

Sustainable Pathways

» TUESDAY MARCH 13, 2012

PRESBYTERIAN CHURCH CAMP
AND CONFERENCE ASSOCIATION

PCCCA

United Methodist
CAMP  **RETREAT**
Ministries



» Sustainable Pathways, a programmatic partnership of the National United Methodist Camp and Retreat Committee and the Presbyterian Church Camp and Conference Association, will offer faith-based learning prior to the Tri-State CAMP Conference.

» Camp and conference professionals from all denominations are invited to come together for a day of learning on March 13th that includes networking and the development of meaningful strategies to improve efforts in **Marketing to Expand Our Mission**. The Tuesday pre-conference will focus specifically on marketing for faith-based camp and retreat ministries. The pre-conference experience will include first-rate speakers and educators, relevant content, social time to meet and get to know your colleagues, and space set aside for worship with peers from near and far.

» The Sustainable Pathways pre-conference is only \$35.00 per person and will take place right before the American Camp Association planned Tri State.



Sustainable Pathways Schedule

TUESDAY MARCH 13

10:30 - 11:30 am

A New Way of Talking

PAM HARRIS

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.

11:45 am - 12:45 pm

Are You Part of the Online Conversation? How Social Media and Web Marketing Can Help you Provide Genuine Christian Hospitality and Further Your Mission

NANCY SHENKER

Faith-based organizations are now using the Internet in more ways than ever before — 700 Billion minutes a month are spent on Facebook, 1 billion tweets are posted each week, and other new technologies and tools are transforming the way people worldwide get and share news and insights. And, did you know that the Presbyterian and Methodist pages on Facebook have close to 25,000 “LIKES?” (That’s a great way to connect/engage/inspire camp families and create a potential market for your camp/retreat center.) Boost your program’s image, engage your community in vibrant faith-based conversations and increase awareness and enrollment by using these powerful communications and marketing media. You’ll learn how to separate the hype from the substance, integrate social media into your “traditional” marketing, and fit social media marketing into your already busy life (with some time- and money-saving techniques) — all while ensuring that your messages of faith and inspiration are clear, powerful and appropriate. This session will combine some of the basics of social media marketing with a special workshop to answer your specific questions.



1:00 - 1:45 pm

LUNCH AND NETWORKING

2:00 - 3:00 pm

Word of Mouth Marketing

TRAVIS ALLISON

When you look at your website carefully how much of the content is aimed at attracting clients that don’t know you and know nothing about summer camp? Is your newsletter written for people who are considering your camp or those who already attend? In this session Travis Allison will walk you through some easy to understand marketing principles and leave you with 10 Tips to reach campers that others are ignoring. The process is simple to implement and can set you apart from other camps in your market.

3:15 - 4:15 pm

When to Engage a Marketing Professional

Panel – MIKE HUBER, BRIAN COHEN – Iroquois Springs, HUNTER GOLD – Capital Camps and Retreat Center

With so many competing centers and messages, it is becoming increasingly difficult to reach our target markets. Many retreat centers have benefited from using a marketing professional who have expertise on what channels are most effective and how our audiences react to our outreach. Hear from several successful retreat centers who have utilized varying strategies to market themselves. What has worked? What hasn’t? Take advantage of this opportunity to hear from those who have seen it all and what led them to hire a marketing professional, or choose not to and why.

4:45 - 5:30 pm

AFTERNOON WORSHIP



BELOW IS INFORMATION FROM THE TRI-STATE CONFERENCE TEAM FOR THOSE PLANNING TO STAY TO PARTICIPATE IN THIS EVENT PLANNED BY ACA TRI-STATE.

Four Reasons You Need to Attend the 2012 Tri-State CAMP Conference

1. LEARN FROM THE CAMP INDUSTRY'S BEST AND BRIGHTEST. HEAR FROM HOUSEHOLD SPEAKERS LIKE MICHAEL BRANDWEIN, CHRIS THURBER, SCOTT ARIZALA, STEVE MAGUIRE, AND MORE, THAT ARE IN-TUNE WITH TODAY'S BEST PRACTICES AND TRENDS
2. IN ADDITION TO OUR EDUCATIONAL SESSIONS, WE OFFER ROUNDTABLES, FORUMS, AND PANELS ON THE LATEST TRENDS, RESEARCH, AND HOW-TO'S TO LIFT YOUR ENERGY FOR THE SUMMER OF 2012
3. MEET WITH OUR CONFERENCE EXHIBITORS TO IDENTIFY CUTTING-EDGE PRODUCTS AND SOLUTIONS TO COMPLEMENT YOUR SUMMER PROGRAM
4. NETWORK WITH THOUSANDS OF COLLEAGUES, SPEAKERS, EXHIBITORS, PEERS, AND FRIENDS FROM ALL OVER TO SHARE INSIGHTS, IDEAS, AND CAREER ADVICE

2012 TRI-STATE CAMP CONFERENCE

» MARCH 14-16, 2012

ATLANTIC CITY CONVENTION CENTER, NEW JERSEY



Two specific faith-based workshops for those choosing to attend the Tri - State Conference immediately following the Sustainable Pathways learning day are noted here. There are a myriad of other workshops and learning sessions offered by ACA that span many other topics important to camp and retreat leaders, also. Visit www.tristatecampconference.com for more info.

WEDNESDAY MARCH 14

1:00 - 2:15 pm

The Art of the Post-Retreat Relationship

JAYNIE SCHULTZ, Retreat Central

Now that you have successfully hosted the retreat, how will you evaluate the experience? What will the group use to measure the success of the program? How can you ensure repeat business? This session will cover quality evaluations and what to do with the information, from sharing it internally, to the client, to the public.

THURSDAY MARCH 15

12:30 - 1:30 pm

Improve Your Online Presence

JAMES DAVID

Today, it is more important than ever to have a strong online presence. James will focus on basic (and free) tips for Search Engine Optimization, making the most of online marketing, and optimizing your website for user friendliness and promoting your retreat center.

FOR UPDATED CONFERENCE INFORMATION, VISIT:
WWW.TRISTATECAMPCONFERENCE.COM

american
CAMP
association
Tri-State Camp Conference

ACA TRI-STATE CONFERENCE SCHEDULE

TUESDAY MARCH 13

| | |
|--------------------|--|
| 8:30 am - 4:30 pm | New Director Orientation Workshop |
| 11:00 am - 3:00 pm | Standards Update Course |
| 11:00 am - 4:00 pm | Visitor Update Course |
| 11:00 am - 5:00 pm | ACA Standards Course |
| 1:00 pm - 5:00 pm | EPIC (Emerging Professionals in Camping) Workshop |
| 7:00 pm - 9:00 pm | Dinner Event at Cuba Libre – Tropicana, The Quarter |
| 9:30 pm - 12:00 am | Evening Social Event: 32° Luxe Lounge – Tropicana, The Quarter |

WEDNESDAY MARCH 14

| | |
|---------------------|--|
| 8:30 - 9:45 am | Educational Sessions |
| 8:30 am - 12:30 pm | Standards Update Course |
| 8:30 am - 2:30 pm | ACA Standards |
| 10:00 - 11:15 am | Educational Sessions |
| 11:30 am - 12:45 pm | LEARN TOGETHER SESSIONS |
| 1:00 - 2:15 pm | Lunch Break/Meet 'n' Eat Sessions |
| 1:00 - 2:15 pm | VOCE Session |
| 2:30 - 4:00 pm | General Session |
| 4:00 - 6:30 pm | Exhibit Hall Opening |
| 7:00 - 9:00 pm | Networking Dinner: Carmines |
| 9:30 pm - 12:00 am | Evening Social Event: Boogie Nights, Resorts |

THURSDAY MARCH 15

| | |
|--------------------|---|
| 8:30 - 9:45 am | Educational Sessions |
| 10:00 - 11:15 am | Educational Sessions |
| 10:00 am - 2:00 pm | Standards Update Course |
| 10:00 am - 3:00 pm | Visitor Update Course |
| 10:00 am - 4:00 pm | ServSafe Workshop |
| 11:15 - 12:15 pm | Coffee Break with the Exhibitors |
| 11:15 - 12:15 pm | Ben Appelbaum Forum (sponsored by AM Skier Insurance) |
| 12:30 - 1:30 pm | Lunch Break-Meet 'n' Eat sessions |
| 12:30 - 1:30 pm | VOCE Session |
| 1:45 - 3:00 pm | Educational Sessions |
| 3:00 - 4:00 pm | Exhibit Hall Break |
| 4:15 - 5:30 pm | LEARN TOGETHER SESSIONS |
| 7:00 - 9:00 pm | Networking Dinner: One Atlantic, The Pier Shops at Caesars |
| 9:30 pm - 12:00 am | Evening Social Event: One Atlantic, The Pier Shops at Caesars |

FRIDAY MARCH 16

| | |
|------------------|----------------------------------|
| 8:30 - 9:30 am | Educational Sessions |
| 8:30 - 9:30 am | VOCE Session |
| 9:45 - 10:45 am | Educational Sessions |
| 10:45 - 11:30 am | Coffee Break with the Exhibitors |
| 11:45 - 1:00 pm | General Session |
| 1:00 - 2:00 pm | Exhibit Hall FIRE SALE |

REGISTRATION HOURS

| | |
|---------------------|-------------------|
| TUESDAY, MARCH 15 | 8:00 am - 6:00 pm |
| WEDNESDAY, MARCH 16 | 7:30 am - 6:30 pm |
| THURSDAY, MARCH 17 | 7:30 am - 6:00 pm |
| FRIDAY, MARCH 18 | 7:30 am - 2:30 pm |

EXHIBIT HALL HOURS

| | |
|---------------------|---------------------------------|
| WEDNESDAY, MARCH 16 | 4:00 - 6:30 pm |
| THURSDAY, MARCH 17 | 10:00 am - 4:00 pm |
| FRIDAY, MARCH 18 | 10:30 am - 2:00 pm (Fire Sale!) |



THE CAMP CONFERENCE EXHIBIT HALL

The right partnerships allow you to focus on your core competencies, while capitalizing on the expertise of experienced solution providers within the camping industry. With our leading exhibitors and solution providers, the Exhibit Hall provides you with a one-stop shop for all your needs. This is the place to experience hands-on demonstrations of the latest products and services that can increase your summer success.

FOR A COMPLETE LIST OF EXHIBITORS VISIT:
WWW.CAMPSHOPPINGNETWORK.COM

Sustainable Pathways

CODE: N

REGISTRATION FORM

TUESDAY MARCH 13, 2012

PRESBYTERIAN CHURCH CAMP
AND CONFERENCE ASSOCIATION



Register Today!

NAME OF CAMP: _____

SUMMER LOCATION CITY: _____

STATE: _____

WINTER ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

WINTER TELEPHONE: _____

WINTER FAX: _____

WINTER E-MAIL: _____

DIRECTOR (or contact person to receive email): _____

CAMP REGISTRATION

Full Name

Attendee E-mail (Very important, please include!)

1. _____

2. _____

3. _____

4. _____

5. _____

» Please check here if any of the above attendees has a disability and may require special accommodations:
(someone will contact you) YES NO NAME: _____

* Donate to the Atlantic City Mission.
Help us support those in need who live
in the Atlantic City Area. (Contributions
will be used to buy food for the
Atlantic City Mission). Thanks for your
generosity and support!

REGISTRATION FEE (\$35 per person) \$ _____

SUPPORT THE FOOD DRIVE * \$ _____

TOTAL ENCLOSED \$ _____

» IF PAYING BY CREDIT CARD, please complete the information below and fax the completed form to the ACA, NY and NJ office at:

CREDIT CARD: VISA MASTERCARD AMERICAN EXPRESS

FAX # 866-553-9264

CREDIT CARD NUMBER: _____

CVV 3-DIGIT SECURITY CODE (last three digits on the back of your credit card): _____

EXP. DATE: _____

NAME AS IT APPEARS ON THE CREDIT CARD (print): _____

SIGNATURE: _____

BILLING ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

"SAME AS WINTER ADDRESS"

» IF PAYING BY CHECK, please make checks payable to "ACA, New York and New Jersey." and return with this completed form, to:
AMERICAN CAMP ASSOCIATION, NEW YORK AND NEW JERSEY, 1375 BROADWAY, 4TH FLOOR NEW YORK, NY 10018

If you have questions, please call the office at (212) 391-5208.