

Chronological List of All Sessions
Tri-State CAMP Conference 2019

Times and rooms subject to change

Block	Day	Time	Room	Speaker	Proposed Session Title	Proposed Session Description	Name of Co-Speaker(s)
Block A	Tues., March 12th	8:30-9:30	Room 302	Scott Arizala	New Ways to Think about Old Ideas: Staff Training Strategies	There are really only a few things that we teach camp staff. We teach them skills, ideas, and principles in preparation for them to run our camps and be with campers. We need to somehow reach every staff member, where they are, and with what they need. This session is about taking old ideas and skills, like communication and problem solving, and giving you new ideas, strategies, and techniques for teaching them. If we can reach just one more staff member, we can reach a lot more campers.	
Block A	Tues., March 12th	8:30-9:30	Room 318	Lee Bear	Won't You Be My Camper? Marketing Lessons from Mister Fred Rogers	"Tell me the facts and I'll learn. Tell me the truth and I'll believe. But tell me a story and it will live in heart forever." - Native American Proverb Mister Rogers is revered as a legend in storytelling, education, entertainment, and childhood development. For more than 30 years, he took young minds to places they had never been before and made them feel safe, excited, and included. We are going to relate Mister's Rogers' strategies for attracting life-long followers and how these can be applied in your marketing outreach. After attending this session, you will walk away with a playbook for creating a fun and unforgettable brand for your unique camp program.	
Block A	Tues., March 12th	8:30-9:30	Room 315	Laurie Browne	Year Two of ACA's Impact Study: Promising Findings about Campers and Staff	This year, ACA and its research partners gathered data from camp alumni and staff as part of their 5-year Impact Study to address the question of whether the benefits of camp last over time, and if so, how? Join us to hear more about the study and the exciting things we learned about the lasting impacts of camp and how these impacts prepare young people for college, career, and beyond. Participants will be invited to think about how these findings can be used to advocate for camp to parents and other stakeholders, as well as how they can be used to recruit, train, and engage qualified staff.	Victoria Povilaitis
Block A	Tues., March 12th	8:30-9:30	Room 309	Elissa Fontenot	Advanced Email Communication: How to Go from Lead to Camp Family to Returning Camp Family	Over 260 billion emails are sent every day. How do you stand out in the crowd without being spammy? Most camps are missing a huge opportunity to communicate to families, build credibility, and strengthen relationships from lead until the camper sets foot at camp. This session will cover how to choose campaign topics that build your credibility among potential, new, AND current families while creating an effective framework for your drip marketing journey from lead to new family. Plus, you will get tips for creating copy and subject lines for your emails that are meaningful and engaging. This advanced session will not cover basic email follow up options, but will go in-depth into platforms, strategies to engage potential families and maintain communication beyond the norm for new and current families, including timing, email types, creative, and most importantly measurement.	
Block A	Tues., March 12th	8:30-9:30	Room 313	Tracey Gaslin	Management of the Health Center Part I: The Essentials for Camp Leaders and Staff	Managing camp health services is often a task of the camp Director or other leadership staff and these individuals may have little to no healthcare education. It can be challenging to provide guidance and direction to a group for which you may have limited training. This session will focus on the aspects of managing services to create a cohesive and dynamic health services operation.	
Block A	Tues., March 12th	8:30-9:30	Room 304	Jared Gelb	Interviewing Gen Z	We've all had experiences where we get a staff application that seems promising at first, but the poor grammar and misspellings give you pause...even the applicant's name isn't capitalized! Frustratingly, it seems that this is becoming the rule rather than the exception. This session will tackle the many challenges we have interviewing and hiring today's generation of young adults. What are the best questions to ask young people with limited experience working with children? How do you get past your pre-judging and frustrations to interview potentially effective staff members? We'll discuss some strategies, share some frustrations, and come up with a game plan to work through some of the issues that come with screening, interviewing, and hiring today's high school and college-aged students without feeling too old or too disappointed.	
Block A	Tues., March 12th	8:30-9:30	Room 417	Dave Malter	Fighting FOMO - Social Media Impact on Our Staff	The number of staff that bail on summer plans at our camps continues to rise. What can we do to improve our staff recruitment and retention? This session dives into the nitty gritty of the effect of FOMO for this generation. Social media amplifies the "fear of missing out" before camp and during camp. It's time to assess whether our tactics should change. Do we fight FOMO? Maybe it's time to focus our efforts on creating FOMO.	Michael Thompson
Block A	Tues., March 12th	8:30-9:30	Room 404	Lauren McCort	Legacy Leadership: Planning for Successful Leadership Transitions	How do you think about the legacy you leave as a leader? How are you planning for the organization's future needs? What structures do you have in place to support unplanned or unexpected transitions? Your organization's leadership plays a key role in ensuring your camp's success. Even the most dedicated leader will eventually need to step down. The most effective leaders begin thinking about succession the second a new position is begun. Putting a succession plan in place ahead of time, and proactively building the leadership structure you will need for future success, is key for sustainability. Together, we will discuss how to begin thinking about succession planning, the key features of a well-thought out plan, building leadership pipelines, and planning for future organizational needs.	
Block A	Tues., March 12th	8:30-9:30	Room 421	Michael Mercier	Using Your No-Phone Policy To Help Campers Break Their Smartphone Addiction	Although your no-phone policy wasn't intended to help campers with smartphone addiction, our research shows that it does help. Campers who attend resident camps that ban phones awaken to what a burden social media is, how overwhelmed they've become by their notifications, how satisfying it is to relate to others face-to-face, how much better they sleep without their phone in bed, how much richer life is when they engage in non-screen recreational activities. In this session, we will show you how and your staff can exploit this unintended benefit, and turn it into a transformational experience. We will explain smartphone addiction and its consequences, show how our research reveals that teens are frustrated by their smartphone addiction and wish they could reduce their screen time, how being away from their phones for the extended time they are away at camp raises their consciousness of the problem, and what you can do to help campers set a plan to reduce screen time back home.	Jodi Sperling
Block A	Tues., March 12th	8:30-9:30	Room 314	Graham Moore	Who Am I - And the Camp Professional I Have Become?	Using his own tried, tested, and highly successful UK program, Graham will ask the audience to consider the question 'Who Am I?'. The purpose of the session is to encourage participants to take an 'auto-ethnographical' look at the person and more specifically the camp professional they have become. Graham will outline his own "lifeline" and ask the attendees to do the same in order for them to reflect, consider, and realize the key events and prominent people who have contributed to who they currently are and how they do their jobs at camp. The session will challenge people to see how they can improve and the changes they can make and how this in turn it will benefit their camp community. In just one short session through this deep reflection, people will realize some of the bad habits they have formed when working with staff and campers and will leave feeling uplifted and inspired to make the changes they identified. This session will really challenge people's current mindset.	
Block A	Tues., March 12th	8:30-9:30	Room 418	Tracy Power	Elevate Your Program through Curriculum Planning	Want to create more engaging, dynamic experiences for campers, and provide better tools and resources for staff? Curriculum writing can help! In this session, we will discuss how the principles in curriculum writing can be applied to traditional camp programming. We will explore the three key planning tools a camp or program director needs to help staff set goals and objectives for their activities, effectively manage their time with campers, and assess programs for improvement.	
Block A	Tues., March 12th	8:30-9:30	Room 202	Happi Price	Connect, Create, Collaborate with Movement, Sound, and Dialogue	We are all affected and effected by movement, sound, and dialogue every day. Come join me on a journey into experiencing how we influence and impact each other through creative interaction derived from the visual and performing arts. Participants will be identifying soft skills and social-emotional connections through a safe and supportive environment that is centered around engaged learning.	

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Block A	Tues., March 12th	8:30-9:30	Room 402	Andy Pritikin	2019 Day Camp Summer Parent Communication	Back by popular demand, join in on a continuation of the conversation from last year's thought provoking session. Most of us are committed to teaching children and adults valuable character skills such as patience, communication (talking), and old school values that have been hijacked by the onslaught of technology. Yet when it comes to customer service, our families (mostly millennials now) expect information immediately, in the format they are accustomed to. Phone calls for emergencies only, emails for non-time sensitive information, texts and push notifications for the NOW stuff, and maybe even more. While we may all agree on those concepts, some camps are more "Jetsons," and some are more... "traditional?" How are camps adjusting to parents who live through their smart phones, and how can we adapt without sacrificing our own values?		
Block A	Tues., March 12th	8:30-9:30	Room 415	Joel Shapiro	Creating a Sense of Belonging and Building Community in a Day Camp Setting	The most important thing we can do at camp is create an environment that promotes a sense of belonging for all and ultimately builds community. This session will focus on specific activities that do just that. Leave this session with some specific and intentional ways to ensure that everyone at camp feels like they belong to your camp community.		
Block A	Tues., March 12th	8:30-9:30	Room 303	Christopher Thurber	Homesickness Fails: Five Things People Do that Sabotage Adjustment	Healthy adjustment to separation from home involves front loading answers to anxiety-provoking questions, partnering with families, and promoting social connection, even before opening day. Although feelings of missing home are universal, intense cases are painful, time-consuming, and lead to lower return rates. This fast-paced and applied session will reveal five unintentional missteps that spark homesickness. Each has a powerful antidote.		
Block A	Tues., March 12th	8:30-9:30	Room 411	Sylvia van Meerten	Adjust, Overhaul, or Eliminate? Difficult Decisions for Leaders	In an industry steeped in tradition, camp professionals often have to make the hard call about our programs. How and when do we decide to make changes to existing programs? How and when do we decide to eliminate a program that isn't a good fit anymore? When is it a good time to start something new? How do we get our staff on board with smart changes? These decisions are the responsibility of leaders, but it doesn't always feel like we have the power or the information to make the right call. In this tightly facilitated session, we will dig into some difficult scenarios and discuss new ways to think about organizational change.		
Block A	Tues., March 12th	8:30-9:30	Room 312	Joanna Warren Smith	Use the OMG! Form to Improve Your Product Quality!	Hundreds of camps throughout the country have utilized this tool to help objectively assess and enhance their programs during the summer and it works! Deficiencies are easily identified, action is taken, more campers return, and referrals increase. Now take the next step to consistent excellence by using the 'OMG!' Form as a training tool to help staff fully engage campers in activities that are totally recreational and fun or designed to hone skills and develop competence/confidence.		
Block A	Tues., March 12th	8:30-9:30	Room 409	Ovita Williams	Unpacking 'Isms': Facilitating Challenging Dialogues around Race, Gender, Sexual Orientation, and Our Intersecting Identities Part 1	This two-part workshop will provide participants with strategies to improve their skills around facilitating conversations around race, gender, sexual orientation and intersecting identities with colleagues and communities. Participants will learn through experiential group exercises how to incorporate social justice and liberation knowledge into practice. As professionals, we often struggle with how to support and challenge ourselves and our colleagues to talk about race, class, sexual orientation and other intersecting identities. We are often stuck with how to process conversations that inevitably linger in the air when it comes to helping people understand power, privilege and internalized dominance. We need to purposefully create spaces that offer opportunities for practicing these dialogues from a justice-based lens which encompasses self-awareness, power and privilege dialogues and a structural analysis of oppression.		
Block B	Tues., March 12th	9:45-10:45	Room 302	Scott Arizala	Can I Talk to You for a Minute? Difficult Management Conversations for Summer 2019	By far, the most sought after leadership training topic I encounter, is working through difficult management conversations. This updated session has evolved over the last ten years to include a conversation outline, practical techniques and tips for each step, strategic language, and approach and response suggestions. We will frame the strategy around specific leadership skills that will lead to more successful conversations.		
Block B	Tues., March 12th	9:45-10:45	Room 421	Jon Bisset	Dealing with a Camp Crisis: A Personal Story of Navigating a Tragedy at Camp	Crisis situations are unpredictable. In 2014, River Valley Ranch (RVR) experienced a freak storm that took the life of a camper. Through this tragic situation, RVR learned some invaluable lessons that will help prepare you to deal with a potential crisis situation if it ever happens at your camp. Join Executive Director, Jon Bisset, to learn a framework you can use to effectively deal with the numerous challenges a crisis inevitably brings such as communicating with key constituents, the media, and caring for staff and families.		
Block B	Tues., March 12th	9:45-10:45	Room 303	Michael Brandwein	MISSING MISTER ROGERS: How to Teach Kindness, Respect, and the Unique Value of "Every One" at Camp	It's never been more important to use camp to build young people and staff who are confident about themselves but also empathetically and energetically skilled at caring for others—even when we're different or disagree. Each year we must find new and creative ways to motivate staff to learn skills that build great relationships with campers and with co-workers and support our mission of changing young people of all ages in positive ways. In this dynamic session, Michael demonstrates why 2019 is the year (internationally acclaimed documentary; major Tom Hanks film) to inspire and excite staff in the spirit of the legendary television pioneer and enormously influential Fred Rogers. His messages and methods were, and continue to be, powerful and life-changing. Learn specific, practical tools you can use immediately to show staff how to build even more beautiful days in our camp "Neighborhood."		
Block B	Tues., March 12th	9:45-10:45	Room 402	Jed Buck	Finishing Strong: Inspiring Ideas to Close Your Staff Training	Whether you are planning staff orientation for a day camp or a resident camp, you always want to end your training strong. How do you close each individual session, each full day, and your entire week or more of staff orientation in a meaningful and inspiring way? You will experience a variety of impactful endings that you can quickly and easily integrate into your staff training for this summer.	Roz	Buck
Block B	Tues., March 12th	9:45-10:45	Room 309	Alan Cooper	Yes, No, Maybe? The Do's and Don'ts of the American with Disabilities Act	More and more campers (and staff) present with special needs. The Americans with Disabilities Act imposes strict requirements on what a camp can and cannot do. State and federal agencies are waiting to pounce on those who do not adhere to its mandates. Learn the simple steps to compliance with this dynamic and confusing law.		
Block B	Tues., March 12th	9:45-10:45	Room 313	Tracey Gaslin	Management of the Health Center Part II: Understanding the Key Functions of Health Center Staff	Often, camp staff may not know what really occurs in the camp health center. What do they do everyday? What are their normal functions? How does this impact me and the camp? This session will outline common camp health services and provide insight regarding the importance of these activities to keep everyone healthy and safe.		
Block B	Tues., March 12th	9:45-10:45	Room 202	Gale Gorke	Come Together: Improving Communication and Reducing Conflict	Come experience high energy activities that build teams, solve problems, and resolve conflicts. Learn how to establish a climate that encourages interaction and understanding. Practice techniques that improve communication skills that help build rapport, trust, and develop language that focuses on the positive and gives hope.		
Block B	Tues., March 12th	9:45-10:45	Room 318	Amanda Grassick	Training for Inclusion - How to Train Staff to Support LGBTQ+ Campers and Families	You cannot build an inclusive camp community on your own. Training your staff to help build this supportive culture is an integral step, but it is hard to know where to start. How do you train staff to adopt inclusive practices? What base knowledge do you need to run a training session? What would a session on inclusion even look like? Amanda and Davin will share three proven training sessions they have used to teach camp staff how to build a diverse and inclusive community. For both front-line and management staff, these training sessions are ready to use and easily incorporated into your existing training program. These training sessions are designed to foster staff contribution, so your whole team can work together to build an intentionally inclusive camp community.	Davin	Allan
Block B	Tues., March 12th	9:45-10:45	Room 314	Clive Hickson	What is a Quality Activity Period?	Are your campers receiving the kind of quality experience you expect at each activity area they go to? This presentation will focus on what is required to ensure that activity periods are engaging and meaningful for all campers. Attention will be placed on key issues such as expectations that need to be shared with activity specialists, in terms of preparing and planning for activities, the foundational elements of a quality activity period, the dilemma of play versus instruction, and how to recognize if an activity period is high quality.		

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Block B	Tues., March 12th	9:45-10:45	Room 322	Kate Hutson	From Camp Tour to Enrolled Camper	Camp tours are one of the most effective ways to sell camp to a prospective family. When a family makes the decision to take a camp tour before enrolling, their interest level is already extremely high. But are you doing the things that guarantee camper enrollment after a camp tour? Are you asking the right questions and following up properly? In this session, we will discuss best practices for giving camp tours, share ideas for "hooking" families to eventually register, and examine what makes a camper actually enroll after a camp tour.		
Block B	Tues., March 12th	9:45-10:45	Room 304	Sarah Kurtz McKinnon	Recruiting Male Staff is Hard	Let's figure it out. About half (48%) of campers are male, but holy cow is it getting harder and harder each year to find great male staff. What is it about working at camp that isn't appealing to young men, and what can we do about it? Join Kurtz and Jack as they explore techniques camps are using to change their job offerings, update their recruiting, and think differently about hiring great male staff.	Jack	Schott
Block B	Tues., March 12th	9:45-10:45	Room 312	Stephen Maguire	Please Stop Talking and Start Experiencing: Game Changing Methods for Making Staff Training Actually Worth Everyone's Time	After 15 years on the road, visiting hundreds of camps and seeing lots of staff trainings, Steve has learned lots of lessons about the summer camp world. One huge takeaway after all this time is this... WE TALK TOO MUCH! So come join Steve for a session that will inspire you to completely modify your methods of communication with staff members during training. Have you ever tried the no-words-slide method? How about a silent meeting? What about final announcements? This session will help you make the most of your staff training, make staff training a tremendous amount of fun, and give you and your leadership team a chance to look at staff training in a whole new way.		
Block B	Tues., March 12th	9:45-10:45	Room 308	Kristen Mercado	Fear Less and Do More - Understanding and Working with Trauma at Camp	Being fearless in a complex world is challenging. As more children and adolescents are exposed to confusing, scary, and stressful events the need for supportive trauma-informed camp spaces is more important than ever before. Traumatic events are subjective and traumatic stress affects us all regardless of socioeconomic status, age, race, or gender and every year potentially traumatic events impacts approximately one in three children. A trauma informed approach includes emphasizing safety, developing healthy connections, and managing emotions. During this session, participants will learn how to recognize traumatic stress reactions at camp, the foundations of a trauma-informed approach, and how to practically adapt and enhance camp programs to support campers living with trauma.		
Block B	Tues., March 12th	9:45-10:45	Room 315	David Phillips	It's About You - The Alchemy of Camp Fundraising	Fundraising is a fundamental skill necessary to be successful in today's not-for-profit (and in some cases private camp) environment. Camps employ professionals who are typically effervescent, smart, engaging, and dynamic. This combination is the alchemists dream and should result in plenty of precious metal coming your way in the form of annual, capital, and endowment gifts! So why do so some camps struggle to raise money and retain donors? The answer lies in understanding the role of the professional and volunteer, the interplay of art and science, and the unique impact narrative that camps have over any competition! Moreover, how an authentic approach can engage philanthropists and leverage the tools most camp professionals already have - but do not want to test! Come prepared to interact, consider your own approach and have fun. Everyone is welcome from experienced practitioners to those discovering the alchemy of fundraising for the first time!		
Block B	Tues., March 12th	9:45-10:45	Room 417	Ron Shuali	Breaking the Bullying Circle	A bully steps off the bus for the first day of camp. Being a bully in school worked in his favor. Now he looks for his first target. Imagine that bully being greeted by bus drivers and counselors trained in an evidence-based transformational mentorship system that creates a safe space of compassion, fun, and energy. This program will open the eyes of those attending by identifying the true reasons that bullying starts and quietly continues. Participants in this workshop will experience a deeper understanding of why bullying occurs in camp and at home. Every participant may choose to experience what their children feel so that they can empathize and transform their environment into a bully-free and unified safe environment. Only through the eyes of the bully and the victim can we truly take on the responsibility and power to lead our campers and counselors		
Block B	Tues., March 12th	9:45-10:45	Room 301	Blake Sunshine	Building your Camp Community and Maximizing Your ROI on Instagram	Instagram is not just for kids anymore and with parents ages 35-44 as the fastest growing demographic on the platform, it's time to up your camp's strategy. In this session, we will cover Instagram advertising, Instagram stories/highlights and Instagram TV. Additionally, we will discuss top performing content and how to grow your audience size using hashtag research and engagement. You will leave this session with actionable activities to increase your camp's exposure on Instagram.		
Block B	Tues., March 12th	9:45-10:45	Room 409	Ovita Williams	Unpacking 'Isms': Facilitating Challenging Dialogues around Race, Gender, Sexual Orientation, and Our Intersecting Identities Part 2	This two-part workshop will provide participants with strategies to improve their skills around facilitating conversations around race, gender, sexual orientation and intersecting identities with colleagues and communities. Participants will learn through experiential group exercises how to incorporate social justice and liberation knowledge into practice. As professionals, we often struggle with how to support and challenge ourselves and our colleagues to talk about race, class, sexual orientation and other intersecting identities. We are often stuck with how to process conversations that inevitably linger in the air when it comes to helping people understand power, privilege and internalized dominance. We need to purposefully create spaces that offer opportunities for practicing these dialogues from a justice-based lens which encompasses self-awareness, power and privilege dialogues and a structural analysis of oppression.		
Block B	Tues., March 12th	9:45-10:45	Room 411	Julia Yosen	Creativity at Camp: It's Sew Important	Often (but not always!) Arts and Crafts programs might be overlooked, and in extreme circumstances deemed unnecessary and not beneficial at camp. Parents might even be annoyed when their kids come home with one more popsicle stick sculpture. If that is true for your camp, or if you are looking for new ways to embellish your existing program, we have a few simple and exciting ways to add substance to any arts and crafts program.	Laura	Kelly
Tues. Meet 'n' Eat	Tues., March 12th	12:45-1:45	Room 403	Adam Baranker	Replacing Judgement with Curiosity	We have all, at one point or another, judged too quickly. How many times have you experienced a waiter or salesperson who was short or not as friendly as you would have liked? Did your brain automatically go to a place of judgement before wondering what might be happening in that person's personal life? The same thing happens at camp! How can we replace judgement with curiosity while on the phone with a tough parent? How about working with a frustrating staff member? And of course - helping a camper to grow? Through videos and takeaways for staff orientation and tangible tools for working directly with campers, this session will give you the skills to help yourself, your staff, and campers better replace judgement with curiosity.		
Tues. Meet 'n' Eat	Tues., March 12th	12:45-1:45	Room 304	Diana Bloom	Leading from the Middle	Middle management can be a funny place. Senior enough to make big decisions and supervise staff, but not the power to make organizational change. In this session, Diana Bloom will address the challenges of "Leading from the Middle" and offer ideas and tools for middle managers to succeed. We will explore what "managing up" means and doesn't, why managing up matters, and guidelines for managing up. Come to discuss strategies on how to proactively build productive relationships with your supervisors in order to obtain the best possible results for you, for them, and your organization.		
Tues. Meet 'n' Eat	Tues., March 12th	12:45-1:45	Room 322	Scott Glick	A Round Table Discussion on Purchasing and Working with Vendors	Join in a round table discussion on best practices for finding the best quality and pricing for your camp purchases, identifying new suppliers and developing relationships with vendors that are a "win-win". Be prepared to share some of your own personal tips and tricks of the trade!	Mark "Z"	Zides
Tues. Meet 'n' Eat	Tues., March 12th	12:45-1:45	Room 418	Michael Jacobus	Looking for the Tech Addiction Reset Button in Today's Campers	Behavior management and proper enrollment screening took on new meaning at this year's first-ever camp for screen-time and social-media over-use habits and gaming addiction. Lessons learned and new experiences will be shared from a 30+ year camp professional who thought he had seen it all.		

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Tues. Meet 'n' Eat	Tues., March 12th	12:45-1:45	Room 404	Christie Ko	Build Your Innovation Toolkit	Are your camp's programs or practices feeling stale and outdated? In this session, attendees will learn to utilize the strategy of "assumption reversal," as a tool for generating innovative solutions to any type of challenge. Attendees will learn, practice, and implement the strategy by applying it to three areas of camp that could use an injection of innovation (staff orientation, staff hiring, evening activities, etc.). Attendees will walk away with the skill to use the strategy in their own work as well as innovative ideas generated by the group around each topic.		
Tues. Meet 'n' Eat	Tues., March 12th	12:45-1:45	Room 415	Orlee Levin	Swim-Tastic Roundtable	Bring your lunch and your best waterfront activities, policies, and lessons. Prepare to engage with other camp professionals and brainstorm ways to improve your swim program.	Cara Joel	Corradetti Shapiro
Tues. Meet 'n' Eat	Tues., March 12th	12:45-1:45	Room 401	Colin Mackintosh	Young Professionals in a Leadership Position	Are you a young up and coming professional looking to transition into a leadership role? Are you a young professional currently in a new leadership role looking to share experiences and feedback with other young professionals? Stop by and gain some insight from this workshop. Colin Mackintosh is the Program Director for Wall Township Public School's school age program. Colin started his childcare career as a 19 year old counselor for the Community YMCA in Monmouth County, New Jersey. After two years of mentorship from his YMCA Leadership team, he was hired as the School Age Director at the young age of 21 years old. Colin enjoys to share his leadership position experiences with young individuals looking to become leaders in their respective fields at a young age.		
Tues. Meet 'n' Eat	Tues., March 12th	12:45-1:45	Room 411	Colette Marquardt	Lessons from the Women In Camp Summit	Women across all professions are continuing to speak out for equality and equity in the workplace, including camp. Over 100 women identified camp professionals gathered this past November to begin deep conversations around the experiences of women in camp. This Summit was a huge success and we hope that these gatherings begin to take place all over the country. Please join us as we explore the lessons learned through the Summit and collectively discuss next steps to creating a more just work experience for all people in camp. This is a great opportunity to network with other women in our field and learn from each other.		
Tues. Meet 'n' Eat	Tues., March 12th	12:45-1:45	Room 402	Gary Ross	Beg, Borrow, Steal (and Share) the Best Camp Programs	Bored of the same old activities you churn out summer after summer? Are some of your programs getting stale? Looking for a new HOT activity to do with your campers? Join two seasoned program directors as they facilitate this interactive session where participants are encouraged to share their best and favorite activities that pack a punch. Up for discussion are evening programs, special events, Color War and everything in between. It is going to be impossible to leave this roundtable session without at least one new program idea.	Matt	Jackowitz
Tues. Meet 'n' Eat	Tues., March 12th	12:45-1:45	Room 312	Todd Rothman	Survey Says? Improve Your Program By Soliciting and Analyzing Survey Feedback	Every experienced camp professional knows what they don't know, which is often quite a lot. So how do Directors and Camp Administrators learn how their camp is perceived, by their staff, campers, parents, and even visitors? This session will focus on best practices in employing digital surveys to identify opportunities for improvement and discuss how to address pressure points revealed through the process. Don't be afraid to ask - you never know what you may learn. Survey examples and timelines to be provided.		
Block C	Tues., March 12th	3:00-4:00	Room 421	Sam Bloom	Work. Life. Balance. Ready. Set. Go	These days, work-life balance can seem like an impossible feat. Technology makes us accessible around the clock. Fears of job loss incentivize longer hours. A whopping 94% of working professionals reported working more than 50 hours per week and nearly half said they worked more than 65 hours per week in a Harvard Business School survey. The compounding stress from the never-ending workday is damaging. It can hurt relationships, health and overall happiness. Join me as we talk and develop 6 proven tips to help you find the balance that's right for you as we chronicle key decisions to make on your work-life journey.		
Block C	Tues., March 12th	3:00-4:00	Room 402	Jed Buck	Protect Your Camp from Toxic Staff	Most of us have experienced a toxic staff member at some point. How does it make you feel? How does it impact the rest of your staff? We will explore the ways toxic staff members can negatively influence camp culture and energy. We will examine ways to avoid hiring potentially toxic staff members as well as what to do when you identify one on your staff. We will also focus on creating an environment that safeguards against the development of toxic staff members. Finally, we will self-reflect and discuss ways to avoid becoming toxic employees ourselves.	Roz	Buck
Block C	Tues., March 12th	3:00-4:00	Room 201	Jim Cain	Make the Connections You Want at Tri-State 2019	Join Jim as he uses tons of no prop icebreakers to help create a community of connection between those attending the conference, by making new friends through playing together.		
Block C	Tues., March 12th	3:00-4:00	Room 415	Kris Fiore	Gender-Inclusive Cabins: Yes, You Can.	The idea of gender-inclusive cabins is one that is starting to catch on in the camp world, however many boards, camp leaders, and parents seems apprehensive to the idea. We worked side by side to bring gender-inclusive cabins to our camp back in 2014 and it is now offered to campers of all ages and we've had immense success and seen great results. In this session, we'll talk about the process by which we decided gender-inclusive cabins were the right fit for our community, explain the delivery of this message to our camp world, and go through the steps for implementation that you can use to bring this idea to life at your facility.	Caleb	Seguin
Block C	Tues., March 12th	3:00-4:00	Room 313	Liam Gordon	The Untapped Potential in Summer Camp Photography	Photography is an increasingly important tool for summer camp websites, marketing materials, and social media. Parents and campers have easy access to the online presence of thousands of camps and first impressions are vitally important. Photographs are one of the first things they notice, which immediately shape their feelings and opinions about each camp. Great photography can subconsciously convey a feeling of what it's like to be at camp. It will communicate the values that are taught, the warmth of friendships that are made, and the community spirit that comes with camp. Choosing the right camera gear and communicating a clear vision of the type of images needed will provide photographers with the tools and guidance to produce beautiful, impactful, and effective images.		
Block C	Tues., March 12th	3:00-4:00	Room 314	Josh Holland	A System-Wide Approach to Waterfront Safety	More often than not, camp lifeguards and waterfront staff are certified for indoor pools and controlled environments like water parks. Camp waterfronts are more dynamic, more varied, and offer more challenges than conventional aquatic environments. The gap between these two spheres is an exposure for summer camps. But, it is also an opportunity. Through careful preparation, staff training, and by taking a hard look at one's own facilities, it is possible to curate a camp waterfront environment that is fun and challenging without sacrificing safety. This session will provide the camp director, waterfront director, and/or program director with actionable steps toward a safer waterfront. This session will unpack two main points: the proper training and preparation of one's staff, and a full understanding and configuration of one's waterfront physical layout.		
Block C	Tues., March 12th	3:00-4:00	Room 411	KJ Jackson	Combating the Isms: Staff Training Tools for Facilitating Diversity, Equity, and Inclusivity at Camp	Staff training sets the tone for the culture created at camp. Group norms, policies, and expectations embraced in staff training outlines the environment that campers will enter. Racism, sexism, classism, ableism, homophobia, transphobia, and more, are realities we need to tackle in addition to tangible staff training requirements. However, whether we address it or not, they all show up at camp. Join workshop facilitator KJ Jackson, LMSW to share and acquire tips and tools for working towards a fun, inclusive, equitable camp experience for your diverse group of staff and campers.		
Block C	Tues., March 12th	3:00-4:00	Room 302	Stephen Maguire	Wicked Messy: Techniques for Teaching Your Staff the Truth about what Working with Kids is Really Like	We all have an ideal image of what camp looks like in our minds and sometimes that image does not match reality. Come join Steve for this session as we explore some of the "non-brochure" and "wouldn't put on your website" moments of working with kids that staff need to know BEFORE the kids get there. Camp is not always smores and sunny days at the waterfront. It's conflict resolution, crying, and drama as well. This session will give you and your staff some tools for creating a reality for the summer ahead.		

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Block C	Tues., March 12th	3:00-4:00	Room 404	Dave Malter	Developing a Vision: Going Beyond the Mission Statement	Organizations that have clearly defined mission statements are able to "sell" camp to parents, campers, and staff based on the shared goals the program is designed to meet. Often the mission statement becomes just a slogan on the website or t-shirt. We lose sight of the original intent, which was to design the experience/outcomes of camp around that shared mission. What if there was a better way to define your goals, making it easier for your stakeholders to understand your vision and get on board? In this session, we will: take a closer look at the pitfalls of mission statements, define the value of vision vs. mission, and begin to workshop developing your own guiding institutional vision.		
Block C	Tues., March 12th	3:00-4:00	Room 309	Jackie Port	The Perks, Privileges, and Pitfalls Regarding Staff Parents	Staff parents are valuable assets in many camp programs. However, they also come with challenges, including: feelings of entitlement, supervising one's peers, discretion, being an ambassador of your brand inside and outside of camp, and the inability to separate their job as a staff member from their role as a parent when their children are "at work" with them. This session will help the people who hire, train, and manage staff parents understand the importance of setting clear expectations from the start, and to recognize the value in having targeted training for staff parents during orientation. This session will focus on positive ways supervisors can convey to staff parents that they were hired to do a job, and that while at camp, their parental role comes second. When/if staff parents overstep that boundary, their behaviors not only reflect poorly in the job that they do, but can negatively impact their own children's camp experience. Don't let it!		
Block C	Tues., March 12th	3:00-4:00	Room 312	Andy Pritikin	Day Camp Open House!	The off-season Day Camp Open House is a vital part of the camp inquiry process, and the best opportunity for you to show potential camp families what you've got- and not just your theoretical program and winterized facility. Camp spirit? Dynamic staff? Creativity and excitement? Attention to detail? Learn some best practices of how other camps do it, and ways that you can raise the bar of your Open House Tour Days to make them more of an experience than a "show and tell."		
Block C	Tues., March 12th	3:00-4:00	Room 322	Lee Sacket	Best Practices to Address the Often Overlooked and Generally Underestimated Liability Issues Involving Your Camp Staff	A camp's potential liability does not end at the conclusion of evening activity. Staff off-site and after hour activity can be the source of a variety of staff related claims, spanning various legal landscapes from premises liability to employment liability, which can trigger insurance coverage under different types of insurance policies. In this session, using a real fact pattern as our road map, the participants will engage in a structured discussion focused on identifying a camp's risky behavior, understanding the legal ramifications of such behavior and presenting alternative, less risky options to protect all involved. Our discussion will include best practices to diminish the probability of such a claim, as well as what to do when it happens. In today's society and legal environment, there is an increased likelihood that your camp has or will face this situation. Be ready before you do and come ready to participate in our discussion.	Michael	Labadorf
Block C	Tues., March 12th	3:00-4:00	Room 403	Jason Samuel	How to ACE Your Department of Health Inspection	Do you get stressed when the health inspector arrives at camp? Leave that stress behind and learn how others prepare in the off-season to handle their summer inspection. Even though health inspections vary by state, even county, there are universal best practices to keep you organized and prepared for your summer inspection. We'll cover when should you start preparing, who in your organization is responsible for each part of the visit, and time-tested tips for great organization.		
Block C	Tues., March 12th	3:00-4:00	Room 417	Lonnie Sarnell	Emotion Management Role Models: Training Techniques to Increase your Staff's Emotional Intelligence	In a perfect world, our counselors would demonstrate an awareness and understanding of their own and others' emotions that allows them to appropriately express and manage their own emotions, while being a great resource for helping our campers cope with theirs. Do most of your counselors come to camp with these skills in place? If not, what do you do to teach them? This interactive session will teach you creative training activities that target the development of emotional intelligence. You will learn how to train your staff in emotional awareness and understanding, listening skills, and the creation of coping plans. Campers soak up everything, including both explicit and implicit messages that your counselors demonstrate through the ways they react and cope. By helping staff members acquire skills aimed at increasing emotional intelligence, you can develop emotion management role models that have a widespread positive impact on your camp community.		
Block C	Tues., March 12th	3:00-4:00	Room 304	Jack Schott	Elevate Programming from Excellent to Unforgettable	Traditions at camp are important - but innovation is also crucial. The best camps maintain mission-driven practices and strive to improve by shedding stale customs. This session will give you tons of new ideas that you can implement this summer, plus essential methods for crafting new and inspiring program activities. From whale wrestling to make-your-own backpack, let us inspire your creativity with ideas and prompts that your staff can run this summer mostly using supplies you already have.	Laura	Kriegel
Block C	Tues., March 12th	3:00-4:00	Room 409	Melissa Straub	Social Media Awareness, Cyber Bullying, and the Internet: an Update for Youth Development Staff	In today's technological age, youth development professionals face a daunting task of teaching and mentoring children free of constant negative influence. Access to undesirable people and information is prevalent and extremely difficult to monitor. This is exacerbated by the fact that most kids are more proficient and comfortable with technology than adults. This workshop offers an invaluable opportunity for camp staff and parents to learn approaches and techniques to facilitate conversations with our youth to keep them safe. How to address these issues within camp and at home will be discussed. In this workshop, attendees will be provided with essential information on the digital world and be exposed to solutions, both technological and psychological, to assist with the challenges camp pros and parents face with youth. Furthermore, attendees will be educated on how to protect and communicate with campers regarding the dark side of the internet.		
Block C	Tues., March 12th	3:00-4:00	Room 202	Jennifer Ward	Scavaganza!	After patiently sitting through multiple sessions, you might be saying to yourself, "Wow, I could really go for something super fun and interactive right now!" Well, look no further! Scavaganza is a Scavenger Hunt Extravaganza that will be sure to put a smile on your face. Be prepared to move, look silly, and have a blast meeting people from all over as you work together to become the 2019 Scavaganza Champions! We will begin with a short explanation of the rules, then break into groups to complete many silly tasks. This session is something that can be brought back to any camp for staff and children to complete and can be enjoyed with people of all ages. You won't want to miss out on this!	Amanda	Borbee
Block C	Tues., March 12th	3:00-4:00	Room 310	Andrew Zwerman	Accounting and Tax Strategies: Help Improve Camp Profitability and Lower Taxes	There are unique accounting and tax issues relating to the camp industry that all camp Owners and Executive Directors should be familiar with, especially with new tax laws that can greatly reduce your camp's tax burden. Having an understanding of all of these unique tax issues will not only help camp Owners and Executive Directors reduce their burden, but will also increase profitability and help obtain financing.		
Afternoon Special	Tues., March 12th	5:00-6:00	Room 303	Michael Brandwein	2019 Play with a Purpose: More of the Exciting Games that Teach Campers and Staff Skills for Life and Leadership	Play, Connect, Learn! Here's a great, easy, fun way to learn highly useful skills while meeting lots of new camp friends at Tri State! Master trainer Michael helped us start this new Tri-State feature in 2017, and after rave reviews and a continued terrific turnout in 2018, he's bringing us yet another NEW EDITION with more of his best No-Prep, No-prop games that you can use with all ages, indoors and out. The campers—and staff!—will be having too much fun to know they are practicing important life skills like communication, leadership, respect, collaboration, and more. These easy-to-learn activities can and should be in the repertoire of every staff person. Bonus: You'll also learn outstanding and unique game leadership techniques that can be used with any activity.		
Block D	Wed., March 13th	8:30-9:30	Room 309	Adam Baranker	Let's Keep our CIT/LIT Programs Thriving and Relevant	Today's teen (Gen-Z) knows what they want and how they want it - and won't be shy to tell you. And, maybe most importantly, we need to be comfortable committing to those requests and learning more about their interests. In this session, we lay the "bricks" to building a strong foundation to create a stellar CIT/LIT program and how to keep it relevant. We must be comfortable throwing out old traditions and adopting new ones - as the landscape of teens is ever-changing.		

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						As a supervisor, do you struggle with managing your own task list and keeping track of delegated tasks? Would you like to raise your own level of accountability as well as the level of accountability of those that work with and for you? In this session, Diana Bloom will teach take-away actionable systems that can be implemented immediately to achieve higher productivity and efficiency in all areas of a camp organization. This session will provide systems and processes to prioritize, delegate and track work with less stress. Participants will learn techniques to achieve total clarity in tasks management, how to prevent tasks from falling through the cracks, and how to track work to completion while creating a Totally Accountable culture in both year-round and summer work. Please print out the accompanying handouts for this session.		
Block D	Wed., March 13th	8:30-9:30	Room 312	Diana Bloom	The Keys to Effective Task Management and Delegation for Managers and Supervisors			
Block D	Wed., March 13th	8:30-9:30	Room 303	Michael Brandwein	LARGE GROUP LEADERSHIP: Super Secrets to Making Magnificent Moments at All-Camp Assemblies, Announcements, and Events	To be a superstar camp leader, we can use distinctive, creative, highly effective group leadership techniques that go way beyond the commonplace "If you can hear me clap once..." In this unique session, Michael demonstrates original, outstanding skills you won't find anywhere else for an essential part of camp: when larger groups gather together. Specialized skills are required to effectively lead these moments, and you'll learn them here: instantly seize attention—be the superstar camp leader who can grab the attention of hundreds of campers and staff in less than 5 seconds. Learn and practice how to motivate excitement, maximize participation, and more. Teach yourself and learn to teach leadership team members. Learn how the times when we're up in front—opening/closing gatherings, announcements, special events, campfires, song-leading, etc.—are terrific opportunities to model leadership and creativity that will powerfully affect your entire camp program.		
Block D	Wed., March 13th	8:30-9:30	Room 402	Jed Buck	Find Your Message Then Make It Stick: Implement Exciting Ideas This Summer to Make Your Staff Training More Impactful	What are you trying to communicate to your staff in those few precious, teachable moments you have with them before the campers arrive? This session will discuss how to focus your Staff Orientation on the messages you need to convey to your staff and differentiate training based on experience, role at camp and other factors that may impact the structure of your training. We will provide a variety of activities that can be used as openers, energizers, reinforcers, and powerful learning tools to make the material stick long after the training ends and maximize the impact of your staff training. You will leave this session with practical strategies and specific ideas to implement this summer as you train your extraordinary staff!	Roz	Buck
Block D	Wed., March 13th	8:30-9:30	Room 201	Michelle Cummings	Awesome Icebreakers	This high-energy, hands-on workshop will teach participants how to play some of the industry's best icebreakers. Kick off the first day of camp with some fun! Ice breakers and energizers need not be just fillers or boredom-breakers; when used effectively, they too can be directly tied to leadership objectives and markedly advance the transfer of learning to the real world.		
Block D	Wed., March 13th	8:30-9:30	Room 302	Deborah Gilboa	Make this Summer's Staff into Next Summer's Leadership	Summer camp offers tremendous on-the-job learning for staff. As we train college-age students for and then guide them through "the hardest job they'll ever love" we have an eye towards next summer, trying to figure out who should be groomed to take leadership roles. But we also can create leaders THIS summer, giving them the skills and the challenges they need to take control and give support in their current jobs. Dr. G will outline where we're missing opportunities to build the staff we want for this year and the next.		
Block D	Wed., March 13th	8:30-9:30	Room 318	Emily Golinsky	The Ten Dollar Time-Out	Fact of life: kids don't like lectures. But when campers need to take a few minutes away from the group to reconsider their choices... five times a day... how can we be proactive and prevent the 6th "time out"? Hint: it isn't just by talking to (at?) them! Come learn plenty of takeaway techniques - like the Think/Say, Pick-A-Piece, Stomp Out, Stick Pick, and others - that will minimize most of the time-outs and turn the few left into teachable moments. We'll use basic materials you already have in the craft shack, kitchen and office, spending less than \$10 to change your behavior perspective! Your campers will thank you! (This session is designed for front-line staff and anyone who is responsible for training staff to positively and successfully manage challenging camper behaviors).		
Block D	Wed., March 13th	8:30-9:30	Room 202	Gale Gorke	Adolescents- Why Do They Act that Way?	Adolescents- old enough to know better, but too young to resist! This session will explore the various physical, social, and cognitive aspects of adolescent development and how understanding these stages helps in teaching decision-making and self-regulation. Come learn strategies that focus on building positive rapport and help adolescents learn to make healthy choices.		
Block D	Wed., March 13th	8:30-9:30	Room 301	Michael Gotlib	My Mental Yoga Presents: Increasing Camper Psychological Flexibility	Campers frequently struggle to go outside their comfort zone and will go to great lengths to avoid discomfort. Unfortunately, avoidance of difficult internal experiences can leave us feeling stuck. Acceptance and Commitment Training (ACT) is an empirically based form of psychology that increases psychological flexibility and helps people get unstuck. Psychological flexibility is our ability to recognize and adapt to various situations and shift both our mind and body towards the people and actions that are important to us. This workshop will offer an introduction to the ACT model that is user-friendly and can be applied to camp life. The workshop will focus on the experience of campers and how staff can help create a culture of flexibility. Participants will learn mental flexibility skills that they can begin applying immediately in order to be proactive. Come experience how ACT can help both campers and staff move towards a more meaningful and flexible camp experience.		
Block D	Wed., March 13th	8:30-9:30	Room 322	John James Hickey	Saving Face: Finding the Win-Win in Conflict Resolution	Conflict is a normal part of any healthy relationship. Because it is unrealistic to expect two people to agree on everything, all the time, developing the skills to resolve conflict in a healthy way can create a positive working environment and strengthen the personal and professional bonds between staff or campers. This workshop will teach you how to get to the heart of the conflict, visualize what the win-win situation looks like, and build the strategy to get an agreement on the issue and a buy in on the solution.		
Block D	Wed., March 13th	8:30-9:30	Room 313	Matty Layman	Pre/Post Camp - Navigating the Transitions Between Seasons and Building a Successful Retreat Business	Transitioning your facilities, staff, and mentality from the regular summer programming to a retreat business can feel like a daunting task. There are a variety of considerations for staff retention, facility management, and even capital expansions that come into play - not to mention the shift in mindset from a child development to a hospitality. That said, if you are able to successfully execute these transition, you can set yourself and your camp up to better accommodate a thriving retreat business while not compromising your regular season programming. This session will illustrate some strategies and important things to consider as you prepare your transitions and seek to maximize the retreat component of a camp's business.		
Block D	Wed., March 13th	8:30-9:30	Room 308	David Phillips	Expanding Horizons in Special Needs - Are You Obligated to Include (and How!)	Serving children with disabilities in a camp environment has become increasingly common for a number of reasons. Service, obligation, pressure, mission, personal connection, community leadership - the list of possible reasons is endless. But how do you know if a program for children with disabilities is right for your camp... or do you have no choice and should start a program regardless? If you do wish to move ahead, how do you start from scratch or expand an existing inclusion program? What is the cost/benefit risk and reward? What are the practicalities in terms of group dynamic, staffing, facility, governance, finance, and fundraising? This will be a hands-on conversation designed to get your juices flowing and questions answered. Most importantly, this is not a session for advocacy, but rather a space where people should feel comfortable asking questions that there may not be a right or wrong answer to. The topic is challenging and the stakes enormous - join us and discuss.		

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Block D	Wed., March 13th	8:30-9:30	Room 310	Luz Rodriguez	Stop Strategic Planning! Start Strategic Thinking!	Management Guru, Peter Drucker, famously stated that culture eats strategy for breakfast. No matter what strategic plan you try to implement, if the people driving the strategy aren't passionate about the change, or worse, are apathetic to their job and to the organization, then you stand no chance implementing a plan. Strategic Planning aims to align stakeholders, set clear goals, analyze trends, and increase overall effectiveness while maximizing impact. In today's fast-paced business environment, we are all seeking planning process that is agile, innovative and results-oriented as opposed to traditional planning that can feel cumbersome and never-ending. Attendees will walk away with several action steps they can take to begin a planning process that more efficiently and effectively addresses organizational culture and fosters strategic "thinking", developing leadership skills along the way to reaching those strategic goals.		
Block D	Wed., March 13th	8:30-9:30	Room 304	Lonnie Sarnell	Cognitive Techniques to Combat Counselor Anxiety	When faced with the demands of the camp environment, counselors may experience an overwhelming amount of anxious thoughts. Given that more and more staff are coming to camp with a history of anxiety, we greatly benefit from having systems in place to support our staff. This session provides an in depth look at cognitive techniques that target anxious thought patterns, starting with understanding the connection between thoughts, feelings, and behaviors. You will learn concrete strategies that you can teach during orientation as well as techniques that you can implement one-on-one with counselors who are struggling. By learning how to help your counselors shift their perspective toward their thoughts and develop more realistic and balanced thinking patterns, you can help them not only thrive at camp, but learn valuable skills that they can carry with them long after the summer ends.		
Block D	Wed., March 13th	8:30-9:30	Room 315	Gregg Scharaga	Legal Issues in Camping: Preparation, Protecting Your Camp, and Protecting Your Campers	Remember the saying "prepare for the worst, but hope for the best"? Many legal issues can arise over the course of a camp season and even during the "off" season. Proper preparation is your best tool to alleviate issues if and when they arise. This session will address many legal aspects of camp management, including camp enrollment agreements, a primer on liability for personal injuries, and liability for the actions of camp staff. When a personal injury accident occurs, certain steps and investigation might be necessary, recommended and helpful should a lawsuit arise. This session will provide some recommendations as well as familiarize camps with potential defenses that might eventually be relied upon even before a potential lawsuit commences. As with many things in life, preparation is the key to success-so learn to prepare now!		
Block D	Wed., March 13th	8:30-9:30	Room 421	Corrie Sirota	What Lies Beneath- How Behavior is the Language of Campers	As is commonly understood, there is no such thing as a "bad child", merely "bad behavior." Therefore, this workshop will focus on understanding the WHY behind children who act out and/or present with challenging behaviors. Participants will also learn a variety of strategies to address challenging behaviors based on a Strength Based Perspective. This hands on workshop will help camping professionals identify, manage, and address campers in a unique and effective manner.		
Block D	Wed., March 13th	8:30-9:30	Room 411	Cricket Snearing	Arts and Crafts: Make 'N' Take	Come to this hands-on session to try some fun projects from our arts-and-crafts exhibitors. This is your opportunity to make 'n' take home some of their favorite projects. Each camp will be able to make one project per vendor (one person doing all or several people doing one of each). The vendors will be back in the Exhibit Hall at 10:30 am to answer questions.		
Block D	Wed., March 13th	8:30-9:30	Room 417	Joanna Warren Smith	Use NEW Parental Attitudes to Your Advantage to Increase Enrollments!	Just two years ago, even parents who had been to camp themselves were more ambivalent about their children going to camp. Then came the change and this summer it prevailed in focus groups across the country. Parents are eager for their children to have camp experiences as 'respite' from the precarious world in which we live. It appears that many more parents now have a real appreciation for the camp environments in which kids unplug, connect with themselves, each other, and great role models.		
Block E	Wed., March 13th	9:45-10:45	Room 322	Ruby Compton	Management 101 for Staff Who Are Supervising Others For the First Time	You've finally secured that head counselor or program coordinator role this summer and you will be supervising other staff members for the first time. Whether your staff is made up of friends, former coworkers, or folks who are brand new to you, this session will share the best practices for being a good boss to your employees and help you avoid some of the most common mistakes made by first time managers.		
Block E	Wed., March 13th	9:45-10:45	Room 309	Alan Cooper	Prevention, Investigation, and Resolution of Sexual Harassment Claims in the Unique Setting of Camp	When hundreds of teens and twenty-somethings get together, traditional sexual harassment protocols can seem inadequate. Learn special techniques to address sexual harassment issues at summer camp, a world that is like no other.	Fran	Mendelowitz
Block E	Wed., March 13th	9:45-10:45	Room 201	Michelle Cummings	Effective Debriefing Tools and Techniques	Are you good at the games but not so good at the debrief? Do you ask questions and get blank stares from your participants? This workshop will focus on 10 effective debriefing tools and techniques that are simple and easy to use. We will break each technique down and demonstrate different games or activities teaching the concept. These techniques for processing are sure to liven up your debriefing circles.		
Block E	Wed., March 13th	9:45-10:45	Room 313	Justin Dockswell	Capital Expenditures: Gaining a Better Understanding of Common Projects and Processes	Expanding, updating, and maintaining your camp facility are critical to the success of your overall business and is related to overall camper satisfaction. Executing your capital expenditure projects (Cap Ex) involves many moving parts and pieces, some you can plan for and others you need to be prepared to handle should they arise. Join Justin Dockswell and Bart Margheim as they help you gain a better understanding of common cap-ex projects (i.e.: septic, new pool, new building) and discuss roadblocks and unanticipated issues that may arise.	Bart	Margheim
Block E	Wed., March 13th	9:45-10:45	Room 302	Deborah Gilboa	The Why of Camp	We all know that camp makes kids stronger, healthier, and more resilient. Camp teaches the skills and offers the lessons that schools wish they had time to teach and parents wish they had the confidence and opportunities to give. Every part of the day and overnight camp experiences are designed to build the foundational skills children and teens need to thrive as adults. The problem is, we don't communicate those intentions well enough to any of our stakeholders! Parents need to know WHY we program what we do, staff need to understand WHY we have the rules we have, and campers need to know WHY we provide the structure and scheduling we do. Dr. G and Travis Allison have researched dozens of programs camps provide and have connected them to the scientific research about how they impact children. Come get the resources and strategies you need to better communicate the WHY of your camp, and build relationships and retention!	Travis	Allison
Block E	Wed., March 13th	9:45-10:45	Room 301	Michael Gotlieb	Getting Flexible with Affluenza	Affluenza can be thought of as a form of economic privilege that impacts the way parents and campers view the camp experience. Acceptance and Commitment Training (ACT) is an empirically based form of psychology that uses acceptance and mindfulness strategies to increase psychological flexibility. Psychological flexibility is our ability to recognize and adapt to various situations and shift both our mind and body towards the people and actions that are important to us. This workshop will offer an introduction to the ACT model in a manner that is accessible and can be applied to camp life. The workshop will focus on the experience of Affluenza and how staff can stay flexible when communicating with parents and campers. The workshop is experiential and participants will learn mental flexibility skills that they can start applying immediately. Come experience how psychological flexibility can help you better manage Affluenza and other difficult camp experiences!		

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Block E	Wed., March 13th	9:45-10:45	Room 303	Jay Jacobs	Roadmap to Success in Camping	Why do some businesses succeed and others flounder? Why do some camps do better than others? There are specific strategies and tactics that define the difference between success and failure. In this session, you will learn how to take specific steps to assess the quality of service you provide and to improve the weakest areas of your operation. This session is designed to provide an outline of steps that leaders can take to enhance their chances of success both in the camp business and profession.		
Block E	Wed., March 13th	9:45-10:45	Room 411	Erin Patricia Johnson	We Play: Incorporating Meaningful Play Into Camp Programs for Young Children	Early childhood is a sacred time period. Young children's synapses are multiplying exponentially. Their bodies are growing and developing faster than any other age bracket. Intentional environments and meaningful play opportunities during the ages of 3-7 can have lasting impact on a child's mind, body, and future. It's thought that young children need at minimum 4-5 hours of active freedom to move their bodies each day- a fact that easily lends itself to supporting the camp environment for young children. But, most specialists also agree that young children need an equal number of hours of self-directed, open-ended play. Most camp environments are highly structured, tightly organized environments, so how do camps create a meaningful, intentional environment suited to the needs and best interest of young children? This session aims to explore play, the role of environment and materials in play, and best practices for dynamic early childhood programs.		
Block E	Wed., March 13th	9:45-10:45	Room 310	John Leinhardt	The Importance of Training Support Staff	Each and every summer, camps are faced with staff training challenges in the kitchen. From the ever-increasing demand of specialty diets to the health department and general safety requirements, a well-run food service operation is critical to a safe and successful summer. In this session, we'll discuss simple techniques and strategies to prepare staff with the skills and knowledge to be value-adding components to your food service operation. From engaging staff pre-arrival to implementing proven training regimens throughout the summer, we can ensure staff feel engaged and valued from the time they sign their contract until the last meal is served!		
Block E	Wed., March 13th	9:45-10:45	Room 410	Kathryn Leonard	Journey To Inclusion: Supporting Neurodiversity at Your Camp	Inclusion is the way of the future! Our campers' communities are increasingly more diverse and schools more inclusive. Ensure that your camp is evolving, too, by offering opportunities for neuro-diverse campers. In this session, we will share our camp's story of a pilot year supporting campers with and without disabilities in the same cabins. Together we will explore the importance of parent partnerships, discuss "universal design" (tools to make camp more accessible), and learn how to create and utilize strengths-based camper profiles. Join us on the journey to inclusion and finding what works best for your camp culture!	Alice	Dannenberg
Block E	Wed., March 13th	9:45-10:45	Room 312	Stephen Maguire	Smoke Signals to Texting: Multiple ways to Improve Communication with Staff, Caregivers, and Everyone Else Who Needs to Hear You	How do you most effectively communicate with your audiences, whomever they may be? Do you know EXACTLY who your audience is? Come join Steve for this session that will give you some immediate takeaways for easy and effective communication to caregivers, staff, and anyone else who will listen. You will get some brand new methods that today's caregivers are using as well as some tried and failed "not to do" ideas. We will learn about the importance of timely follow up and preemptive set up. You will walk out the door with some awesome "use right now" ideas.		
Block E	Wed., March 13th	9:45-10:45	Room 421	Dave Malter	Introverts and Extroverts: Do You Really Know Your Staff?	When you think of the best camp staff you've ever hired, you traditionally view them as extroverts. However, what if we've been wrong all along and much of your staff are actually introverts? Wouldn't that change how you hire and develop staff training and development? This session guarantees to help you understand the real difference between introverts and extroverts, learn how to recognize those characteristics in your staff, and how to better serve their needs at camp.		
Block E	Wed., March 13th	9:45-10:45	Room 304	Jackie McGowan	How to Provide a Race Inclusive Camp Experience as a White Camp Director	It's no secret that the foundation of summer camp is engulfed in white culture. In a time when inclusion and integration are at the forefront of conversations, join this discussion of the importance of inclusion for children of all races. Culturally, summer camp has not been a place for people of color and there are good reasons for those with white privilege to change this. Diverse social environments lead to cross-racial friendships and the reduction of stereotyping. Explore how you can foster an accepting environment for people from many cultures, ethnicities, and backgrounds. This session will challenge how you think about how and why you do things at camp, how to educate yourself and staff to foster the possibilities of integration, and where to start this process of change.		
Block E	Wed., March 13th	9:45-10:45	Room 318	Elyse Miller	The Elephant in the Room- Topics Camp Professionals are Apprehensive to Talk About	We as camp professionals sometimes have a hard time facing and wrapping our heads around issues that our campers, families, and staff might be going through. We need to find ways to understand how to listen and address difficult situations that may come up at camp. In this workshop, we will talk about sensitive topics such as mental illness, cutting, bullying, drugs, and violence. You will have a chance to hear stories, ask questions, and brainstorm ways to educate your staff.		
Block E	Wed., March 13th	9:45-10:45	Room 420	Michael Schloff	Increase Engagement and Empowerment via Woodworking with Hand Tools	What if campers could be involved with their wood craft projects from start to finish and never have to hand to a specialist to cut or drill? Working with only hand tools is empowering and engaging but most camps do not have a dedicated space. No worries, woodworking can be portable too! Learn how you can move from kits to transformational plank-to-project experiences and instill life long skills in your campers using your existing staff. We will discuss how to work with campers of all abilities and how to maintain a safe and positive creative environment. Please note: this session has limited availability. Projects will be available on a first come, first served basis.		
Block E	Wed., March 13th	9:45-10:45	Room 314	Lenny Silberman	Esports and Your Camp: Becoming Comfortable with the Uncomfortable	The biggest "Next Big Thing" we've ever seen is upon us. Its name? ESPORTS. Competitive video gaming, a billion-dollar industry, is moving rapidly into the youth market and will be with us for decades. 97% of kids play video games and 72% play and/or watch esports online. It's a phenomenon no one in the camping world can afford to ignore-but what role can video games play in the active, unplugged world of camp? The answers-like year-round branding-may be more appealing than you expect!		
Block E	Wed., March 13th	9:45-10:45	Room 404	Eye to Eye Diplomat	Art to Amplify Advocacy	For campers who think differently, accommodations and the allies who provide them are essential. But how do we teach our kids to ask for the help they need? What strategies can we use to empower campers to advocate effectively for themselves? By leading an Eye to Eye art project, a National Programming Coordinator will answer these questions and provide creative tools for success. Participants will walk away with a project and strategies to implement these techniques in their programs.		
Block E	Wed., March 13th	9:45-10:45	Room 417	Joanna Warren Smith	Proactively Address the Staffing Crisis and Leverage Counselor Feedback!	This past summer, over 140 Camp Directors representing not-for-profit, private, day, and resident geographically diverse camps responded to an independent survey intended to determine the realities of the current staff hiring process. Beyond that, 734 staff responded to a survey intended to define the outcomes realized by young men and women who worked at camp. The surprising data and commentary will definitely influence your approach to next season's hiring process. The feedback will also impact the way you recruit counselors and the conversations you have to secure more applicants, encourage quality candidates to accept your offers, and most important, to inspire staff to honor their full-season commitments.	Matt	Kaufman
Wed. Meet 'n' Eat	Wed., March 13th	12:30-1:30	Room 401	EPIC Committee	EPIC Meet 'n' Eat	More info to come!		
Wed. Meet 'n' Eat	Wed., March 13th	12:30-1:30	Room 402	Jeff Ackerman	Key Staff Training Needs at Different Times in the Summer	Staff Orientation prepares the staff for the first few days of camp. However, it is critical that staff receive ongoing training throughout the summer to increase their effectiveness as counselors. Staff meetings and follow up individual sessions can be a significant part of this training. As the training needs evolve during the summer, learn how to best attend to these needs through creative staff meetings and guided supervision. Different issues will be identified that occur week by week. Learn how to increase involvement in staff meetings and training for all staff by using a Socratic method of presenting critical information.		

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Wed. Meet 'n' Eat	Wed., March 13th	12:30-1:30	Room 314	Jeff Bowman	Camp Admins Unite: Let's Chat About All Things Financial	Join this panel of seasoned administrators/directors as we delve into the details of camper financial management. What types of fees are charged and discounts offered by other similar camps? What are other camps offering for payment options and payment plans? How does your cancellation policy compare? Do you have collection issues and what has been your most effective plan to solve them? This is a collaborative session for us to discuss and share unique ideas and best practices - expect to question your camp's current methods and share your great ideas. Ideal for those involved in the administration of camp!	Gene Emily Jayson Greg	Giammittorio Riedel Rubin Keresztury
Wed. Meet 'n' Eat	Wed., March 13th	12:30-1:30	Room 418	Jackie Brethel	Helping Second Year Camp Families Settle into Being "Returners"	Camps often focus on how to welcome new camp families to their camp and their camp's culture. Where many miss the mark is helping a second year camp family make a smooth and meaningful transition from a "New" to "Returning" camp family. Join us for a discussion on how best to help your second year families prepare for another summer at camp - in a way that is different from a brand new camp family. We will explore topics such as: the differences between prepping a first and second year camper, varying types of communication to second year families, managing expectations about communications with second year camp families vs. new camp families, and leveraging a camper's previous experience at your camp to promote retention. Come prepared to share your camp's best practices and challenges you face!	Alissa	Girling
Wed. Meet 'n' Eat	Wed., March 13th	12:30-1:30	Room 404	Sheira Director-Nowack	Are We Ready for This? - Thinking through Gender Diversity at Camp	Gender diversity is becoming more and more prevalent in our camps. Is your camp ready? Are you ready? Learn some of the language you should know, the questions you should ask, and the issues you should consider. Explore what's right for you - and when (and how!) you should refer a camper or family to another camp. In addition to providing practical tips, we'll have plenty of time for open conversation- bring the questions you've been too afraid to ask!		
Wed. Meet 'n' Eat	Wed., March 13th	12:30-1:30	Room 411	Peter Goldberg	Day Camp Transportation Roundtable	Join us for round-table discussions about your best and safest practices for Day Camp Transportation. Transportation can be one of the most challenging and time consuming aspects of running a day camp. Bring questions and be ready to share your best practices with other camp professionals to enhance your day camp's transportation. Who supervises the campers on the bus? How do you communicate with parents? How do you determine the bus routes? How do you work with bus companies? How to you manage the day to day operations? Do you plan activities for the bus rides? Is anyone using GPS to track their buses? What is your food policy and enforcement on your buses?	Will	Pierce
Wed. Meet 'n' Eat	Wed., March 13th	12:30-1:30	Room 415	Orlee Levin	Changing the Script: Elevating Mundane Moments into Memorable Ones	Camp is a series of moments: transitioning on and off the bus, running from one activity to the next, one camp meal blending into the next. How do you change that experience and change the daily moments into ones of wonder and meaning for your staff and campers? In this round table conversation, we invite you to bring your camp experience and share with other camp professionals, something you did to elevate the mundane moments into memorable ones.	Cara Joel	Corradetti Shapiro
Wed. Meet 'n' Eat	Wed., March 13th	12:30-1:30	Room 410	Amy Murphy	4-H Camps Meet-n- Eat	Join other 4-H camp staff professionals to network and brainstorm with others in similar positions. Learn what others are doing within their state camp programs and share programming ideas and resources. Come hear more and participate!	Kelly	Weisner
Wed. Meet 'n' Eat	Wed., March 13th	12:30-1:30	Room 322	Karen Offtizer	From Camper to Counselor: Training "Home Grown" Staff	One of the greatest strengths of many campers - a large number of "home grown" staff members - also presents one of the greatest challenges. How do we transition amazing young adults each year from high-spirited "counselors-in-training" into full-fledged, responsible bunk staff members? Even with excellent "LT" or "CIT" training programs and pre-camp orientations, young staff often need additional support for the demanding role of counselor. This session will share ideas and tips for creating on-going summer training: how to find the time, how to facilitate the workshops, how to choose topics, and how to evaluate what's working.		
Block F	Wed., March 13th	2:00-3:00	Room 301	Kim Aycock	Got 10 minutes?: Valuable Leadership Nuggets in Under 1/4 hour	Ten minutes never seems like enough time to actually get something meaningful done. While every day has the same number of hours, we have to make time vs. find time in order to use each minute productively. Ten minutes is the perfect amount to incorporate micro-learning and give your leadership team a valuable mini-lesson on mindfulness, team building, or much needed ongoing training. See how bite-sized nuggets add up over the summer to help your admin team feel less stressed, more cohesive and better prepared for each day!		
Block F	Wed., March 13th	2:00-3:00	Room 312	Diana Bloom	Got a Minute? Keys to Staying Focused Despite the Circumstances	Do you end the day feeling like you didn't get anything done? Do you have a series of half finished tasks? In this session with Diana Bloom, staff members across all leadership levels will learn the tips and tools they need to achieve higher productivity and efficiency in all areas of their camp work. Diana will provide strategies to start and stay focused, effectively plan your day, control your interruptions, limit surprises, manage your email and phone time, drive your day so it doesn't drive you, and work productively, with less stress. Find out how to achieve your vision despite your circumstances.		
Block F	Wed., March 13th	2:00-3:00	Room 202	Gerald Bolden	Camp Games for Your Camp Round Up, Line-Up, or Morning Flagpole	"Good Morning Summer Camp!" Starting your camp day off with the correct energy for your team and campers is the first step to building an exciting, fun, and strong camp experience. This interactive session will provide you with daily cooperative round up games that you can use immediately. These games will help your campers build life long friendships, emphasize good sportsmanship, and support campers social and emotional learning, starting the first day camp begins.		
Block F	Wed., March 13th	2:00-3:00	Room 304	Jason Bornfriend	Decoding Facebook: How to Make Facebook Work for You	Where are all the results? What's a pixel? Custom audiences? Did I get any leads or ROI? Despite investing an inordinate amount of time into social media, most companies' return on investment is bleak. Can you honestly say Facebook was a successful digital marketing tool driving leads and purchases? Facebook sure makes it easy to spend money, but if you are feeling frustrated with how to leverage Facebook as a digital marketing tool, we'll discuss various strategies from Organic to Paid. We'll even take a sneak peak into the back-end of successful Facebook campaigns and discuss their approach.		
Block F	Wed., March 13th	2:00-3:00	Room 201	Jim Cain	Teambuilding With Index Cards - Amazing and Powerful Things You Can Do with Index Cards at Camp!	Dr. Jim Cain shares his favorite, newest, and best activities from his most recent book, "Teambuilding with Index Cards", featuring 180 activities for teachers, trainers, facilitators, camp staff, and group leaders of all kinds.		
Block F	Wed., March 13th	2:00-3:00	Room 314	Wendy Cowen-Smith	Day Camp Swim Programs - Is Yours the BEST it Can Be?	How can you maximize the 38 days of Day Camp swim instruction? How can you move children forward in their swimming skills by providing excellent swim instruction and maximizing each child's abilities and the abilities of your swim staff? This session will provide some concrete ways to mold your swim staff and your swim instruction into a highly effective program.		
Block F	Wed., March 13th	2:00-3:00	Room 302	Jay Frankel	Managing Staff Job Performance and Catching It Early	It is obvious when a staff member just isn't the right fit for camp - maybe their behaviors consistently contradict camp culture, or they resist policies to the point of insubordination. These staff are few in number, albeit large in concern. Ending the summer early is often an easy solution for the obvious poor fit. But what about everyone else, like the staff who haven't ended their summer early, but still demonstrate inconsistent job performance and concerning drops in motivation? This session addresses the strategies involved with managing camp staff to keep them engaged, productive, and happy. Come laugh and learn with Jay Frankel and the actors from True To Life Training as they demonstrate the benefits of Catching It Early.		

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Block F	Wed., March 13th	2:00-3:00	Room 411	Amanda Grassick	So You Want to Be Inclusive But...	You have committed to working towards LGBTQ+ inclusive camp. You've started talking to your camp leadership about the changes that you want to see. You've begun the process of reviewing your marketing collateral and registration to see how you can make them more inclusive. But you've spoken with your camp's decision makers about inclusion and all you've gotten is uncomfortable silence... you run a girls camp or a boys camp - how could trans inclusion work...? You are worried what parents will say if they find out about your inclusion policy... you are not sure how to talk to your staff about inclusion... you have a staff whose gender seems to change weekly. How do you support that? Working towards inclusion is not easy and there is no one-size-fits-all approach. We will learn a framework to help us think strategically about inclusion and make decisions that are right for your camp. This will be a judgement-free zone! Come prepared with your questions and scenarios.		
Block F	Wed., March 13th	2:00-3:00	Room 404	Mary Paige Kowalski	Fewer Accidents and More Excitement about your Equestrian Program	Did you know it takes more schooling to legally drive a car or cut someone's hair than to teach a kid how to ride a 1200 pound animal with its own brain! So, how do we do this as safely as possible at CAMP? We will discuss the areas of staff hiring and training, camper safety needs and necessities, horse options for safe effective programming, and other CHA Standards we should try to meet for a safe, effective, and fun program!		
Block F	Wed., March 13th	2:00-3:00	Room 303	Stephen Maguire	25 + Wicked Simple Takeaways to Maximize Your Camp's Potential	Let's get real, sometimes you just need some takeaways. Join Steve and Jack for a high energy fast-paced session with 25+ simple staff, facilities, program ideas that are practically free. Ideas like Make My Day Books, Feedback Cards, Tea with the Director, 60 Second Seminars, and more. Look, we are going to yell, get excited, and hopefully give you some cool ideas.	Jack	Schott
Block F	Wed., March 13th	2:00-3:00	Room 322	Steve Mazza, Ph.D.	Relationship-Based Leadership: Be More than a Boss	What is the most effective way of motivating staff members on a day-to-day basis? How do you cultivate the talents of your leadership and counselors? In this seminar, three types of leadership will be discussed and compared: Power-Based Leadership, Incentive-Based Leadership, and Relationship-Based Leadership. Relationship-Based Leadership is built upon a simple premise: the most important tool of any camp director, division leader, or senior counselor is the relationship that they cultivate with their staff throughout the summer. Harness the power of your relationships in order to facilitate the personal and professional growth of your staff, while optimizing performance. Employing the principles of Advocacy, Cultivation, Empowerment, and Service (ACES) will expand your capacity to inspire staff by means of increasing your personal investment in their well-being and development. Be more than a boss and your staff will see camp as much more than a job.		
Block F	Wed., March 13th	2:00-3:00	Room 318	Chris Meeske	Your Camp and a Changing Global Economy	Businesses large and small, and investors across the global marketplace, face an economy of every-increasing complexity and new challenges and opportunities. Hear from Gerstein Fisher, a top-rated investment management and advisory firm, about some of the major trends shaping the current business climate.		
Block F	Wed., March 13th	2:00-3:00	Room 310	Jennifer Rutledge	Essential Practices for an Effective Board of Directors	An effective, well-functioning board of directors is critical to the vitality and, ultimately, the success of any nonprofit organization. This workshop will explore exemplary practices in each phase of the board development cycle including building the board; engaging individual board members; and "life beyond board service." We will also explore how to handle issues, concerns, and challenges that typically arise throughout this cycle.		
Block F	Wed., March 13th	2:00-3:00	Room 421	Peter Shifrin	Camp and WiFi: Upgrade Your Infrastructure to Blanket Your Camp with Reliable WiFi	Due to the rural nature of many camps, internet access and wifi can often be difficult to acquire and manage. In this session, you will learn how to extend your internet connection and wifi around your property. Do you want to provide hotel-type wifi to your post-camp groups? Do you want to have key staff online, but regular staff and campers blocked? Do you want your counselors to have internet access, but only at certain times or only in certain locations? Do you have buildings hundreds or thousands of feet away, or even miles from your main office you need connected? Learn the right way to do all this and more for a surprisingly reasonable cost.		
Block F	Wed., March 13th	2:00-3:00	Room 309	Jamie Simon	The Psychology of Parenting: How to Understand, Manage, and Befriend the Difficult Ones	We all have them - the difficult parents. You dread when they call and hide when they visit. But consider for a minute that these parents might not be intentionally difficult, but rather they are just emotional. After all, we are responsible for their most prized possession, their children. And perhaps the best way to communicate with these parents is to simply understand them and respond in a way that meets their emotional needs. In this session, you will hear about common difficult parent situations and learn about what is really going on inside their heads. Armed with that information, you will then discover various ways to handle each situation so that you not only solve the problem, but create an ally. Plan to leave this session with actual language to use when speaking with parents and the confidence to handle the difficult ones.		
Block F	Wed., March 13th	2:00-3:00	Room 417	Lauren Stern	Keep Calm and Camp On: The Application of Mindfulness to Help Manage Anxiety at Camp	In this workshop, Dr. Stern will first review several types of anxiety disorders, including generalized anxiety, social anxiety, separation anxiety, and specific phobias. She will then explore how such anxiety manifests itself in the camp setting and teach participants coping strategies that can be implemented to increase campers' well-being. The focus will be on Mindfulness training, where participants will learn and engage in mindfulness practices from several domains, such as movement, visualization, and concentration. They will discuss how to incorporate mindfulness activities into camp life to help make Summer 2019 calm and mind-full of fun for all campers and staff.		
Block F	Wed., March 13th	2:00-3:00	Room 403	Christopher Thurber	The Phone Call	You know the one. Inside of 10 seconds, your heart rate is skyrocketing and you're fighting an irrepresible urge to reach through the phone and... but you don't, of course. In this ebullient session, you'll learn alternatives to compromising your integrity or losing your cool with parents, colleagues, vendors, and family. Practice the secrets of professional equanimity and harness the power to defuse emotional bombs. With practice, every conflict can end in a win-win.		
Block G	Wed., March 13th	3:15-4:15	Room 302	Scott Arizala	When the Learning Curve is Almost Vertical: New Bosses, Camps, and Jobs	Sometimes camp feels like a different planet. Whether you are a veteran supervising new staff or you are new to an organization, the learning curve can feel impossible. It's hard to know what you don't know! This session will help you develop techniques and strategies for being organized, productive, and efficient, even when the tasks and responsibilities seem like too much. It's more than just being organized! We will also discuss the key leadership skills and principles that lead to success in new environments.		
Block G	Wed., March 13th	3:15-4:15	Room 301	Kim Aycock	Camp on a Resume: Help Staff Get it Write	It goes without saying that camp makes a huge difference in the lives of staff. We also know that staff develop 21st Century skills such as communication, critical thinking, collaboration, and creativity by working at camp. Yet staff members are often challenged to translate this to a resume that will be attractive to future employers. Camp and university career services perspectives unite in this session to provide resume preparation tips so you can lead a compelling resume writing workshop this summer-a value-added component to staff development!		
Block G	Wed., March 13th	3:15-4:15	Room 322	Jill Baren	Telehealth at Camp: How It Works and Why You Need It	Telemedicine is currently in use in many healthcare settings and has many advantages when applied to the camp setting. Telemedicine could be used by camp nurses to ask questions or go over cases with doctors on call. It could also be used to connect with specialists like dermatologists or orthopedics when that service is not easily available to your camp. Telemedicine is perfect for camp health because it is simple, cost-effective, and efficient. This session will be presented by two very experienced camp doctors, who have run camp health centers for over 10 years and have been involved in camping as parents, in addition to being healthcare providers. They understand the practice of medicine at camp and will present their experience using telemedicine in the summer of 2019.	Dara	Kass

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Block G	Wed., March 13th	3:15-4:15	Room 411	Scott Brody	The Department of State's Exchange J-1 Exchange Visitor Program	Program which includes approximately 25,000 students and youth workers placed at summer camps throughout the United States as cultural exchange visitors on the Camp Counselor or Summer Work and Travel exchange program. If your camp hosts international J-1 counselors or staff, this session is essential in learning your role and responsibility as a host of exchange visitors. This session hopes to engage camps on the key initiatives of the Bureau of Educational and Cultural Affairs and how these fit into the Summer Camp experience enjoyed by J-1 participants working as counselors and staff. This session will be moderated by Scott Brody, ACA's Government Affairs Chair.	Diane Michael Nick	Culkin James Tiernan
Block G	Wed., March 13th	3:15-4:15	Room 312	Andrew Corley	What's in a Name? Camping Language Upgrade	Have you ever wondered if your Native American camp presence is offensive or enriching? Have you wanted to increase cultural sensitivity? This session will take a look at how we can make a more welcoming environment and experience for our campers using research and examples from the work of the Sioux Y in upgrading their language and other camps.		
Block G	Wed., March 13th	3:15-4:15	Room 404	Suzanne Feinspan	Boy? Girl? Both? Neither?: Successfully Including Non-Binary Campers	While strategies for supporting youth who have transitioned from male to female or female to male have become more widely known in the past several years, supporting campers who identify as both male and female, neither or somewhere else on the gender spectrum are still an area of growth for many camps. Whether you run a day camp or overnight camp, this session will provide you with a checklist of issue areas to consider as you seek to increase your inclusion of non-binary campers, as well as concrete strategies to share with your staff and implement at camp. Suzanne brings to this session deep professional expertise in the area of inclusion, as well as extensive personal experience as the parent of a non-binary child who has interacted with many camps around these issues.		
Block G	Wed., March 13th	3:15-4:15	Room 309	Cathi Fischer	Proactive Not Reactive Planning for Optimal Success with Special Needs Population at Camp	We will discuss how we plan and include students with a variety of special needs into the day to day life at camp. We define special needs as encompassing cognitive, physical, as well as mental health challenges. Practical strategies will be discussed.	Terri	Southerland
Block G	Wed., March 13th	3:15-4:15	Room 318	Emily Golinsky	Should They Stay or Should They Go? Planning for Camper Dismissals	The answer to this question shouldn't be "I don't know!" It's highly probable that you will be in the position of considering a camper dismissal from your program this summer. There are so many factors that play into this tough issue - parent/guardian expectations and frustrations, morale (or maybe even safety) of staff and other campers, effect on future summer return rates, what steps to take and when... it might seem overwhelming, but it doesn't have to be! Walk away from this session with a comprehensive plan which addresses proactive, as well as responsive steps to successfully handling this reality of camp management in a way that supports and protects your camp, campers, families, and staff.		
Block G	Wed., March 13th	3:15-4:15	Room 313	Joshua Greenbaum	Don't Wait Until It's Too Late: Setting Expectations and Implementing Proactive Strategies to Ensure the Best Staff Possible	As camp administrators, we find ourselves focusing so much attention on everything from arts and crafts orders to transportation, that often we neglect dedicating time to our most critical resource: our staff. Two weeks into the summer and suddenly we're surrounded by under-performing staff members, strained work environments, and worse yet, negative impacts on our families' summer experiences. Instead, at our session, we'll imagine a scenario where we've clearly communicated our expectations to staff beginning in their interview, during training, and throughout the summer. We'll create an environment where we've trained supervisors to proactively address red flags, and be comfortable confronting incidents before they become patterns. We'll look at research in "specific praise" and learn why only correcting negative behaviors makes for an under-motivated staff team. And we'll expand our "bags of tricks" to include more strategies for making even the most difficult conversation much less scary.		
Block G	Wed., March 13th	3:15-4:15	Room 417	Clive Hickson	Getting the Best from Activity Leaders/Specialists: The Importance of Feedback and Evaluation	One of the most difficult parts of a supervisory staff role is the evaluation of other staff members. At times, the fast-paced nature of a camp can hinder the opportunities for productive feedback and cause problems for evaluating performance. However, when implemented well, effective feedback and constructive evaluation practices can greatly assist activity leaders/specialists in improving their performance. This presentation will provide ideas for ways to address constructive feedback and evaluation in order to gain quality camper experiences.		
Block G	Wed., March 13th	3:15-4:15	Room 409	Molly Hott Gallagher	How to Create a Philanthropic Culture and Sense of Purpose at your For-Profit Camp	As camp professionals, we strive to make the world a better place one child at a time. How can we expand that feeling beyond the fences of our physical locations? Many of our camp families believe in philanthropy and helping those in need. Join us as we address how we all could and should raise money and awareness for organizations that matter to our communities both during the summer and throughout the year. In addition, we will explore how we integrate altruism and a "pay it forward" culture within our camping universe. This session is focused on the "for-profit" day and resident camp world, as we seek to widen our positive influence outside the borders of our camps.	Jill Mark Sara	Kleinman Transport Fetterhoff
Block G	Wed., March 13th	3:15-4:15	Room 314	Matthew Kaufman	Declutter Your Inbox and Save Time	Most of us spend quite a bit of time on email each day. This session will focus on ways to increase our email efficiency. We will cover some non-technological strategies, some basic software apps, and touch on a more advanced piece of software (Zapier). At the end of this session, participants will have a strategy to manage their inbox. Participants will also learn about three low-cost apps that may save them quite a bit of time. Please note that this session focuses on the Gmail Inbox, but will touch upon how to convert from Outlook to Gmail.		
Block G	Wed., March 13th	3:15-4:15	Room 202	Christine Mohle	Yoga and Mindfulness for Kids	Yoga and Mindfulness practices are considered by many to be important components of a happier, healthier life. Benefits include stress reduction, improved self-esteem, improved mobility and strength, and emotion regulation. This interactive workshop will teach fun tools for helping kids of all ages and abilities to engage safely in yoga and mindfulness. Expect to learn breathing techniques, yoga games, and mindfulness tools. Come learn how to infuse yoga into various parts of the camp day, regardless of your level of experience!		
Block G	Wed., March 13th	3:15-4:15	Room 310	Michelle Ruffano	The Power of Social Control: How to Train Employees in Consent	Knowledge and healthy practices around consent can be difficult to define in any setting including camp. First it is imperative that we come to a shared definition of consent. Therefore, in this session we will discuss what it means to give consent. To do so we must also visit theories of how we use various forms of social control (i.e. positive incentives, gossip, threats of violence, etc.) to understand the conditions that lead to coercion-a state in which it is impossible to give consent. All of these are important areas to discuss with our staff considering that being social is a need and therefore, many people of all social backgrounds are more likely to say "yes" for the purposes of people pleasing rather than risk the possibility of ostracism by saying "no".		
Block G	Wed., March 13th	3:15-4:15	Room 308	Corrie Sirota	Understanding Girl World	This workshop will explore the inner workings of female cliques including a description of the roles that exist within each clique. The workshop is designed to assist Camp Professionals in understanding their camper's behavior as well as the reasons some girls don't ask for help. A brief review of adolescent development will be presented. Participants will gain insight and strategies that they can use to best equip girls to navigate through this challenging developmental stage.		
Block G	Wed., March 13th	3:15-4:15	Room 304	Cricket Snearing	WHAT????? It's Still Raining?????	So, last year you came to our session, developed a plan for 2018 and it kept raining and raining and raining!!! Come learn some more rainy day activities to be prepared for 2019! There will be participation and door prizes!	Joel	Shapiro
Block G	Wed., March 13th	3:15-4:15	Room 315	Luisa Solorzano-Ferrer	Tell an Awesome Camp [Instagram] Story	Telling a fascinating story is the best way to create an emotional connection with your audience, and guess what? Instagram is ALL about storytelling! The summer camp experience is full of amazing narrative... our content is there, waiting to be shared, and Instagram is the perfect platform to do so. It is not only about having a great Instagram feed anymore [which is super important and we will touch on that as well...] It is about using Instagram to its full potential. People are using Instagram 28% more often than to its stories. Influencers are using stories two times more often than other platforms. Why? The format feels more genuine, no posing. Audiences get less distracted. And the opportunity for NARRATIVE! Come in and explore the "why, what and how" of an awesome Camp [Instagram] story.		

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Block G	Wed., March 13th	3:15-4:15	Room 421	Sylvia van Meerten	A Difficult Conversation About Practical Diversity: Real Life Stories of Diversity at Camp	Summer camp seems like the best place on the planet to build relationships and connect across differences, and most of our camps are largely white. Join us as we hear from current and former camp staff members of color who are willing to share their stories, ideas, and advice for making summer camps a welcoming environment for other folks of color. We don't have all the answers, but we think listening is a good way to start. Join us for an honest conversation about what has worked and what hasn't. In this session, we ask our audience to listen to a wide variety of experiences and start to formulate ideas about making their own camps more diverse.	Jack James Donovan Patrice Nelson	Schott Brooker Andrews Ingram Strickland
Block H	Thurs., March 14th	9:00-10:00	Room 322	Rachel Bayar	Child Safety Best Practices and the Importance of Communication	Even the most prudent camp directors can find their camps facing an allegation or incident of child abuse. Camp leadership and staff need to understand how to identify and respond effectively to incidents and allegations of child abuse in the camp setting. This session will educate participants about the "myths and facts" of child abuse, including physical abuse, sexual abuse, and neglect, and explore best practices for reacting and responding to a disclosure by a camper of alleged or suspected abuse.		
Block H	Thurs., March 14th	9:00-10:00	Room 411	Sara Berlin Schreurs	Building a Sensory Room on a Budget	Are you looking to build a sensory area from scratch? Add to what you already have? Either way, you can do it without breaking the bank! This session will help you start thinking about the items, spaces, and expectations for creating a sensory area that will work for you and your camp. It's possible to create a welcoming, inclusive space for anyone who wants to use it in a budget-friendly way.		
Block H	Thurs., March 14th	9:00-10:00	Room 417	Sam Bloom	Creating Staff Buy-In in Just 30 Minutes	Let's talk about how to communicate critical information to your staff during the summer. During the summer, every employee who works for you will eventually arrive at a crucial intersection. How do you get them to make the correct turn and choose to buy-in to your leadership and the vision and values of your camp? Join me as we learn how to spend 30 minutes, once per week with our staff, to engage, motivate, and define your camp every single day. You will come away from this session with concrete ideas on how to keep your staff learning, growing, motivated, and speaking your language every single day through the summer.		
Block H	Thurs., March 14th	9:00-10:00	Room 303	Michael Brandwein	CHANGE, CHALLENGE, AND COMMUNITY: Practical, Persuasive, and Powerful Ways to Build and Change Culture for Continual Enhancement of Camp	Two questions: (1) How do we create camp communities that cherish constructive change? (2) When "tradition" is so central to camp culture, how do we persuade and engage others to look at things in creatively different, more effective ways? It's typical for staff, campers, alumni, boards, executives, and others to say, "That's not how we do things here" and "We've always done it that way—why mess with what works?" Learn exactly what to say and do to handle these challenges, open minds, get support for innovative decisions and changes you wish to implement, and more. Apply highly effective and often surprising techniques from communication science for practical and powerful persuasion tools you will use every day. And in a century characterized by constant change and often bewildering speeds, learn exactly what to say and do to model for campers, staff, and others to maximize flexibility, openness, and continual upgrading.		
Block H	Thurs., March 14th	9:00-10:00	Room 402	Jed Buck	Make Rainy Days Special Days!	There are many things we can control at our camps. Unfortunately, the weather is not one of them. What we can control is how we respond to unfavorable weather conditions. When the rain starts, we have 2 choices: give up on the day OR seize the opportunity and make our rainy days special days! This session will focus on creating a safe, fun, and exciting rainy day program that can be implemented inside or under any rainy day shelter. The keys to success are planning ahead, being creative with available space, utilizing our staff talents, and executing with careful attention to detail. You will leave with ideas to help your staff create amazing moments even when the sun isn't shining!	Roz	Buck
Block H	Thurs., March 14th	9:00-10:00	Room 309	Gabrielle Cuesta	Building Consciousness through Dialogue: An Examination of Power and Oppression that Moves Past the "Academic" and into Our Experience and Body	Systems of oppression impact our campers, staff, and administration resulting in either losses of power and/or abuse of power. Yet, due to discomfort and/or lack of awareness, issues of racism, classism, sexism, colorism, and other forms of prejudice/discrimination are often not discussed or analyzed in a camp space. As camps are often designated a space for growth, creativity, and fun, this creates the opportunity to form a supportive environment that looks closer at these issues. This session will utilize a hands-on (Freirean) model of learning to start examining the ways power and oppression play a role in our lives, how it impacts our work, our teams, and our youth, and how to continue dialoguing about our part in dismantling oppressive and violent structures.		
Block H	Thurs., March 14th	9:00-10:00	Room 310	Katherine DeFoyd	Mastering the Fundraising Plan	Are you working from a fundraising plan or have you always wanted to create one but just haven't gone around to it? We will provide you with a basic template and tips to develop a plan that will easily serve as a roadmap for a year of success. Fundraising plans are essential to keeping a department's team on track to achieving their goals, and to help prioritize resources such as time and staff. In this collaborative workshop, led by seasoned fundraisers, you will be prepared to lay the groundwork for a plan with clear objectives, and key results. You will also be provided with some simple ways to use data analytics in setting metrics and benchmarks.	Liliana	Marques
Block H	Thurs., March 14th	9:00-10:00	Room 202	Matthew Dorter	Quick and Easy Games that ANY Staff Can Run	Imagine a world where an unexpected rainy day or late specialist didn't mean your kids are scrambling for activities. Imagine evening activities where you felt empowered and prepared. This interactive, hands-on session is packed with games that are easy to play, easy to remember, and most importantly, easy to LEAD. Whether you pride yourself on being the life of the party, or are looking to come out of your shell, you'll find this session jam-packed with fundamental activities that you can start playing right away. Re-frame your thinking and get ready to learn the recipe to bring out camp spirit and improve the overall culture of your camp!		
Block H	Thurs., March 14th	9:00-10:00	Room 409	Scott Fried	A Survival Guide for Adolescent Campers and Staff	This workshop addresses adolescent feelings of vulnerability, loneliness, inclusivity, isolation, and loss. Scott describes living with HIV in a context all young people can understand. His story provides a powerful example of learning from our mistakes and growing through adversity as he takes us through topics including eating disorders, self-harm, bullying, coming out, addiction, safe sex, and suicidal ideation.		
Block H	Thurs., March 14th	9:00-10:00	Room 304	Deborah Gilboa	From Sign Up to Show Up - Reducing Anxiety in Campers and Parents	As families take the plunge and sign up for camp - or sign up for a longer session, a new experience, a different session - camps are seeing a disturbing trend. Some families are dropping out after registering, because they weren't ready for the realities of sending a child away in the face of camp anxiety. Sometimes that is camper nerves, often it's parent nerves. Dr. G will cover the reason for the increase, and outline proven strategies to improve family retention through prevention, management, and recovery!		
Block H	Thurs., March 14th	9:00-10:00	Room 314	Josh Holland	(Boy) Culture Wars: How to Avoid the Slide Into Toxic Masculinity	When the famous writer Sebastian Junger ("A Perfect Storm", "Restrepo", "War") studied young American soldiers in the deadly Korengal Valley of Afghanistan, he discovered something that blew his mind. After soldiers made it back to the safety and convenience of the American home front, many of them quickly and voluntarily RETURNED to the hardship of war. Why? This session uses this question as a way to access one of the hardest nuts to crack in camp life: boy culture and how to develop it. What is it about our society that leaves our boys (and later our men) vulnerable to the siren call of toxic masculinity? How can camp life be the antidote to this? Building on concepts first advanced by Kurt Hahn, this session will hopefully re-frame how camp professionals view their adolescent and teenage boys and in doing so, offer a path forward to a strong boy culture.		
Block H	Thurs., March 14th	9:00-10:00	Room 312	Andy Pritikin	What REALLY Motivates New Families to Choose Your Camp?	We all have our beliefs in what motivates potential camp families to sign on the dotted line for your camp, but are we right? Are we sort of right? Are we delusional- only wanting to believe what we want to believe? Are we spending marketing dollars wisely? This session focuses on two years of data surveying hundreds of new families as to their motivations in taking a big day camp purchasing plunge. It's a survey that all types of camps can learn from, and one that many will likely take, modify, and try out on their own clientele. It might change the way your market to your prospective families forever...		

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Block H	Thurs., March 14th	9:00-10:00	Room 313	Nicholai Ronningen	The Link Between Wait Lists and Communication	Camps with wait lists are great communicators. This session is about how, what, and why, you need to be communicating. Review content from camps that are getting it right. Make sure you're covering the topics your prospects want to know about. Get examples of ways camps build retention and word of mouth through clear communication. Expect useful takeaways, new ideas, and a healthy dose of encouragement from a 20 year camp industry veteran.		
Block H	Thurs., March 14th	9:00-10:00	Room 315	Ilana Schlam	Exploring the World of Week-Long Themed Specialty Camps	Specialty camps, or theme-based camps, are a popular trend for many day camp programs. Parents are looking for more specialized programming for their campers throughout the summer and find it in these unique offerings. In this session, you will learn about how we formulate and run week-long themed specialty camps throughout the summer. Each week, in addition to popular camps like traditional camp and sports camps, we offer approximately five to seven specialty programs that are "outside of the box" experiences for our campers. These camp themes can include anything from American Ninja Warrior, to Mermaid Camp, to Welcome to Hogwarts, Minion Madness - the list goes on and on. You will be presented with all of the details included in these programs from budget to staffing, to how to choose themes, to schedules, and writing and implementing curriculums. Whether you are ready to offer full week-long camp programs or are interested in adding additional creative themes to your electives, there will be something that everyone can take away from this session and implement back at home!		
Block H	Thurs., March 14th	9:00-10:00	Room 318	Michael Wolf	Food Service Special Diet Solutions	One of the biggest challenges that camps face in food service is the accommodation of special diets. In this session, you will receive an overview of special diets, best practices for preparing and delivering special diet meals, and tools to effectively train your kitchen staff to safely accommodate campers and staffs with special dietary needs. Additionally, we'll cover effective communication of special diets at meal service, systems for delivering special diet foods during snack time and out of camp trips, as well as some examples of special diet foods and ingredients available on the market.		
Block H	Thurs., March 14th	9:00-10:00	Room 302	Not Confirmed	Service Excellence Culture	The Ritz-Carlton Culture: Through this in-depth review, you will learn about the Ritz-Carlton Credo and Motto, the Three Steps of Service, the Employee Promise, and the 12 Service Values of The Ritz-Carlton. The Ritz-Carlton Key Process, known as "The Systems Behind the Smiles": One cannot extend legendary service without having robust systems and processes in place. You will hear about the selection process at The Ritz-Carlton and how we onboard talent and reward and recognize our associates. Employee and Customer Engagement: The foundation of driving customer engagement is having engaged employees. You will be introduced to the three levels of employee engagement and be shown techniques that will enable you to personalize your service and create emotional connections. The Importance of Empowerment: Empowering your employees is an imperative component of legendary service. You will learn about The Ritz-Carlton Empowerment Guidelines, including how these reduce problems.		
Block I	Thurs., March 14th	10:15-11:15	Room 318	Sam Aboudara	Transitioning Campers to Counselors - "Why Don't They Get It?"	When it comes to transitioning our homegrown campers into successful staff members, camps experience a paradox. Campers in which we have invested years of development are poised to be some of our most suited and capable staff at camp. Yet, by virtue of having grown up in our system, these individuals often struggle with the shift from consumer to employee, posing camps with challenges that are not seen with new, independently hired staff members. This session will draw on the experiences of NJY Teen Camp who see 350 high school aged teenagers each summer. We will explore why these challenges exist and offer some effective measures for camps to facilitate this critical transition smoothly.		
Block I	Thurs., March 14th	10:15-11:15	Room 415	Tamika Adjemian	Creating a Meaningful Camp Garden and Edible Education Experience	Camp gardens can be an illuminating, joyous, and life-affirming experience for campers and staff alike. With observation, introspection, and hands-on actions, we can help young people appreciate the crucial importance of (organic) gardens and farms that reach far beyond the simple act of eating. In this session we will discuss ideas for planning a comprehensive and inspiring garden, finding dedicated staff, lesson planning, connecting the garden to a cooking program, forming a robust composting system, and incorporating woodworking/building projects. We will also discover ways to engage other camp activities, specialists, and combined groups to create a garden experience intertwined with many aspects of camp life.		
Block I	Thurs., March 14th	10:15-11:15	Room 308	Alexandra Baldwin	Building Long-Term, Collaborative Relationships with Rental Groups	Renting your campsite out to user groups can be a great source of additional income on top of your traditional camp program. Learn how to attract and build relationships with user groups from the perspective of an organization who rents more than 100 campsites across the country annually.		
Block I	Thurs., March 14th	10:15-11:15	Room 304	Bob Ciccone	The Positive Influence of Camp in the Aftermath of Tragedy	Many communities function with an assumed sense of security, never imagining the next tragedy will happen to them. This was true in our community as well, until February 14, 2018, when we were changed forever. As we sat and watched coverage of yet another mass shooting, we quickly realized that this wasn't "too close to home", this WAS home. In the school shooting at Marjory Stoneman Douglas, two of our former campers were fatally wounded, another two critically wounded, and endless amounts of our families lives were changed forever. We are a day camp and Monday through Friday resident camp in South Florida with over half of our staff and campers living in Parkland. This session offers our camps insight as to how we worked to provide a safe environment in which the campers and staff could heal, come together, and learn how to have fun and move forward after experiencing such tragic losses.	Traci	Ciccone
Block I	Thurs., March 14th	10:15-11:15	Room 310	Eva Cowen	Embracing an Inclusive Camp Culture - Most Accommodations Don't Cost a Dime!	All of our camps are inclusive whether or not we label them that way! More and more camps each summer are serving campers with a wider range of physical, cognitive, emotional, behavioral, and medical needs. Often, these needs are not identified to us before camp starts. Come and learn how to successfully embrace and accommodate campers with all of these needs and more. "Accommodation" can be a buzzword that suggests the need to spend extra money. There are many ways to train staff, adapt schedules and activities, and even make physical accommodations without spending a dime. We will also talk about ways to fund accommodations that do come with a cost. When we adapt and accommodate for campers individual needs, we are teaching everyone in our camp community to be creative, open minded, and accepting of each other's differences and of life's challenges - which is why most of us went into camping in the first place!	Heather Phil	Strauss Liebson
Block I	Thurs., March 14th	10:15-11:15	Room 303	Jay Frankel	Leading the Leader	Leading seasonal supervisors is one of the greatest challenges and opportunities for camps today. For one, many camp leaders do not supervise adults throughout the year, leaving them with underdeveloped skills and a very short season to gain competence. Plus, camp at its core is about relationships. Helping camp leaders navigate the complicated line between friend and supervisor is often nuanced and difficult to solve in a short summer. Not to mention the ever-growing complexity of managing the social and emotional needs of both campers and staff. As the stakes of camp continue to rise, the need to develop these essential camp leaders has never been more important. Join Jay Frankel as he demonstrates a clear path and plan to developing those who lead.		

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Block I	Thurs., March 14th	10:15-11:15	Room 315	Steve Mazza, Ph.D.	Hungry for Attention: The Reward that Campers Crave Most	All camp staff, whether they realize it or not, wield a potent reward for campers: their attention. Staff members distribute this reward to campers moment-to-moment throughout the camp day, often without awareness. To campers, attention is like candy. All campers crave it, and they sometimes develop disruptive and maladaptive strategies to acquire it. If all children are hungry for attention, how can we utilize this natural drive to improve their behavior and to teach important life skills? This seminar will reveal how leadership and counselors can use their attention strategically to increase adaptive, pro-social, and resilient behaviors while decreasing disruptive, anxious, and avoidant behaviors. A variety of empirically-supported skills will be taught, including the most effective way to praise, how to get disruptive campers to listen, and how to help anxious campers behave bravely. Harness the power of attention to build campers' self-esteem, social skills, emotional maturity, and more!		
Block I	Thurs., March 14th	10:15-11:15	Room 202	Shmueli Perkel	Using Music and Rhythm to Inspire, Engage, and Empower Your Campers of All Ages!	Musical IQ is proud to share a fun and engaging musical experience with you. We will explore the basics of rhythm & music in a hands on and interactive way. This workshop, which incorporates aspects from various programs which we offer, will highlight the unique approach which we employ in our programs and the way in which we emphasize and incorporate experiential learning - learning by doing, and the power of community at camp. This program is fun, interactive, and high-energy. Everyone in the group will be given a drum or another percussion instrument to play. Following some fun and playful rhythmic exercises, designed to establish group coherence and to promote team work, the group will learn about the musical instruments. We will then begin to establish a simple layer of basic rhythm and continue layer by layer to build a unique and beautiful piece of music. We will also share tips on how to incorporate some of our important program messages into your camp day, every day!		
Block I	Thurs., March 14th	10:15-11:15	Room 313	Peter Ross	How to In-House your Company's SEO	There's a lot of confusing misinformation floating around the Internet when it comes to search engine optimization. Do keywords still matter? What's a rich snippet? Why setup Google Webmaster Tools? Should I trust this nice prince from Nigeria looking to help me generate backlinks? We've all read the same blog articles and attended the standard search engine optimization seminar. This is something different. We're going to debunk the myths and give you actual strategies that you can put to work immediately.		
Block I	Thurs., March 14th	10:15-11:15	Room 322	Lenny Silberman	Keeping Our Camps Safe: Ideas for Tightening Security at Your Camp	With 3 sites, 14 individual day camps, 500+ acres and more than 5000 campers and staff on the grounds each day, the Henry Kaufmann Campgrounds has unique security challenges. Our commitment to enhancing security at camp so we can be prepared for any eventuality has made HKC a leader in camp security. At this session, we will discuss all aspects of security including access control, target hardening and emergency preparedness. I will use different scenarios to discuss choices we have made in policy, procedures, equipment purchases, infrastructure investment, and staff. Topics will cover high impact, low probability events such as active shooter or terrorist attacks as well as low impact, high probability events such as a non-custodial parent, trespassers, or suspicious activity.		
Block I	Thurs., March 14th	10:15-11:15	Room 421	Michael Thompson	Mid-Level Management, Making the Connection - Research Results and Practical Outcomes	A recent study shows that 85% of camp leadership staff have one of three types of personality dimensions. More importantly, those dimensions share one key trait. What's the one thing that they all have in common and what does it reflect about our camp leadership? And with this knowledge, how can we identify and foster an environment for your young staff to become leaders? In this session we will discuss our research findings regarding mid-level managers and provide ideas for using this information for improving your camp outcomes.		
Block I	Thurs., March 14th	10:15-11:15	Room 309	Nico Waller	Starting a S.T.E.A.M. Program at your Camp	Incorporating STEAM into your program promises to engage campers and parents, and bring a new dimension to the camp experience, but can be very daunting to execute. In this session we'll tackle real challenges our camps face in facility, staffing, and philosophy when integrating STEAM curricula. Discover lessons learned from a STEAM program in its 3rd decade (GHDC's Explorer program - "STEAM meets fresh air"). Leave with planning tools, helpful resources, and a look at emerging trends to kick start your STEAM planning.		
Block I	Thurs., March 14th	10:15-11:15	Room 314	Lauren Wexler	Successful Camp Discipline and Dismissal - Navigating a Treacherous Path	Summer staff terminations are never easy, when done incorrectly they can be your worst nightmare. There are so many pitfalls standing in the way of your success problem with underage staff and their parents, long standing relationships, or an informal camp environment - many things can go wrong. Learn from 92Y's Camp leaders and Human Resource experts on the do's and don'ts of navigating from incident to investigation to discussion to dismissal.	Eric Ivy Stephanie	Lange Manheim Copley
Block I	Thurs., March 14th	10:15-11:15	Room 302	Not Confirmed	Service Excellence Culture Continued	The Ritz-Carlton Culture: Through this in-depth review, you will learn about the Ritz-Carlton Credo and Motto, the Three Steps of Service, the Employee Promise, and the 12 Service Values of The Ritz-Carlton. The Ritz-Carlton Key Process, known as "The Systems Behind the Smiles": One cannot extend legendary service without having robust systems and processes in place. You will hear about the selection process at The Ritz-Carlton and how we onboard talent and reward and recognize our associates. Employee and Customer Engagement: The foundation of driving customer engagement is having engaged employees. You will be introduced to the three levels of employee engagement and be shown techniques that will enable you to personalize your service and create emotional connections. The Importance of Empowerment: Empowering your employees is an imperative component of legendary service. You will learn about The Ritz-Carlton Empowerment Guidelines, including how these reduce problems. This session is a continuation of the previous session. Feel free to attend, even if you did not join us from the beginning!		
				Sarah Kurtz McKinnon	Marketing Camp to Millennial Parents	As an industry, it has taken us years to figure out how to work with our millennial staff. Just when we got that under control, millennials started to take over a new part of our camps: they are the parents. In 2015, 82% of all births were to millennial moms. In just a year or two, these parents will be selecting summer camps for their children. Many millennial parents already are. Come find out what millennials how parent, how you can connect with them, and how you can position your camp to meet their values, wants, and needs.		