

MARCH 4, 2010

Because of Camp...™ has gone

coast to coast! ACA was accepted as an *Outdoor Advertising Association of America, Inc (OAAA) national public service partner*, enabling ACA to purchase outdoor advertising - including billboards, posters, and transit shelters - for the minimum costs of printing and shipping. All other fees (including labor and space rental) are donated by OAAA members.

ACA Indiana has received requests for sheet poster (small billboard) and billboards in the areas of Gary, Evansville and Richmond... and the campaign has only been "live" for a month!

However, with all the other opportunities your board and committees are pursuing, we have limited budget for advertising. We really want to increase media exposure and are asking for YOUR support to help us do that. Your support directly increases the awareness about the value of the camp experience and the parent resources available from American Camp Association.

[I want to contribute!!](#)

There is a section that says "I would like my name/camp printed as follows"... In that area, indicate how you want to be recognized. Also indicate "Please Place in Indiana" in this space so they know it is specific to our section and gives us more contributions for advertising opportunities specifically in Indiana .If you would like to pay by credit card/PayPal, please contact the section office.

[Top 100 Billboard Chart](#)

Any other options to support Because of Camp...

Yes, you can send contributions to the section office (PO Box 653, N Webster, IN 46555) and designate it for Because of Camp- we will limit use of those funds to the campaign.

How much does it cost?

A typical billboard, with shipping, runs between \$300-\$350. Sheet posters, regular= \$42; specialty paper (advertiser request)= \$100

Can I specify where the advertising goes?

No. We are given opportunities as they become available and have the option to accept or decline. As a section believe in the value of educating the public in general and will make every effort to select opportunities throughout the state.

Can my name/camp be included on the poster/billboard?

No. The graphics used are specific to the Because of Camp... campaign and cannot be "customized". [See the ads](#)

TECH TIP

www.ReQall.com To-do list, reminders

www.evernote.com Note/search keeper

www.basecamp.com Project management

www.googlesearch.com Research (way cool)

(IPRA/ ACA IN Conference workshop)

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Subaru Indiana Automotive Foundation Grant

The SIA (Subaru of Indiana Automotive) Foundation is committed to supporting nonprofit organizations, educational institutions, and government agencies in Indiana that help meet the needs of the residents of the state and improve their quality of life. The Foundation's funding priorities include arts and culture, education, and health and welfare. Grants range from \$1,000 to a maximum of \$10,000. Funding must be used for investments in facilities, equipment, or real estate.

Please visit website to review guidelines and restrictions and also to download an application.

Details: [Subaru Indiana Automotive](#)

Deadline: March 31, 2010

(Paul Clarke Nonprofit Resource Center)

PO Box 653, N Webster, IN 46555
574-457-4379 * info@acaindiana.org

PROGRAMMING

Discover how stuff is made: www.factorytourusa.com

Surf the web for crafts: www.arprojectsforkids.org
www.kidscraftweekly.com
www.belladia.typepad.com/crafty_crow
www.arfulparent.wordpress.com

Ooh and Aah over Fuzzy Friends
www.pettingzooofarm.com

(Parents magazine- Aug 2009)

Free ACA PurchasingPoint Webinar

Sign up for this **free** webinar, which takes place **March 9** from 2:00 - 3:00 P.M. EST, to learn how to save your camp money through special negotiated contracts with nationally known suppliers that your camps are already using on a daily basis. Never before have camps had this buying power.
<http://www.acacamps.org/partners/consorta.php>

ACA has joined forces with one of the largest group purchasing cooperatives, Consorta, to save you money. **What does this mean to you?** ACA accredited and affiliated camps now have the opportunity to save thousands of dollars on our your purchases by taking advantage of the combined purchasing strength of over 4,000 organizations who spend over \$17 billion annually. You will have access to these contracts whether you purchase one hundred or one thousand in products, but you get the same price as if you were spending the billions alone.

Availability of these PurchasingPoint-negotiated contracts is **FREE** to all ACA accredited and affiliated camps.

PROFESSIONAL DEVELOPMENT

March 25, 2010 8:30-4:00
IPRA New and Young Professionals
Workshops - Budgeting, Developing an Internship Program, Where to look for sponsors, Setting up Facebook & Twitter

The cost for the workshop is \$35.00 for IPRA/ACA IN members. Registration deadline is March 19, 2010.

Tuesday April 6, 2010
8:30AM - 3:00PM EST

Parks and People with Disabilities
Canyon Inn at McCormick's Creek State Park, Spencer, Indiana

Do you know

- what an invisible disability is?
- Where service animals can not go?
- How tall a grill has to be?
- Where Braille signs have to be located?

The answer to these questions and more are available at this Workshop
IPRA/ACA IN Members: \$20.00

April 15, 2010
Plainfield Recreation & Aquatic Center
Youth Sports: Land and Water
A Workshop discussing the latest recreation sports trends
IPRA/ACA IN Members: \$25

<http://www.inpra.org/mc/community/eventList.do>

GREEN SPOKEN HERE

The PEAK (Promoting Environmental Awareness in Kids) program is the result of a unique partnership between REI (Recreation Equipment, Inc.) and the Leave No Trace Center for Outdoor Ethics. PEAK is a curriculum of hands-on activities and games to introduce youth to Leave No Trace in a fun and engaging way. www.lnt.org/programs/peak.php Also check out the [Teen Program](#) for older kids.

The PEAK Pack includes six fun activities designed to teach kids about Leave No Trace. PEAK is ideal for the elementary school age group. Each activity or "module" can be delivered in 30-60 minutes depending on group size, available time, etc. The modules come in durable plastic folders and all six conveniently fit into an expanding folder (the Pack) that can be used in the field or in a classroom setting.

1. Purchase a PEAK pack at <https://store.lnt.org/teach>
2. Contact your State Advocate for a loaner PEAK pack. www.lnt.org/training/stateadvocate.php
3. Apply for a Packing with PEAK grant. www.lnt.org/programs/packing_with_PEAK.php

NEWS YOU CAN USE

ACA Research At-A-Glance

- **(New) ACA Camp Compensation and Benefits Report: 2010**
- **ACA Camp Business Operations Report: 2009**
- **ACA Camp Sites, Facilities, and Programs Report: 2008**
- **Camper Enrollment and Staff Recruitment Report (Semi annual)**
- **Camp Emerging Issues Report: 2009**
- **(New) Camp-School Connections Survey: 2010**
- **(New) H1N1 Survey with CDC and CAN: 2010**
- **National Study of the Outcomes of the Camp Experience**
- **Youth Outcomes Battery**
- **National Benchmark Study of Positive Youth Development in Camp**
- **(New) Camp 2 Grow Impact Report**
- **Healthy Camp Study**
- **National Camp Program Improvement Project**
- **(New) Camp-Program Quality Assessment: 2010**

www.acacamps.org/research

SITE/FACILITY

If Canada geese have become a problem on your property, attend one of six seminars being presented in March by the Department of Natural Resources' Urban Wildlife Project.

The seminars will cover various aspects of Canada goose management, including relevant laws, basic biology, and methods to control goose damage. A demonstration on the proper techniques for egg and nest destruction will follow. Adhering to proper techniques is vital-if eggs are broken or completely removed from nests, the females will just lay another clutch of eggs.

The population of Canada geese in the Mississippi Flyway exceeds 1.5 million birds. Destroying eggs and nests in urban areas is helpful in controlling these numbers in areas where hunting cannot, which can reduce conflicts with people and Canada geese. Federal rules allow landowners properly registered at <https://epermits.fws.gov/eRCGR/geSI.aspx> to complete Canada goose egg and nest destruction on their own property. Registrants must provide a summary report of their Canada goose nest destruction activities to the U.S. Fish and Wildlife Service by Oct. 31. Failure to report can result in privileges being revoked for the forthcoming year.

All seminars run from 9:30 a.m. to approximately noon. All interested landowners, managers of corporate campuses, golf course or park employees, and the general public are invited. The classes are free, and no registration is required. For further information, call the Urban Wildlife Biologist, (812) 334-1137 or e-mail swinks@dnr.IN.gov. (NREC)

HEALTH/FOOD SERV

Camp Mack is going to a new product by Ecolab and has a quantity of dish washer machine product to sell. We have:

Silver Power – 3 units at \$45.34/ unit

Solid Power – 4 units at \$20.18/unit

Solid Brilliance – 2 units at 89.65/unit

Solid Solitaire – 2 units at \$42.91/unit

We also have 4 units of Keystone classic hand soap that we will sell for \$7.50/unit

Rex M Miller, Executive Director, Camp Alexander Mack 574-658-4831 or rex@campmack.org

**“DO NOT FOLLOW WHERE THE PATH MAY LEAD.
GO INSTEAD WHERE THERE IS NO PATH AND LEAVE A TRAIL.”**

~ HAROLD R. MCALINDON

RISK MANAGEMENT/STANDARDS

NOW AVAILABLE FROM THE SECTION LENDING LIBRARY....

Shallow Water Blackout by Dr. Thomas Griffiths (dvd)

The primary audience for this video is lifeguard trainers and supervisors, as well as managers and directors who establish pool policies and most importantly, parents. The secondary audience are lifeguards.

30 minute video is a comprehensive presentation divided into 4 categories:

1. Introduction and definitions
2. Shallow water blackout
3. Genetic "drowning" triggers
4. Summary and Quiz

Contact the section office to request borrow- we'll ship it to you, you pay to ship it back.

SECTION "SECRETS"

SCHOLARSHIPS

Purpose: To further camp professionalism and create a best practice culture,, the ACA Indiana provides scholarships to Indiana section members who need financial assistance to participate in professional development opportunities in the areas of camping and youth development.

Guidelines:

1. Must be ACA Indiana Section member
2. Must agree to "share the experience" with other section members through a workshop, presentation or article
3. Must show that the experience has direct influence/impact on camping professionalism

Scholarships will be awarded in the following categories:

- National ACA Conference- \$300 total allocation, deadline Jan 1
- ACA Mid-states Conference- \$300 total allocation, deadline March 1
- ACA Indiana events - \$200 total allocation- deadline ongoing
- Professional development (non-ACA)- \$200 total allocation- deadline ongoing
- Membership- additional associate memberships for member camps @ \$25 each and student memberships up to \$400 total allocation- deadline ongoing

Any monies not awarded by deadline of each category, can be reallocated to other funds.

<http://www.acaindiana.org/scholarships.php>

PR/MARKETING

Don't let changes in the media and your nonprofit's tight budget hinder your ability to conduct effective media relations campaigns. While likely more pressed for time than ever, you can still keep up on the new ways to communicate with your publics — and help your nonprofit fulfill its mission.

Take just a few minutes to read this free white paper, "The New Rules of Media Relations." You'll learn how to combine traditional and social media relations tactics that can take your PR to the next level and get your story in front of journalists and bloggers that matter.

- Discover three tried-and-true tactics to increase the effectiveness of your release.
- Get five tips for connecting with today's audience through new media platforms.
- Explore the top challenges facing both PR professionals and journalists.

Download the white paper now or call us at 866-324-9729 for more information.

http://www.burrellesluce.com/lp/white-papers/new_rules_of_media_relations_nonprofits?cid=thl_ES_70VCHCFH

(Non profit Times)