



Building Camp Communities through Diversity



March 8 - 10, 2012 — Pheasant Run Resort in St. Charles, Illinois

## 2012 Leadership Institute

The Mid States Camping Conference is pleased to offer a variety of extended educational courses during the Leadership Institute. The Leadership Institute sessions are held on Thursday, March 8, 2012; just prior to or immediately following the Mid States Conference and, unless otherwise noted, take place at Pheasant Run Resort in St. Charles, IL. Pre-registration is required for these courses. Please contact Colette Marquardt, Program Chair at [MidstatesProgramChair@gmail.com](mailto:MidstatesProgramChair@gmail.com) for more information.

### Course Offerings

#### Super Skills for Leading, Directing, & Supervising Superb Camps

**Michael Brandwein**, educator, author, trainer

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Staff supervisors and leadership team members need outstanding, expert training. Get it here: This is the acclaimed skill-packed supervision training session from the author of the number one national best-selling book on camp staff supervision, *Super Staff SuperVision*. Custom designed for both new and advanced members of the camp leadership team, in this one fast-paced workshop you can learn and practice exactly what you need to say and do to be one of the very best leaders at camp. Including:

- 6 Paths—the six essential things supervisors must do every day and how to get them done brilliantly
- Coaching staff with CDOS—precisely how to coach even reluctant staff to the highest level of performance so that every staff person is more skilled at the end of the summer than at the start
- Motivating staff and preventing burnout—and supporting the mid-level and high performers who often get less attention
- Building trust and credibility and being a boss of even peers and friends
- Special techniques to get staff to take this fun job professionally and with greater responsibility and accountability
- More campers, more retention—increasing program creativity and facilitating positive change so that your program stands out from the rest and makes campers want to come back for more
- What to say and do when staff are not meeting expectations—handling tough staff behavior with calmness and confidence
- And more!

Fee: \$65 • Thursday, March 8, 2012 • 9:00AM – 4:00PM

ACA CEC: 6

*Michael Brandwein (michaelbrandwein.com) is one of the top trainers of persons in the fields of camp, recreation, and education. He has made presentations in all 50 states and on six of the seven continents. Michael is the number one national bestselling author in the camp field, with five consecutive bestsellers, Training Terrific Staff (Volumes 1 & 2), Super Staff SuperVision, Learning Leadership, and his latest, Skill of the Day: What Great Leaders of Young People Do and Say. Michael wrote and presented three 1999 Emmy® award-winning television programs on communicating with children. He is a frequent keynote speaker for national organizations that serve youth, families, teachers, and others, including the American Camp Association (ACA) and the National Recreation and Park Association, among many others. He has served on the national board of directors and executive committee of the ACA and has received two national honors from ACA for his training of directors and staff throughout the world. Michael's camp experience includes everything from front-line counselor and supervisor to camp administrator. His Juris Doctor degree is from the University of Chicago. Michael lives in the Chicago area with his wife Donna and their two sons David and Benjamin.*

## **We're in the People Business – Refining people skills and supervisory tools to manage staff effectively**

**Maggie Braun, WeHaKee Camp for Girls**

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Camp Staff Management is critically important as camp managers. Each summer challenges with staff performance, relationships, and attitudes affect the quality of the camp experience for the campers. Join us for an in depth session on developing and implementing strategies to improve staff performance. Help staff recognize and use their job skills, advance the values of the camp and work more effectively as a team for the benefit of the campers. Specific tools and examples of hiring, training, supervising and performance management will be shared! After this session you'll be prepared to address anything your staff present to you next summer!

Fee: \$50 • Thursday, March 8, 2012 • 9:30AM - 4:00PM  
ACA CEC: 5.5

*Maggie Braun with her husband, Bob, directs WeHaKee Camp for Girls a private camp in Wisconsin. Maggie (and Bob) also directed Catholic Youth Camp in Minnesota. She spent 17 years professionally with the Girl Scouts. Maggie is a past member of the ACA Board of Directors and is now on the National Board Development and Policy Committees. She is an MBA candidate at Viterbo University and the recipient of the National AAUW Career Development Grant.*

## **The Intercultural Conflict Style Inventory**

**Chris Corley, PhD, Minnesota State University, Mankato**

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Solving conflicts and resolving disagreements at school or camp is never easy. The workplace can be a stressful environment simply because of deadlines, heightened productivity expectations, and other project-oriented or economic demands. When disagreements and conflicts emerge, completing even the most basic tasks can be daunting. But when is a simple disagreement or more serious conflict shaped by cultural difference rather than personality, and how would we know? Do we understand our own cultural approach to solving conflicts when under stress? Can we know how to use our understanding of cultural difference to promote an effective environment for everyone?

As our schools and camps become increasingly diverse, employees need to become more conscious of how culture and cultural difference shape behavior. In this three-hour workshop, participants will complete the Intercultural Conflict Style Inventory to learn more about their own core conflict resolution strategies. Participants will then participate in a wide-ranging discussion about how conflict can be shaped by culture, and how we can better appreciate how an improved understanding of cultural difference might promote effective conflict resolution. For more information on the instrument used in this workshop, please visit <http://www.icsinventory.com/index.php>

Fee: \$40 • Thursday, March 8, 2012 • 1:30PM – 4:30PM  
ACA CEC: 3

*Chris Corley is Associate Professor of History and Director of the Honors Program at Minnesota State University, Mankato. His research focuses on social life in eighteenth-century France. As Honors Program Director, he promotes opportunities for high-ability students to develop their leadership, research, and global citizenship skills. He is a Qualified Administrator for the Intercultural Development Inventory, a cross-cultural tool for assessing intercultural competence.*

## **Intentional Training for Diversity**

**Jolly Corley, Camp Robindel**

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There is so much out there about diversity. How do you keep up on it? How do you know the correct language, activities and to be intentional and sensitive to the needs of diverse groups? The primary goal of this workshop is to encourage participants to work toward being intentional in their orientation/training, communication and program/activities as it pertains to diversity.

This workshop will provide an opportunity to evaluate your camps' communication in written and oral form; provide activities for training and development both staff and campers that can enhance awareness and inclusiveness; and ideas for handling conflict that may arise from working in a diverse organization or even the lack of assumed diversity.

Fee: \$40 • Thursday, March 8, 2012 • 10:00AM – 3:30PM

ACA CEC: 4.5

*Jolly Corley works with 150 college students each summer at Camp Robindel in New Hampshire. She has been involved in the camping industry in the mid-west and New England for over 20 years. The past 15 years have been spent developing emerging leaders in camping through staff development. Jolly has given workshops at the Mid-States ACA conference, to the Northland ACA as well as civic and community groups in southern Minnesota. Her undergraduate and graduate work revolved around leadership, group dynamics, experiential learning, philosophy and theatre. Using games, theatre and life experiences Jolly prepares staff to understand that our own experiences are the most useful tools for reflection and growth toward a solid foundation to becoming leaders for life. Jolly is a mom of two, a graduate student at MSU and works full time recruiting and educating staff for Camp Robindel.*

## **How to add a new or build up an Environmental Education component to your camp program.**

***Paul Denowski, YMCA Camp Wapsie***

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Join us in the morning to learn the basics and ideas to build up your year round programming opportunities and stay for the afternoon or just join us after lunch to learn how to strengthen your nature program for summer camp. *Please choose Full Program (includes Year Round and Summer Camp Focuses), Morning Program Only ( includes Year Round Focus Only) or Afternoon Program Only (includes Summer Camp Focus Only) when registering.*

*Full Program:* Fee: \$45 • Thursday, March 8, 2012 • 9:00AM – 4:00PM  
ACA CEC: 6

*Morning Program Only:* Fee: \$25 • Thursday, March 8, 2012 • 9:00AM – 12:00PM  
ACA CEC: 3

*Afternoon Program Only:* Fee: \$25 • Thursday, March 8, 2012 • 1:00PM – 4:00PM  
ACA CEC: 3

*Paul is the Executive Director at YMCA Camp Wapsie. After getting a B.S. in Resource Management and an emphasis in Environmental Education and a minor in Youth Programming and Camp Management. Paul has worked at a number of camps and environmental centers and led and developed a number of OEE programs.*

## **Powering Up Your Staff Training**

***Bob Ditter, speaker***

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Using fun and effective exercises you can easily do with your staff, Bob will take you through a step-by-step process that moves progressively from ice-breakers to team-building and on to skill development.

- Learn:
- 1) The 4 mistakes adults make most often with children
  - 2) Ice-breakers that will freshen your orientation
  - 3) Team-building exercises that build trust while teaching about campers
  - 4) The four critical components of communication with campers (and parents!)
  - 5) Several specific skills working with challenging camper behavior

Fee: \$40 • Thursday, March 8, 2012 • 9:30AM - 4:00PM  
ACA CEC 5.5

Bob Ditter is a highly respected child, adolescent and family therapist from Boston, Massachusetts. He has worked with people who work with children for over 30 years. He has visited over 600 camps in the United States, has written his column, "In the Trenches" in Camping Magazine since 1987 without ever missing an issue and is a widely recognized expert in the field of camping. Sports Illustrated once called him "Camping's most articulate spokesman."

## **How To Build Forever Camp Success! Insider People Secrets For Camp Professionals**

***Ken Veal, Ken's Idea Factory***

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These three are critical predictors of camp success: Facilities, Program, Relationships. Which would you rate first? This workshop explores multiple relationship areas that are “first predictors” for present and future camp leadership success. Through visuals, media, group activities, and highly creative interactive fun we will experience all aspects of relationship intersections before, during, and after camp. In fun yet on-target ways, we’ll look at camp people issues: parents, campers, staff, boards & committees, vendors, community and more. Find out how to guarantee loyalty support and what to do when things get a bit tense in or out of camp. This is a workshop for any staff member, from director to C.I.T. Participants will receive one (or more) CD(s) with all printed handouts and other resource materials which can be used by the camp. There will also be various prize activities for Ken’s online E-books and other prize surprises.

Fee: \$35 • Thursday, March 8, 2012 • 10:00AM – 4:00PM  
ACA CEC: 5

*Ken is a retired career children/youth/camping professional. He served his denomination for 41 years as a pastor, leadership executive in the areas of children – youth – family life, and as a camping executive for 25 years. Ken has been involved with camping nearly non-stop since he first volunteered at the age of 14 years. He has conducted day camps in connection with mission trips and state-wide and has pioneered many innovations in resident camping. He is a published author and prolific writer of camp leadership and program materials. Ken now heads up a consulting service to camps and offers on-going leadership training. He is an active ACA camp visitor for several sections. Ken and his wife live in Tennessee.*

## **Creating Change: Developing a Safe and LGBTQ-Inclusive Camp Community** ***Shena Willbrandt, Howard Brown Health Center***

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With an estimated 25% of the U.S. population identifying as lesbian, gay, bisexual, transgender or queer, camps must ask themselves this question: is my camp safe and inclusive to the LGBTQ population? In order for your camp to be sustainable you must be open to diversifying and embracing the larger culture. With a critical mind this interactive session will introduce tools & strategies to help administrative staff develop an LGBTQ-inclusive community at camp. You will assess the safety and inclusiveness of your own communities, learn tools to help you overcome unsafe or outdated methods of practice, and discover how to create organizational and structural change at your camp/organization in order to advocate for LGBTQ campers, families and staff.

Critical topics include: comprehensive terminology, policy design, staff training tools and resources, facility/programming/activities assessment and LGBTQ advocacy-based toolkit.

Fee: \$25 • Thursday, March 8, 2012 • 10:00AM – 3:00PM  
ACA CEC: 4

*Shena is an educator and social worker at the largest LGBT health center in the Midwest where she provides sexual health education and outreach for LBTQ-identified women. Having worked within the camp community for 11+ years, her roles include: camp counselor, program director, director and volunteer. She is passionate about all topics of diversity, community organizing, program development and empowering people to create change.*

## **Social Media 101 for Camp Directors and Staff** ***Rita Yerkes, Yerkes Consulting LLC***

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Social media has changed how we connect with our campers, parents, staff, alumni and communities. Learn how other camps are using social media to recruit and retain their campers and staff. Participants will discuss how social media is used in marketing camps, what platforms seem to be working and a discussion about camp social media policies. Participants will share their camp social media choices and discuss their program successes and challenges.

Fee: \$50 • Thursday, March 8, 2012 • 9:30AM – 4:30PM  
ACA CEC: 6

*Rita Yerkes, Principal at Yerkes Consulting LLC and dean emeritus of George Williams College of Aurora University. She works with those who serve others in businesses, camps, schools, and social services on board development, strategic planning, staff development and outcomes assessment. A conference speaker and author, Rita is a member of the ACA Illinois Section Board and an ACA Hedley S. Dimock Award Recipient. She has conducted over 30 years of research on outdoor and environmental education with camps and school partners.*

## **ACA Courses**

### **ACA NEW DIRECTOR ORIENTATION**

***Connie Coutellier***

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An ACA course for new or seasonal camp directors or administrative staff. This is an overview of all aspects of the camp director's job with primary focus on the summer operation. It is an interactive session beginning with a board game covering the core areas of camping and then going into sessions on risk management, camper behavior, staff training and supervision.

Fee: \$70 for ACA Members or \$80 for Non-Members • Thursday, March 8, 2012 • 8:00AM – 5:00PM

ACA CEC: 8

### **ACA BASIC CAMP DIRECTOR COURSE**

***Gordie Kaplan***

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(This course will take place at a location off-site from Pheasant Run Conference Center)

The BCDC provides the basics for camp directors and administrators with five or fewer years of experience or for seasoned program directors, assistant or associate directors and site managers. Participants will expand their perspectives, learn new material and integrate all facets of directing their camp. All core knowledge areas a camp director must know are covered except Strategic Planning. Through the four days run threads of common experience, mutual sharing and support for each participant.

Dates: Begins Sunday, March 4 at 4:00 pm & concludes Thursday, March 8 at 1:00 pm.

Location: JCYS Camp Henry Horner, Leibow Conference Center, Ingleside, IL

Cost: \$320 course registration for ACA members, \$370 for Non-members.

Registration fee includes textbook; Basic Camp Management by Armand and Beverly Ball.

Room: 4 nights & 12 Meals, Charge: \$325/person single occupancy, \$290/person double occupancy, and \$260/person for three or more per room. Linens, towels, and snacks included.

Meals Only: \$120/person.

REGISTRATION: You must register through the ACA website with a credit card. GO TO:

[www.acacamps.org/education/bcdc](http://www.acacamps.org/education/bcdc)

*Gordie Kaplan started teaching an ACA camp director course for new and less experienced camp directors in 1967 as part of his first job. He led this two-session experiential course, which was twenty-three days long from 1972-1980. He has worked for ACA at the section level since 1970. Helping camp directors with their professional development is his passion. Gordie has been teaching the ACA BCDC course every year since 1995.*

If you have questions regarding these ACA courses, please contact Gordie Kaplan,  
ACA II, 67 E. Madison St. #1406, Chicago, IL 60603, 312-332-0833, [gordie@acail.org](mailto:gordie@acail.org)