

# 2012 Annual Conference

## Common Journey

Massanetta Springs  
Camp & Conference Center

Harrisonburg, Virginia  
November 11 - 16, 2012

**PCCCA**



Presbyterian Church  
Camp & Conference  
Association

[Register Online - Click Here!](#)

# Common Journey

## **Welcome to the Shenandoah Valley!**

Dear Friends,

It is with great pleasure that I introduce the program for the 2012 PCCCA Annual Conference at Massanetta Springs Camp and Conference Center in Harrisonburg, Virginia. Our theme is "Common Journey" as we consider our commonality amid conflict and our unity alongside diversity.

It is always a wonderful event when representatives from our Presbyterian camps and conference centers come together from across the United States and Canada. The Annual Conference attracts full and part-time staff people like directors, program staff and maintenance staff. Board/committee members and other types of volunteers also find great benefit in the event. I hope you will consider sending one or more people to this conference. The PCCCA community is a welcoming group – we hope you will join us.

As you will see from the contents of this brochure, the planning team has put together an event with wonderful keynotes, worship and music. The workshop schedule is a great one and should make it tough for you to make your choices. The exhibit hall on Tuesday will be our largest ever. During our free afternoon on Wednesday, we have an assortment of options (or time on your own). Since Massanetta Springs is close to a number of different camps and conference centers, we again have facility tours as an option on Thursday afternoon. You can also bring the whole family to Virginia since we have a children and youth program during the week. If you should have any questions about the event that are not covered by this brochure, I hope you will contact me at [joel@pccca.net](mailto:joel@pccca.net) or 803.322.0232.

As a former staff person at Massanetta Springs, I am looking forward to sharing this special place with you. The history of camp and conference ministry can be seen in all of the buildings. If you have never visited the Shenandoah Valley, then you are in for a special treat. We hope that your time at Massanetta Springs will be informative and refreshing as we share a "common journey."

Take care and God bless,

**Joel Winchip**  
PCCCA Executive Director

# Conference Schedule

PCCCA Annual Conference  
November 11 - 16, 2012

# Schedule Overview

## Sunday, November 11

- 11:00 First Shuttle leaves from Dulles Airport
- 4:00 Check-in Begins
- 5:00 Last Shuttle leaves from Dulles Airport
- 5:00 Social Gathering
- 6:00 Dinner
- 7:00 First Timer's Gathering
- 7:45 Opening Worship
- 9:00 Hospitality

## Monday, November 12

- 7:30 Morning Watch
- 8:00 Breakfast
- 9:00 Welcome & Announcements
- 9:15 Keynote - Matthew Flemming
- 10:45 Workshop 1
- 12:30 Lunch
- 1:30 Group Photo
- 2:00 Association Meeting
- 3:15 Free Time
- 3:45 T-Shirt Swap
- 4:45 Workshop 2
- 6:00 Dinner
- 7:00 Regional Gathering
- 7:45 Worship
- 9:00 Stop Hunger Now Project Hospitality

## Tuesday, November 13

- 7:30 Morning Watch
- 8:00 Breakfast
- 9:00 Welcome & Announcements
- 9:15 Keynote - Frances Taylor Gench
- 10:30 Exhibit Hall (until 12:30pm)
- 12:30 Lunch (Crackerbarrel Discussions)
- 1:00 Exhibit Hall (until 7:00pm)
- 2:00 Workshop 3
- 3:30 Workshop 4
- 4:45 Free Time
- 5:00 5K Run
- 6:00 Dinner
- 7:30 Worship
- 9:00 Hospitality

## Wednesday, November 14

- 7:30 Morning Watch
- 8:00 Breakfast
- 9:00 Welcome & Announcements
- 9:15 Keynote - Deb Guess & Lisa Diedrick
- 10:45 Workshop 5
- 12:30 Lunch
- 1:30 Free Day Activities

## Thursday, November 15

- 7:30 Morning Watch
- 8:00 Breakfast
- 9:00 Welcome & Announcements
- 9:15 Keynote
- 10:45 Association Meeting
- 12:30 Lunch
- 2:00 Workshop 6
- 3:30 Workshop 7
- 4:45 Auction
- 5:30 Picnic Dinner (during Auction)
- 7:30 Closing Worship
- 9:00 Hospitality

## Friday, November 16

- 5:30 First Shuttle Departs for Dulles Airport  
*\*\* If you plan on taking the shuttle, do not book a flight that departs before 8:30am*
- 7:30 Breakfast (served 'til 9:00)





## **Matthew Flemming**

**Professor, Columbia Theological Seminary (Atlanta, GA)**

A former camp counselor, **Matthew Flemming** teaches preaching at Columbia Theological Seminary in Decatur, Georgia. Previously, he taught at Princeton Theological Seminary and the Candler School of Theology. Matthew is a PhD candidate at Emory University and holds a master of theology and master of divinity degree from Princeton Theological Seminary. His research focuses on the challenges and opportunities facing the 21st century church. He is particularly interested in developing the insights discovered by camp and conference preachers for preaching effectively within newly-formed communities for the larger church. Matthew is married to the Rev. Mandy Sloan Flemming and is the proud father of two sons, Jackson and Cooper, and his daughter, Sloan.



## **Frances Taylor Gench**

**Professor, Union Presbyterian Seminary (Richmond, VA)**

**Frances Taylor Gench** is the Herbert Worth and Annie H. Jackson Professor of Biblical Interpretation at Union Presbyterian Seminary in Richmond, Virginia. Prior to joining the Union faculty in 1999, she taught for 13 years at Gettysburg Lutheran Seminary (Pennsylvania). Frances is a graduate of Davidson College and Union Theological Seminary in Virginia (now Union Presbyterian Seminary; M.Div., Ph.D.). She was a member of the PCUSA General Assembly's Theological Task Force on Peace, Unity, and Purity of the Church, and is the author of *Faithful Disagreement: Wrestling with Scripture in the Midst of Church Conflict* (WJKP, 2009); *Encounters with Jesus: Studies in the Gospel of John* (WJKP, 2007); *Back to the Well: Women's Encounters with Jesus in the Gospels* (WJKP, 2004); *Hebrews and James* (WJKP, 1996), and two Horizons Bible Studies for Presbyterian Women. She resides in Washington, D.C. and is a parish associate at The New York Avenue Presbyterian Church, where her husband, Roger J. Gench, is the pastor.



## **Deb Guess & Lisa Diedrick**

**Annual Recreation Workshop**

**Deb Guess** is a mom, wife, elder, former Christian educator and director of Campus Ministry, recreation leader, and currently works as a jewelry and mixed media artist and instructor. Deb loves the sound of laughter and watching people create and she enjoys anything that involves enabling those two things to happen. She and her husband Deck currently live in Laurinburg, North Carolina.



**Lisa Diedrick** is active in Recreational Ministry, serving with planning teams for Triennium, Faith in 3D, Playology and ARW. She does freelance retreat planning and serves on the ARW Board of Directors as the Registrar/Treasurer. The mother of three sons, she is excited to have added two new daughter-in-laws to the family recently and really loves it when the family is all together! She's a wife, mother, tennis player, golfer, organizer, chocolate lover, TV watcher, All My Children mourner, business woman and someone who really enjoys her free time. Lisa lives in Summerville, South Carolina.



## **Derek Macleod - Worship Leader**

***Senior Minister, Glenview Presbyterian Church (Toronto, ON)***

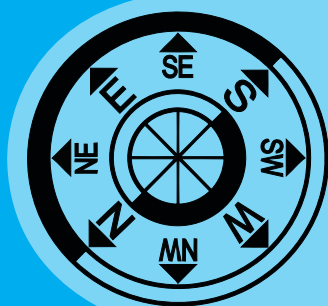
***Derek Macleod*** was once a homesick camper who climbed a tree so no one could see him cry. Thankfully, a little time and some amazing camp counsellors helped him to develop a lifelong passion and appreciation for Christian camping. He has worked at Camp Geddie, Camp MacLeod, Camp Kannawin and Gracefield Christian Camp and Retreat Centre (all camps of the Presbyterian Church in Canada). Derek currently serves Glenview Presbyterian Church in Toronto as the senior minister. He has keynoted and led worship at many conferences and is looking forward to returning to Montreat in July 2013. Derek is married with three children, two cats and a dog.



## **Nicole Belanus - Music Leader**

***Director of Music, Art & Media Ministries,  
Stone House Presbyterian Church (Toano, VA)***

***Nicole Belanus*** is the Director of Music, Art and Media Ministries at Stone House Presbyterian Church in Toano, Virginia. She is a multi-instrumentalist and songwriter who has self-released two solo albums and will release her third before the end of this year. As a worship leader with experience in several faith communities, Nicole embodies a "third model" of worship...beyond labels, norms, and predictability...into one that is thought-provoking, deeply felt, always intentional, and rich with image and meaning. She has worked both in and outside the church and has written several songs for the local congregation.



## Compass Points

### *A Certification Program for Camp and Conference Leaders*

*The certificate program course, Personnel and Leadership, will be offered as an Annual Conference pre-event on November 8th - 11th.*

PRESBYTERIAN CHURCH CAMP  
AND CONFERENCE ASSOCIATION

**PCCCA**

COLUMBIA  
THEOLOGICAL  
SEMINARY

Pre-Event

### What is the Compass Points Certification Program?

This program was developed by the Presbyterian Church Camp and Conference Association in partnership with Columbia Theological Seminary in Decatur, Georgia. It is designed for those looking to deepen their understanding of camp and conference ministry. Prospective students may be considering a call to camp and conference ministry, may be new to the field or may be seeking to widen their base of knowledge.

The certification program is comprised of eight courses of study, which are scheduled on a repeating two-year cycle. Each class covers key areas that are relevant to this unique ministry. These courses are:

- *Articulating our Mission, Role and Value*
- *Biblical and Reformed Theological Foundations*
- *Program Design and Implementation*
- *Personnel and Leadership*
- *Non-Profit Business Management*
- *Development*
- *Site Administration*
- *Capstone Event*

Faculty for the courses will include seminary staff and Presbyterian camp/conference professionals. The classes will be offered as pre-events at the PCCCA Annual Conference each fall and at Columbia Theological Seminary (in Decatur, GA) in the spring. The only exception is the Site Administration course, which is an independent internship program reviewed by a guide. Students can exempt out of a class if they have previously received sufficient course credit in a related program or can demonstrate an experience level with the course content that satisfies the requirements of the PCCCA-CTS Certification Task Force.

### Schedule of Upcoming Certification Courses

DATE	LOCATION
<b>November 8th - 11th, 2012</b> Personnel and Leadership	A Pre-Event for the PCCCA Annual Conference Massanetta Springs Camp and Conference Center (Harrisonburg, VA)
<b>March 17th - 20th, 2013</b> Non-Profit Business Management	Columbia Theological Seminary (Decatur, GA)
<b>March 20th - 23rd, 2013</b> Development	Columbia Theological Seminary (Decatur, GA)
<b>November 7th - 10th, 2013</b> Articulating Our Mission, Role and Value	A Pre-Event for the PCCCA/LOM Annual Conference Zephyr Point Conference Center (Zephyr Cove, NV)
<b>November 10th - 15th, 2013</b> Capstone Event	Held concurrently with the PCCCA/LOM Annual Conference at Zephyr Point Conference Center (Zephyr Cove, NV)

## The Conference Pre-Event

The Compass Points certificate program will offer the Personnel and Leadership course just prior to the 2012 PCCCA Annual Conference at Massanetta Springs. The focus of this class is Christian leadership, which is key to effective camp and conference ministry. Participants will explore staffing models that achieve both programmatic and mission goals. An introduction into human resource issues and staff development will be covered. The course begins with dinner on Thursday and will conclude with lunch on Sunday.

## Curriculum / Teaching Team



### Gary Batty

Gary is recently retired after almost 29 years in camp and conference ministry. He served the last 7 1/2 years as V.P. of Operations and Program at Mo-Ranch Conference Center (Texas) and the previous 21 years as Executive Director of Stronghold Camp and Conference Center (Illinois). Gary has also completed 9 years of service on the Stony Point Center (New York) governing board. He has been a member of the PCCCA Consultants Network for 13 years.



### Sheila Denton

Sheila Denton is the Executive Director of Westminster Woods Camp & Conference Center (Occidental, CA), where she has directed programs for nearly thirty years. Sheila holds a Certificate in the Art of Spiritual Direction from San Francisco Theological Seminary, and is also certified in Permaculture Design. Her ministry has focused on helping young adults find their individual callings into lives of service, and she is now a leader in developing programs that further Christian spirituality and the call to care for Creation.

## Tuition and Lodging

The tuition cost for this certification course is \$225.00. Lodging and meals at Massanetta Springs during the pre-event will be \$218 (double occupancy) or \$254 (single occupancy) in shared bath accommodations or \$256 (double occupancy) or \$319 (single occupancy) in private bath accommodations. This cost includes lodging for three nights and nine meals (Thursday dinner through Sunday lunch). We would like to have all of the participants arrive at Massanetta Springs by 5:30pm (dinner is served at 6:00pm).

A shuttle is available from the Dulles International Airport (IAD) for \$25 one-way or \$40 round trip (either going back on Sunday or at the end of the Annual Conference). On Thursday the 8th, the shuttle will be leaving the airport at 3:00pm. Please plan your flights accordingly. If you are taking the shuttle back to the airport on Sunday the 11th, we ask that you schedule your departure no earlier than 3:30pm.

## Have Questions?

If you should have any questions about the conference pre-event, please contact Joel Winchip, PCCCA Executive Director, at [joel@pccca.net](mailto:joel@pccca.net) or (803) 322-0232. If you would like to learn more about the certification program in general, you can visit the Compass Points website: [www.CompassPointsProgram.org](http://www.CompassPointsProgram.org)

**P** **I Can Ride My Bike With No Handlebars:  
Moving Forward with Young Adults**

*Paul Humphreys*

23 is the new 17! Young adults are all around us. Engaging in ministry with them is a completely new set of rules. While it can appear frustrating, it is a wonderful generation that is searching and discerning like the rest of us. Come be part of an interactive gathering on how we live into this ministry.

**Paul Humphreys** has served as the Program Director at Calvin Center (Hampton, GA) for 11 years. He is the current PCCCA President. Paul has a great passion for the outdoors and experiential education and looking for its application to faith based metaphors. He also coordinates the Common Sole/Soul (CS2) Program a nine month live-in intentional Christian community discernment program for young adults. He is married to Robin (an ordained PCUSA pastor) and they have a very active Weimaraner named Cora.

**D** **Using Technology in Raising Funds to Support Your Ministry**

*David Jeremiason*

We're talking about more than just online giving here! We'll look at things like how to segment your donors to reach them in the most effective way, how to use social media to raise funds, how to involve board members, using your smart phone in fund raising and much more. You'll walk away with a nice toolbox of resources to boost your fund raising programs!

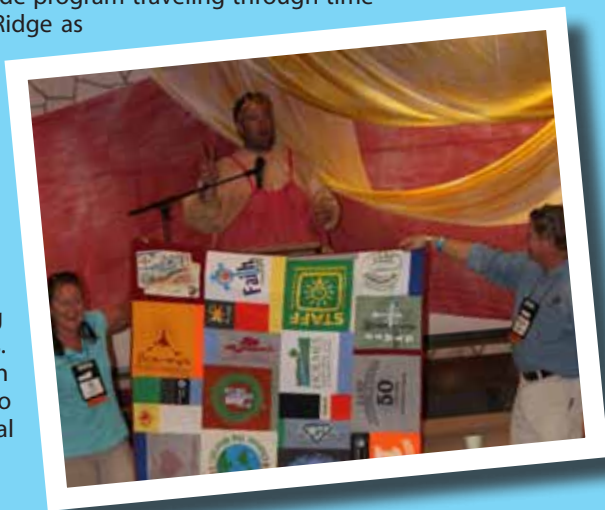
**David Jeremiason** serves as the Executive Director at Clearwater Forest, a year round camp and retreat ministry in central Minnesota on 1000 acres of pristine forest with 3.5 miles of beautiful shoreline. He is passionate about helping donors connect with and support the mission of Clearwater Forest. He also serves as a sea kayak instructor and values the experiences people have through wilderness experiences on water. He has guided many trips among the Apostle Islands on Lake Superior. He also recently bought a 1971 VW van to restore!

**G** **Geology of the Blue Ridge: An Intergenerational Workshop**

*Kathleen Wissinger*

Let's see how God has layered the rocks and crafted these mountains by making little ones of our own. Then we'll see a narrated slide program traveling through time to experience the story of the Blue Ridge as well as today's erosional cycle. Adult participants and parents are invited to join the conference's children and youth program for this fun and informative session.

**Kathleen Wissinger** is a former National Park Service Ranger with a degree in Geology. She has presented programs on geology in countless Park Service campground evening programs and Elderhostel sessions. Kath has a long relationship with Massanetta Springs and we are glad to have her as a part of the PCCCA Annual Conference.



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**O P**

### **Extending Technology for Managing Your Camp From the Computer and Internet to Mobile Devices**

**Derek Wyse, Campwise**

Camps have used software to manage their camp operations for many years and the use of software technology has evolved to include features like online registration and payments. The next stage of evolution in technology to help a camp manage their operation will take place on mobile devices. Apps written specifically for smartphones and tablets will provide camps with tools that take advantage of the strengths of these devices: efficiency, access to information instantly, and mobility. We will take an in-depth look at what this means for camps today and what this may mean in the future.

**Derek Wyse** is the President of Campwise, management software for camps and conference centers. He has over 20 years of experience in the software industry in a variety of roles that range from programming to installation and support. He oversees the day-to-day operations of Campwise including product development, sales, marketing, customer service, and also conducts most of the product demonstrations.

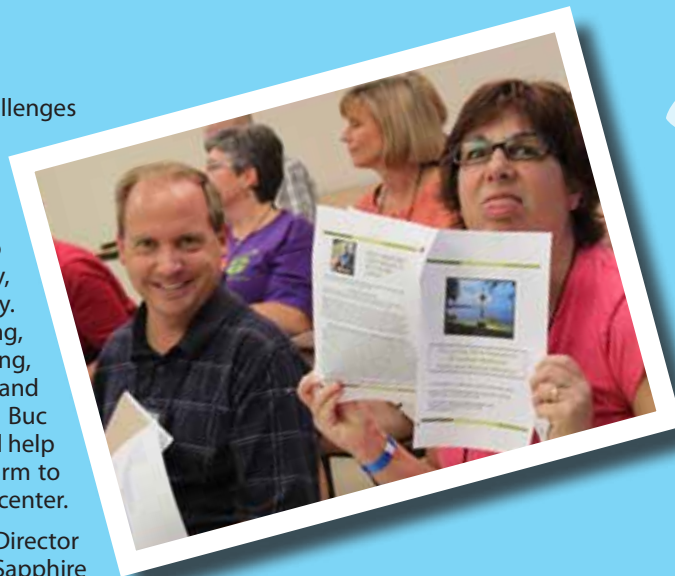
**E O P**

### **From Farm to Table**

**David Florence**

David will share the joys and challenges of the Farm to Table programs at Camp Buc. Chickens, sheep, dogs, cats, wildcrafting and a vegetable garden provide many opportunities for children to learn principles of responsibility, stewardship and sustainability. Children participate in recycling, composting, grooming, planting, cultivating, harvesting, cooking, and eating directly from the Camp Buc Farm. In this workshop, David will help you assess the possibilities for farm to table at your camp or conference center.

**David Florence** is the Program Director at Camp Buc in Sapphire NC. Sapphire has the benefit of being in a temperate rainforest which provides and "extended spring" growing season for the summer months and a wonderful habitat for pasture farming with livestock. David, a PC(USA) pastor and a certified Waldorf teacher, has worked with children in the outdoors in many places, from urban Atlanta to the mountains of North Carolina. He directs Buc programs for all ages and enjoys Buc's movement toward sustainable practices. When he is not working the farm or directing, he enjoys all types of kayaking and skiing.



**F P**

### **New Earth Curriculum**

**Allyson Ashmore**

New Earth Curriculum- Please join us as we delve into the 2013 Summer Camp Curriculum. New Earth is not just taking on a new name, but a new product that is sure to be something exciting for camp professionals. All Things New! is really all things new!

**Allyson Ashmore** serves as the Program Director at Hopewell Camp and Conference Center in Oxford, MS. She and her husband, Darren, along with their two daughters, Brynn and Gracyn, are completing their 12th year at camp, and have been active in PCCCA since 2004. Allyson is currently the PCCCA Board representative to the NCCC Committee on Outdoor Ministry.

Monday 10:45 am

### **G** **Mentoring and Coaching Session**

**Peter Surgenor, Maria Shupe, Gary Batty & Bob Pryor, PCCCA Consultants Network**

Excellence in ministry comes through life-long learning. Mentoring and coaching relationships can be important opportunities for established staff members to improve their skills, work through particular questions or issues, or provide insight and perspective. The PCCCA Consultants will be available during small group workshop time and throughout the annual conference for one-on-one conversations . . . about particular questions you have . . . and about the possibility of establishing an ongoing mentoring or coaching relationship.

The PCCCA Consultants are your colleagues and friends, who provide knowledgeable, affordable, and resourceful consulting services to Presbyterian camps and conference centers. The consultants also participate in both formal and informal mentoring and coaching relationships.

**Peter Surgenor** is a graduate of Hamilton College and Pittsburgh Theological Seminary. He learned the power of camp experiences as a college summer staff member and has been going to camp ever since. He has been the director at Crestfield in Slippery Rock, Pennsylvania and is currently the Executive Director of Holmes Presbyterian Camp and Conference Center in Holmes, New York. He has taught camp director courses for the American Camp Association and PCCCA.

**Gary Batty** is recently retired after almost 29 years in camp and conference ministry. He served the last 7 1/2 years as V.P. of Operations and Program at Mo-Ranch Conference Center (Texas) and the previous 21 years as Executive Director of Stronghold Camp and Conference Center (Illinois). Gary has also just completed 9 years of service on the Stony Point Center (New York) governing board. He has been a member of the PCCCA Consultants Network for 13 years.

**Maria Shupe** currently serves as Executive Director of Highlands Presbyterian Camp and Retreat Center (Colorado). She also served as Vice-President of Programs at Mo-Ranch for 4 years; and 17 years in congregations as a Director of Christian Education. This fall Highlands will celebrate the 10th Anniversary of the opening of their Retreat Center. This building has helped to transform Highlands ministry from camp to retreat/conference center. Maria is also a PCCCA Consultant.

**Bob Pryor** is recently retired after serving 22 years as the Executive Director of Camp Hanover in Mechanicsville, Virginia. Bob is also a PCCCA Consultant.



Monday 4:45 pm

### **F P** **Worship in Camp - Make it Awesome!**

**Art DeVos**

We have done a lot of evaluating and revamping of our camp-style worship at Krislund over the past few years and it has brought our worship time to #1 on our summer evaluations. What works? What doesn't? And most importantly, how do we get our kids excited about worship? Come explore these same questions for your program and get practical ways to get your campers excited about your camp worship program year after year.

**Art DeVos** has been the Program Director at Krislund Camp & Conference Center for the past 4 years and has eight and a half total years directing camps and is joined by his wife of ten years, Pam. He also spent a year and a half as the worship leader and youth pastor for a church plant prior to moving to Krislund. Art actively leads Krislund's Nitefest (camp-style worship) a couple of times a week along with his staff.

### **P** **Golden Opportunities: Practical Ways to Use Your Ministry Strengths to Offer Support to the Larger Church**

**Brian Frick and Rob Fohr**

Beyond "What if?" and onto "What's next?" Join us as we discuss the expanding vision and opportunities emerging nationwide. From the national PC(USA) 1001 New Worship Communities movement and renewed focus on Young Adult ministry, camp and conference ministry has a powerful part to play as our Church emerges into this new world. How can you capitalize on the unique strengths of your ministry in this new world? What ministry opportunities lie all around you? Our Church and communities need us now more than ever – so let's get engaged!

**Brian Frick** serves as National Staff for Camp and Conference Ministries at the PC(USA) national offices in Louisville. Brian was program director for three Presbyterian Centers before moving to his current position. Brian's passion is to inspire connections and creativity that help camp and conference ministries engage and remain relevant in our changing Church and society.

**Rob Fohr** serves as the Young Adult Catalyst in the national PC(USA) offices. He cut his camping teeth at Montlure in AZ and has been engaged in the life of our Church nationally in many ways including as a Young Adult Volunteer (YAV.) Rob knows how powerful camp and conference ministry is in transforming lives and is excited to explore ways to better utilize and integrate our ministry in development of young adults.

### **O D** **Strategic Planning: Metrics You Need To Know Before You Start**

**Rich Swartwood, PCCCA Consultants Network**

Everyone needs to have a strategic plan - right? Is your current strategic plan a bricks and mortar list, or does it include program functions that are supported by your mission statement? We will cover the essential pieces to a strategic plan and information that you need to start and revamp or begin a new process to develop your next plan.

**Rich Swartwood** is the Executive Director at Pyoca Camp, Conference & Retreat Center (Indiana) and has a certificate in Fund Raising Management through Indiana University Center on Philanthropy. Pyoca's budget has quadrupled in the past 15 years, primarily due to successful fund development. Rich is also part of the PCCCA Consultant Network.

### **T** **Massanetta Springs Facility Tour - Come to the Springs**

A walking tour of the beautiful Massanetta Springs grounds will help us "see" into days gone by when thousands gathered here to drink of the healing waters or be enlivened through inspiring preaching. View camp and conference history as it unfolded in the addition of hotels, meeting spaces, recreation areas, and a residential camp. Catch a glimpse of Massanetta's good future as she strives to utilize and restore this sacred space for generations to come. This tour will be led by Laura Holbrook, Director of Program at Massanetta Springs.

Monday 4:45 pm

**O G** **20 Mile March: Thriving in Leadership and Ministry**

**Jody Oates, KALEIDOSCOPE**

This workshop will explore leadership and growth in the camp and retreat ministry operation, setting reasonable expectations and accountability as well as exploring new initiatives. From the perspective of working with many dynamic leaders and centers, learn what successful leaders and organizations have done to thrive, even in the midst of turbulent financial times and changing cultural surroundings. Participants will leave this session with a new view of their ministry future.

**Jody Oates** is the President and Principal Consultant with KALEIDOSCOPE, Inc., a nationally known planning and consulting firm that works with camps, retreat and outdoor centers to help them THRIVE. He provided visionary and strategic leadership as the Executive Director of faith-based centers in Ohio and South Carolina and now as a consultant working with many centers with KALEIDOSCOPE for the past seven years. He lives in Columbus, Ohio with his wife and two children.

**O P** **Social Media Productivity Tools**

**Cal Findeiss**

Social media has become a staple in every aspect of life today, and the office at our camp and conference centers is not any different. Even as I am preparing for this workshop there are major updates being rolled out to the word processing applications that all of us use every day, to make it more connected so we can all collaborate together. Join me as we take an in-depth look at just a few of the productivity tools that are out there that can make your life and work much more efficient.

**Cal Findeiss** has worked at Montgomery Presbyterian Center, in Florida, as the Program Director for 3 years. Not only is his passion in camping, energizers, yelling and screaming, but also in technology making our lives easier. He graduated from the University of Oklahoma with a degree in Management of Information Systems and is excited to see the Camp and Conference Ministry world catch up with all the new technologies that can make our lives easier.



Tuesday 2:00 pm

**O D P Documenting the Value of Camping to Parents, Funders, and Supporters**

**Bob Meadows, Camp Doctor**

Often, we state that camping does kids good, but can we document that camp really is cost effective in terms of interruption of family time, impacts, the affordability of camp, and the investment of resources? This seminar will explore methods of documenting the real value of the camping experience, impacts, and cost effectiveness and reporting them to key stakeholders.

**Bob Meadows** served as State 4-H Program Leader for Virginia prior to his retirement in 2007. In this position with Virginia Tech, he had responsibilities for 108 county and city 4-H programs totaling over 200,000 youth; Virginia's six 4-H educational centers; and overseeing some 20,000 adult volunteers. A long time camp director, program director, and State 4-H camping specialist, Bob knows the ins and outs of camping.

**T O Massanetta Springs Facility Tour - Maintenance**

Massanetta Springs has 54 buildings! Larry D. Simmons, the Director of Buildings and Grounds, will provide a "behind the scenes" tour that addresses the joys and concerns of maintaining buildings that are vital to the ministry but, in many cases, are growing "tired." This walking tour will be especially helpful for those who oversee maintenance for their camps and conference centers.



[\*\*Register Online - Click Here!\*\*](#)

**O** **Conference Center Operations: Booking, Foodservice, Housekeeping**  
*Gary Batty & Maria Shupe, PCCCA Consultants Network*

Mo-Ranch has a long history of Conference Center operations providing services for guest groups simultaneous with Programs, Conferences, Day Camp, Summer Camp and Environmental Education. This fall Highlands will celebrate the 10th Anniversary of the opening of their Retreat Center. This building has helped to transform Highlands' ministry from summer camp and seasonal use to a year-round retreat/conference center. Together, Gary and Maria will share insights on those things that are common to all sites: facilities, food service, and housekeeping; as well as touch on operational topics that are contained in many Executive Director job descriptions such as: HR, risk management, and accounting. Whether you are an established conference center, or a site moving towards conference ministry, this workshop will provide a place to gather information and engage in conversation around your questions.

**Gary Batty** is recently retired after almost 29 years in camp and conference ministry. He served the last 7 1/2 years as V.P. of Operations and Program at Mo-Ranch Conference Center (Texas) and the previous 21 years as Executive Director of Stronghold Camp and Conference Center (Illinois). Gary has also just completed 9 years of service on the Stony Point Center (New York) governing board. He has been a member of the PCCCA Consultants Network for 13 years.

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**G** **Past is Prologue: The History of PCCCA from the People who Shaped Camp and Conference Ministry**

*A Panel led by Kevin Cullum*

The Presbyterian Church Camp and Conference Association has a rich history. In the 100 years of history in the Presbyterian church, camp and conference ministry has been shaped, groomed, preserved and carried out by many dedicated professionals. This workshop is a chance to hear and connect our rich past to our exciting future through stories told by some those who guided us to this point.

**Kevin Cullum** is the Camp Director of Camp Wyoming located in Eastern Iowa. He has 12 years of experience as a Camp Director and has served Camp Wyoming since 2004. Kevin has been the PCCCA Board Representative to the Religiously-Affiliated Council (RAC) of the American Camp Association (ACA) since 2009.



Tuesday 2:00 pm

**O P** **Online "Registration" - Beyond Just Registration**

**Rob Carmichael, CampBrain**

Online registration has been fantastic for camps, providing a professional, well-loved service to customers while reducing office work. Great! Let's look at specific items that will continue to WOW your customers and improve your efficiency. Start thinking automated payment plans, putting ALL camper forms online, integration of camper email and photo galleries into one parent account, social networking shout outs and putting staff forms online. You will walk away with very specific ways to improve your customer's experience, increase your camp's exposure and ease your administration.

**Rob Carmichael** is a principal with CampBrain and has served the camp industry for the past 12 years, specializing in camp management software and online registration. When not chatting with camps, he can be found at various hockey arenas coaching his kids.

**O P** **Using Technology to Better Manage Your Camp:  
More Camp, Less Desk**

**Ed Metzendorf, Bunk1**

Don't be afraid. Modern technology can greatly help you run your camp and free up you and your staff to be with the camp, not in the office. Build and maintain your camp community all year. You will learn tips and tricks on various technologies. Google's wide range of tools will help you communicate and share with your staff. Facebook can be used as a mini-social community for your staff. Twitter and blogs can be used to share with your parents. Each year, new tools that can help you are created. We will cover the latest and greatest tools with the camp professional in mind.

**Ed Metzendorf** is the Managing Director of Bunk1.com Ed oversees the Sales, Marketing and Business Development teams at Bunk1.com. Prior to Bunk1, Ed was a camp director at Westcoast Connection Travel Camp.

**O T** **Massanetta Springs Facility Tour - History: Tradition in Transition**

Massanetta Springs has been a ministry of the Presbyterian Church (U.S.A.) since 1922, but it was closed in 1989 and about to be put up for sale! Having reopened in 1991, the tradition has been in a constant, and essential, state of transition. What do you do with aging facilities as guests expect more and more comfort? How do "city folk" handle the "country life" of camp? Where do we turn when it appears that all might be lost? How do we discover God's plan and our part in reaching the vision of a new day? Come and hear. Come and share. This tour will be led by Fred Holbrook, the Executive Director of Massanetta Springs.

Tuesday 3:30 pm

[Register Online - Click Here!](#)





Tuesday 3:30 pm

**F P** **Making Prayer Feel Like Camp**

**John Moore**

Are your campers more concerned with snapping sticks and playing in the dirt during prayer than they are with actually praying? Has prayer been just a time to stay quiet and try not to laugh? This workshop will help cultivate new ideas to help campers and staff make prayer time more honest and engaging than the classic, "let's bow our heads and pray". Together we'll find new ways to incorporate the things that have made prayer a drag for campers and staff into regular, and meaningful, prayerful experiences. From art, music, coloring, silence, and yelling, we will help make prayer feel more like the rest of the camp experience. We want prayer to be a practice the campers want to do and not something they feel like they have to do.

**John Moore** is the Director of Children and Youth Ministries at Red Clay Creek Presbyterian Church in Wilmington DE. He has served as a Camp Coordinator for three summers at Westminster Woods in CA and as the Chaplain at Holmes Presbyterian Camp and Conference Center in NY. John received his M.Div. from Princeton in 2011.

**O P** **Staff Evaluations**

**Rich Swartwood, PCCCA Consultants Network**

Staff evaluations are a waste of time... Staff evaluations don't help me... Staff evaluations are useless... Why is that? What would it look like to have staff evaluations tied to the center's mission and/or strategic plan with expectations of staff development? Come and join this discussion to see how we can ALL improve and make the evaluation process HELPFUL instead of pushing paper!!

**Rich Swartwood** is currently the Executive Director for Pyoca Camp, Conference & Retreat Center in Indiana where he has served at Pyoca for 18 years. Rich has a certificate in Fund Raising Management through the Indiana School of Philanthropy and is completing a Certificate in Nonprofit Executive Leadership. Rich has served on the PCCCA Board of Directors as well as been part of the PCCCA Consultants Network since 2008.

**Register Online - Click Here!**





### **A New Way of Talking**

***Pam Harris & Garrie Stevens, Run River***

We live in a time of great transitions within our denominations, our communities and our ministry field. Many camp and retreat centers that thrive when others continue to struggle have leaders who adopt a new way of conversing that creates collaboration. This emphasis on seeking to understand what is happening beyond the camp or retreat center and then to open new doors is a whole different skill set than retaining people or asking people to support our visions and programs by sending participants, scholarships and volunteers. Come and learn how to identify key persons and organizations to have new conversations with and tools for a fresh approach to dialogue that opens the way for them to see your camp and retreat center as a partner in new joint endeavors core to their priorities. Expand those you serve and diversify how you accomplish your mission.

**Pam Harris** and **Garrie Stevens** are the Principal Consultants of Run River Enterprises, an organization which provides faith-based consultant services to camp, retreat and conference centers. Together, they bring more than 50 years of experience as pastors, judicatory leaders, camp and retreat center director, and consultants. They enjoy hiking, camping, canoeing, and caring for pets.



### **Risk Management Essentials for Camp**

***Jennifer Perri, Insurance Board***

Loss control and risk management is a continuous process of research, experience and education. This workshop will provide the foundation to minimize and mitigate risk and encourage camps or youth ministries regardless of size to evaluate their current operations. We will address the following steps in our approach: Process, Training, Inspection/Audit and Remediation/Resolution.

**Jennifer Perri** manages United Church Insurance Services, an in-house insurance agency for the Insurance Board. The Insurance Board is a non-profit ministry that administers a property and liability insurance program to churches and ministries within three denominations, the Presbyterian Church (USA), United Church of Christ, and the Christian Church (Disciples of Christ). Jennifer is licensed in Property & Casualty Insurance and has worked in the insurance industry for fifteen years and part of the Insurance Board team since October 2009.



Tuesday 3:30 pm

**G** **Women in Camping**

**A Panel led by Elise Bates Russell**

God has called us to this amazing ministry... how can we best serve with our unique gifts and talents? Come listen to the stories of several women who have served in camp, retreat and/or conference ministry. A panel of a variety of personalities and experience levels will share the challenges, joys and rewards of this calling.

**Elise Bates Russell** serves as the Associate Director at Clearwater Forest, a year round camp and retreat ministry in central Minnesota on 1000 acres of pristine forest with 3.5 miles of beautiful shoreline. While she loves all aspects of God's ministry in the outdoors, her passions focus on leadership development, nature exploration, wilderness trips and sustainable architectural design. This has grown out of a lifetime (almost!) of living and working at Presbyterian camps. She also serves as the architectural consultant of Run River Enterprises.

**G** **Understanding Your Board of Pensions Benefits – An Overview**

**Helen Locklear**

It's important to understand your benefits in order to maximize the services provided. In this session we'll review each aspect of the Benefits Plan, including healthcare, disability, death, and pension; in addition we'll highlight optional benefits and medical coverage options between calls and during retirement. This workshop is designed for all Benefits Plan members.

**Helen Locklear** has been a Regional Representative for the Board of Pensions of the Presbyterian Church (U.S.A.) since 2006. She is ordained clergy in Coastal Carolina Presbytery (NC). Helen previously served as the Deputy Executive Director of the General Mission Council, PCUSA.

**P** **Creating Non-Summer Program Opportunities**

**Scott Crane**

Why think outside the box when you can throw the box away? How many times have we done this? This workshop will be a sounding board and discussion place for creating program opportunities outside of summer camp. Participants will share and discuss ways to generate fall-winter-spring season business for their sites.

**Scott Crane** has been the Program Director at Menucha Retreat and Conference Center for 6 years. Prior to that he was the summer chaplain/assistant summer camp director/outdoor school instructor/trainer for Camp Henry, Director of Christian Education and Children's Ministry at First Presbyterian Church in Anchorage, Alaska, and prior to that served on many different summer staffs across Oregon and Washington. He is an Elder and Certified Christian Educator in the PCUSA.

**P** **Project WILD/Project WET: An Intergenerational Workshop**

Join us as we explore the wet and wild together. Through the instruction of Project WILD/WET leaders, we will learn about wildlife-based conservation and environmental education. Emphasizing wildlife because of its intrinsic value, the curriculum addresses the need for human beings to develop as responsible citizens of our planet. This workshop will be held on the campus of Massanetta Springs. Adult participants and parents are invited to join the conference's children and youth program for this fun and informative session.

**Register Online - Click Here!**

## **G** **My Life as a Solo Camp Director**

### *A Panel led by Dave Cohn*

Curious about being a solo camp director. Wanting to know how to cover all your bases when it is just you? Our time will be spent looking at the life of a solo camp director. This will be a forum with former, current and future camp directors. We will share ways to manage your time effectively while still staying sane. Learn ways that have worked as well as pitfalls to be cautious of. This will be a fun and informative time of sharing by all.

**Dave Cohn** is a graduate of Montreat College in 97 with a degree in Outdoor Recreation and a minor in Outdoor Education. From college Dave served as the program director at Bethelwoods Camp & Conference Center in York, South Carolina, and then as the program director at Calvin Center in Hampton, Georgia. From there Dave served as the Camp Director at Camp Pee Dee in Bennettsville, South Carolina. For the past 8 years Dave has served as the solo director at Camp Grier located outside of Asheville, North Carolina. In his free time Dave typically can be found hiking, biking or in general playing in Pisgah National Forest.

## **P O** **Learn to Look: How to See Your Own Site with New Eyes**

### *John Hicks & Bob Pryor, PCCCA Consultants Network*

A number of years ago, the Consultants Network did a series of three-day "Learn to Look" conferences which were quite popular. This course is a very condensed version of those events. During our workshop, we will be offering hands-on ways that directors and staff can be more aware of what is going on around their own sites where we so often become blinded by the familiar. We will offer tips and suggestions to help you be proactive in site-related matters and not just responding to another crisis. This workshop will be fast-paced with lots of good ideas for you to try.

**John Hicks** spent 34 years as a camp and conference director in four locations serving a total of seven sites and eight presbyteries. He was a founding member of the Consultants Network. John currently serves on the boards of Ghost Ranch (NM) and Camp Sawtooth (ID). He is retired and lives in Boise, Idaho with his wife, the Rev. Ruth Hicks.

**Bob Pryor** is recently retired after serving 22 years as the Executive Director of Camp Hanover in Mechanicsville, Virginia. Bob is also a PCCCA Consultant.

Wednesday 10:45

[Register Online - Click Here!](#)

**Thursday afternoon workshops take place at the same time as the offsite camp tours. Those attending a Thursday afternoon workshop will not be able to go on the camp tours.**

Thursday 2:00 pm

**P** **Rainy Day Play**

**Deb Guess, Keynote Speaker**

Looking for some fun table activities and low-key games that work indoors on a day when it is too hot, too cold, or too wet to play outdoors? This workshop will offer a variety of low supply/ no supply games that require limited space and activity level while providing maximum fun.

**Deb Guess** is a mom, wife, elder, former Christian educator and director of Campus Ministry, recreation leader, and currently works as a jewelry and mixed media artist and instructor. Deb loves the sound of laughter and watching people create and she enjoys anything that involves enabling those two things to happen. She and her husband Deck currently live in Laurinburg, North Carolina.

**P** **Mixin' it Up!**

**Lisa Diedrick, Keynote Speaker**

Growing a group begins the minute folks arrive in your space. Some come knowing many, some come as strangers. Your challenge is to help everyone in the room connect, feel welcome, begin to develop relationships and build a community. We will come as strangers and leave as friends as we experience a number of mix and mingle games and get to know each other activities, including name games and some low-key challenges, that will get every group started off on the right foot.

**Lisa Diedrick** is active in Recreational Ministry, serving with planning teams for Triennium, Faith in 3D, Playology and ARW. She does freelance retreat planning and serves on the ARW Board of Directors as the Registrar/Treasurer. The mother of three sons, she is excited to have added two new daughter-in-laws to the family recently and really loves it when the family is all together! She's a wife, mother, tennis player, golfer, organizer, chocolate lover, TV watcher, All My Children mourner, business woman and someone who really enjoys her free time. Lisa lives in Summerville, South Carolina.

**O** **Surviving Bed Bugs**

**Dick Grant**

During the spring and summer of 2010, Howell Conference and Nature Center found out first-hand how destructive both financially and physically these bugs can be. This workshop session will not only look in on the natural history of bed bugs, but the treatment options and financial implications.

**Dick Grant** has been the Executive Director at the Howell Conference and Nature Center since 1978. He has been blessed to see the Nature Center grow from just one building in 1978 to over 15 today. The first year that Dick started the center saw a little more than 700 guests - this year the center expects over 80,000. He has been married to Sally for 36 years and has two grown sons Ryan and Matt, who are also in the camping ministry.

**T** **Canoeing on Lake Campbell: An Intergenerational Workshop**

Dip, dip and swing! Come and enjoy a leisurely paddle on Massanetta's Lake Campbell. Practice your strokes as you guide your boat beneath the old stone bridge. Adult participants and parents are invited to join the conference's children and youth program for this fun time on the lake.

**Thursday afternoon workshops take place at the same time as the offsite camp tours. Those attending a Thursday afternoon workshop will not be able to go on the camp tours.**

**Thursday 3:30 pm**

**P** **The Summer Camp Experience Doesn't Stop with the Closing Program**

*Joel Winchip*

How do we maintain our connection with campers and their families during the non-summer months? Facebook and email blasts are not the only answers. How do we reinforce the value and importance of the summer experience at our camps and convince campers and parents to share that with others? This workshop will address ways to maintain the connection from the closing program until the following year. Some of the best ideas may come from large group discussions where we will share what is working at our camps.

*Joel Winchip* is the PCCCA Executive Director. He also serves on the adjunct faculty of Columbia Theological Seminary (Decatur, Georgia), where he teaches courses on camp and conference ministry. Joel draws his experience from working on the staff of 10 different Presbyterian camps and conference centers in the southeast United States.

**D** **Fundraising 101 for Camps and Conference Centers**

*Mike Ward, GSB Fundraising*

For many, fundraising feels like a necessary evil and we often push it to next week. This session will explore that Fundraising is Ministry and will help identify the most important and most effective uses of your time for the best results. Learn how to turn newsletters and other activities you are currently doing and making them part of your overall fundraising program.

*Mike Ward* has worked at Lutheridge + Lutherock in North Carolina for more than ten years. There he has overseen the development efforts that raised \$8.1 million in one campaign and now the challenge phase has raised an additional \$3.6 million. The annual fund has more than doubled since 2001. Mike majored in Hospitality Management, minored in Outdoor Recreation and is a graduate of the Disney Institute's course on Loyalty and Quality Service. Mike also works with Gronlund/Sayther/Brunkow as a consultant to camps and congregations.

**E O** **Permaculture Principles for Camp and Conference Ministry**

*Sheila Denton*

The first core tenet of permaculture is taking care of the Earth. This is the provision for all life systems to continue and multiply. This is the first principle, because without a healthy earth, humans cannot flourish. The second tenet is taking care of the people. This is provision for people to access those resources necessary for their existence. The third tenet is sharing the surplus. Healthy natural systems use outputs from each element to nourish others. We humans can do the same. By governing our own needs, we can set resources aside to further the above principles. Do these sound like solid scriptural principles to you? Come and explore a fresh lens for how we might run our camps and conference centers in light of permaculture principles.

*Sheila Denton* is the Executive Director of Westminster Woods Camp & Conference Center (Occidental, CA), where she has directed programs for nearly thirty years. Sheila holds a Certificate in the Art of Spiritual Direction from San Francisco Theological Seminary, and is also certified in Permaculture Design. Her ministry has focused on helping young adults find their individual callings into lives of service, and she is now a leader in developing programs that further Christian spirituality and the call to care for Creation.

## Off - Site Camp Tours

*We will be touring three of the local area camps, including Brethren Woods, Overlook Retreat & Camp Ministries, and Camp Horizons. The camp tours will depart Massanetta Springs at 1:00 p.m. Those going on camp tours should plan to be back to Massanetta Springs after 5:30 p.m. and will not be able to go to other afternoon workshops.*



### **Brethren Woods**

The Shenandoah District of the Church of the Brethren has developed **Brethren Woods** to provide Christian educational opportunities, facilities, and programs for all ages in an inviting woodland setting; encouraging the formation of Christ-centered living, leadership, and stewardship of creation, leading toward wholeness in the Kingdom of God.

### **Overlook Retreat & Camp Ministries**

**Overlook Retreat & Camp Ministries** is a Christian facility in which the program is a laboratory in Christian living. The purpose of Overlook is to provide opportunities for Christian growth and self-development in an outdoor setting through a variety of worship experiences, fun activities and interpersonal relationships. It is designed as a vital part in the continuing Christian Education program of the local church. Its 161 acres command a panoramic view of the Shenandoah Valley and border the peaceful woodland of George Washington National Forest. Hiking trails, mountain streams, fields and a beautiful lake reveal God's glory through His creation!



### **Camp Horizons**

Nestled in the Blue Ridge Mountains, **Camp Horizons** is a coed residential summer camp in Virginia for boys and girls ages 6-17 years old. Camp Horizons is located just outside of Harrisonburg in the beautiful Shenandoah Valley and provides campers a safe, supportive community in which they can feel comfortable trying new things, learning about themselves and their peers, and developing camp friendships that last a lifetime. Camp activities include aquatics, sports, outdoors, adventure, campfires, equestrian/horseback, performing arts, visual arts, and more. We are an American Camp Association (ACA) accredited camp.

## Children and Youth Program

The 2012 PCCCA Annual Conference is proud to offer an extended program for children and youth. There is much to explore and learn about this area of Virginia and at Massanetta Springs! Children and youth will enjoy fun activities on-site such as: a study of Blue Ridge geology by making little mountains of their own; making music with handbells and chimes (and we hope to perform a piece during lunch); an adventure with Project Wet and Project Wild to learn about critters in the wetlands as well as out in the wild; and canoeing on Lake Campbell. Many of these activities are offered as intergenerational workshops, so parents are welcome to join the fun.

***There will also be two really cool off-site trips this year:***



### Grand Caverns

In this part of the Shenandoah Valley, we have the **Grand Caverns** in Grottoes. This cavern is the oldest continually opened cave in North America and is a national natural landmark. The cave was discovered in the early 1800's. It is in a constant state of growth boasting many kinds of formations such as shields, cave popcorn, soda straws draperies, dog tooth spar, and more. Our geology study at Massanetta Springs will compliment this trip- putting into action the things we will learn that morning.

### White Oak Lavender Farm

Another amazing and unique journey off-site will be taken to a local lavender farm about 10-15 minutes away from Massanetta Springs. **White Oak Lavender Farm** is a family-owned business located in Harrisonburg. The time the children and youth spend on this wonderful farm will involve a tour of their vast fields that grow over 5,000 lavender plants in over 30 varieties.



We will get to see how they harvest the lavender to extract the essential oils and dry the plants to be made into soaps, creams, and other products. The farm includes many animals such as alpacas, rabbits, sheep, goats and more that we will get to see and touch. The children and youth will also get to try their hand at making lavender soap which they will get to take home with them. The trip will conclude with a prayer walk through a labyrinth made of lavender.

## Have Questions?

If you should have any questions about the Children and Youth Program, please contact Deb Krueger at [deb@nacom.org](mailto:deb@nacom.org) or Jen Bell at [jbelle@presbyterian.ca](mailto:jbelle@presbyterian.ca).

# Explore the Region

PCCCA Annual Conference  
November 11 - 16, 2012

## Afternoon Options for Wednesday

*Wednesday afternoon is wide open for you to enjoy everything that the region has to offer. Below you will find planned trips and destination suggestions. If you do not feel like traveling on Wednesday, you can also stay at Massanetta Springs and enjoy what the facility has to offer. Dinner will be served (at a nominal cost) for anyone who makes reservations by Tuesday.*

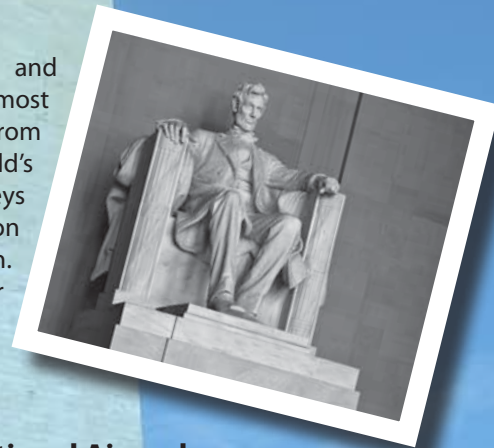


### Virginia Wineries

In the 30 years since the cultivation of European wine grapes was introduced to Virginia, the state has become home to over 140 wineries and nearly 3,000 acres of vineyards making Virginia the 7th leading wine producing region in the United States. Our tour will take us to three Virginia Wineries - **Cross Keys Vineyard** located 5 miles from Massanetta Springs, and the **White Hall** and **King Family Vineyards** closer to Charlottesville. Each Winery will have a tasting (\$5 each) and dinner will follow in the city of Charlottesville. The cost for transportation will be \$10.00 per person.

### National Mall, Washington D.C.

Join us for a visit to the **National Mall** and **Smithsonian Museums** to take in some of the most iconic sites the United States has to offer. From touching war memorials to some of the world's greatest monuments, this visit truly conveys American nostalgia and pride. Transportation to the Vienna station is just \$10 per person. You can then use the **Metro system** for your own five-hour tour of the U.S. Capital before the shuttle returns to bring you back to Massanetta Springs.



### National Air and Space Museum

An amazing glimpse at the history of air and space travel awaits visitors to the **National Air and Space Museum**. Located at Dulles Airport, this expansion of the Smithsonian Air and Space Museum on the National Mall includes a retired Space Shuttle, the aircraft that dropped the first nuclear bomb, and countless other pieces of history. Admission to the museum is free, but many additional activities are available inside for additional fees. Shuttle transportation is available for \$10 per person.



The Free Afternoon



## Even More Options for Wednesday!

*Wednesday afternoon is wide open for you to enjoy everything that the region has to offer. Below you will find planned trips and destination suggestions. If you do not feel like traveling on Wednesday, you can also stay at Massanetta Springs and enjoy what the facility has to offer. Dinner will be served (at a nominal cost) for anyone who makes reservations by Tuesday.*



### Natural Bridge and Lexington

Experience the **Natural Bridge** - a unique collection of natural wonder framed by the beautiful backdrop of the Blue Ridge Mountains. This national historic landmark was shaped by Mother Nature over hundreds of years from twenty stories of solid limestone rock. You will descend 34 stories and explore the deepest caverns on the east coast; and see colorful, exotic wonders in the new Butterflies at the Bridge - Virginia's largest indoor butterfly garden. A serene nature trail takes you through the great stone archway and alongside the Cedar Creek. Once owned by Thomas Jefferson, surveyed by a young George Washington, and traversed by Civil War soldiers - the Natural Bridge is a portal to history. The bridge and caverns fees are \$11-18 for children and \$19-28 for adults. After a fun day of exploring the area, we will end our time together by dining in nearby historic **Lexington**. Transportation for this trip is just \$10 per person.



### Historic Staunton and the Blackfriars Playhouse

Declared by Southern Living as "the perfect place to base any exploration of the valley," **Staunton** is known for its historic architecture and its unique shops, art galleries and restaurants. We will have time to enjoy a lovely overview of Staunton by foot or by optional trolley tour with a guide to share stories (approximately \$15). We will then have dinner at one of the **excellent restaurants**. After dinner we will conclude our night with a visit to the 300-seat Blackfriars Playhouse, the world's only recreation of Shakespeare's original indoor theatre. This unique, historically-accurate performance space provides the perfect backdrop for the American Shakespeare Center's production of **Cymbeline**. Tickets for the show will be \$20-25 depending on how many people attend. Transportation for this trip is just \$10 per person.

[Register Online - Click Here!](#)

The Free Afternoon

## Conference Theme: "Common Journey"

We come from churches, denominations, and even countries that are fiercely divided. Religious, social, and political lines build barriers between us that seem to separate us from one another at every turn. As Christians in camp and conference ministry, we are called to facilitate the breaking down of these barriers, walking with campers and guests on our Common Journey of faith. In Mark 6, Jesus tells the tired and distraught group of disciples to "Come away to a quiet place all by yourselves and rest a while." Our sites offer quiet places for people to come together regardless of their challenges, troubles, or ideologies. Those at odds elsewhere can break bread, play, and pray together as partners on their Common Journey.

The 2012 PCCCA Annual Conference is an opportunity for the PCCCA family to "come away to a quiet place" and gather around our common love for camp and conference ministry. Keynotes, workshops, worship, and fellowship will allow participants to live into our theme, Common Journey, which emphasizes commonality amid conflict, our unity alongside diversity. Follow your path to Massanetta Springs Camp and Conference Center in the beautiful Shenandoah Valley and join us as we walk a common path, share the common loaf, and love our common Lord.



### Sabbath Space

Throughout the event, Sabbath Space will be available for prayer, meditation and reflection. This self-guided space is designed to take you on a personal journey with God. Come "rest a while" and explore the pathways of our Common Journey!



### T-Shirt Swap

Bring t-shirts, sweatshirts, water bottles or anything else with your camp or conference logo on it (children sizes are welcome as well). This free-for-all exchange could help with next year's t-shirt design and give you good ideas for new items in your camp store.



### Auction

The Annual Auction is a high-energy, fun-filled, entertaining evening supporting our organization. Previous auctions have included "vacations" at other camps, hand-crafted items from your region, camp gear, etc. Items for the auction may be shipped in advance to Massanetta Springs. Plan now to provide an item, and bring your check book and a generous heart!



### Exhibit Hall

An exhibit hall will open Tuesday, November 13th from 10:30am to 12:30pm and from 1:00 to 7:00pm. Exhibitors will be on hand to share what they offer your camp and conference ministry. Participants who visit certain booths will be entered into a special drawing for prizes donated by these organizations.



### Annual PCCCA 5K

Run or walk 1 mile, 2 miles or the whole 3.1 miles (5K). Bring your running or walking shoes and join us for this toast to good health through the Shenandoah Valley. Top dozen small, medium, large and extra large finishers receive a commemorative t-shirt.



### Children and Youth Program

Childcare will be provided for children under age 5. Programming will also be provided for children and youth aged 5 and older. Program options for youth include kids only options as well as intergenerational activities. We are excited to offer some off-site field trips to explore this amazing area. Geological adventures, exploring the wonders of the Grand Caverns, environmental education, canoeing, crafts and more. Childcare and children's programs are provided during keynote and workshop times.

## Massanetta Springs Camp and Conference Center

Located in the heart of Virginia's beautiful Shenandoah Valley, we strive to make Massanetta Springs a place where guests experience God's grace and hospitality. Continuing a tradition of service since the early 1900s, our staff and facilities serve over 20,000 guests each year.

Opened as a Presbyterian conference center in 1922, Massanetta Springs is now a National Historic District anchored around the Springhouse and the 1910 Historic Hotel. Lodging accommodations for up to 300 guests are available throughout the year, with an additional 60-200 during parts of late spring, summer and early fall. Lodging facilities include hotel and dorm-suite rooms, cottages, cabins, and tent and RV sites.



**Massanetta Springs**  
CAMP AND CONFERENCE CENTER

### Our Mission

Massanetta Springs, a Presbyterian Camp and Conference Center, seeks to provide a place for discovery and renewal through worship, nurture and fellowship, inviting all to share in the grace and hospitality of Christ.

### Food Service

Surrounded by warm Virginia pine paneling and seated at antique tables, guests enjoy hearty meals served buffet style. There will be a vegetarian option at each meal. Massanetta can accommodate many special diets (you will have the opportunity to indicate this need during the registration process).

### Things You Should Know

Massanetta Springs is a 200-acre campus located near Harrisonburg Virginia. As the city and suburbia have built up around her borders, Massanetta Springs has continued to find creative ways to be a "city on a hill" in the midst of a bustling community.

Free wireless internet is available in each meeting space and in all lodging rooms on campus.

There are no televisions on campus and wireless cell coverage is fair to good.

All linens and towels are provided. Please bring your own hair dryers.

Pets are not allowed.

November weather in the Virginia mountains will have a daily high of 45-55° F (7-13° C) and night time lows in the 30°s F (0-4° C). Long pants, jackets and rain gear are helpful.

About Massanetta

## Host Site Location

Massanetta Springs Camp and Conference Center is located at 712 Massanetta Springs Road, Harrisonburg, Virginia 22801. If you would like to learn more about our host site, you can visit the [Massanetta Springs website](#).

## Driving? Here's How:

### **From Points North**

Take Interstate 81-S to Exit 247-A (Route 33 East towards Elkton). Travel 2.2 miles, turning right (at the 7-11 Store) onto Massanetta Springs Road. Travel ½ mile, turning right into the main parking lot

### **From Points South**

Take Interstate 81-N to Exit 247-A (Route 33 East towards Elkton). Travel 2.2 miles, turning right (at the 7-11 Store) onto Massanetta Springs Road. Travel ½ mile, turning right into the main parking lot.

### **From Points East**

Take Route 33 West towards Harrisonburg until you reach the intersection of Route 33 and Massanetta Springs Road. Turn left at the 7-11 Store and travel ½ mile, turning right into the main parking lot.

### **From Points West**

Take Route 33 East through Harrisonburg. Passing over Interstate 81, travel 2.2 miles, turning right (at the 7-11 Store) onto Massanetta Springs Road. Travel ½ mile, turning right into the main parking lot.

## Need an Airport Shuttle?

We will be providing shuttle service to and from the Dulles International Airport (IAD) on the first and last day of the conference. It is about a two hour trip. The cost for shuttle service is \$25 one-way or \$40 round trip.

On November 11th, the first shuttle will pick up at IAD at approximately 11:00 am. The last shuttle will leave the airport at approximately 5:00 pm.

On November 16th, the first shuttle will not leave Massanetta Springs before 5:00 am. Departing flights for those using the shuttle service should be scheduled no earlier than 8:30 am.

Those arriving/departing outside of these times will need to make other arrangements for travel. All major rental car companies are available at the Dulles Airport.

No refunds for shuttle services will be given within 10 days of the start of the conference.

## Travelling by Train?

If you plan to travel by train, please contact Mike Burcher at [mike@makwoods.org](mailto:mike@makwoods.org) or (800) 566-1496 if you would like shuttle service from the Staunton station (about 30 minutes from Massanetta Springs). No refunds for shuttle services will be given within 10 days of the start of the conference.

## How to Register

Whether you are planning on paying with a check or credit card, please click on the "Register Online" link for the registration form. When you complete the process using a credit card, you are immediately registered for the conference. If you choose to mail a check for your fees, the registration process is not complete until we receive your payment. You will be notified by email once your payment is received. All payments are to be made in U.S. Dollars. We wish to thank UltraCamp for their donation of this online registration system.

**Register Online - Click Here!**

## Program Fees

Participant: ..... \$160.00 for PCCCA members / \$210.00 for non-members  
Non-Participating Spouse: ..... \$80.00  
Children and Youth: ..... \$75.00

The above fees are for the conference program. If a spouse or guest is planning on participating in workshops, then they are to register as a participant. PCCCA members who are registering as a participant receive a \$50 discount. This does not apply to all employees from a PCCCA member site, but only those individuals who have paid dues from that site. During the registration process, members are to use the PCCCA website repository password (ba\*\*\*\*\*) as a special coupon code in order to receive this \$50 discount. If you are a member and do not have this password, please contact Joel Winchip at [joel@pccca.net](mailto:joel@pccca.net) or (803) 322-0232.

## Cancellation Policy

Prior to October 22nd, all but \$100.00 will be refunded to you. After this date, the entire fee is nonrefundable. If you need to cancel or change your registration, please contact the conference registrar, Elise Bates Russell, by email at [secretary@pccca.net](mailto:secretary@pccca.net) or by calling (218) 678-2325.

## Carbon Offset

We encourage everyone to continually strive to reduce their carbon footprint through sensible energy reductions combined with carbon offsets to eliminate their overall footprint. Please go to [Carbonfund.org](http://Carbonfund.org) to learn how you can offset the emissions created by your travel to the conference.

## Scholarships

Financial assistance for the conference is available by contacting the PCCCA Board President, Paul Humphreys, at [paulhumphreys@calvincenter.org](mailto:paulhumphreys@calvincenter.org) or (770) 946-4276. Scholarships are normally limited to the program fee for the event.

Costs & Other Info



[Register Online - Click Here!](#)



## The Lodge - Private Bath

**Double Occupancy - FULL**

**Single Occupancy - FULL**

Completed in January of 2001, the Lodge at Massanetta Springs is an elegant and modern addition to our historic grounds. All rooms have two queen beds, private baths and air conditioning. An elevator is available to take guests to the rooms on the second floor.

## Richardson - Connecting Bath

**Double Occupancy - \$205.00 per person**

**Single Occupancy - \$265.00 per person**

**Nightly - \$41.25 Double / \$53.25 Single**

## Richardson - Private Bath

**Double Occupancy - \$255.00 per person**

**Single Occupancy - \$325.00 per person**

Richardson and the Hotel Addition were built in the '50s and '60s to expand Massanetta Springs' capacity as a conference center. All rooms are air conditioned and have two twin beds. With the "Connecting Bath" option, two guestrooms share one connected bathroom. In the "Private Bath" option, the floorplan is the same and one of the two rooms will remain unoccupied.



## Lodging Options for Families

**Parent(s) with one or more children**

**The Lodge, Family of 2 - \$370 per family**

**The Lodge, Family of 3 - \$545 per family**

**The Lodge, Family of 4 - \$600 per family**

**Richardson, Full Suite - \$525.00 per family**

**Richardson, Half Suite - \$265.00 per family**

Lodging Options

# Conference Lodging

PCCCA Annual Conference  
November 11 - 16, 2012

# Lodging & Meals



## Group Housing - The Cottages

**\$135.00 per person**

Two cottages, Wilson and Virginia, have kitchen, living and dining areas. Guests sleep on bunk beds. Wilson has 3 full baths (with showers) and one half bath, and is air conditioned. Virginia has 4 full baths (with showers) and is air conditioned.

## Other Lodging Options

**RV Site - \$205.00**

**Tent Site - \$120.00**

**Extra Rollaway Bed - \$55.00**

## Meal Prices

Surrounded by warm Virginia pine paneling and seated at antique tables, guests enjoy hearty meals served buffet style. There will be a vegetarian option at each meal. Please be sure to indicate any special diet needs when completing the online registration.

### Full Meal Plan (13 Meals)

Adults & Children ages 13+ ...\$134.00  
Children ages 6-12 ..... \$ 89.25  
Children ages 3-5..... \$ 71.00  
Children under 3..... Free

### Single Day (3 Meals)

Adults & Children ages 13+ ... \$ 31.50  
Children ages 6-12 ..... \$ 20.75  
Children ages 3-5..... \$ 16.50  
Children under 3..... Free

***Register Online - Click Here!***



## Exhibit Hall

The PCCCA Annual Conference includes an exhibit hall that takes place on Tuesday, November 13<sup>th</sup> from 10:30am to 12:30pm and then from 1:00pm to 7:00pm. We will have exhibitors on hand to share what they offer your camp and conference ministry. Participants who visit certain booths will be entered into a special drawing for prizes donated by these companies and organizations. Here are the exhibitors for this year's conference:



**Active Network** [www.campregister.com](http://www.campregister.com)

Active Network is "the" reference in online registration and camp management technology, servicing over 50,000 customers nationwide, including more than 2,000 camp organizations. Active helps you Get more campers, Manage camps easily and Build lasting relationships with your community.



**American Bedding** [www.americanbeddingmfg.com](http://www.americanbeddingmfg.com)

At American Bedding Manufacturers, we supply mattresses, replacement waterproof mattress covers, wood and metal bunk beds, army and metal folding cots, wood and metal furniture, blankets, pillows and linens. Our online catalog with prices is available at the above link. Our phone number is 800.203.2507 and our fax number is 423.203.2507.



**Bunk1** [www.bunk1.com](http://www.bunk1.com)

Rollcall is an all-inclusive Camp Management suite of tools. It is split into two main feature umbrellas: The "Back Office" includes services like Camp Enrollment, Family, Alumni, Lead, and Staff Management. It will also include Camp Scheduling, Transportation, Retreat and Camp Store Management as well as Vendor and Inventory Management. The "Front Office" includes services like Photo Galleries (including rich photo editing tools), Bunk Notes, Bunk Replies, Newsletters, Parent Self-Service Account Management, Social Media integration, and embeddable website widgets. All features are tied together with a revolutionary Reporting engine that provides easy access to all the data that a camp organization puts in the system.



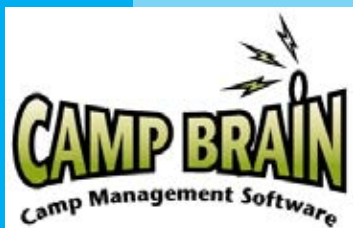
**The Camp Doctor Inc.** [www.campdoctor.com](http://www.campdoctor.com)

The Camp Doctor, Inc. (TCDI) is a group of nationally experienced camping consultants who conduct an outside view of camp properties, providing an objective perspective without loyalties to any facility, individual, or group. Our purpose is to find creative solutions for successful camps including facilities, programming, risk management, leadership structure, governance issues, fiscal analysis and administration. TCDI recommendations are not intended to be critical or hurtful, but rather to present an unvarnished opinion of facts and observations. Our recommendations are honest and are based on the level of experience and expertise that we bring to a camp project.

Exhibit Hall

**Register Online - Click Here!**





**CampBrain** [www.campbrain.com](http://www.campbrain.com)

We provide camp management software and online registration solutions to camps and retreat/conference centers throughout North America. We serve over 750 camps and have been doing so since 1994. Our solutions feature camper registration (including online), billing, medical, transportation, activity scheduling, cabin and group assignment, camp store, alumni, staff, donors, inquiries, credit card processing and a complete retreat/conference center module. We also provide summer services to parents: camper email and photo gallery. Fully integrated within the product, branded for you, professional and intuitive, and, best of all, absolutely no parent gouging! Take back your parent relationship!



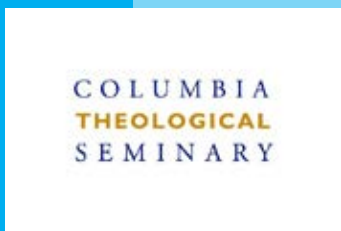
**Campwise** [www.campwise.com](http://www.campwise.com)

Campwise camp and conference center management software. Web-based, fully-integrated, realtime registration, payment, staff, medical & housing. Donor & activity scheduling too. New: True apps for smartphone & tablet: registration, administrative functions, & POS. Innovative Product--Matchless Support.



**Chalice Press** [www.chalicepress.com](http://www.chalicepress.com)

Chalice Press publishes Christian content for people who want to make a positive difference in the world. We are the publishers of the InsideOut: Christian Resources for Outdoor Ministries curriculum. InsideOut is a new Christian camp curriculum from the National Council of Churches and Chalice Press that can be shaped to unique camp settings, age levels, lengths, and denominational teachings and traditions. Visit our website above to learn more about InsideOut.



**Columbia Theological Seminary** [www.ctsnet.edu](http://www.ctsnet.edu)

Columbia Theological Seminary is a theological educational institution of the Presbyterian Church (USA), located in the vibrant city of Decatur, Georgia, just 6 miles outside of downtown Atlanta. We offer 3 basic level Masters degree programs and 4 Advanced Studies degree programs. We offer scholarships and need-based financial aid for our basic level degree students, along with on-campus housing. Students have the option of attending daytime or evening/weekend courses. CTS has an outstanding and accessible faculty and a dedicated administrative staff. Come visit us and see for yourself!



**CORD Inc.** [www.cordonline.com](http://www.cordonline.com)

CORD, Inc. provides purchasing services and solutions for any size Christian church, camp, school, and ministry. Members of CORD receive significant savings in every category of spending, including foodservice, office supplies, janitorial, facility maintenance, insurance, and more. There are no membership fees and no compliance contracts in order to participate. Visit our website above for more information or to join.



**EcoEternity** [www.ecoeternity.com](http://www.ecoeternity.com)

EcoEternity is part of the Green Burial Movement. EcoEternity has partnered with Christian Camps such as Makemie Woods and six others to create a green burial Cemetery Ministry in the camps' forests. If you are interested in creating such a ministry to further your outreach or just interested in what we are doing, stop by and talk with us.



**Gronlund Sayther Brunkow** [www.gsbfundraising.com](http://www.gsbfundraising.com)

Since 1976 GSB has been providing charitable organizations and congregations with consultation services. Fundraising: feasibility studies, capital campaigns, annual funds, planned giving, major gifts, conferences and workshops, development audits. Public Relations: Audits, case statements, surveys, publications, multimedia. Organizational Development: strategic planning; board, staff and volunteer development; program audits; training seminars; site and facility planning.



**HR Sales**

HR Sales is a family-owned business and has been serving Christian camps for the last ten years. The owner, Henry Rodriguez, usually likes to schedule a first consultation to see what the camp store's specific needs are and then set up the displays accordingly. He has helped many camps develop and grow their stores with his contemporary jewelry and unique gift items. All sales are guaranteed through the HR Sales exchange policy. For more information, please contact us at 254.433.1713.



**The Insurance Board** [www.insuranceboard.org](http://www.insuranceboard.org)

The Insurance Board is a nonprofit corporation established by the participating Conferences of the United Church of Christ. We administer a property and liability insurance program serving churches and related ministries within three denominations; United Church of Christ, Christian Church (Disciples of Christ) and Presbyterian Church (USA). Our mission is to support and protect churches and church ministries by offering superior property and casualty risk and insurance management services. We are passionate about serving as an advocate and providing solutions for the risks our participants face because we truly care as much about your church and ministry as you do!



**Kaleidoscope Inc.** [www.kaleidoscopeinc.com](http://www.kaleidoscopeinc.com)

Kaleidoscope is a team of professional consultants and planners who know and love camps, retreat, and outdoor centers. Our mission is to help your organization Thrive with customized services for building and maintaining vibrant, vital, and viable programs, operations, site, and facilities. The primary services offered include: Missional, Operational, and Site Assessments; Strategic Planning and Development; Business/Viability Planning; Master Plans; Design Development Plans; Project Coordination. We are clear that program, mission, vision, and market lay the foundation for the needs of the operation, creating alignment around the shared mission and vision.



**RBM Global** [www.richardbrashmarketing.com](http://www.richardbrashmarketing.com)

RBM Global is dedicated to bringing retreat reservation automation to your facility. We have worked with businesses of all types to integrate existing software and create new automation processes. Convert your "shoppers" into active "retreaters." We cheerfully work within your budget especially non-profits. Our services include website design and hosting, audio & video, logo design, and reservation automation. Ask us how we can streamline your administrative efforts. Increase revenue, decrease marketing costs, and increase your ability to focus on your guests. Contact Charlie Vanden Heuvel at 360.608.2754 or the website above for more information..



**Markell Insurance** [www.campinsurance.com](http://www.campinsurance.com)

Markell is a leading, nation wide, provider of insurance products to camps, and conference centers. Markell understands and protects against the unique risks and exposures of camps better than anyone. Markell customers have long benefited from our safety surveys, consultations, training, seminars, newsletters, publications, videos, crisis intervention and loss analyses. For over 60 years, we've earned a reputation for providing state-of-the-art, quality coverages, value-added services, and top-notch service at competitive prices.



**Megasy's Hospitality Systems** [www.megasys-hms.com](http://www.megasys-hms.com)

Megasy's provides quality software solutions and services to many unique properties, clients, organizations, and associations. The software solutions are designed to expand as the property expands and conform to the property's organizational rules. The company's motto is, "At Your Service," encompassing Megasy's basic belief in how it runs its business and supports its driving force, which is to provide the most flexible, reliable, responsive and cost-effective property software solutions in the industry. Megasy's is more than a registration software provider; they provide Conference, Retreats and Camps with operational tools to help manage all areas of their property, including the Guests.



**Morrow Insurance Agency** [www.morrowinsurance.com](http://www.morrowinsurance.com)

As camp directors, you are responsible for protecting much more than your camp's buildings and contents. As one of the largest camp, conference and retreat center business insurance specialists in the country, Morrow Insurance Agency understands that. A comprehensive insurance program from Morrow is built on more than 30 years of experience insuring camps. We understand that each camp is unique and that one insurance policy does not fit all. We believe in getting to know your business inside and out. Then we create a comprehensive package of coverage that fits your needs, your budget and your cash flow.



**Progressive Graphics** [www.progressivegraphics.net](http://www.progressivegraphics.net)

We have been serving the camping market since 1989. You can choose from a wide selection of stock design or we can create a custom layout for you. With three designers on staff, we can tackle any theme, idea, photo or general concept that you provide. In addition to tees, we also do hooded sweats, tanks (Lacrosse and other), shorts and many other clothing items. We also do in-house embroidery and 1000's of promotional products. We can take care of all of your needs.



**Run River Enterprises** [www.runriver.net](http://www.runriver.net)

Run River Enterprises provides camps, retreat/conference centers, and other organizations with spiritually-based consultant services in all areas of strategic endeavor: including Master Planning, Marketing, Fund Development, and Organizational Development. Some of the unique aspects of Run River's work are: extensive data interpretation, including GIS based analysis; specific directives for implementation; and processes which are grounded in prayer and Bible study. The principal consultants of Run River are a husband and wife team, both ordained in the United Methodist Church. Together, they offer the services you need for the ministry to which God calls you. "God's Call - Your Vision - Our Ministry"



## **Stop Hunger Now** [www.stophungernow.org](http://www.stophungernow.org)

Stop Hunger Now's meal packaging program is an on-site event through which participants package high protein, dehydrated meals for use in crisis situations and sustained school feeding programs in developing countries. SHN provides a fun, hands-on international mission project for people of all ages that directly addresses global poverty. The program offers camps the opportunity to expand its programming to include education and immediate action towards the eradication of hunger and poverty. In the past 5.5 years 150,000 volunteers from 11 sites across the USA and South Africa, have packaged 50 million meals for distribution to 35 countries. Join us to Stop Hunger Now.



## **Tandy Leather Factory** [www.tandyleatherfactory.com](http://www.tandyleatherfactory.com)

For over 90 years Tandy Leather Factory has been a leading source in North America for teaching generation after generation the skill of leathercraft. Tandy Leather Factory is the world's choice for supplying your need of the finest leather and leathercraft supplies. Available to Hobbyist, General Crafters and Professionals we have locations across the country making getting the supplies you need as easy and the ABC's of Leather itself!



## **Trinity/HPSI** [www.trinity-usa.net](http://www.trinity-usa.net)

Free membership in TRINITY/HPSI can help your conference center save thousands of dollars, often without changing anything you do. Agreements with SYSCO, U.S. Foodservice, GFS, FSA, Staples, HD Supply, Lowe's, Ferrellgas, Suburban Propane, Sherwin-Williams, Mattress Factory, New England Discounter and many others offer savings of up to 50%. For more information call or text Sam Shutt at 615.887.0591.



## **UltraCamp** [www.ultracamp.com](http://www.ultracamp.com)

UltraCamp is the most comprehensive Web-based camp management tool available. Developed by camping professionals, UltraCamp combines everything you need into one convenient, easy-to use service.



## **Union Presbyterian Seminary** [www.upsem.edu](http://www.upsem.edu)

It's your call. It's your choice. Union Presbyterian Seminary will prepare you for ministry in today's world, offering five degree programs through three campus platforms. Choose the platform that best suits you- Charlotte, NC: weekend classes for working students, Extended Campus Program: nine weeks of online study combined with one week on the Richmond campus each term, or Richmond, VA: traditional residential learning community. M.Div, M.A. in Christian Education, M.Div./M.A.C.E, Th.M. and Ph.D. Visit us to discern how our choices can enhance your call.

**Register Online - Click Here!**