

2011 Ben Appelbaum Day Camp Conference

Hosted by West Hills Day Camp



10:00 - 10:30 Arrival and breakfast / 10:30-11:00 Welcome and Ben Appelbaum Tribute

11:00-12:00 Session Block 1

DAY CAMP MARKETING 2012- Everything EXCEPT Print Ads and Mass Mailings - ANDY PRITIKIN - Liberty Lake Day Camp

As we gradually figure out the "New Economy" of Camping, one thing is for certain- there is no room for wasting money on marketing that is old fashioned and doesn't work, especially in our modern age of Email, Internet/Social Media, and life "in the clouds" as they say. Join us as we go through some cutting edge ideas, as well as old-school "grass roots" efforts that maximize your facility as well as your brand which you've worked so hard to create and maintain. Bring your ideas and be ready to share!

Timeline Management throughout the Year – ROZ BUCK – Meadowbrook Day Camp & Panel

As year round camp people, we all understand the multitude of items that appear on our annual "to do" lists and need to get managed during the "10 other months" of the year. This session will focus on **WHEN** we do what we do. Our panel of Camp Directors will share their personal timeline management strategies on significant topics that challenge us year after year - - Early Enrollment Deadlines . . . Staff Hiring . . . Facility Improvements . . . Payment Due Dates . . . Budget Timing . . . Special Events Planning and so much more. Join us for this interactive session to hear what our colleagues have to say and share your own views on managing the timeline throughout the year!

Lessons from Resident Camps – PHIL RAINONE – Ramaquois Day Camp & BART MARGHEIM - Camp Winadu

Take away some helpful hints we have accumulated from both sleep away and day camp visits... Does your camp have an amphitheater? Camp fire pits? Signs? Bunks? Gaga? What else can we learn from the way "they" do it?

Leadership Team Roundtable – TERRY CASTRO – Oak Crest Day Camp

Ever wonder what your counterpart at another camp is responsible for? In this round table session, leadership staff from a variety of day camps will discuss their role and approaches. Come ready to challenge your ways and be inspired to improve your performance for 2012!

An Insight on Working with Children with Special Needs – KEVIN GERSH – West Hills Day Camp

Learn from Kevin Gersh of Gersh Academies on his unique approach to working with children with special needs.

12:00-1:00 Lunch / 1:00-2:15 Tour of West Hills

2:15-3:15 Session Block 2 – Grouped by Position at Camp

The Office Magicians - How Does it All Get Done? PAM HALL - Coleman Country Day Camp & MARTY LAMPORT - Meadowbrook Day Camp

It is not smoke and mirrors! This roundtable gives you a chance to connect with your peers; the Office Staff Magicians! Gain insight into new and more effective ways to think about your most common practices and challenges encountered in-season and off-season. Come join your fellow Camp Office staff for the opportunity to engage in an open discussion and share your experiences.

Live and Learn! ROSS COLEMAN - Coleman Country Day Camp, JAMIE SIRKIN - Summer Trails Day Camp, DOUG PIERCE - Pierce Country Day Camp, JONATHAN GOLD – Oak Crest Day Camp & DAVE SKOLNIK – Hampton Country Day Camp

It has now been three summers since the economic crash that occurred during the fall of 2008. With the distinct advantage of 20/20 hindsight, what have we learned about running camp in the most difficult of times? We will reflect on which strategies worked and on what we would do differently knowing then what we know now. Is it back to business as usual for the summer of 2012 or has the camp world been forever changed?

1, 2, 3, 4, We Want Color War! – DAVE MALTER, Pine Grove Day Camp & TERRY CASTRO, Oak Crest Day Camp

Color War? Camp Games? Olympics? Whatever you call it, we all do it! In this round table session, we will take a hard look at color war at day camp, with all of its permutations. We will examine all the angles of everything from number of teams to themes and activities. Come ready to share your best practices and walk away with some new ideas!

Many thanks to our sponsors!

