This session will provide practical strategies and a clear communication framework to help camp professionals engage confidently and respectfully with difficult

parents. Drawing from real-world experience and a simple, memorable model, you'll learn how to approach even the hardest conversations with professionalism, empathy, and consistency—without sacrificing clarity or authority.

Presenter Bio: Jon Bisset serves as President of Peter and John Ministries (PJM) and Executive Director of River Valley Ranch (RVR), a year-round Christian camp and retreat center in Maryland that welcomes over 8,000 guests each year. Under Jon's leadership, RVR provides transformative experiences rooted in faith, personal growth, and adventure—helping youth and adults discover and live out their full, God-given potential.

Jon began his career in community organizing with Outreach Community Ministries in Carroll Stream, Illinois, working alongside low-income neighborhoods outside Chicago. He holds a B.A. in History and Communications from Towson University and an M.A. in Communications from Wheaton College. In addition to his leadership at RVR and PJM, Jon serves on the national board of the Christian Camp and Conference Association (CCCA) and on the board of Cuirim Outreach Ministries, a nonprofit that shares the love of Christ through relational ministry along the U.S.–Mexico border.

A frequent speaker at ACA, CLA, and CCCA conferences, Jon's writings have appeared in Insight magazine, Our Daily Bread, and Outcomes magazine. He is passionate about using media, hospitality, and outdoor ministry to inspire lasting spiritual transformation. Outside of work, Jon enjoys gardening, competitive chess, baking sourdough bread, running with his dog Sadie, and climbing the Peloton leaderboard. He and his wife, Courtney, live in Maryland and have two adult children, Anna and Aidan.

A Year of Communications: From Blank Page to Content Plan Presenter Jen Howver

Stop scrambling for last-minute ideas. In this collaborative session, you'll map out a year's worth of communications for your camp or conference center. With guided prompts and practical templates, we'll brainstorm seasonal themes and creative approaches for social media, email, newsletters and more. You'll walk away with a working calendar and fresh ideas tailored to your camp's unique voice.

Presenter Bio: Jen Howver serves as the editor of CCCA's flagship publication, InSite magazine. She is also CCCA's training manager, planning the EIT webinars, RoundTables and seminars offered at the National Conference. Jen was a camper and later worked on staff at Camp Paradise (Newberry, Michigan), where she met her future husband, Jay. Jen and Jay live in Colorado with their daughters, Noelle and Chloe, and way too many pets.

Steal This: Ideas for Retreat Awesomeness – Presenter Chris Kallal

Retreats are more than a weekend away—they are an opportunity to refresh, reconnect, and create lasting impact. This session is packed with creative programming ideas, activities, and themes to make your retreats unforgettable for every age group. From meaningful icebreakers to full-scale event plans, you will walk away with practical tools that bring fun, purpose, and energy to your retreat ministry. Whether you are hosting youth, adults, or families, this session will equip you to design retreats that people cannot wait to come back to year after year.

Presenter Bio: Chris Kallal serves as the Executive Director at SBYCamp in Greensburg, Indiana, and has been in camping ministry since 2001. His experience includes Camp Manitoumi, Ingersoll Scout Reservation, and Camp Good News. Carrie has worked in camping even longer, moving from CIT to nearly every role imaginable before becoming the Guest Services Director at SBYCamp. Together, Chris and Carrie love discovering creative camp ideas, visiting camps across the country, and sharing what they learn. They teach at conferences, write books about camp life, and talk non-stop about Camp!

Gift Shops can be a Gift! – Presenter Jackie Swartley

How your Gift Shop can be a positive amenity for guests and help support the financial foundation for your camp. Insights to ordering, trends, and displaying products.

Presenter Bio: I have worked in retail and buying for a total of 34 years, 20 of them at Spruce Lake

International Flavor – Presenter Chef Joe Becker

A presentation with demo on with focus on international foods.

Presenter Bio: Johnson and whales graduate. Chef in Atlantic city, corporate chef at peddlers village and 25 years with US Foods.

Wednesday, January 28, 9:30-10:45am

Rethinking Orientation – Presenter Moraya Longacre

Orientation is often overloaded with information—but not always with impact. In this session we will take a step back and critically evaluate what we’re teaching staff in those first days, why it matters, and how we deliver it. Instead of defaulting to “what we’ve always covered,” we’ll look at how to prioritize topics that truly equip staff for success, make the learning memorable, and ensure that every element of orientation aligns with your mission and camp needs.

Presenter Bio: Moraya Longacre is the Day Camp Manager at Spruce Lake and has worked at Spruce Lake in some capacity since 2015. She has a degree in Elementary Education and loves to use her background in education and child development to shape her work at camp.

Critical Mindsets For Extraordinary Camp Leaders – Presenter Arthur Woods

Join Arthur C. Woods for the Critical Mindsets of Extraordinary Camp Leaders workshop, tailored specifically for camp staff! Together, we'll explore the connection between our thoughts and outcomes, uncover practical strategies for fostering a resilient mindset essential for impactful camp ministry, and dismantle limiting beliefs that may be holding you back. Embrace your identity as a child of God and enhance your impact as you lead and serve at your camp.

Presenter Bio: Arthur C. Woods is a dynamic speaker, author of the brand-new book SPARK for Emerging Leaders, and certified life and leadership coach with a Master's degree in Student and Family Ministry from Lancaster Bible College. He serves on the board of directors for Camp Orchard Hill, a large multi-site CCCA camp, and enjoys over 25 years of marriage with his wife, Liz, in Lancaster County, PA.

Handicap Accessibility

Presenters Envision Architecture Inc., RGS Associates, EG Stoltzfus Construction

We will be giving a summary of the needs and potential challenges for handicap accessibility in buildings and site facilities. We are bringing together building designers, site designers and contractors to discuss this topic.

Presenters Include: Envision Architecture Inc., RGS Associates, EG Stoltzfus Construction

Understanding Mental Health at Camp – Presenter Deke Rider

The increase in mental health concerns and growing need for awareness in the camp setting has been growing every year. This workshop will focus on being trauma informed, strategies for general success and tips for camp professionals. Session will include takeaway suggestions, open dialogue, and suggestions for training.

Presenter Bio: Deke Rider has been in Christian camping as a Program Director and Executive for more than 25 years. Finished a Master's in Mental Healthy counseling through Asbury Theological Seminary and works as a school-based counselor.

Many Ways to Play: Strategies that Work – Presenter Chris Fletcher

As camp leaders, we help campers learn, grow, and try new things — from building skills to taking on new challenges together. Every camper is unique, so flexibility and creativity are essential. This workshop explores strategies to engage all campers in ways that build confidence and success.

Presenter Bio: Chris Fletcher is the Activities Coordinator for Handi*Camp, where he plans and adapts programs for youth and adults with special needs. He's passionate about using his platform to help others live out God's call to "love your neighbor as yourself."

Making Camp Sustainable: How to Objectively Evaluate Camp Programs & Staff

Presenter Jon Bisset

Have you ever had a hard time making an objective decision about which camp programs to keep and which to eliminate? RVR will show how they regularly use the Non-Profit Sustainability tool to objectively evaluate each of their camp programs based on impact and financial sustainability. In addition, Jon will demonstrate how we use this same tool to assess your staff members by mapping their performance and alignment with our camp's core values.

Presenter Bio: Jon Bisset serves as President of Peter and John Ministries (PJM) and Executive Director of River Valley Ranch (RVR), a year-round Christian camp and retreat center in Maryland that welcomes over 8,000 guests each year. Under Jon's leadership, RVR provides transformative experiences rooted in faith, personal growth, and adventure—helping youth and adults discover and live out their full, God-given potential.

Jon began his career in community organizing with Outreach Community Ministries in Carroll Stream, Illinois, working alongside low-income neighborhoods outside Chicago. He holds a B.A. in History and Communications from Towson University and an M.A. in Communications from Wheaton College. In addition to his leadership at RVR and PJM, Jon serves on the national board of the Christian Camp and Conference Association (CCCA)

and on the board of Cuirim Outreach Ministries, a nonprofit that shares the love of Christ through relational ministry along the U.S.–Mexico border.

A frequent speaker at ACA, CLA, and CCCA conferences, Jon’s writings have appeared in Insight magazine, Our Daily Bread, and Outcomes magazine. He is passionate about using media, hospitality, and outdoor ministry to inspire lasting spiritual transformation. Outside of work, Jon enjoys gardening, competitive chess, baking sourdough bread, running with his dog Sadie, and climbing the Peloton leaderboard. He and his wife, Courtney, live in Maryland and have two adult children, Anna and Aidan.

Eleven Principles of Great Boards – Presenter Mark Davidhizar

Board members want to do their best for your organization. We forget that even pros need coaching. These eleven principles will give many nuggets to assist in navigating the board room, in knowing which hat to wear, and in understanding which lane the board drives.

Presenter Bio: Mark’s passion is to train organizational leaders to see clearly, to proceed effectively and to develop the resources needed to accomplish their mission. He has partnered with scores of urban, local, and international schools and ministries to help them to experience their vision and see lives impacted for the cause of Christ.

Unlocking Revenue: Marketing Strategy for Camp Rentals – Presenter Oscar Quesada

Looking to grow your facility rental income but not sure how to reach the right groups? This session is your roadmap to building a sustainable, scalable marketing strategy for off-season rentals. We’ll walk through how Christian Camps can attract new audiences—churches, schools, nonprofits, and even corporate teams—using targeted email campaigns, compelling landing pages, and clear calls-to-action. Learn how to position your facilities as the perfect place for retreats, reunions, and events, and how to turn inquiries into bookings.

You’ll leave with:

- A proven strategy for acquiring new rental customers
- Email campaign templates to attract group leaders
- Lead generation tools to build and nurture your contact list

This session is ideal for operations directors, marketing teams, and anyone responsible for maximizing camp revenue beyond summer.

Presenter Bio: Oscar Quesada is a StoryBrand Certified Guide and founder of Lifedge, a digital marketing company in West Michigan that helps businesses and ministries grow through clear messaging, strategy, and creative execution. He’s also a joyful mentor, family man, and soccer coach who views his work as a way to honor God and serve others.

Steal This: 25 Rules for Unparalleled Hospitality – Presenter Chris Kallal

This is the session for anyone who wants to take their hospitality game to the next level! These are 25 practical, actionable tips you and your team can implement tomorrow to create unforgettable experiences for your guests. This high-energy session will break down our favorite tried-and-true strategies that anyone can master. Plus, you'll walk away with a resource guide to use in your own staff training.

Presenter Bio: Chris Kallal serves as the Executive Director at SBYCamp in Greensburg, Indiana, and has been in camping ministry since 2001. His experience includes Camp Manitoumi, Ingersoll Scout Reservation, and Camp Good News. Carrie has worked in camping even longer, moving from CIT to nearly every role imaginable before becoming the Guest Services Director at SBYCamp. Together, Chris and Carrie love discovering creative camp ideas, visiting camps across the country, and sharing what they learn. They teach at conferences, write books about camp life, and talk non-stop about Camp!

Wednesday, January 28, 11:00am-12:15pm

Building a Day Camp Culture that Leads to Camper and Family Engagement

Presenter Alisha Kallatch

In this session, we'll explore how to intentionally build a day camp culture that extends far beyond the summer season—one that influences campers, staff, and families year-round. We'll examine how to align camper experiences and communication with families to create a shared culture of belonging, growth, and joy. Whether you're looking to deepen your camp's impact, increase retention, or create meaningful engagement beyond the summer, this session will provide actionable tools and inspiration to make your camp culture last long after the final day of summer.

Presenter Bio: Alisha's journey with Spruce Lake began many years ago as a camp kid, where she spent countless summers working in various areas of camp and developing a deep love for its ministry. She recently returned to Spruce Lake to serve as the Day Camp Manager. Before returning, Alisha served as the Preschool Ministry Leader and Before & After School Care Director at Stroudsburg Wesleyan Church. She holds a Master's in Education and has enjoyed time in the classroom as a long-term substitute teacher in 4th grade. When she's not at camp, Alisha loves spending time outdoors kayaking or biking, relaxing with a good book, or savoring a cup of coffee.

Elevating Your Family Camp Retreats – Presenter Arthur Woods

If you're reading this, you likely have a treasure trove of camp stories—some serious, some hilarious, and maybe even a few better left untold. You probably cherish family camp experiences, whether as a child with your parents, as a parent with your kids, or as a staff member leading retreats, as family camp creates a powerful space for families to relax, have fun, and deepen their connections with one another and their creator. You're invited to join the "50/50 Workshop: Elevating Your Family Camp Retreats," where Arthur C. Woods will provide half of the content, and the other half will come from the collective wisdom and experience of everyone present. Discover how to enhance your family retreats as you share insights, discuss best practices, and define the core purpose of your family camp program.

Presenter Bio: Arthur C. Woods is a dynamic speaker, author of the brand-new book SPARK for Emerging Leaders, and certified life and leadership coach with a Master's degree in Student and Family Ministry from Lancaster Bible College. He serves on the board of directors for Camp Orchard Hill, a large multi-site CCCA camp, and enjoys over 25 years of marriage with his wife, Liz, in Lancaster County, PA.

Common Construction Code Violations

Presenters Envision Architecture Inc., RGS Associates, EG Stoltzfus Construction

We will be giving a summary of the common code violations in buildings and site facilities. This will include discussions about the risk associated with these and the impact of the typical required correction. We are bringing together building designers, site designers and contractors to discuss this topic.

Presenters Include: Envision Architecture Inc., RGS Associates, EG Stoltzfus Construction

Mental Health in Gen Alpha – Presenter Deke Rider

Mental health in both Gen Z and Gen Alpha looks very different than what we might have experienced. This workshop will focus on Gen Alpha with reference to Gen Z. Focus will include trends, tips, and suggestions for integrating trauma awareness and best mental health practices into the daily camp schedule. Workshop will include presentation, open dialogue and resources to bring back to your sites.

Presenter Bio: Deke Rider has been in Christian camping as a Program Director and Executive for more than 25 years. Finished a Master's in Mental Healthy counseling through Asbury Theological Seminary and works as a school-based counselor.

Before the Storm: Practical Steps to Make Your Camp Safer – Presenter Jon Bisset

In light of the heartbreaking tragedy at Camp Mystic, camps nationwide are more aware than ever of the urgent need to proactively assess and strengthen their safety policies and crisis preparedness. At River Valley Ranch (RVR), a freak storm that took the life of a camper in 2014 became the catalyst for a complete reevaluation of how we approach risk, safety culture, and crisis communication. This workshop not only shares lessons learned from real-life experience but also offers practical strategies any camp can implement to prevent, prepare for, and respond to crisis situations. Whether you're just getting started or looking to strengthen existing systems, you'll leave with tools to make your camp a safer place for all.

Presenter Bio: Jon Bisset serves as President of Peter and John Ministries (PJM) and Executive Director of River Valley Ranch (RVR), a year-round Christian camp and retreat center in Maryland that welcomes over 8,000 guests each year. Under Jon's leadership, RVR provides transformative experiences rooted in faith, personal growth, and adventure—helping youth and adults discover and live out their full, God-given potential.

Jon began his career in community organizing with Outreach Community Ministries in Carrol Stream, Illinois, working alongside low-income neighborhoods outside Chicago. He holds a B.A. in History and Communications from Towson University and an M.A. in

Communications from Wheaton College. In addition to his leadership at RVR and PJM, Jon serves on the national board of the Christian Camp and Conference Association (CCCA) and on the board of Cuirim Outreach Ministries, a nonprofit that shares the love of Christ through relational ministry along the U.S.–Mexico border.

A frequent speaker at ACA, CLA, and CCCA conferences, Jon’s writings have appeared in Insight magazine, Our Daily Bread, and Outcomes magazine. He is passionate about using media, hospitality, and outdoor ministry to inspire lasting spiritual transformation. Outside of work, Jon enjoys gardening, competitive chess, baking sourdough bread, running with his dog Sadie, and climbing the Peloton leaderboard. He and his wife, Courtney, live in Maryland and have two adult children, Anna and Aidan.

Understanding the 4 Phases of a Donor’s Journey – Presenter Tammy Briggs

How to acquire new donors and then develop relationship with them through the four phases of a donor’s journey from transactional to transformative.

Presenter Bio: Tammy Briggs has 25+ years of non-profit experience in Development, event Fundraising, and Public Relations and loves to share this passion with others.

The Art of Repurposing: Maximizing Every Story You Tell – Presenter Jen Howver

One story, many uses. Instead of constantly reinventing the wheel, discover how you can stretch one story across newsletters, social media, emails, websites and more. Using a simple “Capture, Adapt, Slice, Schedule” framework, former marketing professional and current editor of InSite Jen Howver will guide you through a repeatable process that makes your communications more efficient, consistent and engaging. You’ll leave with a plan to multiply the impact of the content you already have.

Presenter Bio: Jen Howver serves as the editor of CCCA’s flagship publication, InSite magazine. She is also CCCA’s training manager, planning the EIT webinars, RoundTables and seminars offered at the National Conference. Jen was a camper and later worked on staff at Camp Paradise (Newberry, Michigan), where she met her future husband, Jay. Jen and Jay live in Colorado with their daughters, Noelle and Chloe, and way too many pets.

Steal This: Ideas of Staff Training Greatness – Presenter Chris Kallal

Staff Training sets the tone for your entire summer, so why settle for boring lectures and tired routines? This session is overflowing with creative, practical, and high-energy ideas that will help your staff connect, learn, and grow from day one. From engaging activities to meaningful discussions, you will walk away with tools to make your training impactful and memorable. Whether you are a Program Director, Counselor, or Camp Leader, this session

will give you the resources you need to build a confident, equipped, and excited team ready to serve campers with excellence.

Presenter Bio: Chris Kallal serves as the Executive Director at SBYCamp in Greensburg, Indiana, and has been in camping ministry since 2001. His experience includes Camp Manitoumi, Ingersoll Scout Reservation, and Camp Good News. Carrie has worked in camping even longer, moving from CIT to nearly every role imaginable before becoming the Guest Services Director at SBYCamp. Together, Chris and Carrie love discovering creative camp ideas, visiting camps across the country, and sharing what they learn. They teach at conferences, write books about camp life, and talk non-stop about Camp!

Disability Advocacy – Presenter Corinne Carr

Come explore what accessibility beyond the ADA looks like in a camp setting - where true inclusion is measured not just by ramps and policies, but by attitudes, relationships, and intentional programming.

This interactive workshop is designed for camp directors, counselors, and youth program staff who want to create a camp experience that is truly welcoming and accessible for every child. Participants will learn practical strategies for fostering a positive environmental, social, and programmatic setting particularly for campers with Autism and ADHD. Attendees will also gain tools to train their own staff and communicate effectively with campers and parents.

Make your camp a place where children with disabilities are welcomed, supported, and know they belong.

Presenter Bio: Corinne is a life long disability advocate with close to 20 years of experience in various disability related fields, including respite care, group home management, special education classrooms, and directing camps for families living with disability.

Thursday, January 29, 9-10:30am

Flipping the Script: Rethinking How We Design Programs – Presenter Kayle Thacker

A lot of times when we plan programs, we start with what we want to do and then work backward to figure out why we're doing them. When we flip it around and begin with our mission, we gain a much clearer picture of how to build programs that truly reflect and support the mission and core values of our camp. During this session, we'll explore a program-building framework called the Frankena Model which helps connect our mission to meaningful program design.

Presenter Bio: While serving on the team at Kenbrook Bible Camp & Retreat Center, Kayle helps design programs that connect people with God, self, others, and nature. Her passion is helping others develop mission-driven camp programs that foster growth, reflection, and community in an outdoor setting.

The Retreat & Camp Growth Roadmap – Presenter Carl Lefever

Many retreat centers and camps struggle with an unpredictable booking calendar—strong during peak season, but quiet midweek or in the off-season. The Retreat & Camp Growth Roadmap offers a practical, step-by-step framework to help centers reach more mission-aligned guests, increase bookings, and grow year-round impact. Drawing from 11+ years of experience working with Christian retreat centers nationwide, this workshop unpacks the 3-phase, 9-step roadmap used by thriving ministries such as Refreshing Mountain Retreat & Adventure Center, Black Rock Christian Camp & Retreat Center, and Williamsburg Christian Retreat Center to build sustainable growth systems that align with their mission and resources.

In this workshop, participants will discover how to:

- Clarify their strategy and message so the right groups find and connect with their mission.
- Strengthen their online presence with practical steps to improve visibility, engagement, and conversions.
- Implement simple marketing systems that generate consistent inquiries and improve follow-up.
- Leverage automation and guest engagement to rebook past groups and fill off-season capacity.
- Learn real-world examples of retreat centers that used this approach to boost year-round bookings and ministry reach.

Whether your center is just trying to stabilize bookings or ready to scale its impact, this session will help you see where to focus next and how small, consistent improvements can

compound into lasting growth. Attendees will leave with a clear understanding of the roadmap and practical next steps they can apply immediately—no jargon, no hype, just proven practices for ministry-minded growth.

Presenter Bio: Carl Lefever is the founder of Improve & Grow, a digital marketing agency that helps Christian retreat centers, camps, and purpose-driven organizations expand their reach and impact. For over a decade, he's partnered with ministries to increase bookings, attract new guest groups, and build sustainable marketing systems that align with Kingdom values.

Planned Giving – Presenter Elyse Kauffman

Join Elyse Kauffman, Charitable Consultant with Everence, for an engaging workshop created specifically for camp directors, fundraisers, and board members. With 15+ years of professional fundraising experience and five years as a charitable consultant, Elyse brings deep expertise in helping ministries tap into some of the most powerful — yet often underutilized — forms of charitable giving.

This workshop demystifies charitable gifts made from appreciated and non-cash assets, equipping participants to confidently engage supporters around options such as:

- IRAs and Qualified Charitable Distributions (QCDs)
- Donor-Advised Funds (DAFs)
- Beneficiary designations (retirement accounts, life insurance, and more)
- Wills and estate plans
- Charitable Gift Annuities (CGAs)
- Charitable Remainder Unitrusts (CRUTs)

Through real-life stories, practical language you can use with donors, and hands-on exercises, Elyse will help you understand how these tools work, why they matter, and how they can fuel long-term sustainability for your camp's mission.

Participants will walk away with:

- Clear explanations of complex giving vehicles
- Simple ways to start conversations with donors
- Strategies for involving board members in legacy giving efforts
- Tools to build a culture that welcomes and celebrates planned and asset-based gifts

Perfect for camps looking to grow beyond traditional fundraising and build a stronger, more future-focused foundation of support.

Presenter Bio: Elyse earned her bachelor's degree from York College of Pennsylvania in public relations and speech communications and an MBA from the same institution. She, her husband, Justin, and their two daughters live in York, Pennsylvania, and are active at the York Alliance Church. "It's a pleasure to be part of the Everence team as the Charitable Consultant. I am eager to support Everence in continuing its charitable giving efforts to

strengthen our community. We are continually blessed with opportunities to care for others; helping to steward those gifts is a joy.” consultant

Putting Local Flavor on Your Menu – Presenter Bill Pitcher

Camps, your entire meal doesn't need to come off a food truck. It is easier than ever to find and incorporate locally grown or produced food on your menus, which can educate and enlighten guests, benefit local businesses and farms, and help you and your camp make worthwhile connections in the community.

Presenter Bio: Bill Pitcher has been a food journalist and a food service director in Christian camps and entertainment venues. Since 2015, he also has helped his peers optimize their food purchasing and menu planning through The Buying Networks, a procurement group working with over 400 camps around the country.

Building vs Maintaining – Presenter Vinny Sturdevant

There are different mindsets and seasons within the maintenance field. How do we process season changes and what impact does it have on our faith, our families, our work environment and our service to God?

Presenter Bio: Vinny spent 20 years of his career as a Chief Building Engineer for a worldwide property management company in the Philadelphia suburbs, but often found himself asking, "Why, God?". Today he is experiencing the joy of learning new purposes to the skills and experiences he has gained. He hopes to encourage others in the camping world by sharing the reflections of his heart, the culture and the plans God has for us as His children.

Raising a Family at Camp – Presenter Reid Anderson

Raising a family at camp has its unique blessings and hardships. This workshop will focus on the fundamental principles that our family has used to maximize the blessings and mitigate the hardships that come with living at camp year-round. We will look at some biblical foundations, some practical tips, and take some time for small-group discussion and interaction to help anyone who is raising a family at camp or is interested in the topic.

Presenter Bio: Reid & Katrina Anderson have enjoyed 24 years of marriage, and have raised 4 children (age 22, 20, 19, & 17) while serving year-round at camp.

The Ministry Of Adventure – Presenter Tim Prairie

Why adventure activities are such effective tools and teaching spiritual truths.

Small Team, Big Impact: Marketing Strategies That Actually Work

Presenter Jen Howver

Do you wear 10 different hats at your camp — including “marketing director”? You don’t need a big staff or fancy budget to make a meaningful impact. In this seminar, former marketing professional and current editor of InSite Jen Howver will share practical, realistic strategies for camps where marketing is often just one person’s side job. You’ll learn how to prioritize your time, simplify your processes and focus on communication efforts that actually connect with your audiences.

Jen Howver serves as the editor of CCCA’s flagship publication, InSite magazine. She is also CCCA’s training manager, planning the EIT webinars, RoundTables and seminars offered at the National Conference. Jen was a camper and later worked on staff at Camp Paradise (Newberry, Michigan), where she met her future husband, Jay. Jen and Jay live in Colorado with their daughters, Noelle and Chloe, and way too many pets.

Steal This: Ideas for Camp Board Greatness – Presenter Chris Kallal

Directors help your board members do more than just nod thoughtfully at meetings! This jam-packed guide is full of 50 practical, powerful, and sometimes overlooked ways camp boards can support, encourage, and champion their full-time camp staff. Whether it’s encouraging, equipping, caring, or connecting, this guide is full of simple ideas that make a big difference. If your camp staff deserves more than the bare minimum, this book helps you give them the support they actually need. Whether you’re a seasoned board member or brand new to the role, this book will help you be the kind of support your camp staff brags about.

Presenter Bio: Chris Kallal serves as the Executive Director at SBYCamp in Greensburg, Indiana, and has been in camping ministry since 2001. His experience includes Camp Manitoumi, Ingersoll Scout Reservation, and Camp Good News. Carrie has worked in camping even longer, moving from CIT to nearly every role imaginable before becoming the Guest Services Director at SBYCamp. Together, Chris and Carrie love discovering creative camp ideas, visiting camps across the country, and sharing what they learn. They teach at conferences, write books about camp life, and talk non-stop about Camp!

Leadership Seminar: Wednesday, January 28, 2:30-4:30pm

Executive Leadership: Foundations for Thriving Ministries

Presenter Mark Swartley

Seminar Description:

Drawing on over 20 years of executive experience in a growing Christian camp and conference center, Mark will lead a frank discussion on four key areas critical to success in leadership and ministry development. This seminar is designed for ministry leaders ready to embrace the realities of executive management.

Key topics included in the conversation:

- **Who Are You as a Leader?** Explore personal leadership identity and the resilience needed to "stay the course."
- **Financial Realities of Ministry:** A discussion on the business aspects of ministry and accepting the financial responsibilities inherent in ministry leadership.
- **Board Management and Development:** Understand the Executive Leader's role in recruiting, training, and maintaining a healthy and engaged board.
- **Donor Development:** Learn how to cultivate and maintain a robust donor base to ensure strong, ongoing support for your ministry.

Presenter Bio: A new chapter begins for Mark Swartley, who is concluding a distinguished 19-year tenure as Executive Director and CEO of Spruce Lake Ministries. Starting his career in the insurance and banking industries, Mark built The Swartley Agency into a thriving 72-member firm with \$78 million in sales, serving as President of First Service and National Penn Insurance along the way.

In 2005, following two decades in the business world, Mark felt a new calling. He transitioned to lead the Franconia Mennonite Camp Association, which expanded into the multi-site Spruce Lake Ministries. During his leadership, the organization grew significantly, with its retreats and conferences now serving more than 48,000 guests each year.