

Monday: 3:30-4:45

Workshop Title	Workshop Description	Workshop Leader & Bio	Room
Find Something to Do	For those moments when you have plenty of people, plenty of space and plenty of time, but no equipment. Jim will show you how to take absolutely nothing and create something wonderful with it.	Jim Cain - Dr. Jim Cain is the author of 16 team and community building texts, including the classic Teamwork & Teamplay, A Teachable Moment, Find Something To Do! and his latest book, 100 Activities that Build Unity, Community & Connection. He is also the creator of the innovative T&T Training Cards. He has traveled to all 50 states and 31 countries (so far), sharing his knowledge on subjects ranging from teamwork and leadership to creative problem solving and trust building. His train-the-trainer programs are legendary and his conference keynotes/playnotes are active, engaging and tremendously fun.	Lambuth Inn, International Room
Defining Your Program Begins with Defining Your Policies	Which comes first? The chicken or the egg? The cart or the horse? The program or the policies? Join Brandi Le Clair to learn a little bit how these puzzle pieces fit together, and when you need to get your attorney, insurance carrier, and others involved. We'll discuss a process and tools to reevaluate your programs against your policies (or vice versa) so you are confident that you are prepared as summer 2020 approaches.	Brandie Le Clair - Brandie serves as the standards manager for the American Camp Association, providing education and support for camps navigating the ACA accreditation process. As a lifelong advocate for the power and magic of the camp experience, Brandie has had the opportunity to direct YMCA camps in Washington and North Carolina and Girl Scout Camps in North and South Carolina. She believes fully in the benefits of achieving ACA accreditation, which helps camps improve quality and safety in camp programs. Brandie is a National Volunteer Partner with Girl Scouts of the USA, avid Geocacher, and loves planning her next travel adventure. She lives in Charlotte, North Carolina with her family that includes two dogs, three cats, and a bunny – e-i-e-i-oh!	Terrace, Room 319
Raising \$\$ in Congregations	Oftentimes pastors serve as a gatekeeper or we hear that the congregation is struggling to meet their own budget and doesn't have anything left to share with the camp. This workshop addresses the shifting realities of working with congregations and also provides models for raising significant gifts from the congregation. We look at much more than gifts from the congregation budget and also explore how to increase gifts from your existing donors to stimulate new gifts from congregational members.	Mike Ward - Rev. Mike Ward, CFRE served for 12 years as VP of Advancement at NovusWay Ministries in the southeast U.S. where he led capital campaigns that raised over \$13 million for the camps in addition to annual fund and planned giving work. Mike started in camping as a counselor and program director and it was at camp that he met his wife and experienced his call to ministry. Mike is a partner with GSB where he works with camps, church institutions, and congregations in fundraising, strategic planning, and board development. Mike currently works with Lutheran, Episcopalian, and Methodist camps.	Terrace, Room 213

<p>Effective Practices of Traveling Day Camp Ministry</p>	<p>Come to hear what we are learning from the best practices of an innovative ministry program called Traveling Day Camp, in which summer staff members travel to congregations to conduct camp programs off-site. Some camps have been operating these programs for decades, and they may be questioning their value or effectiveness. Other camps are unfamiliar with this innovative outreach program. This workshop is based on brand new findings from the Camp2Congregation Project, which examines the practices and impacts of traveling day camp ministries on participants, families, and congregations. Enhance your program, or learn how to start a new one!</p>	<p>Jacob Sorenson & Amber Hill Anderson- Jake is the founder and director of Sacred Playgrounds, a ministry offering research and training to camps and congregations. He has a PhD in practical theology from Luther Seminary, an Mdiv from Princeton Theological Seminary, and more than fifteen years of experience in camping ministry and congregational youth ministry. He has taught at colleges and seminaries, directed several research projects, including the Effective Camp Project, and is a contributing author to the book Cultivating Teen Faith. He lives in rural Wisconsin with his wife Anna (a Lutheran pastor) and their two boys, Elijah and Nathanael. Amber has coordinated research, evaluation and data management projects about youth, camps and education for years at various nonprofit organizations. She is also a mediator and founder of Hilltop Mediation, LLC, which provides mediation services for neighbors in the Denver community. Her work in the community includes serving as the secretary on the board of directors at Project Worthmore whose programs support local-area refugees to be more self-sufficient and to foster a sense of community. Amber has a master's degree in International Peace and Conflict Resolution from American University, as well as a bachelor's degree in Political Science and Spanish from Luther College. Amber serves as Research Coordinator with Sacred Playgrounds. She has participated in the Effective Camp Project since its inception in 2015, and she was a site visitor for the Camp2Congregation Project.</p>	<p>Terrace, Room 211</p>
<p>Have Faith in Your Brand: Telling Your Story</p>	<p>Share your story. You are unique. Don't hide your light. Discuss trends. Learn how to tell the world who you are, whether your audience is a parent of your faith or a non-faith-based rental group. Learn to differentiate your programs from others. Explore opportunities to leverage digital platforms to share your story: inspire action, recruit, engage, and fundraise.</p>	<p>Kelley Freridge - Kelley is the chief marketing officer for the American Camp Association. With ten years of senior leadership roles in the outdoor industry at Eastern Mountain Sports, Patagonia, Chaco, and most recently with the Gluten Free Bar, she brings consumer insight and digital savvy to her role. Kelley points to her childhood experiences growing up at Van Buren Youth Camp as the compass she leverages in business decisions. She recognizes the value of outdoor experiences in developing tomorrow's leaders and is passionate about passing down this cornerstone to the next generation. Kelley is a graduate of the National Outdoor Leadership School and mother.</p>	<p>Harrell Center, Auditorium</p>
<p>Summer Staff Training-Spiritual Formation Not Just Information</p>	<p>Camp Directors- Have you struggled getting your summer staff adequately prepared to teach the curriculum? Have you run out of time to teach your staff the curriculum during staff training? Has your summer staff struggled to buy in to the Christian education component of summer camp? What do you do when a Summer Staffer doesn't feel confident about their understanding of the curriculum and what it means to them? This workshop will provide insights and tools for you to use to turn your staff training into an experience of spiritual formation, not just giving information.</p>	<p>Brook Dwyer & Kellie Von Borstel - Kellie just graduated from the MDiv program at Fuller Theological Seminary. Brook is graduating from the MDiv program at Logsdon Seminary in December. Kellie's ministry experience includes Director of Christian Education and currently serves as a Camp Director. Brook's ministry experience includes Curriculum and Education Director, and has developed and written camp curriculum, including leader training resources, for various camps across denominations, including for InsideOut.</p>	<p>Wilson Children's Complex, Room 5</p>

Your Eggs in More Baskets: Diversifying your Camp Operations	Sometimes traditional programs and streams of revenue dry up. Therefore its important that camp and conference center's set a course to diversify their operations so they can be better prepared for downturns in any one single program or funding source. In this workshop we will consider the benefits of diversifying camp operations as we look at examples from Ferncliff and other organizations that have benefitted by expanding the programs and ministries they offer. Instead of asking ourselves how we can fit more eggs into our traditional baskets of camp and retreat guests, let's consider what other baskets we could make.	Joel Gill - Joel Gill is currently the Executive Director of Ferncliff Camp and Conference Center. He has worked in camp ministry and outdoor education for the last 15 years, including working at the Arkansas 4-H Center and Heifer International. He has served on the board of PCCCA the last 4 years. Joel enjoys trail running, coaching youth soccer and kicking around new ideas.	Wilson Children's Complex, Room 6
Developing a Strategic Plan	Close your eyes. Imagine you are standing at your camp, and summer is in full swing. What does it look like? What will be different next year? What does it look like in five years? While the spirit of summer camp and favorite traditions stay the same, camp changes year after year. Do you and your board have a shared vision? Do you know what your future plans are and how to accomplish them? This workshop will walk camp leaders and board members through a process to help you and your camp be prepared for the future.	Jennie Dickerson - Jennie is the CEO and Founder of Cabin 9 Consulting and Director of Communications and Development for Lakeshore Camp and Retreat Center. She guides mission-driven organizations toward accomplishing their goals through strategic plans, development programs, and marketing strategies. With a deep love for camping ministry, she especially enjoys sharing her knowledge with camp leaders. Jennie lives in Memphis, TN with her two fur babies.	Lambuth Inn, Room 101
Race, Culture, and Camp: It's About Self-Awareness and Genuine Relationships	This session will be a time to have an honest conversation about the racial divide in the church and society, how it affects our ministry and how to change our mind-set about it so that real change can take place. We will share personal experiences about culture, power, privilege and discrimination and learn from each other how to build and sustain new relationships that will truly make a difference.	David Berkey - Rev. David Berkey is Director of Camp, Retreat and Discipleship Ministry for the California-Pacific Conference, UMC. He has been multi-site executive director for UMC camps in Eastern PA for 10 years and Florida for 7 years and as pastor and camp volunteer in the NYC area for 15 years. David has served on the national board of the ACA, UMCRM Association and the Outdoor Ministries Committee of the NCC. He helped develop the UM Camp and Retreat Certification program through Drew Theological School, taught graduate level courses in Faith Formation, and is on the Inside Out design team.	Lambuth Inn, Room 104
The Three Toughest Parts of Staff Supervision: Coaching, Disciplining, and Termination	This workshop will focus primarily on those areas that the majority of directors find most difficult in personnel management: coaching, disciplining, and termination. Why do we not act even when we know what's best? How does self-awareness make us more confident and effective as a supervisor of staff? What tools and resources are available to help us be more confident and capable? How do strategies differ when dealing with paid vs. volunteer staff?	Melinda Trotti - Melinda is the interim director at Pilgrim Lodge in West Gardner, ME (UCC) and is a 23-year director/leader in United Methodist camp and retreat ministry. She directed YWCA Boston day camp, foster care camper retreats in Mississippi, UMC overnight/day camp, and retreat center in New York. Interim director of large and small retreat centers in Florida, California, and Massachusetts. She has an M.A. in Theology and M.A. Women's Studies; undergraduate degree in Hotel and Restaurant Management, and is a certified Spiritual Director. Melinda developed the Personnel Management track in the UMC Camp and Retreat Ministry Certification, Drew School of Theology.	Wilson Children's Complex, Room 1

Elements and Issues of Collaborative Work	*Negotiating with prospective partners. *Moving from coordination, to cooperation, to collaboration. *Models of memorandums of understanding of various types of partnerships. *Possibilities for the future. *Consideration of issues surfaced by attendees.	Lisa Jean Hoefner - Lisa Jean is currently Director of the Lake Tahoe UMC & Retreat Center in Kings Beach, CA. Formerly she was Executive Director for Camp/Retreat Ministry for the Oregon-Idaho Conference of the UMC, 1998-2015. Lisa Jean is an experienced pastor as well as outdoor ministry leader and understands how camp/retreat experiences can be used by congregations looking for effective methods of Christian education, evangelism, spiritual formation and development of Christian leaders. She is known for working cooperatively and developing partnerships with church and community groups in many different settings.	Wilson Children's Complex, Room 2
Executive Directors & Boards - Moving Beyond Tension to Team	The most important relationship in a camp ministry involves the Executive Director and the Board of Directors. The board as supervisor and executive director as motivator (board coach) need to be held in creative tension. Keith Johnson will help you develop a leadership strategy that is based on a shared vision and a healthy culture of mutual accountability and support. He will also introduce an evaluation model that the board and executive can use to work together and Executive Limitation Policies to support the process. Both board members and executives will benefit from this workshop.	Keith Johnson - Keith Johnson served as Executive Director with three Lutheran Outdoor Ministries organizations for 43 years; a small rural camp in northern Minnesota, a two-site ministry in southern California and a four-site ministry in the southeastern U.S. He excelled at identifying, training and supporting visionary board members and great boards. Following retirement, he launched "The Board Coach" a spiritually based consulting initiative to train and develop camp boards. In the past two years he has led board governance workshops across the country. Keith's approach is to both challenge and inspire boards and to strengthen the partnership with the executive director	Wilson Children's Complex, Room 3
Fund Development & Key Strategies for Success	Fund Development is FUN development! In this workshop, we will cover the basics of fund development, key concepts, share and invite others to share their best practices, and come away with a fund development plan to start 2020 off with a BANG! Key concepts to be covered include: fund development overview; donor pyramid and effectiveness of media tools; case for giving; database strategies; donor management and metrics; donor recognition and acknowledgement; and a take home fund development plan outline.	Rich Swartwood - Currently the Executive Director of Camp Lake Stephens, Oxford, MS (UMC). Has 25 years of outdoor ministry through PC(USA). Received certificate in Fundraising Management from The Fundraising School in 2008.	Lambuth Inn, Room 106
Capstone Presentations by the Compass Points Program	Participants in the Compass Points Certificate Program (www.compasspointsprogram.org) will be presenting their final projects as part of the Capstone class. Each student will be making a pitch to his/her "governing body" for a new/innovative/out-of-the-box program idea for which they would like to receive "authorization" to implement. Come be part of "the approving body" which will act as a camp/retreat center's program committee or board. Ask questions, challenge assumptions, and seek clarification for the proposed projects so that the presenters get a feel for how their "real" governing body might receive their proposed projects. Compass Points is a cooperative program of the Presbyterian Church Camp and Conference Association, Outdoor Ministries Association of the United Church of Christ, Lutheran Outdoor Ministries, and United Methodist Camp and Retreat Ministries in partnership with Columbia Theological Seminary in Decatur, Georgia.	Various Compass Point Students	Lambuth Inn, Room 102

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