

# “Capital Ideas” “Capitol Connections”

## 2007 ACA Keystone Section Conference

Sunday, November 11 - Monday, November 12

Harrisburg Holiday Inn and Conference Center

148 Sheraton Dr., New Cumberland, PA (at PA Tpke. and I-83).

**REGISTER NOW for a  
VALUABLE LEARNING  
EXPERIENCE!**

**TAKE ADVANTAGE of NATIONAL EXPERTISE and TALENT** at the local Sectional level - convenient, cost-effective, and a great opportunity to learn new strategies, review new products, and network with colleagues old and new!

### CAPITAL IDEAS from KEYSTONE CONFERENCE SPEAKERS

**PRE-CONFERENCE: Standards Update** for Camps and Visitors presented by Frankie Graham  
Prepare for 2008      Sunday, November 11      9:30am - 1:30 pm - Standards Update for Camps  
(Updating Visitors must attend both sessions.)      1:30 pm - 2:30 - Visitors Update

Keystone Conference Sessions have been carefully planned with you in mind. These are practical workshops designed to give you real tools for success in diverse areas of programs and operations.

**You won't want to miss these CAPITAL IDEAS! REGISTER NOW!**

- SUNDAY, NOV. 11    KEYNOTE SESSION: “Check Up from the Neck Up”    JIM ATKINSON**  
Jim is the president of H-a-p-p-y Productions in Altamonte Springs, FL. He has been a noted speaker nationwide since 1983. Jim is the author/co-author of nine books including *HAPPY GAMES*, *SANITY in the SUMMER*, *Sports For the Fun of It!*, and *You Hired 'Em, NOW WHAT?!* His Keynote will inspire you for the Conference and the Summer!
- Scott Arizala    Operation Wet the Moose: Sneaking, pretending, and story telling our way through camp - the value of pretending, myths, legends in camp and how they fit into the camp culture and staff training. Help Save Imagination!
- Scott Arizala    Do You! A new approach to staff and professional development. When counselors are at their best and feeling successful they are using their signature strengths and skills. Teach staff to define and use their skills at camp as well as develop better management and leadership skills.
- Linda Erceg    Inclusiveness and Accommodation: How does this person fit? Inclusiveness, diversity, accommodation for physical and mental health challenges.
- Norm Friedman    The Four P's - Proactively Preventing Predictable Problems. Internet, alcohol, sexuality, meddling parents, staff time off, other thorny issues.
- Cheryl Magen    Silent and Compliant: Lost in the Middle.
- Dave Pastorok    What Every Camp Needs to Know About Challenge Courses and Climbing Structures
- Kat Shreve    What's Hot on the ACA Hotline? Take-aways for being prepared for similar situations at your camp. Learn about this vital resource for ACA camps
- Ellen Warren    Managing Your Message. Is your message intentional or accidental? Do you have a message? Do people know it? What's your message in a crisis and how do you communicate it? Learn marketing and PR best practices for presenting your camp to different audiences, including the public, camp families, media, and online. Bring your marketing/PR problems and questions for additional discussion as time allows.

## **MONDAY, NOV. 12 CAPITOL CONNECTIONS: GREETINGS BY REP. JOSH SHAPIRO**

Jim Atkinson	Understanding Generation Why: Knowing the world of 13-16 year olds and the way they think is paramount to maintaining their admiration and respect. Lively group discussion and interactive activities are the tools utilized to build the foundation of this mind and eye-opening session.
Jim Atkinson	Sanity in the Summer: Wouldn't you like to provide a summer program that features choices for the kids, variety for your Staff, and positive fiscal management for you?
Scott Arizala	Training for Trainers: Making the Most of Your Time and Energy - a session for camp professionals that deliver staff training.
Linda Erceg	Hyper Harry, Anxious Ann, Depressed Denise, Bully Bob: Responding to camp folks with mental health need; dealing with psychological challenges in campers and staff;.
Norm Friedman	What's Your Next Move? Using situations from the summer of 2007, join the discussion of thought-provoking and controversial real- life issues. Back by popular demand!
Jim Glunt	Solving Problems in Camp Horse Programs.
Cheryl Magen	Parents as Partners - The Good, The Bad and The Ugly.
Kat Shreve	The Write Stuff - Day and Resident Camp Accreditation Documentation. A how-to for Standards documentation of program, staff skills, keeping logs and more.

Plus important new sessions by Cricket Snearing, Ed Metzendorf, Frankie Graham, and Rick Stryker!

### **KEYSTONE CONFERENCE SCHEDULE**

<b><u>SUNDAY, NOV. 11</u></b>	Noon - 1:00 pm	Arrival, Registration, BUFFET LUNCH
SESSION 1	1:30 - 2:45 pm	
SESSION 2	3:00 - 4:15 pm	
EXHIBIT HALL	4:15 - 6:00 pm	Visit our Vendors - the Best of the Best!
KEYNOTE SPEAKER	6:30 - 8:45 pm	JIM ATKINSON, DINNER
NETWORK	9:00 pm - ??	Cracker Barrel
<b><u>MONDAY, NOV. 12</u></b>	7:30 am	BUFFET BREAKFAST
SESSION 3	8:15 - 9:30 am	
SESSION 4	9:45 - 11:00 am	
EXHIBIT HALL	11:00 am - Noon	
REP. JOSH SHAPIRO	12:15 - 1:15 pm	BUFFET LUNCH, KRS Business Meeting
EXHIBIT HALL	1:15 - 2:15 pm	
SESSION 5	2:15 - 3:30 pm	

### **THANKS TO OUR SPONSORS, CONTRIBUTORS, AND VENDORS!**

#### **Sponsors**

**Achieva  
AMSkier  
Bunkl.com  
Bunkline Camp Outfitter  
Larry Fox & Company, Ltd.**

#### **Vendors**

**Bunkl      Markel Insurance      CampWise  
Westex      Sobel Associates      MVSport  
US Sailing      Niche Directories      UltraCamp  
National Background Investigators  
Outdoor Recreational Supply**

**KEYSTONE CONFERENCE REGISTRATION & HOTEL INFORMATION**

**CALL 717-774-2721 to RESERVE YOUR HOTEL ROOM** at the Holiday Inn.  
You must mention the KRS Conference to receive our special rate of just \$85.00/night.

**REGISTER NOW for the 2007 KEYSTONE CONFERENCE!**

ACA Members:	Full Registration:	\$175.00
	Day Sessions with Lunch:	\$155.00
Non ACA Members:	Full Registration:	\$200.00
	Day Sessions with Lunch:	\$180.00

Please submit your check payable to **Keystone Regional Section, ACA** with the Registration Form. Mail to: ACA Keystone, 20 Limekiln Pike, Glenside, PA 19038.

Registrations received after October 20, 2007 are non-refundable.

For Conference questions: Dale and Barbara Dohner, info@oneka.com, 610-687-6260

-----detach here and mail Form with your check-----

**KEYSTONE CONFERENCE REGISTRATION FORM**

Name \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Camp \_\_\_\_\_ ACA number \_\_\_\_\_

Camp Position \_\_\_\_\_ or Other (i.e. Student?) \_\_\_\_\_

ACA Member \_\_\_\_\_ Yes \_\_\_\_\_ No

Registration \_\_\_\_\_ FULL \_\_\_\_\_ DAY (\_\_\_\_\_ SAT. \_\_\_\_\_ SUN.)

Amount enclosed \$ \_\_\_\_\_

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