



12/24

Christian Camp and Conference Association
National Conference • December 9-12, 2024

Let It Rain

SEATTLE



**CHRISTIAN CAMP
& CONFERENCE
ASSOCIATION**



Grow your camp & boost ROI

From raising awareness to driving impact, Feathr lets you manage your email marketing, digital advertising, social media, and reporting in **one easy-to-use platform** that's purpose-built for nonprofits.

→ Increase awareness.



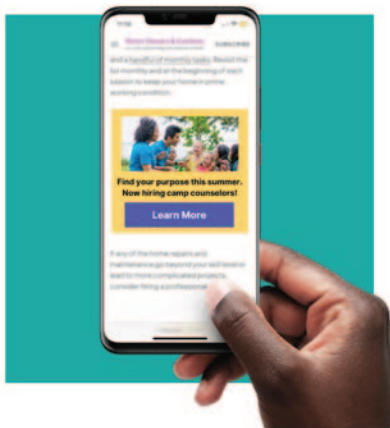
Reach new, relevant audiences based on location, demographic data, and interests.

→ Drive more camp sign-ups.



Bring visitors back to your website and convert them with highly targeted ads and emails.

→ Recruit staff and volunteers.



Find the best people for the job with digital ads on social media and across the web.

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President's Welcome

WELCOME!

Welcome to Let It Rain! Seattle is my old hometown — Penny and I spent the early years of our marriage here and it holds many formative memories for me. It's a joy to welcome you to this uniquely beautiful and iconic city. In recent years, we haven't been able to hold our conference in a large city center, but this one provides some unique challenges and benefits. At the conference, I hope our eyes will be opened to the struggles some of our neighbors who live on city streets face. And, I trust we will leave here with a deeper appreciation for the benefit of ministry done in creation.



I don't want to miss anything God has for us this week — please join me in praying that we will have eyes to see and ears to hear what the Lord has planned. Whether as we attend seminars, worship together, share a meal or walk through the city during our few hours of free time, may we see and listen and feel the movement of God and plead with Him to Let It Rain in our ministries, in our lives and in this city.

Thank you for traveling and taking the time to attend the conference. The team at CCCA has been praying for YOU and we are eager to help make this an impactful week. Please don't hesitate to ask a member of the CCCA team if there's something we can do for you.

God bless you and your ministry,

A handwritten signature in black ink that reads "Gregg Hunter". The signature is fluid and cursive, with a long horizontal stroke at the end.

Gregg Hunter
President/CEO, CCCA





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Let It Rain | Booth #402 | December 10th @ 1:30pm

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First-Timers' Welcome

Welcome to CCCA's 2024 National Conference! We have an exciting week ahead, and we're so glad you chose to spend it with us. During this time away, we hope you will discover new ideas, develop invaluable connections and leave refreshed.

NETWORK WITH FELLOW CHRISTIAN CAMPING PROFESSIONALS

This year's attendees serve at rustic camps to state-of-the-art conference centers across the U.S. They come from waterfront properties and woody settings. They work with hundreds; they serve with only a few. Some have worked in camping for decades, and others are just getting their feet wet. They are your fellow Christian camp and conference professionals. Don't miss the opportunity to connect with them. Share ideas and ask questions. Swap stories and laugh a lot. Get contact information and stay in touch long after Let It Rain has ended.

How to Get the Most Out of Your Conference Experience

CONNECT, CONNECT, CONNECT!

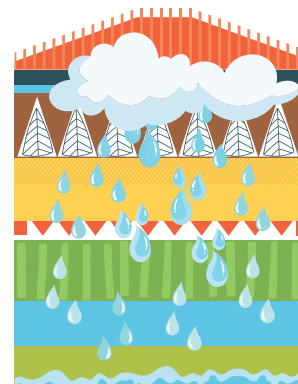
Take advantage of networking opportunities. Exchange ideas and encouragement with those you meet in the Exhibit Hall, at meals and in the hallways. Come early to sessions to connect with others seated around you. Ask questions during seminars.

JUST ASK

If you're not sure about something or can't find your way somewhere, just stop by a Member Relations yellow cart or ask a helpful greeter.

First-Timers' Welcome Video

Is this your first time attending a CCCA National Conference? Welcome! We are thrilled you're here. Scan this QR code on your phone to watch the first-timers' welcome video for all the information you will need to enjoy your conference experience to the fullest.



COME
VISIT US AT
BOOTH 202!

LET US GIVE YOU A HELPING HAND!



You deserve an insurance partner that does more than just provide a policy.

We're here to provide support and spot you with coverage, resources, insurance solutions and more to help you overcome obstacles and continue carrying out your camp's mission.

Visit churchmutual.com/letitrain to take the next step toward protecting your camp's purpose!



Follow us   

Team up with us and explore:


- ▲ **Discounted access to engaging instructional videos** designed to help prepare your frontline summer camp staff through Expert Online Training (EOT).
- ▲ **Swimmer and allergy wristbands** to keep campers safe.
- ▲ **Discounted pricing on background checks and sexual abuse prevention training** for staff and volunteers.
- ▲ **AED equipment discounts and compliance assistance** from AED Superstore.
- ▲ **Assessments, checklists and more** designed to increase awareness of potential losses and improve your camp's safety.

Conference Schedule

Monday

8 a.m. – 7:30 p.m.	CCCA Registration Desk Open	Third Floor Pre-function Space
9 a.m. – 12 p.m.	Section Presidents' Symposium <i>(by invitation only)</i>	Room 702
12:15 – 2 p.m.	Section Presidents' Lunch <i>(by invitation only)</i> 🍴	Room 602
2 – 5 p.m.	Head Start Cohorts by Core <i>A time to gather with others who hold the same job you do at your camp</i>	
	Board/Governance Cohort	Room 305
	Business Development/Fiscal Management Cohort	Room 301
	EDs Over \$2M Cohort	Room 702
	EDs Under \$2M Cohort	Room 402
	Foodservice Cohort	Room 403
	Hospitality Cohort	Room 401
	HR Cohort	Room 404
	Marketing/Communications Cohort	Room 601
	Program Cohort	Room 302
	Resource/Fund Development Cohort	Room 405
	Site/Facilities Cohort	Room 701
5:30 – 7 p.m.	Opening Dinner 🍴 <i>Meals are for full-time paid attendees.</i>	Fifth Floor
7:30 p.m. <i>(Doors open at 7:15 p.m.)</i>	General Session I <i>Sponsored by RegFox</i>	Regency Ballroom
 RegFox		
	Exhibit Hall Grand Opening and Dessert 🍴 <i>Immediately following General Session</i>	Columbia Ballroom

Tuesday

7 – 8 a.m.	CCCA Registration Desk Open	Third Floor Pre-function Space
8 a.m. <i>(Doors open at 7:45 a.m.)</i>	General Session II <i>Sponsored by The One Camp App</i>	Regency Ballroom
 THE ONE BY CAMP CONNECTION		
9:30 a.m. – 5:30 p.m.	CCCA Registration Desk Open	Third Floor Pre-function Space
10 – 11 a.m.	Seminar I <i>(see page 28 for details)</i>	
10 a.m. – 4:30 p.m.	Exhibit Hall Open	Columbia Ballroom

Events subject to change. Meals offered are included for full-time registrants. Please see the Conference Registration Desk if you have any questions.

🍴 Food included.



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Michael Perry, President and
CEO of SpringHill Experiences






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Conference Schedule (continued)

Tuesday (continued)

11:15 a.m. – 12:15 p.m.	Seminar 2 <i>(see page 31 for details)</i>	
12:30 – 1:30 p.m.	Lunch 	Columbia Ballroom
3:30 – 5 p.m.	Seminar 3 <i>(see page 33 for details)</i>	
5:30 – 7 p.m.	Dinner 	Fifth Floor
7:15 p.m. <i>(Doors open at 7:00 p.m.)</i>	General Session III <i>Sponsored by Wheaton/HoneyRock</i>	Regency Ballroom
		
	Let It Rain Late Night <i>Dessert and connecting immediately following General Session (see page 15 for details)</i>	Third and Fourth Floor Foyers

Wednesday

7–8 a.m.	CCCA Registration Desk Open	Third Floor Pre-function Space
8 a.m. <i>(Doors open at 7:45 a.m.)</i>	General Session IV <i>Sponsored by Feathr</i>	Regency Ballroom
		
9:30 a.m. – 1:30 p.m.	CCCA Registration Desk Open	Third Floor Pre-function Space
10 – 11:30 a.m.	Seminar 4 <i>(see page 36 for details)</i>	
11:30 a.m. – 12:30 p.m.	Box lunch 	<i>Provided in the foyer on third and fourth floors. Feel free to head to your seminar room to eat lunch.</i>
12:30 – 1:30 p.m.	Seminar 5 <i>(see page 38 for details)</i>	
1:30 p.m.	Choose Your Own Adventure — Afternoon in Seattle <i>(see page 12 for details)</i>	
	Dinner on Your Own <i>(be back at hotel by 6:30)</i>	
7 p.m. <i>(Doors open at 6:45 p.m.)</i>	General Session V	Regency Ballroom
	Let It Rain Late Night <i>Immediately following General Session</i>	Regency Ballroom

Thursday

8 a.m. <i>(Doors open at 7:45 a.m.)</i>	General Session VI	Regency Ballroom
10:30 a.m.	Conference concludes	

 Food included.

Choose Your Own Adventure

Explore the city of Seattle (Wednesday afternoon)

OPTION 1: PIKE PLACE MARKET

There's a lot to do at the iconic market, but here are our picks:

- ▶ **Photo Op:** Everyone needs an iconic selfie in front of the Pike Place Market sign. As you walk down Pike, stop at 1st Ave. for the perfect shot.
- ▶ **Pike Place Fish Market:** Yes, the fishmongers who throw the fish, right behind the large bronze piggy bank. This is probably one of the most famous stops in the market.
- ▶ **The Gum Wall:** It's gross, but if you have kids, they're going to ask if you visited it!
- ▶ **The original Starbucks:** Just across the street from the market at 1912 Pike Place.
- ▶ **Beecher's Cheese:** Stop by the window at 1600 Pike Place and watch them make their legendary cheese. Pick up a to-go dinner there if you're a fan of grilled cheese.
- ▶ **Level Four Oddities:** The fourth floor of the market is filled with strange and unusual shops and displays including the Golden Age Collectibles, the Magic Shop, the Big Shoe Show and the Old Seattle Paperworks. If you like strange and unusual — this is your place.
- ▶ **Vendor Stalls:** These are a bit unpredictable, especially outside of the summer season, but you may find local dried cherries and nuts, Peruvian sweaters and local arts and craftspeople on the main level.

Dinner and other food options:

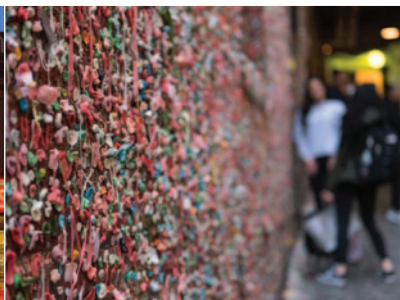
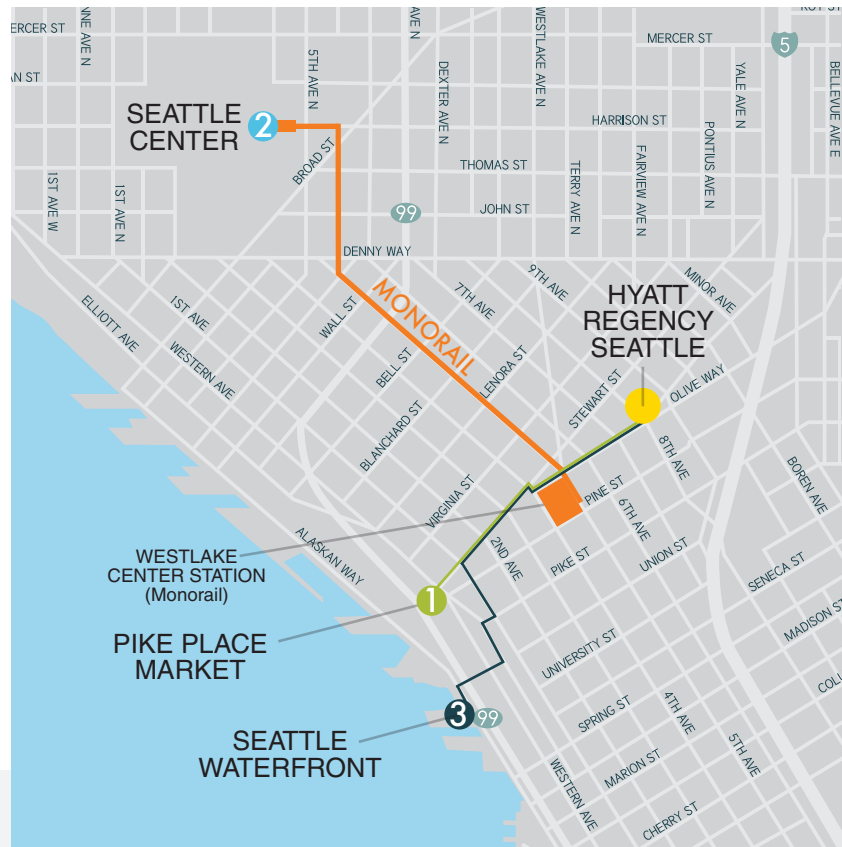
- ▶ The Pink Door – 1919 Post Alley
- ▶ Post Alley Chowder – 1530 Post Alley
- ▶ Best coffee in Seattle – Storyville Coffee – 94 Pike Street, top floor, suite 34
- ▶ Il Bistro – 93 Pike Street
- ▶ Emmett Watson's Oyster Bar – 1916 Pike Place
- ▶ Matt's in the Market – 94 Pike Street

There are also a lot of fast food, sandwich and chowder options between the hotel and the market.

1 Walking to Pike Place Market:

Walking distance: 8 minutes from the hotel

- ▶ Exit the hotel from the main entrance and take a right to head west.
- ▶ Walk down Olive Way.
- ▶ Once you reach 3rd Avenue, Olive Way will merge into Steward Street. You'll walk down until Steward Street intersects with Pike Place. Then you've arrived!



An afternoon and dinner out in Seattle: Wednesday afternoon you'll have a chance to explore Seattle since our hotel is right in the middle of things — a unique setting for a CCCA conference. Perhaps you're unfamiliar with the city and wonder how to spend your afternoon and an early dinner out. Well, we've got some ideas for you.

To make sure you don't miss the evening General Session, begin heading back to the hotel by 6:00 p.m.

Also, save money during your adventure with these offers for CCCA members at visitseattle.org/site/ccca2024.



OPTION 2: SEATTLE CENTER

The home of the 1961 World's Fair and Seattle's most recognizable building, the Space Needle. If you like pop culture, art glass and have always wanted to see the Space Needle, this is the place for you. Plus, you can get there easily via the famed monorail built originally for the World's Fair.

There's only one stop on the monorail, so you won't get lost! You'll get off at Seattle Center Station. Once you're there, here are our recommendations (all require tickets to enter):

- ▶ **Space Needle:** Head up for unbeatable views of Seattle.
- ▶ **Chihuly Garden and Glass:** Gorgeous glass art installations by Dale Chihuly.
- ▶ **MoPop Museum:** Explore music and pop culture exhibits.
- ▶ **Pacific Science Center:** Great for hands-on learning.

There are also a lot of fast food, sandwich and chowder options between the hotel and the market.

Dinner Recommendations:

- ▶ Collections Café (American, Chihuly Museum) — 305 Harrison Street
- ▶ Taylor Shellfish Oyster Bar (Seafood, Melrose Market) — 1521 Melrose Avenue
- ▶ Tilikum Place Café (European bistro fare) — 407 Cedar Street
- ▶ Seattle Armory Food Hall (many food booths to choose from) — right on the grounds of Seattle Center

2 Getting from the hotel to Seattle Center:

Accessible via the **Monorail** from Westlake Center Station (5th Avenue and Pine Street). The ride takes about 3 minutes.

- ▶ Walk from the hotel to the monorail at Westlake Center Station (6-minute walk).
- ▶ Take a right out of the hotel and head west on Olive Way.
- ▶ Take a left on 5th Avenue, then you'll reach Westlake Center.
- ▶ The monorail boarding is upstairs.

Purchase a ticket at the station kiosk for \$3.50 (round-trip tickets are \$7)

OPTION 3: SEATTLE WATERFRONT

The waterfront is a great place to just walk, pop into an interesting shop, grab a cup of coffee or ice cream and watch the ferries come and go. It's also the best place to buy souvenirs in the city. Stroll along the waterfront, enjoy the views and pop into shops or grab a bite by the water.

- ▶ **Seattle Great Wheel Pier 57:** Take a ride for stunning views of the city and Puget Sound. \$20
- ▶ **Wings Over Washington Pier 57:** A thrilling virtual flight over Washington's landscapes. \$21
- ▶ **West Seattle Water Taxi:** Catch the water taxi at Pier 50 and take a 10-minute boat ride to West Seattle/Alki. You get an incredible view of downtown Seattle from the water. Also, once you exit the ferry, grab a casual meal at Marination Ma Kai for great Hawaiian-Korean fusion grab-and-go.
- ▶ **Ye Olde Curiosity Shop:** A quirky shop for unique souvenirs.
- ▶ **Simply Seattle:** Classic Seattle-themed gifts and apparel.

Dinner Recommendations:

- ▶ Ivar's Acres of Clams (not just clams but fish and chips and other casual seafood dining) — Pier 54, 1001 Alaskan Way, Suite 102
- ▶ Windy City Pie — 5918 Phinney Avenue North
- ▶ Miner's Landing — Pier 57 (located near Wheel and Wings)
- ▶ Anthony's Pier 66 (waterfront fine dining) — 2201 Alaskan Way

3 Walking from the hotel to the waterfront:

Walking distance: 15 minutes from hotel (some of that is up hills and long flights of stairs).

- ▶ Exit the hotel from the main entrance and take a right to head west.
- ▶ Walk down Olive Way. Once you reach 3rd Avenue, Olive Way will merge into Steward Street.
- ▶ Walk down until Steward Street intersects with 1st Avenue.
- ▶ Take a left onto 1st Avenue. Cross Pike Street, then take a right on Pike Street crossing the Market Information Center.
- ▶ Follow Pike Street until you have to take a left down Post Alley past The Gum Wall. Take a right on Union Street, a left on Alaskan Way and you'll end up on Pier 57. Or, just keep walking toward the water taking turns as you must.



FROM THE CREATORS OF *I CAN ONLY IMAGINE*
AND THE STUDIO THAT BROUGHT YOU *WONDER*

ZACHARY
LEVI

MEGHANN
FAHY

JACOB
LAVAL

PATRICIA
AND HEATON

The Unbreakable Boy

THIS IS AUSTIN. HE'S PRETTY MUCH
THE GREATEST EVER.

FEBRUARY 21, 2025

PG
Parental Guidance Suggested
Some Material May Be Inappropriate
for Children Under 10
Parents/Adults Cautioned
Some Material May Be Inappropriate
for Children Under 10
Parents/Adults Cautioned

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Let It Rain Late Nights

Keep the energy going after each evening general session with nights packed full of connection, laughter and unforgettable moments!

MONDAY – EXHIBIT HALL

Head to the Columbia Ballroom for dessert and explore the Exhibit Hall, where businesses are eager to serve you and your camp or conference center. Open until 11 p.m. — don't miss this chance to connect and discover.



TUESDAY – DESSERT SOCIAL

Pick up dessert on the third and fourth floor foyers, then catch up with past friends and spark new connections that will outlast the conference. Use the Cvent app to message friends and make plans to meet up.



WEDNESDAY – THE UNBREAKABLE BOY SCREENING

Stick around in Regency Ballroom for this heartwarming story of strength, resilience and joy. Grab some snacks and settle in for an evening that's sure to lift your spirits.

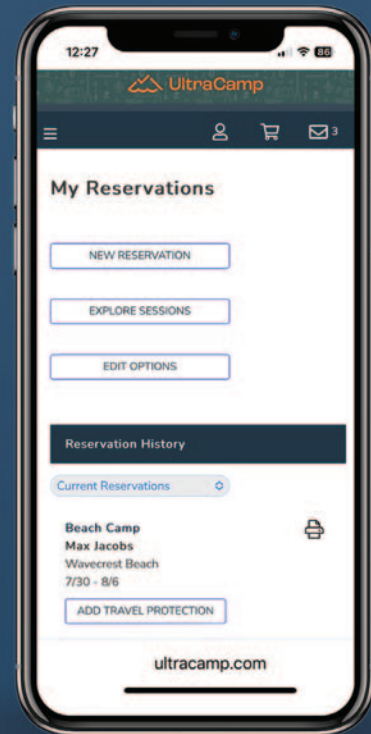
The
**Unbreakable
Boy**





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Conference Information

CCCA REGISTRATION DESK

For your convenience, CCCA staff and volunteers will be available throughout the conference at the CCCA Registration Desk located on the third floor in the pre-function space. Stop by to pick up your name badge and program when you arrive.

We'll be open:

- ▶ **Monday:** 8:00 a.m. to 7:30 p.m.
- ▶ **Tuesday:** 7:00 to 8:00 a.m., then 9:30 a.m. to 5:30 p.m.
- ▶ **Wednesday:** 7:00 to 8:00 a.m., then 9:30 a.m. to 1:30 p.m.

COVID AND OTHER ILLNESSES

To support the health and safety of conference guests, we ask that if you have a fever, sore throat, a cough, muscle aches or other signs of illness, you do not attend conference sessions. CCCA has masks and hand sanitizer available at the Registration Desk upon request. We reserve the right to alter guidelines based upon local and national recommendations.

GOT QUESTIONS?

Stop by Member Relations' yellow carts. We're here to help! The carts will move around but will primarily be in the registration area on Monday.

CCCA CONFERENCE OFFICE

CCCA staff is ensuring the conference runs smoothly from the on-site office in Room 307.

NAME BADGES

When you check in at a registration kiosk, you'll receive a name badge. This will not only help you network with others, it is also your ticket to get into event functions, including meals, general sessions, seminars and the Exhibit Hall. If you lose this important badge, please come by the CCCA Registration Desk so we can help you get a replacement.

SPONSORS

Sponsor organizations (noted on page 3 of this program) not only keep our conference costs manageable, but also they make a difference in the Christian camping movement. Our sponsors' generosity speaks so well of them and the people we serve. Please take a moment to thank them for their critical contributions.

CONSULT WITH A LAWYER

Jon Ruybalid, CCCA's legal counsel, is available to consult with you during the conference. If you have questions or concerns regarding legal matters, be sure to make the most of this opportunity to speak with an expert. Contact Jon

directly at jrlaw15@gmail.com or (402) 631-3384. Jon will also be at booth #511 in the Exhibit Hall.



SEMINAR EVALUATION

We'd love to know how things are going. You'll be asked to fill out a seminar evaluation in the Let It Rain app. Please complete it before leaving each seminar.

LOST AND FOUND

Check the CCCA Registration Desk for missing items. CCCA is not liable for lost or stolen property.

CONSENT TO USE OF PHOTOGRAPHIC IMAGES

If you've registered for, are attending and participating in the conference or other meetings and activities this week, it constitutes an agreement by the registrant for CCCA's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videos, electronic reproductions and audio recordings, including use on social media of such events and activities.

SOCIAL MEDIA

Share your conference posts with the hashtag:

#letitrain24

Join the social media challenge each day for a chance to win prizes! Make sure you use the hashtag #letitrain24.

- ▶ **Monday:** Pose with your team.
- ▶ **Tuesday:** Snap a photo or video from a General Session.
- ▶ **Wednesday:** Share a photo of Seattle.


Be sure to use #letitrain24 for your chance to win! We will announce the winner at the General Session on the following day.

CONFERENCE RECORDINGS

MP3 recordings of most seminars are available to order during the conference. Stop by the Piper Media Services tables located in the fourth floor foyer and seventh floor Regency Ballroom pre-function area.

Pricing details:

MP3s are \$10 each. These will be emailed or downloaded from www.piper.media.

A full set of MP3 audio is \$150. Please look for this icon  for those seminars that will not be recorded at the request of the speaker. Due to copyright issues, none of the General Sessions are being recorded.

Platform Guests

RICH BAKER Emcee

Rich Baker is the pastor of communities at Arbor Road Church in Long Beach, California. His job is connecting people to the Lord as well as to one another. Prior to his current role at Arbor Road, Baker worked at Hume Lake Christian Camps (Hume, California) as the high school camp director for 14 years and received his master's degree at Liberty University. He and his wife, Allyson, have been married for over 15 years and have two children, August and Easley.



EUGENE CHO Morning Bible Teacher

Rev. Eugene Cho's passions involve leadership, justice, the whole gospel and the pursuit of God's kingdom here on this earth. He travels throughout the world to speak and encourage churches, nonprofits, pastors, leaders, missionaries and justice workers.

Cho is the president and CEO of Bread for the World and Bread Institute, a prominent nonpartisan Christian advocacy organization urging both national and global decision-makers to help end hunger — both in the United States and around the world. He is also the founder and visionary of One Day's Wages — a grassroots movement of people, stories and actions to alleviate extreme global poverty. Before his current leadership role, Cho pastored local churches for nearly 30 years.

He is also the author of two acclaimed books, *Thou Shalt Not Be a Jerk: A Christian's Guide to Engaging Politics*, which was nominated for Christian Book of the Year and *Overrated: Are We More in Love with the Idea of Changing the World Than Actually Changing the World?* Cho and his wife, Minhee, have been married for nearly 30 years and have three adult children.

Kiki Edwards Worship Leader

Kiara (KiKi) Edwards is the pastor of worship at Northshore Community Church in Kirkland, Washington. Edwards studied ministry at Northwest University and has a heart to serve the Church. She spent a season of her life serving among the homeless in the Greater Seattle Area. Edwards has said, "the Lord revealed to me that no matter where I served — my calling and deepest joy would always be to love people."



Nona Jones General Session Speaker

Nona Jones is a rare combination of preacher, business executive, author and entrepreneur. She currently serves as the chief content and partnerships officer at YouVersion. Her corporate leadership includes serving as the head of Global Faith Partnerships at Meta, the company formerly known as Facebook, chief external affairs officer for a multi-state school for at-risk girls and public policy director for a multi-service utility company. Jones is the bestselling author of three books, including *Killing Comparison*, *Success from the Inside Out* and *From Social Media to Social Ministry*, the globally acclaimed guide to digital discipleship for churches. As a business executive and entrepreneur, Jones has been profiled by *ESSENCE* magazine as an "Under 40 Woman to Watch." She and her husband, Pastor Tim, lead Open Door Church in Gainesville, Florida, and are the proud parents of two boys, Timothy Jr. and Isaac, and one girl, goldendoodle Shiloh.



Brad Montague General Session Speaker

Brad Montague is a *New York Times* bestselling author/illustrator of books for kids and former kids. He is a highly sought-after speaker and performer whose encouragement brings hope and humanity to a wide variety of communities — from corporate to creative to classrooms around the world. Montague is the creator of the web series *Kid President*, the global social good movement *Socktober*, the bestselling picture book *The Circles All Around Us* and, most recently, the creativity-packed *Fantastic Bureau of Imagination*. His recently released picture book is *FAIL-A-BRATION!* Montague can be seen as the host of the television special *The Kindness Project* via The Magnolia Network on Max. He lives in Tennessee with his wife and collaborator, Kristi Montague, as well as their two children.



Kara Powell General Session Speaker

Kara Powell, Ph.D., is the executive director of the Fuller Youth Institute (FYI), helps lead the TENx10 Collaboration and is the chief of leadership formation at Fuller Theological Seminary. Named by *Christianity Today* as one of "50 Women to Watch," Powell serves as a youth and family strategist for Orange, and also speaks regularly at parenting and leadership conferences. She is the author or coauthor of a number of books including *Faith Beyond Youth Group*, *3 Big Questions that Change Every Teenager*, *Faith in an Anxious World*, *Growing With*, *Growing Young*, *The Sticky Faith Guide for Your Family*, *Sticky Faith Curriculum*, *Can I Ask That?*, *Deep Justice Journeys*, *Essential Leadership*, *Deep Justice in a Broken World*, *Deep Ministry in a Shallow World* and the *Good Sex Youth Ministry Curriculum*.



Let It Rain

STORE

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Take home limited edition items from the 2024 national conference!



Hours:
Monday
▶ 1 - 7:30 p.m.
▶ After general session until 11 p.m. (T-shirt pickup)
Tuesday
▶ 9:30 a.m. - 7:15 p.m.
▶ After general session until 10:30 p.m.
Wednesday
▶ 9:30 a.m. - 7 p.m.
Location: Third Floor Foyer



Only available at the Let It Rain Store while supplies last.

12/24



Watch Ink press your custom item!
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FREE Conference T-Shirt!

Don't forget to pick up your free official Let It Rain conference shirt. One only for every full-time attendee.



All items created by our friends at Ink



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CHRISTIAN CAMP & CONFERENCE ASSOCIATION

Seminars: Overview Grid

LOCATION	301	302	305	401	402	403
SESSION 1 Tuesday, Dec. 10 10 – 11 a.m.	Maximizing Productivity Through Deliberate Delegation Nate Parks LS	Camp AI: Revolutionizing Marketing and Operations Jon Bisset and Dan Steele BF/MC	Strategy for Successful Succession Planning Tom Beaumont BG/LS	Behavioral Threat Assessment Jason Russel HR/L/P	Top 10 Trends in Merchandise Caleb Harris and Lauren Vincent MC	5 Key Strategies for Master Plan Success Jackie Kaminsky SF
SESSION 2 Tuesday, Dec. 10 11:15 a.m. – 12:15 p.m.	Maximizing Camps as Transformational Temporary Community Muhia Karianjahi C/LS/P	Making Camp Sustainable: Evaluating Programs and Staff Jon Bisset HR/P	A Board Prayer Dan Bolin BG	De-Escalation Training Jason Russel HR/L	Guest Communications: Too Much or Not Enough? Candice Myers HF/MC	Trends in Design and Building Materials Dave Lee and Chad Fletemeyer SF
SESSION 3 Tuesday, Dec. 10 3:30 – 5 p.m.	Fostering Cultural Diversity at Camp Muhia Karianjahi C/LS/NG	Personal Roadmap to Relationships Les and Leslie Parrott HR/PS	Elevate Your Camp Cuisine Chef Charles Ramseyer HF	Critical Incident Response Training Jason Russel BF/HR/L/SF	Big-Impact Small Groups Duffy Robbins P	Dealing With a Camp Crisis Jon Bisset BF/MC
SESSION 4 Wednesday, Dec. 11 10 – 11:30 a.m.	Don't Fight the Feeling – Embrace It Jordy Barksdale HF	Cultivating Deep Marriage Relationships in the Midst of Ministry Minhee Cho and Laura Benton PS	Creating a Healthy and Thriving Board Culture Nate Parks and Ed McDowell BG	Leading and Executing Change Through Vision Brian Schroeder C/LS	Teenagers and God: Spiritual Formation in the Teen Years Duffy Robbins C/NG/P	Grow in Influence; Grow Your Leadership Javier Mendez BF/LS/NG
SESSION 5 Wednesday, Dec. 11 12:30 – 1:30 p.m.	Defining Expectations and Maintaining That Standard Jordy Barksdale HR/LS	What Is Everyone Else Ordering? Caleb Harris and Cliff Hutchinson BF/MC	Board Chair and Executive Director Relationship Ed McDowell and David Goodnight BG	Crisis Communication Jason Russel BF/HR/L/MC/SF	A Leadership Expedition Nate Parks LS/NG	Measure What Matters: Create a Camp Dashboard Jon Bisset and Aubrey Westafer BF/P

13 CORE DISCIPLINES

Use this key to find seminars that focus on your area(s) of interest. Also, see a listing of workshops by core disciplines on pages 24–27.

BF Business and Operations/
Fiscal Management
BG Board/Governance
C Culture: Trends/Challenges
HF Hospitality and Foodservice
HR Human Resources
L Legal, Compliance, Tax Issues,
Risk Management

LS Leadership: Vision, Mission,
Values, Strategic Planning
MC Marketing/Communications
NG Next Generation
P Program
PS Personal/Spiritual Development
RF Resource/Fund Development
SF Site and Facilities

All seminars are recorded except those marked with 

404	405	601	602	701	702
<p>Becoming Customer Obsessed David Pham</p> <p>C/HF/MC</p>	<p>The Power of Camp Study: New Insights From Camp Research (open) Jake Sorenson</p> <p>C/LS</p>	<p>Ideas for Escape Rooms and Puzzles Chris and Carrie Kallal</p> <p>P</p>	<p>A Research-Based Approach to Staff Recruitment and Retention Donnie Keele, III</p> <p>C/HR/NG</p>	<p>A Guide to Strategic Planned Giving Conversations Christy Boysen</p> <p>RF</p>	<p>Leading and Discipling Gen Z Staff Tanya Rodriguez Huber</p> <p>HR/NG</p>
<p>The Unchanging Gospel in a Changing World Kelsey Paterson</p> <p>C/NG/P</p>	<p>Is The Price Right? Evaluating Program Costs Stacie Saenz</p> <p>BF</p>	<p>Ideas for Teambuilding Chris and Carrie Kallal</p> <p>HR/P</p>	<p>Spotting and Responding to Employee Burnout Donnie Keele, III</p> <p>C/HR</p>	<p>Blessings in Abundance — Funding Your Mission Peter Swift</p> <p>RF</p>	<p>Leading Through Conflict Steve Garcia</p> <p>LS/PS</p>
<p>Demystifying “Strategy” Ryan Moore</p> <p>LS</p>	<p>The Power of Camp Study (closed session for survey participants) Jake Sorenson</p> <p> C/LS</p>	<p>Inclusion Starter Kit: Disability and Ministry Emily Lovell and Diane Turnbull</p> <p>C/P</p>	<p>Next Gen Leadership/ Internship Programs Kelsey Paterson, Norm Hoyt, Rob Ribbe and Julie McClain</p> <p>LS/NG</p>	<p>Fundraising? Nobody’s Got Time For That! Scott Shaw</p> <p>RF</p>	<p>Leadership Lessons From the Donkey Pen Brian Schroeder</p> <p>C/LS/NG/PS</p>
<p>Year-Round Staff Training Rob Ribbe, Ed Covert and Bill Fernald</p> <p>HR/LS</p>	<p>Current Legal Issues for Camps and Conference Centers Jon Ruybalid</p> <p>L</p>	<p>Paying Attention to Folks You Don’t Want to Lose Jim Hancock and Jim Henderson</p> <p> HR/LS/NG</p>	<p>International Hiring Panel Discussion Diane Turnbull, Muhia Karianjahi, Gabby Hartmann and Christian Smith</p> <p>C/HR</p>	<p>Embracing the Donor Nancy Nelson</p> <p>RF</p>	<p>New Ways to Meaningfully Engage Gen Z Arthur Satterwhite, III</p> <p>C/NG/P</p>
<p>Reaching the Right People Through Data-Driven Marketing Candice Myers</p> <p>MC</p>	<p>Seek and Find: The Journey of Well-Being Tracey Gaslin</p> <p>C/NG/P/PS</p>	<p>50 Ways for Summer Staff to Be Awesome Chris and Carrie Kallal</p> <p>HR/P</p>	<p>Interview Workshop Dan Steele</p> <p>HR</p>	<p>Creating Experiences for Kids Colette Taylor</p> <p>NG/P</p>	<p>Supercharge Your Sales Strategy David Pham</p> <p>MC</p>

Seminars: Core Disciplines

BF – Business and Operations/ Fiscal Management

- ▶ Camp AI: Revolutionizing Marketing and Operations (Jon Bisset and Dan Steele)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 302
- ▶ Is The Price Right? Evaluating Program Costs (Stacie Saenz)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 405
- ▶ Critical Incident Response Training (Jason Russel)
Tuesday, Dec. 10, 3:30 – 5:00 p.m. ▶ Room 401
- ▶ Dealing With a Camp Crisis (Jon Bisset)
Tuesday, Dec. 10, 3:30 – 5:00 p.m. ▶ Room 403
- ▶ Grow in Influence; Grow Your Leadership (Javier Mendez)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 403
- ▶ What Is Everyone Else Ordering? (Caleb Harris and Cliff Hutchinson)
Wednesday, Dec. 11, 12:30 p.m. – 1:30 p.m. ▶ Room 302
- ▶ Crisis Communication (Jason Russel)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 401
- ▶ Measure What Matters: Create a Camp Dashboard (Jon Bisset and Aubrey Westafer)
Wednesday, Dec. 11, 12:30 p.m. – 1:30 p.m. ▶ Room 403

BG – Board/Governance

- ▶ Strategy for Successful Succession Planning (Tom Beaumont)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 305
- ▶ A Board Prayer (Dan Bolin)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 305
- ▶ Creating a Healthy and Thriving Board Culture (Nate Parks and Ed McDowell)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 305
- ▶ Board Chair and Executive Director Relationship (Ed McDowell and David Goodnight)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 305

C – Culture: Trends/Challenges

- ▶ Becoming Customer Obsessed (David Pham)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 404
- ▶ The Power of Camp Study: New Insights From Camp Research (open) (Jake Sorenson)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 405
- ▶ A Research-Based Approach to Staff Recruitment and Retention (Donnie Keele, III)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 602

- ▶ Maximizing Camps as Transformational Temporary Community (Muhia Karianjahi)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 301
- ▶ The Unchanging Gospel in a Changing World (Kelsey Paterson)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 404
- ▶ Spotting and Responding to Employee Burnout (Donnie Keele, III)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 602
- ▶ Fostering Cultural Diversity at Camp (Muhia Karianjahi)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 301
- ▶ The Power of Camp Study (closed session for survey participants) (Jake Sorenson)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 405
- ▶ Inclusion Starter Kit: Disability and Ministry (Emily Lovell and Diane Turnbull)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 601
- ▶ Leadership Lessons From the Donkey Pen (Brian Schroeder)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 702
- ▶ Leading and Executing Change Through Vision (Brian Schroeder)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 401
- ▶ Teenagers and God: Spiritual Formation in the Teen Years (Duffy Robbins)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 402
- ▶ International Hiring Panel Discussion (Diane Turnbull, Muhia Karianjahi, Gabby Hartmann and Christian Smith)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 602
- ▶ New Ways to Meaningfully Engage Gen Z (Arthur Satterwhite, III)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 702
- ▶ Seek and Find: The Journey of Well-Being (Tracey Gaslin)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 405

HF – Hospitality and Foodservice

- ▶ Becoming Customer Obsessed (David Pham)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 404
- ▶ Guest Communications: Too Much or Not Enough? (Candice Myers)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 402
- ▶ Elevate Your Camp Cuisine (Chef Charles Ramseyer)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 305
- ▶ Don't Fight the Feeling – Embrace It (Jordy Barksdale)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 301

Use this list to find seminars that focus on your area(s) of interest.
Seminars are listed by date and time. See descriptions on pages 28–41.

HR – Human Resources

- ▶ Behavioral Threat Assessment (Jason Russel)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 401

- ▶ A Research-Based Approach to Staff Recruitment and Retention (Donnie Keele, III)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 602

- ▶ Leading and Discipling Gen Z Staff (Tanya Rodriguez Huber)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 702

- ▶ Making Camp Sustainable: Evaluating Programs and Staff (Jon Bisset)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 302

- ▶ De-Escalation Training (Jason Russel)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 401

- ▶ Ideas for Teambuilding (Chris and Carrie Kallal)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 601

- ▶ Spotting and Responding to Employee Burnout (Donnie Keele, III)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 602

- ▶ Personal Roadmap to Relationships (Les and Leslie Parrott)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 302

- ▶ Critical Incident Response Training (Jason Russel)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 401

- ▶ Year-Round Staff Training (Rob Ribbe, Ed Covert, Bill Fernald)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 404

- ▶ Paying Attention to Folks You Don't Want to Lose (Jim Hancock and Jim Henderson)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 601

- ▶ International Hiring Panel Discussion (Diane Turnbull, Muhia Karianjahi, Gabby Hartmann and Christian Smith)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 602

- ▶ Defining Expectations and Maintaining That Standard (Jordy Barksdale)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 301

- ▶ Crisis Communication (Jason Russel)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 401

- ▶ 50 Ways for Summer Staff to Be Awesome (Chris and Carrie Kallal)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 601

- ▶ Interview Workshop (Dan Steele)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 602

L – Legal/Compliance/Tax Issues/ Risk Management

- ▶ Behavioral Threat Assessment (Jason Russel)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 401

- ▶ De-Escalation Training (Jason Russel)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 401

- ▶ Critical Incident Response Training (Jason Russel)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 401

- ▶ Current Legal Issues for Camps and Conference Centers (Jon Ruybalid)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 405

- ▶ Crisis Communication (Jason Russel)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 401

LS – Leadership: Vision, Mission, Values, Strategic Planning

- ▶ Maximizing Productivity Through Deliberate Delegation (Nate Parks)
Tuesday, Dec. 10, 10 – 11:00 a.m. ▶ Room 301

- ▶ Strategy for Successful Succession Planning (Tom Beaumont)
Tuesday, Dec. 10, 10 – 11:00 a.m. ▶ Room 305

- ▶ The Power of Camp Study: New Insights From Camp Research (open) (Jake Sorenson)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 405

- ▶ Maximizing Camps as Transformational Temporary Community (Muhia Karianjahi)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 301

- ▶ Leading Through Conflict (Steve Garcia)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 702

- ▶ Fostering Cultural Diversity at Camp (Muhia Karianjahi)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 301



- ▶ Demystifying “Strategy” (Ryan Moore)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 404

- ▶ The Power of Camp Study (closed session for survey participants) (Jake Sorenson)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 405

- ▶ Next Gen Leadership/Internship Programs (Kelsey Paterson, Norm Hoyt, Rob Ribbe and Julie McClain)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 602

Seminars: Core Disciplines (continued)



LS – Leadership: Vision, Mission, Values, Strategic Planning (continued)

- ▶ Leadership Lessons From the Donkey Pen (Brian Schroeder)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 702
- ▶ Leading and Executing Change Through Vision (Brian Schroeder)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 401
- ▶ Grow in Influence; Grow Your Leadership (Javier Mendez)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 403
- ▶ Year-Round Staff Training (Rob Ribbe, Ed Covert, Bill Fernald)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 404
- ▶ Paying Attention to Folks You Don't Want to Lose (Jim Hancock and Jim Henderson) 
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 601
- ▶ Defining Expectations and Maintaining That Standard (Jordy Barksdale) 
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 301
- ▶ A Leadership Expedition (Nate Parks)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 402

MC – Marketing/Communications

- ▶ Camp AI: Revolutionizing Marketing and Operations (Jon Bisset and Dan Steele)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 302
- ▶ Top 10 Trends in Merchandise (Caleb Harris and Lauren Vincent)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 402
- ▶ Becoming Customer Obsessed (David Pham)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 404
- ▶ Guest Communications: Too Much or Not Enough? (Candice Myers)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 402
- ▶ Dealing With a Camp Crisis (Jon Bisset)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 403
- ▶ What Is Everyone Else Ordering? (Caleb Harris and Cliff Hutchinson)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 302
- ▶ Crisis Communication (Jason Russel)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 401
- ▶ Reaching the Right People Through Data-Driven Marketing (Candice Myers)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 404
- ▶ Supercharge Your Sales Strategy (David Pham)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 702

NG – Next Generation

- ▶ A Research-Based Approach to Staff Recruitment and Retention (Donnie Keele, III)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 602
- ▶ Leading and Discipling Gen Z Staff (Tanya Rodriguez Huber)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 702
- ▶ The Unchanging Gospel in a Changing World (Kelsey Paterson)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 404
- ▶ Fostering Cultural Diversity at Camp (Muhia Karianjahi)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 301
- ▶ Next Gen Leadership/Internship Programs (Kelsey Paterson, Norm Hoyt, Rob Ribbe and Julie McClain)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 602
- ▶ Leadership Lessons From the Donkey Pen (Brian Schroeder)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 702
- ▶ Teenagers and God: Spiritual Formation in the Teen Years (Duffy Robbins) 
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 402
- ▶ Grow in Influence; Grow Your Leadership (Javier Mendez)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 403
- ▶ Paying Attention to Folks You Don't Want to Lose (Jim Hancock and Jim Henderson) 
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 601
- ▶ New Ways to Meaningfully Engage Gen Z (Arthur Satterwhite, III)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 702
- ▶ A Leadership Expedition (Nate Parks)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 402
- ▶ Seek and Find: The Journey of Well-Being (Tracey Gaslin)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 405
- ▶ Creating Experiences for Kids (Colette Taylor)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 701



P – Program

- ▶ Behavioral Threat Assessment (Jason Russel)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 401

- ▶ Ideas for Escape Rooms and Puzzles (Chris and Carrie Kallal)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 601

- ▶ Maximizing Camps as Transformational Temporary Community (Muhia Karianjahi)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 301

- ▶ Making Camp Sustainable: Evaluating Programs and Staff (Jon Bisset)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 302

- ▶ The Unchanging Gospel in a Changing World (Kelsey Paterson)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 404

- ▶ Ideas for Teambuilding (Chris and Carrie Kallal)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 601

- ▶ Big-Impact Small Groups (Duffy Robbins)
▶ Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 402

- ▶ Inclusion Starter Kit: Disability and Ministry (Emily Lovell and Diane Turnbull)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 601

- ▶ Teenagers and God: Spiritual Formation in the Teen Years (Duffy Robbins)
▶ Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 402

- ▶ New Ways to Meaningfully Engage Gen Z (Arthur Satterwhite, III)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 702

- ▶ Measure What Matters: Create a Camp Dashboard (Jon Bisset and Aubrey Westafer)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 403

- ▶ Seek and Find: The Journey of Well-Being (Tracey Gaslin)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 405

- ▶ 50 Ways for Summer Staff to Be Awesome (Chris and Carrie Kallal)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 601

- ▶ Creating Experiences for Kids (Colette Taylor)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 701

PS – Personal/Spiritual Development

- ▶ Leading Through Conflict (Steve Garcia)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 702

- ▶ Personal Roadmap to Relationships (Les and Leslie Parrott)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 302

- ▶ Leadership Lessons From the Donkey Pen (Brian Schroeder)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 702

- ▶ Cultivating Deep Marriage Relationships in the Midst of Ministry (Minhee Cho and Laura Benton)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 302

- ▶ Seek and Find: The Journey of Well-Being (Tracey Gaslin)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 405

RF – Resource/Fund Development

- ▶ A Guide to Strategic Planned Giving Conversations (Christy Boysen)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 701

- ▶ Blessings in Abundance – Funding Your Mission (Peter Swift)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 701

- ▶ Fundraising? Nobody's Got Time For That! (Scott Shaw)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 701

- ▶ Embracing the Donor (Nancy Nelson)
Wednesday, Dec. 11, 10 – 11:30 a.m. ▶ Room 701



SF – Site and Facilities

- ▶ 5 Key Strategies for Master Plan Success (Jackie Kaminsky)
Tuesday, Dec. 10, 10 – 11 a.m. ▶ Room 403

- ▶ Trends in Design and Building Materials (Dave Lee and Chad Fletemeyer)
Tuesday, Dec. 10, 11:15 a.m. – 12:15 p.m. ▶ Room 403

- ▶ Critical Incident Response Training (Jason Russel)
Tuesday, Dec. 10, 3:30 – 5 p.m. ▶ Room 401

- ▶ Crisis Communication (Jason Russel)
Wednesday, Dec. 11, 12:30 – 1:30 p.m. ▶ Room 401





Seminars: Descriptions

These seminar descriptions are listed by session times.

Seminars are listed by core discipline (area of interest) on pages 24–27.

13 CORE DISCIPLINES

Use this key to find seminars that focus on your area(s) of interest.

- BF** Business and Operations/
Fiscal Management
- BG** Board/Governance
- C** Culture: Trends/Challenges
- HF** Hospitality and Foodservice
- HR** Human Resources
- L** Legal, Compliance, Tax Issues,
Risk Management
- LS** Leadership: Vision, Mission,
Values, Strategic Planning
- MC** Marketing/Communications
- NG** Next Generation
- P** Program
- PS** Personal/Spiritual Development
- RF** Resource/Fund Development
- SF** Site and Facilities

ARRIVE EARLY!

All seminar rooms are set to maximum capacity. Conference center fire codes will not allow for chairs to be added or for guests to stand in the back or sit on the floor. Please arrive early to reserve a seat for your preferred seminars. Once the room is full, we will be unable to include additional participants. Badges will be scanned upon entry so there may be lines as you try to get into seminar rooms.

SESSION 1

Tuesday, December 10
10 – 11 a.m.

► Maximizing Productivity Through Deliberate Delegation

Nate Parks

LS ► Room 301

Productivity matters, so join this seminar as we discuss how leaders can maximize their productivity potential with others. At times the culprit is the gap in understanding when a project or task has been delegated. Imagine your leadership potential with clear and empowering delegation parameters. In this seminar, we will share five different levels used to unlock this potential.

Objectives:

1. Identify the five different levels of delegation that will increase leadership capacity.
2. Pass off a project or task to another person who will understand the entirety of the parameters and expectations required to deliver a mutually beneficial outcome.
3. Delegate projects and tasks effectively with predictable outcomes and results.

► Camp AI: Revolutionizing Marketing and Operations

Jon Bisset and Dan Steele

BF/MC ► Room 302

Join this seminar and discover how to maximize AI, including ChatGPT, to enhance your camp's marketing and operations. Learn practical strategies for engaging campers, streamlining administration and personalizing communication. This session offers actionable insights to propel your camp toward greater success through innovative technology.

Objectives:

1. Gain a foundational understanding of AI, including what it is, how it works and its potential applications in a camp setting.
2. Participants will discover how to leverage AI tools like ChatGPT to create targeted marketing campaigns, craft compelling messages and utilize data-driven insights to attract and retain campers.
3. Receive numerous practical examples of how AI can enhance various camp applications.

All seminars are recorded except those marked with 

► Strategy for Successful Succession Planning

Tom Beaumont

BG/LS ► Room 305

Leadership transition is a significant event for camp organizations, especially when it occurs at the executive level and the director has been in place for many years. Succession planning has to do with preparedness regarding that leadership change. It is (or should be) the longer-term effort toward this end. It should be the product of a proactive not reactive approach.

Objectives:

1. Understand the definition of succession planning and who is involved in its planning.
2. Know the difference between a succession plan and a contingency plan and how both need to be in place.
3. Understand how a succession plan helps the camp be strategically healthy and sustainable for the future.

► Behavioral Threat Assessment

Jason Russel

HR/L/P ► Room 401

Behavioral threat assessment is a systematic process and methodology to identify threats and risks, assess the seriousness and potential for violence and manage, mitigate and prevent violence from other adverse outcomes. It is an evidence-based approach, developed from extensive research and practice, to provide your organization with the framework to investigate concerning behaviors and communications.

Objectives:

1. Identify the comprehensive response procedure.
2. Select threat-assessment team members and documentation of support for students or employees in crisis.
3. Integrate threat assessment into the broader framework of safety and security.

► Top 10 Trends in Merchandise

Caleb Harris and Lauren Vincent

MC ► Room 402

With their expertise in casual retail fashion, Caleb Harris and Lauren Vincent — creative leads at Ink will walk you through the top 10 trends in product, design and color for 2025, helping you curate more relevant and on-trend merchandise.

Objectives:

1. Discover new lifestyle apparel and accessory products that are trending for the coming year.
2. Learn what fresh design trends are on the rise, and which older trends are starting to fade.
3. Understand how to blend various designs into a cohesive, marketable product line.

► 5 Key Strategies for Master Plan Success

Jackie Kaminsky

SF ► Room 403

A successful master plan is essential for the growth and sustainability of any organization. In this presentation, we'll explore five key strategies that can significantly impact the success of your master plan. From stakeholder engagement to long-term vision, these strategies will guide you toward effective planning and implementation.

Objectives:

1. Engage stakeholders effectively.
2. Align the plan with mission and vision.
3. Prioritize sustainability and resilience.

► Becoming Customer Obsessed

David Pham

C/HF/MC ► Room 404

Learn how to make your camp an unforgettable experience for guests while building a customer-obsessed culture of hospitality and service that mirrors the heart of Jesus.

Objectives:

1. Receive an overview of the basics of setting standards of service for your camp.
2. Explore how the world's leading brands turn customers into raving fans.
3. Discover how to make your own DNA and fingerprint of guest experience.

SESSION 1 (continued)

▶ The Power of Camp Study: New Insights From Camp Research (open)

Jake Sorenson

C/LS ▶ Room 405

This seminar will draw insights from the newest research on camping ministry. We will explore how to apply these findings at your camp, which will aid in your marketing strategies and program development plans.

Objectives:

1. Review key insights from The Power of Camp 2024.
2. Apply these findings to ministry practices.
3. Develop marketing and program development action steps.

▶ Ideas for Escape Rooms and Puzzles

Chris and Carrie Kallal

P ▶ Room 601

Escape rooms are a fun and unique way to promote team bonding, critical thinking skills and problem-solving for the guests at your camp or conference center. Join this seminar and receive tons of ideas from room themes, locks, puzzles, technology, resources and more. Participants will receive a free e-book of all the ideas shared in the seminar.

Objectives:

1. Be equipped with fundamental escape room concepts.
2. Receive inspiration for creativity in escape room design.
3. Provide practical tools for implementation.

▶ A Research-Based Approach to Staff Recruitment and Retention

Donnie Keele, III

C/HR/NG ▶ Room 602

It's not just you – hiring and retaining staff is getting harder for camps each year. Some of the reasons seem obvious: internships, better pay and academic progress have all been factors for a while now. But is that just the way it is? Over the past year, UltraCamp conducted a study that explores how collegiate students think about and approach summer opportunities – asking what they value, when they plan and how they finalize their decisions.

Objectives:

1. Receive an overview of the process and mechanics of the UltraCamp Summer Camp Employment Study.
2. Explore study findings about collegiate views, attitudes and values pertaining to summer opportunities.
3. Condense findings into insights and strategies that might impact recruiting and retention.

▶ A Guide to Strategic Planned Giving Conversations

Christy Boysen

RF ▶ Room 701

This presentation will serve as an interactive crash course on guiding a donor through thoughtful, personalized philanthropic conversations that will honor their goals as they consider their role in meeting yours.

Objectives:

1. Receive an overview of what is possible through strategic legacy planning: tax savings, impact to heirs and support for ministry.
2. Identify questions to ask and things to look for when discerning a donor's interests and charitable giving opportunities.
3. Discover external resources and vendors that can help process and facilitate asset/noncash gifts on behalf of your organization.

▶ Leading and Discipling Gen Z Staff

Tanya Rodriguez Huber

HR/NG ▶ Room 702

Our workforce of camp staff consists of young men and women of Generation Z, a generation with unimaginable potential and new challenges that many of us do not fully understand. This seminar will help you understand and engage your camp staff in mentoring relationships that this new generation is actually craving.

Objectives:

1. Identify and understand the questions Gen Z is asking.
2. Apply what is known about Gen Z, to create valuable camping/working experiences.
3. Provide Gen Z staff with community and mentoring relationships targeted toward spiritual and personal growth.

SESSION 2

Tuesday, December 10

11:15 a.m. – 12:15 p.m.

► Maximizing Camps as Transformational Temporary Community

Muhia Karianjahi

C/LS/P ► Room 301

Since time immemorial, God has used temporary communities to form His people. Jesus often took His disciples on road trips and retreats as He prepared them for ministry. Temporary communities happen when people gather for defined time periods with common purposes, often in locations separate from everyday, permanent communities. Their general format is exemplified by communal rites of passage which have definitive separation, liminal and reintegration. Join this seminar and discover how to maximize the transformational temporary community that occurs at camp.

Objectives:

1. Articulate the difference between temporary systems and permanent systems.
2. Consider the role of temporary systems in the Scriptures and our everyday lives.
3. Explore the structure of temporary communities and how to leverage their potential for camps.

► Making Camp Sustainable: Evaluating Programs and Staff

Jon Bisset

HR/P ► Room 302

Have you ever had a hard time making an objective decision about which camp programs to keep and which to eliminate? Jon Bisset, executive director of River Valley Ranch, will show how their team regularly uses the nonprofit sustainability tool to objectively evaluate each of their camp programs based on impact and financial sustainability. In addition, Bisset will demonstrate how to use this same tool to assess your staff members by mapping their performance and alignment with your camp's core values.

Objectives:

1. Objectively evaluate the impact of each camp program.
2. Learn how to map camp programs on the nonprofit sustainability tool and make decisions about each program based on where it lands in the tool.
3. Learn how to use this tool to evaluate your staff to make better decisions on their future with your camp.

► A Board Prayer

Dan Bolin

BG ► Room 305

Ministries rarely rise above the level of their boards. Boards set the standard for their ministry – good or bad. This seminar will explore seven God-honoring ways for board members to lead their ministries well.

Objectives:

1. Understand the board's spiritual responsibility to the ministry.
2. Identify seven areas of potential board struggle.
3. Learn techniques to sustain the board's health.

► De-Escalation Training

Jason Russel

HR/L ► Room 401

Join us to improve your understanding of interpersonal communication and specifically address the ability to reduce the intensity of a conflict or a potentially violent situation by understanding both verbal and nonverbal communication strategies.

Objectives:

1. Recognize verbal and nonverbal warning signs of increasing aggression.
2. Develop strategies to build rapport and establish a positive connection.
3. Understand active listening, speech mirroring and reflecting feelings.

► Guest Communications: Too Much or Not Enough?

Candice Myers

HF/MC ► Room 402

Content, content, content. Daily, we are bombarded with an ever-increasing amount of communication, leading us to the potential for information overload. Understanding the functions and channels of communication is key to helping guest services teams develop an effective strategy for providing the information guests need, right when they need it.

Objectives:

1. Develop a communication strategy by program.
2. Understand the different functions of effective camp communication.
3. Recognize the different channels of communication that will benefit guests.

Seminars: Descriptions (continued)

► Trends in Design and Building Materials

Dave Lee and Chad Fletemeyer

SF ► Room 403

Building design and construction are changing rapidly in response to new technologies and materials, changes in our culture and increasingly stringent building codes. Learn how your new construction projects should respond to these changes and opportunities to build facilities that are better tools for your ministry and can benefit your camp operation.

Objectives:

1. Recognize trends in building codes and regulatory requirements that affect facility design and construction design.
2. Understand cultural trends that are affecting facility design, as well as trends in building technologies and materials that are improving building construction, performance, energy consumption and durability.
3. Be prepared to respond to these trends and new regulatory requirements and create new facilities that can be better tools for your ministry and reduce the life cycle costs of your buildings.

► The Unchanging Gospel in a Changing World

Kelsey Paterson

C/NG/P ► Room 404

The world and culture are constantly changing, yet the message of the gospel is unchanging. As we serve people in each generation, the generational needs and experiences will vary. Paterson's proposal is that each generation has a "doorway," an area of openness and interest, into hearing the unchanging gospel message.

Objectives:

1. Communicate the gospel effectively.
2. Explore the decline in biblical literacy today.
3. Discover which "doorway" each generation is most open to hearing the unchanging gospel message.

► Is The Price Right? Evaluating Program Costs

Stacie Saenz

BF ► Room 405

From overnight to day camps, conferences to retreats, our various programs can have wildly different costs, even at the same facility. This session will provide a basic, camp-focused cost accounting and budgeting model to gain insights on pricing, staffing and efficiency, and offer practical tools for stewarding God's resources.

Objectives:

1. Understand basic cost accounting/budgeting practices, cost centers and direct costs.
2. Understand indirect overhead allocation, choosing a driver and methods for recording.
3. View helpful reports and dashboards and share camp case studies for application.

► Ideas for Team Building

Chris and Carrie Kallal

HR/P ► Room 601

Team building is vital to so many aspects of camp. Whether you're facilitating bonding among campers, families, summer staff or year-round staff, join this seminar and receive tons of ideas for team building. The activities provided are not complete how-tos or in-depth curriculum, but this seminar will share fun and unique ideas that can be implemented at camp as soon as you are back!

Objectives:

1. Be inspired to facilitate dynamic and fun team-building activities.
2. Receive practical implementation guidelines.
3. Promote collaboration and communication within the teams of campers and staff at your camp or conference center.

► Spotting and Responding to Employee Burnout

Donnie Keele, III

C/HR ► Room 602

Camp takes energy — a lot of energy. It might only be a few weeks, but that doesn't mean that factors like long days, energetic kids, near-constant problem-solving and novice self-management won't take a toll on your team. What does early burnout look like and what steps can you take to respond once you've spotted it?

Objectives:

1. Clearly define burnout along with its contributing factors.
2. Discover a systems-based coaching tool that helps staff measure and express their energy levels and experience.
3. Consider our own experience and response options pertaining to burnout.

► Blessings in Abundance — Funding Your Mission

Peter Swift

RF ► Room 701

Fundraising often seems like a necessary evil, but it supports our ministries and it can be a ministry in and of itself. Adjusting our perspective on fundraising can maximize our success and create advocacy and opportunity for our donors. Incorporating easy-to-implement tips and sharing several case studies will provide examples for novices and fundraising experts to utilize.

Objectives:

1. Increase donations from existing funders.
2. Incorporate new fundraising strategies.
3. Incorporate fundraising into your mission.

► Leading Through Conflict

Steve Garcia

LS/PS ► Room 702

Every ministry is made up of people, and people are messy. With diverse ways of thinking, differing opinions and divergent communication approaches, ministry can often be very messy too. This seminar focuses on communication methods and tactics that can be used through the processes of negotiation and conflict resolution. We will be honing in on critical skills necessary for success that every leader needs to lead through conflict.

Objectives:

1. Identify critical communication concepts relating to negotiation and conflict resolution.
2. Recognize personality communication tendencies and personal conflict styles.
3. Gain active listening and assertive communication skills for stronger, engaged leadership.

SESSION 3

Tuesday, December 10

3:30 – 5 p.m.

► Fostering Cultural Diversity at Camp

Muhia Karianjahi

C/LS/NG ► Room 301

Christian camps in the U.S. wrestle with attracting ethnically and culturally diverse staff and campers that reflect the general population's changing demographic composition. This session will explore some of the reasons this might be so, and explore biblically sound ways of pursuing the brilliant vision of the kingdom of God in Revelation 7:9–10.

Objectives:

1. Reflect on the landscape and demographics of Christian camping in the USA.
2. Explore possible barriers to diversity at camps.
3. Consider the discipline of lament as a handhold for seeking diversity.

► Personal Roadmap to Relationships

Les and Leslie Parrott

HR/PS ► Room 302

Join this seminar to receive access to Yada, a new, practical and state-of-the-art online tool to help you build stronger relationships. You will learn directly from its founders, Les and Leslie Parrott, and discover how Yada increases self-awareness, provides in-depth personality insights, heightens one's curiosity quotient, reveals your fight type and so much more. A unique code will be given to the first 130 attendees in the room to take the personal assessment.

Objectives:

1. Receive in-depth insights into your personality.
2. Increase your self-awareness.
3. Better understand how you interact with others.



SESSION 3 (continued)

► Elevate Your Camp Cuisine

Chef Charles Ramseyer

HF ► Room 305

Whether you run a small kitchen or a full-scale commercial operation, this seminar is designed for you. Camp chefs, come be equipped with fresh ideas for crafting exciting menus that delight campers, manage rising food costs and ensure consistency across all meals. Learn how to create lasting impressions from the first meal to the last, boosting camper satisfaction and enhancing your dining hall's reputation.

Objectives:

1. Design menus that excite campers while keeping costs per plate manageable.
2. Implement cross-utilization techniques to reduce waste and enhance efficiency.
3. Maintain consistency and quality, even with limited staff and resources.

► Critical Incident Response Training

Jason Russel

BF/HR/L/SF ► Room 401

Life-threatening emergencies can happen fast, and having the skills to effectively respond can reduce negative impact on your operation. Enhance staff coordination, communication and operational proficiency after participating in this seminar.

Objectives:

1. Understand primary response protocols and how they apply to different emergencies.
2. Recognize the impact of physiological reactions and how they impact emergency response.
3. Learn how the brain processes information and how decisions are made under stress.

► Big-Impact Small Groups

Duffy Robbins

P ► Room 402 

Cabin times, discussion groups and family groups are all essential elements of camp ministry programming. But how can we use small groups intentionally and creatively so they yield maximum impact? This seminar will give you practical tools for how to think about, structure and plan effective small groups in your camp programming.

Objectives:

1. Understand the flow chart of a healthy small-group experience.
2. Receive proven ideas for generating good discussion starters.
3. Gain principles to use as you train summer staff for small-group leadership.

► Dealing With a Camp Crisis

Jon Bisset

BF/MC ► Room 403

Crisis situations are unpredictable. In 2014, River Valley Ranch (RVR) (Manchester, Maryland) experienced a freak storm that took the life of a camper. Through this tragic situation, RVR learned some invaluable lessons that will help prepare you to deal with a potential crisis if it ever happens at your camp. Join executive director, Jon Bisset, to learn a framework you can use to effectively deal with the numerous challenges a crisis inevitably brings.

Objectives:

1. Learn what to expect during a crisis.
2. Be prepared to respond to a crisis.
3. Receive tips to prevent a potential event from happening at your camp (particularly weather-related).

► Demystifying "Strategy"

Ryan Moore

LS ► Room 404

What does it mean to have a "strategic plan" or to use "strategic" thinking? They aren't just magical words; there are core best practices to use in creating good strategic plans and making strategic decisions. This workshop will demystify what it means to have a strategic plan for your camp and give you the tools to chart a course forward.

Objectives:

1. Teach the difference between good strategy and bad strategy.
2. Receive tools for strategic choices in the camp context.
3. Receive space for leaders to work through core strategic processes.

► The Power of Camp Study (closed session for survey participants)

Jake Sorenson

C/LS ► Room 405 

This seminar is for participants in the 2024 The Power of Camp Study. We will walk through some of the initial data and answer questions about how to use the camp-specific data for program development and marketing.

Objectives:

1. Gain insights into broad findings from the 2024 study.
2. Interpret camp-specific findings.
3. Develop an action plan for marketing and program improvement.

► Inclusion Starter Kit: Disability and Ministry

Emily Lovell and Diane Turnbull

C/P ► Room 601

Camp is for everyone! Engage with practical skills and foundational knowledge to expand your ministry to campers with disabilities. How do you equip yourself and your teams to serve campers with disabilities from the moment registration opens until they share with their families about the best week of their lives?

Objectives:

1. Explore biblical foundations of disability ministry.
2. Receive three practical steps to welcome campers with disabilities.
3. Equip summer staff to love all campers well.

► Next Gen Leadership/ Internship Programs

Kelsey Paterson, Norm Hoyt, Rob Ribbe and Julie McClain

LS/NG ► Room 602

Several CCCA members have developed programs to help grow the next generation of leaders, whether through internship or gap-year programs, or programs that offer opportunities for college credit or degrees. Come and hear from members who represent a variety of next gen leadership programs.

Objectives:

1. Learn what the panel found works best in their programs to grow new leaders.
2. Discover how their programs are structured and run.
3. Gain insights to start your own program and make connections with other programs that could benefit your next gen leaders.

► Fundraising? Nobody's Got Time For That!

Scott Shaw

RF ► Room 701

Fundraising feels like the necessary evil that we all must endure to keep our camps running. Nobody has time for that! What if there was a better way? What if fundraising was as much ministry as our chapel services or Bible times? In this workshop, Scott Shaw will give you some hands-on ways to make fundraising enjoyable and a big part of ministry for your camp. He will also give you helpful hints to make sure you have time for funding your camp.

Objectives:

1. Gain a vision for fundraising as ministry.
2. Receive tools that will make fundraising seem more doable and enjoyable.
3. Leave with resources that will help you have time for fundraising and grow your champion base.

► Leadership Lessons From the Donkey Pen

Brian Schroeder

C/LS/NG/PS ► Room 702

At Indian Hills, there are miniature donkeys in the farmyard and executive director Brian Schroeder gets in there every once in a while! It was while he was in the pen that he started developing an analogy of caring for the five primary areas of your organization. This seminar will look at those five major areas and discuss how we can invest in them. We will also touch on a few cautions about leading to ensure we as leaders are serving well.

Objectives:

1. Identify key areas of your organization that need tending.
2. Discuss practical, intentional investment into those areas.
3. Identify cautions of leadership.

SESSION 4

Wednesday, December 11

10 – 11:30 a.m.

► Don't Fight the Feeling – Embrace It

Jordy Barksdale

HF ► Room 301 

Feelings get a bad rap, but when it comes to your brand, feelings are everything. Join Jordy Barksdale, director of brand experience at Magnolia, as we look at the power of creating memorable experiences that turn your customers into fans and how to leverage your team to be the most effective brand ambassadors possible.

Objectives:

1. Find specific moments where your brand is at its best.
2. Determine areas of opportunities to create memorable feelings.
3. Empower your team to bring their entire selves to work each day.

► Cultivating Deep Marriage Relationships in the Midst of Ministry

Minhee Cho and Laura Benton

PS ► Room 302

Balancing the needs of ministry and marriage can be overwhelming, and without intentional care, both relationships can suffer. This seminar offers insights on how married couples can navigate these unique challenges by learning to cherish one another. By doing so, they can safeguard the boundaries of their marriage and deepen their spiritual connection with God.

Objectives:

1. Explore the role of “cherishing” in proactively protecting our relationships.
2. Develop practices of cherishing that strengthen the bonds within couples.
3. Identify ways that those in ministry can deepen their bond with God despite the pressures of service.

► Creating a Healthy and Thriving Board Culture

Nate Parks and Ed McDowell

BG ► Room 305

Everyone knows when they are a part of a board that lacks health. The more difficult question is how to bring back or build a healthy thriving board culture that maximizes the ministry and mission of your organization. This seminar will provide you with practical principles woven with real examples that will give you the tools you need.

Objectives:

1. Understand that the board is a spiritual community brought together by God to steward a piece of His kingdom on Earth.
2. Implement practical principles to create a healthy board culture.
3. Receive tools to incorporate strong building blocks to build a healthy board culture.

► Leading and Executing Change Through Vision

Brian Schroeder

C/LS ► Room 401

This seminar will focus on discussions around identifying places in our organizations that need to be adjusted and how to effectively communicate the why, the what and the future that those changes will produce. Along with the presentation and discussion, we will look at a few examples of tools that can help create a culture of growth and adaptation.

Objectives:

1. Develop effective tools to communicate vision-driven change.
2. Discuss best practices and case examples.
3. Identify factors that affect team morale and adoption to change.

► Teenagers and God: Spiritual Formation in the Teen Years

Duffy Robbins

C/NG/P ► Room 402 

What does it mean for a teenager to “accept Christ,” and how do we understand that commitment in terms of two primary ministry contexts: Scripture and adolescence? What do we know about nurturing Christian commitment? How does that translate into the world of teenagers? This seminar will help you think about nurturing authentic faith in the lives of your teenage campers.

Objectives:

1. Identify basic principles of teenage spirituality and their relevance for camping ministry.
2. Consider the programming implications of what we know about teenagers and conversion.
3. Identify key emphases for building deeper faith in your teenage campers.

► Grow in Influence; Grow Your Leadership

Javier Mendez

BF/LS/NG ► Room 403

Many people make the mistake of thinking that leadership is about a position or a title. This seminar will teach that leadership is about influence. Learn to grow your influence so you can automatically grow your leadership and create a positive impact.

Objectives:

1. Understanding the power of influence.
2. Recognize how to grow your impact.
3. Identify how you want to positively influence those you are leading.

► Year-Round Staff Training

Rob Ribbe, Ed Covert and Bill Fernald

HR/LS ► Room 404

Come and hear about the impact and how you might implement a year-round training program at your camp. This past year, we provided a yearlong training program for 25 Salvation Army camp leaders from across the country and 60 camp leaders from around the world through Christian Camping International. It included in-person retreats and monthly online sessions with homework and reflection. It was life-changing for participants.

Objectives:

1. Identify the value and impact of year-round training and development.
2. Understand the components of this program and how to provide the experience.
3. Recognize how to make online/remote learning a valuable transformational experience.

► Current Legal Issues for Camps and Conference Centers

Jon Ruybalid

L ► Room 405

We’ll identify and discuss current legal issues, legislation and legal decisions that could affect the governance, operational practices and legal compliance at your organization. Join this session to receive practical guidance from CCCA legal counsel Jon Ruybalid for navigating current legal and legislative issues such as avoiding donor deductibility disqualification and court challenges to faith-based hiring.

Objectives:

1. Receive practical guidance for navigating current legal issues.
2. Gain awareness of legal issues that may affect operations at your organization.
3. Implement precautionary measures to protect against potential threats from current legislation.

► Paying Attention to Folks You Don’t Want to Lose

Jim Hancock and Jim Henderson

HR/LS/NG ► Room 601 

3Q Check-ins are an easy-to-learn, easy-to-maintain one-to-one check-in tool for building trust with the folks you manage. In just 15 minutes a month per direct report, you can increase alignment, retention, productivity and quality.

Objectives:

1. Discover the difference between listening and operationalizing attention.
2. Memorize the 10 words most employees and volunteers can’t resist.
3. Get your hands on a tool that’s so simple you’ll wonder why you didn’t invent it yourself.

Seminars: Descriptions (continued)

SESSION 4 (continued)

► International Hiring Panel Discussion

Diane Turnbull, Muhia Karianjahi, Gabby Hartmann and Christian Smith

C/HR ► Room 602

Even before the recent hiring crisis, several CCCA members found benefits to hiring international staff to join their team for the summer. Listen as a panel of CCCA members and the Camp USA program director from InterExchange discuss their experiences with the process of recruiting and managing international staff.

Objectives:

1. Understand how the process works and what's involved.
2. Receive the pros and cons these camps have experienced.
3. Learn best practices for integrating staff from other cultures into your team.

► Embracing the Donor

Nancy Nelson

RF ► Room 701

People donate where they know and trust the people running the organization. Embrace ways to develop genuine relationships with donors that lead to trust and increased commitment over time. Experience the joy when a donor is pulled so close that they feel the heartbeat of the organization and become part of something bigger than themselves.

Objectives:

1. Understand the process of developing the relationship and trust.
2. Discover creative ways to say thank you or give "donor touches."
3. Learn how to move a donor with the capacity to increase giving.

► New Ways to Meaningfully Engage Gen Z

Arthur Satterwhite, III

C/NG/P ► Room 702

The RELATE Project, sponsored by Young Life, explores adolescents' relationships with themselves, one another and faith. The project offers a new framework with insights that will help leaders better leverage close relationships, create belonging and invest in individuals' self-concept (i.e., identity and agency) to accelerate flourishing across their communities.

Objectives:

1. Develop an understanding of the RELATE model.
2. Apply the RELATE model to bolster your Gen Z workforce and volunteers.
3. Understand how data informs strategy as applied in the RELATE project.

SESSION 5

Wednesday, Dec. 11

12:30 – 1:30 p.m.

► Defining Expectations and Maintaining That Standard

Jordy Barksdale

HR/LS ► Room 301 

The success of a team hinges on the ability of the leader to clearly define the standard and lovingly hold the team to that standard. Join us as Jordy Barksdale of Magnolia details how clearly defined expectations create a work environment where teams can truly thrive.

Objectives

1. Ensure your team knows exactly how to succeed.
2. Lovingly hold your team accountable to the set standard.
3. Inspire and motivate your team around a common goal.

► What Is Everyone Else Ordering?

Caleb Harris and Cliff Hutchinson

BF/MC ► Room 302

Ever wish you could peek behind the curtain and see what others are ordering? In this seminar, Caleb Harris and Cliff Hutchinson — sales and marketing directors at Ink will offer that insider perspective, giving you a behind-the-scenes look at product trends and purchasing patterns.

Objectives:

1. Learn how to select an effective product assortment that will sell without competing against itself.
2. Understand how to demystify the selection of quantities, sizes and colors.
3. Discover what other camps and conference centers your size are purchasing.

► Board Chair and Executive Director Relationship

Ed McDowell and David Goodnight

BG ► Room 305

A healthy board chair and executive director relationship is key to the overall board effectiveness. From vetting ideas, cultivating trust and planning effective meetings, this relationship takes intentional time, investment and commitment to each other. Listen to board chair David Goodnight and CEO Ed McDowell of Warm Beach Camp Ministries (Stanwood, Washington) talk openly about the sacred trust of this relationship and how it impacts the effectiveness of the board.

Objectives:

1. Be prepared to execute highly effective board meetings.
2. Cultivate a high-trust environment between the board chair and executive director.
3. Tend to the board as a spiritual community called by God.

► Crisis Communication

Jason Russel

BF/HR/L/MC/SF ► Room 401

Crises are inevitable and unpredictable. No matter the type or scale of the crisis, it can have a negative impact on your organization's image, finances and relationships. That's why employees need to be trained on how to communicate effectively during a crisis. Crisis communication training can help them understand the situation, identify the key messages, choose the appropriate channels and address the concerns of different audiences.

Objectives:

1. Learn the difference between an emergency and a crisis.
2. Develop key messages for relevant stakeholders.
3. Understand the importance of documentation and understanding of potential liability risks.

► A Leadership Expedition

Nate Parks

LS/NG ► Room 402

Whether you are a seasoned leader or a NextGen leader, unlocking your leadership potential requires an intentional and purpose-driven strategy. Understanding your expedition is filled with signs and wonders gives you clarity on what your next expression and expansion might be. "Where I am and where I am going on my leadership journey" are the themes embedded in this principles-driven leadership seminar.

Objectives:

1. Look at your leadership (or that of their subordinates) and identify the next steps on your leadership journey.
2. Navigate your next leadership chapter and help someone you are leading to do the same.
3. Position your current leadership location and chart your next move using the precepts and principles laid out in this seminar.

► Measure What Matters: Create a Camp Dashboard

Jon Bisset and Aubrey Westafer

BF/P ► Room 403

Tracking key metrics for your camp is essential but can be costly if you have to purchase a tool. In this session, Jon Bisset and Aubrey Westafer from River Valley Ranch (Manchester, Maryland) will show how they have created several camp-specific Google Sheets that all feed into a one-page real-time dashboard. They will also show various other tools they use to measure the most critical parts of camp.

Objectives:

1. Create a tracking tool for each camp program using Google Sheets.
2. Create a one-page dashboard that consolidates all critical data into one automated, real-time executive dashboard.
3. Receive examples of how River Valley Ranch uses Google Sheets to measure various critical camp data points, including camp enrollment, staff hiring tracking and customer zip-code mapping.

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SESSION 5 (continued)

► Reaching the Right People Through Data-Driven Marketing

Candice Myers

MC ► Room 404

Most ministries are facing a similar challenge — there's more to do than resources allow. Whether you're facing shortages of time, budget or specialized skills, there are ways to maximize what you *do* have where marketing is concerned.

Objectives:

1. Understand the necessity of tracking your efforts.
2. Discuss how to develop a comprehensive marketing strategy.
3. Better understand your target market and recognize how to reach them.

► Seek and Find: The Journey of Well-Being

Tracey Gaslin

C/NG/P/PS ► Room 405

Camp is an amazing ecosystem that promotes the attributes of safety, support, connectedness and contribution. As we strive to care for others, we need to identify how we are integrating aspects of well-being in our programs. This session will highlight the value of each individual and the power of simple tools to navigate developmental experiences for youth and adolescents in our care.

Objectives:

1. List two components of well-being.
2. Identify the valuable aspects of healing-centered engagement.
3. Recognize the connection of thoughts, feelings and behaviors.

► 50 Ways for Summer Staff to Be Awesome

Chris and Carrie Kallal

HR/P ► Room 601

You won't want to miss this seminar if you run staff training at camp. We'll share how to teach staff 50 different ways to be awesome so they can grow as leaders and be prepared to serve in ministry. This session will be a high-paced rundown of simple techniques anyone can use. Participants will be provided with a free e-book of all the ideas.

Objectives:

1. Empower your staff.
2. Be inspired and inspire others with creativity and innovation.
3. Promote team building and collaboration.

► Interview Workshop

Dan Steele

HR ► Room 602

Interviewing is more than a Q & A session. It takes skill and intention to truly get to know the applicant. In this seminar, attendees will be allowed "behind the curtain" of the interviewer's mind as they sit in a live interview. The presenter will pause at key points of the interview to offer tips and tricks that will take your interviewing skills to the next level!

1. Watch a staff interview with an attendee sitting as the "applicant."
2. Take a look "behind the curtain" as the presenter stops at key points of the interview to explain how to fashion the interview.
3. Gain confidence as you approach your own upcoming interviews.

► Creating Experiences for Kids

Colette Taylor

NG/P ► Room 701

Join this seminar and discover how to create experiences that move kids to hope, discover, care, connect and feel seen. From how to host a creative meeting to the elements of incredible experiences, this seminar will be your comprehensive guide to planning and executing programs kids love to attend. Let's create experiences that move kids toward an everyday faith and a better future.

Objectives:

1. Discover how to have effective meetings so that the team can plan an experience.
2. Be prepared to engage kids through worship and creative storytelling.
3. Understand the importance of evaluating and adjusting programs as needed.

► Supercharge Your Sales Strategy

David Pham

MC ► Room 702

Discover key practices and practical steps to crafting an effective sales strategy while still accomplishing your ministry goals. We'll dive into the world's most successful and admired companies and their processes, and also learn how customer obsession can lead to a growing and thriving camp ministry.

Objectives:

1. Explore Amazon, Apple and other admired companies' sales processes.
2. Discover how to be customer obsessed.
3. Build a framework for a functional sales pipeline.

Presenters



Let It Rain SEATTLE

► Jordy Barksdale



Jordy Barksdale serves as the director of brand experience for Magnolia, where he focuses on creating a consistent and world-class experience across all of their guest-facing business units in Waco, Texas. After graduating from LSU, Barksdale worked full-time in camping ministry at Pine Cove (Tyler, Texas) for four years. He is passionate about establishing healthy company culture and strategically creating a memorable visit for traveling guests. He joined the Magnolia family in 2016 and has seen firsthand the hard and thrilling parts of a brand that has gained an international audience and draws over 1 million guests a year to the Silos.

► Tom Beaumont



Tom Beaumont is a strong leader with more than 40 years of experience in Christian camping leadership. He recently retired as executive director at The Firs (Bellingham, Washington), where he served for 36 years. He held additional roles at The Firs such as day camp director, adult and family program director and business manager. Prior to The Firs, Beaumont was the executive director of Trout Creek Bible Camp (Corbett, Oregon). He has served three terms on the board of CCCA and held the position of vice chair and chairman of the board development committee. Currently, he serves as a section ambassador of CCCA to help strengthen the Sections of the association. In addition, he has spent time as a coach with the Thriving Boards team and believes in the health and wellness of board development. Connect with Beaumont at www.storyandfaith.com.

► Laura Benton



Laura Benton, LMFT, has been practicing as a licensed marriage and family therapist for over 21 years and is passionate about the thriving of individuals, families and faith communities. Benton has served as a clinical supervisor in community mental health and nonprofit counseling settings, has counseled academics and seminarians, has served pastors and ministry leaders in various settings and is currently in private practice in Seattle, Washington. She and her husband, Matt, have lived a wild faith adventure in their 25 years of marriage, and together they run a professional taxi and laundry service for their two active (and fun!) teenagers. Connect with her at www.laurabentoncounseling.com.

► Jon Bisset



Jon Bisset is the executive director of River Valley Ranch (RVR), a camp and conference center in Manchester, Maryland. He has a B.A. from Towson University and an M.A. from Wheaton College. Bisset worked as a community organizer in low-income neighborhoods outside Chicago before becoming director of RVR. He served for 10 years on the Maryland State Board of the Fellowship of Christian Athletes and is currently on the board of Curium Outreach, which serves the poor in Nogales, Mexico. He has presented at ACA Tri-State and CCCA National Conferences. Bisset enjoys gardening, playing chess, running with his dog Sadie and climbing the leaderboard on his Peloton. Jon and his wife, Courtney, have two children, Anna and Aidan.

► **Dan Bolin**



Dan Bolin has dedicated over 40 years to Christian camping ministry, with roles at Pine Cove Camps (Tyler, Texas), Christian Camping International and a 12-year tenure on the board of Christian Camp and Conference Association, including two years as chair. He has authored 12 books, spoken internationally and led numerous ministry conferences. Bolin writes a weekly devotional blog, *Refueling in Flight*, and teaches outdoor ministries courses. He holds graduate degrees from Dallas Seminary, LeTourneau University and Denver Seminary. Bolin and his wife, Cay, reside near Washington, D.C., close to their daughter, son-in-law and two grandchildren.

► **Christy Boysen**



Christy Boysen is the owner and head legacy planning consultant at Apex Legacy Consultants, where she specializes in planned giving strategy and helping donors imagine how they can align their values with their finances through legacy planning. She's helped clients establish legacy planning programs that educate and capitalize on tax-efficient charitable tools. She's inspired donors to commit hundreds of millions of dollars to loved ones and their favorite causes. She holds a Master of Arts in higher education, a certificate in fundraising management and is a fellow in charitable estate planning.

► **Minhee Cho**



Minhee Cho has been serving individuals, families and communities including churches as a licensed marriage and family therapist for about 15 years. She has provided counseling for children, teens, couples and families from different cultural, social and family backgrounds (i.e. immigrants, refugees, foster and adoptive families). She also leads psycho-education classes and seminars about mental illness, parenting, premarital and marriage enrichment. Cho has both a deep passion and personal experience in helping churches and communities, specifically Korean and Asian American churches, where staff and congregations are seeking to learn about reconciliation and healthy relationships since churches are a very important place for many Asian Americans.

► **Ed Covert**



Ed Covert is husband to Maryann, dad to Taylor and Claire, son to officer parents and is a committed Christ follower. His journey in Christian camping began in the pots and pans sink at Camp Elephant Rock where the Lord captured his heart for the ministry, power and influence of camp. Covert serves on staff at Redwood Glen (Scotts Valley, California) and has had the privilege to be involved with The Salvation Army's camping ministry for many years in the Western Territory and now serves also as the Army's national camp liaison. He loves to surf, fly-fish, watch baseball and eat ice cream.

► **Bill Fernald**



Bill Fernald serves as the CEO of Christian Camping International (CCI), an alliance of 27 associations representing 80 countries and reaching over 10 million campers worldwide. Fernald has been involved in Christian camping for 33 years, beginning at Sugar Pine Christian Camps (Oakhurst, California) and then 27 years on the ministry team at Mount Hermon Christian Camps and Conference Center (Felton, California) serving in various roles in program, marketing, guest services and international ministries. He has a heart and calling for unity in Christ through interdenominational and intercultural ministry collaborations.

► **Chad Fletemeyer**



Chad Fletemeyer is a planner, project manager and principal for Fletemeyer & Lee Associates. With over 29 years of experience in the fields of landscape architecture, planning and construction management, combined with a lifelong passion for Christian camping, he brings a broad perspective to each project. As a project manager, he is proficient in pre-design, planning, constructibility/feasibility assessments, design implementation, project estimating, permitting and government approval and construction administration. Fletemeyer has been on the project design team for over 40 camps and retreat centers across the United States and abroad.



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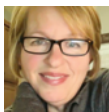
Presenters (continued)

▶ Steve Garcia



Steve Garcia is the founder and president of TM Camping. Having been employed at Thousand Pines Christian Camp (Crestline, California) since 2002, and after 27 years in full-time Christian ministry, Garcia launched TM Camping, a camp management company, at the end of 2022. TM Camping consists of eight camping companies in various locations, specializing in Christian camping, conference center management and outdoor adventure recreation. Garcia has an MBA from the University of Redlands, and he teaches negotiation and conflict resolution courses in the School of Business at California Baptist University.

▶ Tracey Gaslin



Tracey Gaslin completed her Ph.D. in educational and organizational leadership and taught for 10 years, specializing in pediatric development, service leadership and research on gratitude. Gaslin publishes the majority of her work in the areas of pediatrics, camp nursing, behavioral health and service leadership and has co-authored several texts. She currently serves as the chief executive officer for the Alliance for Camp Health where she travels and trains individuals regarding health services and well-being of youth and young adults. She continues to be an active speaker, writer and publisher representing the “Leading Voice in Camp Healthcare” to promote hope and healing in youth-serving programs across the U.S. and Canada.

▶ David Goodnight



David Goodnight is an experienced trial lawyer in major disputes. He is in his 36th year of law practice and thoroughly enjoys it. He is a trusted advisor to public and private clients and his work includes commercial, land use, partnership, construction and tax and telecommunications litigation. Goodnight has tried cases to juries and judges in various state and federal courts throughout the U.S. and has obtained several of the largest jury trial verdicts in Washington. Goodnight served as a law clerk for the 10th Circuit of the United States Court of Appeals (1988–1989) and in the United States District Court for the Northern District of Indiana (1986–1988). He currently serves as the board chair for Warm Beach Christian Camp (Stanwood, Washington).

▶ Jim Hancock



Following two decades as a youth worker, and most of another in a commercial film house, Jim Hancock launched a solo practice as The Tiny Company Called Me — designing content that helps organizational leaders create safe spaces to talk about unsafe things. These days, he is at home working on human resources among tall trees and blackberry brambles in Seattle.

▶ Caleb Harris



Caleb Harris equips organizations with better merchandise solutions. For 12 years, his skills in creative direction, merchandise marketing and modern e-commerce have helped retail brands and special events bring better apparel and promotional products to market. He currently serves as senior vice president of business development at Inkl, where he enjoys creating, shaping and growing opportunities with a team of like-minded people. Harris lives in Little Rock, Arkansas, with his wife and three kids.

▶ Jim Henderson



Jim Henderson’s innovative work in crossing the difference divide has been reported by *The Wall Street Journal* and *USA Today* and featured on *This American Life* with Ira Glass. Henderson is a serial entrepreneur, a producer of films and live events, an organizational leadership coach and the author of eight books. He is at home in Seattle. You can reach him at jimhenderson@humaneresources.me.

▶ Cliff Hutchinson



Cliff Hutchinson helps guide organizations through the process of creating custom branded merchandise from concept to commerce (and everywhere in between). He serves as the director of account management at Inkl where he enjoys connecting with clients and fostering meaningful partnerships through a consultative approach. Hutchinson resides in Little Rock, Arkansas, with his wife, and can typically be found in the great outdoors when he’s not helping bring someone’s creative vision to life.

▶ Carrie Kallal



Carrie Kallal currently serves as the guest services director at Southeastern Baptist Youth Camp (Greensburg, Indiana). Starting as a counselor in training in 1999, Kallal moved up to girls staff director, dining room hostess, craft person, camp store director, canteen manager, bookkeeper, assistant director, foodservice director and now guest services director. In her spare time, she enjoys crafting, escape rooms, testing out new recipes and talking camp!

▶ Chris Kallal



Chris Kallal is the executive director at Southeastern Baptist Youth Camp (Greensburg, Indiana). Kallal has been in camp ministry for 24 years, which includes years at Camp Manitoumi, Ingersoll Scout Reservation and Camp Good News in Illinois. Kallal cohosts the SCamp-Life Podcast, where he talks all things camping. Kallal also teaches his Steal This classes around the world at different conferences and has written 15 books of ideas for camps. During what little free time he has, he loves to search online for the newest, neatest things to implement into his camp and visit other camps to “steal” ideas from them! He loves camp (he has spent every summer since third grade at a camp) and loves telling others about camp.

▶ Jackie Kaminsky



With over 15 years of experience in camp and retreat center design, Jackie Kaminsky actively encourages others to be involved in the planning process and helps clients see new opportunities they may not have thought of. She is passionate about designing outdoor spaces that create a sense of community. She is a deeply respected collaborator with key camp staff professionals, stakeholders and consultants. Her responsibilities include master planning, camp design, landscape architecture, graphics, business development and project management.

▶ Muhia Karianjahi



Muhia Karianjahi is a Kenyan Christian camp enthusiast who has been living in the USA with his wife, Marcy, and two grown sons for the last 11 years. Though initially a civil engineer, he became a wilderness instructor for an outdoor school in 1991. He gave his life to Christ after clearly hearing God’s voice through the great outdoors. Later, Karianjahi was involved in the early days of Tanari Trust, a Kenyan nonprofit that trains churches in camp-based youth ministry innovations such as rites of passage. He was the founding chair of African Christian Camping (CCI/EA). He is now an assistant professor at Litfin Divinity School at Wheaton College, at their Honey-Rock Center for Leadership Development in Wisconsin.

▶ Donnie Keele, III



Donnie Keele, III is a learning and development professional and certified coach who specializes in helping others discover and share what makes them unique and gives them purpose. Equipped with degrees in mass communication and campus chaplaincy as well as over 15 years of experience split between summer camp administration and university student affairs and development, he now produces digital media and learning engagements for UltraCamp in Niles, Michigan. His current focus is helping camp professionals make sense of complex and shifting demands so they can continue growing as exceptional leaders who provide transformational experiences for campers and staff alike.

▶ Dave Lee



Dave Lee is the architectural principal of Fletemeyer & Lee Associates, located near Boulder, Colorado. The firm is a CCCA Business Member serving the Christian camp and conference center industry for over 35 years. This includes more than 200 camp and conference centers throughout the U.S., Canada and overseas, providing architecture, landscape architecture and master planning services. Lee has a master’s degree in architecture, is a licensed architect and member of the American Institute of Architects. He has served as a board member of Highlands Camp in Colorado and various Christian nonprofit organizations, and he and his wife have served as volunteer leaders in their church’s college ministry for 35 years. Lee’s mission and passion is creating places that nourish the soul.

▶ Emily Lovell



Emily Lovell serves as program director for Upward Bound Camp (Gates, Oregon). She designs camp experiences for adults with disabilities and equips staff to love campers following Christ’s example. Lovell is a certified recreational therapist and received her M.A. in outdoor and adventure leadership at Wheaton College. Her graduate work aims to bridge camping and disability ministries. She seeks to see and celebrate the Imago Dei in everyone’s uniqueness. Lovell was called to disability ministry after her own disability led her to Christ as a teenager. She has 10 years of experience working with people with disabilities and five years in camping ministry.

Presenters (continued)

▶ Ed McDowell



Ed McDowell is the CEO of Warm Beach Camp Ministries (Stanwood, Washington). He also coaches and consults in the areas of board leadership and development to bring fresh perspectives to perplexing situations. McDowell is the author of a devotional series titled *A Well-Planted Faith in an Uprooted Culture*. The goal of his writing and speaking is to challenge people to have God's Word inform the way they live. McDowell and his wife, Bev, live on Camano Island, Washington, where they live out their life mission statement: "To give our lives away for the cause of Jesus Christ to as many people as possible."

▶ Javier Mendez



Javier Mendez is the founder and director of Love Encourage Give Inspire Teach (LEGIT, Inc.), a non-profit organization dedicated to transforming lives through missions. LEGIT employs a three-part system of evangelism strategy: small groups, weeklong day camp and monthly follow-ups. In addition, Mendez is a John C. Maxwell certified speaker, trainer and coach. He leads seminars and trainings on the Maxwell system of leadership. Mendez has over 20 years of experience in working with at-risk youth in both the faith-based and public sector. He has traveled globally to empower various organizations. His passion lies in equipping and inspiring young people to realize their potential and become the leaders they were meant to be.

▶ Ryan Moore



Ryan Moore is a consultant with Kaleidoscope, Inc., a national firm that works exclusively with camps and retreat centers to help them thrive. Prior to joining Kaleidoscope, Moore's career was marked by moving multiple organizations through change and seasons of tremendous growth. Moore has great skills in strategic leadership and analysis, working well with clients to gain clarity in purpose and visioning potential models for the future.

▶ Candice Myers



Candice Myers serves as the vice president of sales and marketing for Sky Ranch Christian Camps (Texas, Colorado, Oklahoma). Her relationship with Sky Ranch and Christian camping began in 2004, when she and her husband were called to the ministry to evaluate and expand the horse and rodeo program. Myers' background includes experience in television news,

commercial production, freelance writing and customer service. A seasoned speaker, singer and songwriter, she has been involved in full-time ministry work for over 25 years.

▶ Nancy Nelson



Nancy Nelson has been in Christian camping since 1975 and she has been at Warm Beach Christian Camps and Conference Center (Stanwood, Washington) since 1977. She has worked full time in the development field for over 26 years and is currently the director of donor relations. Since 2010, Nelson has served on the faculty of the essentials of development training program for nonprofits, sponsored by the M.J. Murdock Charitable Trust. She has presented at CCCA events throughout the U.S. and Canada. Nelson is the author of *Stories of Sheer Pure Grace*. She and her husband, Stan, have two married children and six grandkids who live nearby and are the center of their lives.

▶ Nate Parks



Nate Parks serves as the president/CEO of Berea Ministries in New England, which is comprised of three camps in three different counties and two different states plus a regional event conferencing ministry. He is known for his creativity and unique perspective in seeking solutions for organizations. In addition to holding a master's degree in business and an undergraduate degree in Bible, Parks is a national speaker and consultant, always challenging people to look beyond their personal or organizational boundaries for maximum impact.

▶ Les and Leslie Parrott



Les and Leslie Parrott are #1 New York Times' bestselling authors whose books have sold over 5 million copies including the Gold Medallion winner, *Saving Your Marriage Before It Starts*. Other titles include *Love Talk*, *Trading Places*, *The Good Fight* and *Crazy Good Sex*. They are also contributors to the updated edition of *The 5 Love Languages* with Gary Chapman. The Parrotts are cofounders of eHarmony and they are also founders of three acclaimed online assessments: SYMBIS (SYMBIS.com), Better Love (BetterLove.com) and Yada (Yada.com). The Parrotts have been featured in *USA Today*, *The New York Times* and *The Wall Street Journal*. Their television appearances include CNN, *Good Morning America*, *CBS This Morning*, *The Today Show*, *The View*, Fox and *Oprah*. They live in Seattle. Learn more at www.lesandleslie.com.

► Kelsey Paterson



Kelsey Paterson is the director of Ponderosa Lodge and the intern program at Mount Hermon Christian Camps and Conference Center in Santa Cruz, California. She has been on staff and involved in youth and young adult ministry at Mount Hermon since 2008 and is currently the section president of the CCCA Sierra Pacific Section. She received her B.A. in graphic design from Point Loma Nazarene University and her M.A. in ministry and leadership from Western Seminary. One of her favorite aspects of youth ministry is how creative processes can be used to build opportunities for students to take one step closer to Jesus, as they hear the gospel message of God's incredible story of redemption that is woven throughout the Bible.

► David Pham



David Pham has served in ministry for over 15 years. Giving his life to Christ at camp as a child, Pham grew up spending his summers at camp until going into full-time camp ministry in 2006. He then shifted into church ministry and spent over a decade serving at some of the largest and fastest growing churches in America. After his time in church ministry, Pham had a successful career in software sales. Today, he serves as vice president of retreat ministries at Camp Cho-Yeh (Livingston, Texas), where he finds joy in helping see lives transformed by Jesus through meaningful relationships and outdoor adventures.

► Chef Charles Ramseyer



Charles Ramseyer has been with US Foods for nine years and previously trained in classic cooking at a 3-star hotel in Zurich. His extensive career includes roles as chef and executive chef at Hilton and Four Seasons Hotels in cities around the world including Beijing, Singapore, Shanghai, Tokyo, Vancouver, Seattle and Santa Barbara. He now refines his expertise in NW seafood at Ray's Boathouse. In 2007, Ramseyer opened his own Pacific NW seafood restaurant, Wild Salmon Restaurant, in Manhattan. He resides in West Seattle with his wife of 22 years, Lisa, and their two dogs and three cats. His interests include fusion and classic cooking, golf, gardening and traveling to visit family and make new friends.

► Rob Ribbe



Rob Ribbe is a professor and academic programs director at HoneyRock, The Center for Leadership Development of Wheaton College. He is program director of the master's degree in outdoor and adventure leadership, teaching courses on spiritual formation, organizational leadership, leadership development

and on the theology and practice of outdoor ministry. Ribbe was executive director of HoneyRock from 2000–2023, after serving in program leadership for over a decade. His passion is fostering the development of disciple-making leaders for the Church and society worldwide through the camp ministry context. He has authored over a dozen articles on these topics and recently coauthored the book *Leaders Yet Discovered: Experiential Leadership of Emerging Leaders*. He has been married to Jackie since 1991. They have four adult children and three daughters-in-law.

► Duffy Robbins



Duffy Robbins, professor of Christian ministry at Grove City College, Grove City, Pennsylvania, is a longtime friend at CCCA. His warm conversational style, quick sense of humor and unique ability to make Scripture come alive has made him a popular speaker for numerous family camps, men's retreats and conferences, as well as congregations, parenting seminars and college chapels.

► Tanya Rodriguez Huber



Tanya Rodriguez Huber has worked with adolescents for almost 30 years. As a high school teacher and Young Life volunteer, she has never stopped learning how to reach the next generation with the good news that grows them into the adults they were meant to be. As a student of teenagers and young adults, she has served as a director, speaker and head leader at outreach camps for middle schoolers, high schoolers and teenage parents. Currently, she is on staff with the mission of Young Life as an associate regional director and trainer for staff and volunteers equipping them for their camp assignments and field ministries. Rodriguez Huber lives in Spokane with her husband, Jeff, and two children.

► Jason Russel



Jason Russel is the founder and president of Secure Education Consultants (SEC) and is recognized nationally as a subject-matter expert in safety and security. He leads a team of former federal law enforcement agents, police officials and military specialists, delivering White House-level threat assessment and protection to schools and businesses. A former U.S. secret service special agent and police officer, Russel and his team have assessed thousands of organizations' safety and security processes and procedures, identified gaps in their security measures and recommended actionable solutions.

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Presenters (continued)

▶ Jon Ruybalid



Jon Ruybalid has been providing legal advice and assistance to CCCA and member camps and conference centers, as well as other ministries and tax-exempt organizations in the U.S. and internationally for over 30 years. Ruybalid has served as a camp staff member and camp board member and brings that inside experience and knowledge to bear with practical legal solutions. He is a graduate of Grace University (B.A.), Dallas Theological Seminary (Th.M.), University of Minnesota Law School (J.D.) and Western Governors University (M.B.A.). Ruybalid is a partner with Schmitt-Schneck law firm and passionate about his role in designing legal solutions and strategic pathways for camps, conference centers, ministries and others carrying out kingdom-purposed activities.

▶ Stacie Saenz



Stacie Saenz has served with Eagle Adventure Camps (Camp Eagle, Glorieta) for the last 16 years, currently serving as the chief financial officer and managing EAC's shared services group. Her team provides accounting, technology and other administrative services to EAC and other camps. She is a CPA with a master's in accounting from The University of Texas at Austin. Saenz was a Texan her whole life until she and her husband, Ryan, were called to the beautiful PNW in 2016, where he manages Black Diamond Camp and they live with their two kiddos, Bella and Strong.

▶ Arthur Satterwhite, III



Arthur L. Satterwhite, III is a globally recognized voice on belonging, diversity and leadership who has been featured in various media publications and on myriad platforms. He holds a doctorate in strategic leadership, a master's in religious education and a bachelor's in business/marketing. As a consultant and speaker, he has helped communities and organizations across the globe through inspiration, training and strategic, consultative support. Satterwhite currently serves as the vice president of strategy at Young Life. He is also privileged to serve as an adjunct professor in Regent University's doctorate of strategic leadership program, where he helps prepare the next generation of kingdom leaders. He currently resides in Southern California.

▶ Brian Schroeder



Brian Schroeder has spent over 15 years in Christian nonprofit leadership and has a passion for people, processes and programs. Following a collegiate and professional baseball career, he began his time in ministry with the Fellowship of Christian Athletes.

After his time with FCA, Schroeder returned and became the head baseball coach at San Diego Christian College and then eventually he stepped into a role as the vice president of operations and athletic director. In 2023, he was approached about the opportunity to join the team of Indian Hills Camp (Jamul, California) as the executive director. IHC has a 60-year history of reaching kids for Jesus Christ through camping and Schroeder is honored to be able to play a small part in the current and future ministry that has impacted so many lives. He and his wife, Dianna, live in Lakeside, California, with their four children.

▶ Scott Shaw



Scott Shaw is the general manager of Wind River Ranch in Estes Park, Colorado, and provides fundraising consultation to camps through Mission Increase. With over 30 years in camping and youth ministry, Shaw has previously served as a youth pastor in Northwest Arkansas, adjunct professor at John Brown University and held various roles at New Life Ranch in Northeast Oklahoma. He holds a B.S. in business education from Northeastern State University, an M.A. in ministry from John Brown University and a certificate in fundraising management from Indiana University. Shaw lives in Estes Park, Colorado, with his wife of 25 years, Kristen, and their children Kate (22), Cooper (19) and Rylee (12).

▶ Jake Sorenson



Jake Sorenson is the director and lead researcher of Sacred Playgrounds, a ministry offering research, training and consulting to Christian summer camps and their ministry partners. He has a Ph.D. from Luther Seminary, a M.Div. from Princeton Theological Seminary and more than 20 years of experience in camping ministry and congregational youth ministry. He has authored numerous articles on camping ministry, taught at colleges and universities and trained staff at camps across the country. His most recent book is *Sacred Playgrounds: Christian Summer Camp in Theological Perspective*. He lives in rural Wisconsin with his wife, Anna, (a Lutheran pastor) and their two boys.

▶ Dan Steele



Dan Steele has served the Lord at River Valley Ranch (Manchester, Maryland) since 1998. In his time there he's interviewed 4,000 people, hired more than 1,700 and he still keeps in contact with many of them! He has presented marketing and hiring seminars for camps and small businesses and loves seeing innovative ideas implemented at camp. Steele and his wife, Hope, have three young adult children. Steele is also on pastoral staff at Bedrock Community Church.

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Presenters (continued)

▶ Peter Swift



Many leaders of today were raised by television and video games, rather than good old-fashioned Pennsylvania black bears. Peter Swift is an exception, having been adopted by a pair of *Ursus*

Americanus at a young age. They taught him all he knows about the outdoors and Machiavellian office politics during his formative years living under logs and rocks in the Allegheny Mountains. This upbringing prepared Swift for the rigors of gaining a philosophy degree at Grove City College, and landing a career in sales, marketing and eventually operations for a rock-climbing and outdoor gear distributor until finally moving on to his current nonprofit leadership role. Despite routinely missing out on hibernation, he still manages to find time to serve as executive director of Camp Susque (Trout Run, Pennsylvania). When he isn't helping to lead Susque's ministries, he can be found scrounging for grubs and berries or watching college basketball with his wife, Lindsey, twin daughters, Audrey and Nora, son, Isaac, and dog, Sawyer.

▶ Colette Taylor



Colette (Coco) Taylor is the president and CEO of Bedrock Productions, Inc., which operates as Camp KidJam (Fort Lauderdale, Florida). She cofounded Camp KidJam in 2006 and is passionate about serving kids and leaders each summer. Known for her adaptability and skill in working with unpaid volunteers, Taylor excels at creating impactful events from minimal resources. Over the past 17 years, she has managed production, logistics and team development for an Atlanta-based nonprofit. In 2023, she published her first book, *Creating Experiences for Kids: How to Design Engaging Productions in Kids Ministry*. She lives in Atlanta with her husband and their two daughters, Kristi and Jessica, as well as their sons-in-law, JR and Andrew.

▶ Diane Turnbull



From camp counselor to camp director, Diane Turnbull has been a compassionate leader for youth and persons living with disabilities for her entire career. Her university- and conservatory-level education in acting and theater alongside her 30-plus year history of work in the disability field, from direct service to leadership, has provided a firm foundation for her work at Upward Bound Camp (Gates, Oregon).

▶ Lauren Vincent



Lauren Vincent helps organizations design retail-quality apparel people love to wear. With a decade of experience in the retail industry, she is passionate about helping clients bring their apparel dreams to life, staying on top of fashion trends and creatively directing Inkl's art team to set the standard of unique graphic design. With a major in graphic design from the University of Central Arkansas, the projects that fulfilled Vincent the most were the T-shirts she designed for various fundraising events. While developing her career in graphic design, she pursued a passion project after hours called the Rustic Child Apparel Company. Her highly creative outdoor retail designs opened the opportunity for her to join the team at Inkl as a graphic artist. Now in her position as creative manager at Inkl, Vincent designs apparel for clients across the world from various industries, creatively directs and shapes artists and lives out her dream of running her own outdoor apparel brand.

▶ Aubrey Westafer



Aubrey Westafer began her camping career in 2011 as an intern at River Valley Ranch (Manchester, Maryland). She has served in many different roles since then and is currently the director of programs, ensuring a meaningful experience for guests and staff. Some of her favorite things include serving at River Valley Ranch alongside her husband, investing in people, traveling, organizing and making art.



Let It Rain

SEATTLE



Session Notes

Title: _____

Presenter: _____

Top 3 Takeaways:

Title: _____

Presenter: _____

Top 3 Takeaways:

Title: _____

Presenter: _____

Top 3 Takeaways:

#letitrain24

Title: _____

Presenter: _____

Top 3 Takeaways:

Title: _____

Presenter: _____

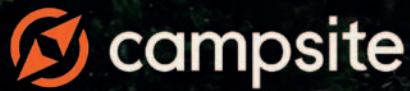
Top 3 Takeaways:

Title: _____

Presenter: _____

Top 3 Takeaways:





Get Back To Camp

Meet your all-encompassing camp management software



Online Registration



Medical Management



Staff Management



Attendance Tracking



Activity Scheduling



Email Communication



Text Messaging



Advanced Reporting

“

CampSite has revolutionized the way we manage our camps.

The user-friendly aspects are far and away the most important thing, however, the capacity for everything it can do for us has greatly influenced our team's time, and allowed for a much more professional and safe program. I can't say enough about it.

-14th Street Y

”

Book a Demo to learn more!





Exhibit Hall Welcome

Exhibit Hall Welcome

WELCOME!

Our Exhibit Hall will be bursting with opportunities to connect with hand-picked, trusted business leaders. Visit the Exhibit Hall, and walk away with new ideas, valuable connections and new ministry partners. In the Columbia Ballroom, you will find many well-known, reputable vendors as well as a variety of curated resourceful newcomers.



Here are the Exhibit Hall times:

- ▶ Monday, Dec. 9, Immediately following the general session until 11 p.m.
Come join us in the Columbia Ballroom for the Exhibit Hall grand opening and dessert.
- ▶ Tuesday, Dec. 10, 10 a.m. – 4:30 p.m.

This is a great time to take advantage of any conference specials our exhibitors may be offering. Join us for lunch in the Exhibit Hall on Tuesday and don't forget to enter any drawings that our exhibitors have for you!

The exhibitors and sponsors help make this conference possible, and we're grateful for their support of Christian camping. As you connect with vendors, please thank them for exhibiting.

I look forward to meeting you!

AJ Reding
Business Relations Specialist, CCCA



CHRISTIAN CAMP
& CONFERENCE
ASSOCIATION



Exhibit Hall Floor Plan

HYATT REGENCY SEATTLE THIRD FLOOR COLUMBIA BALLROOMS A-D

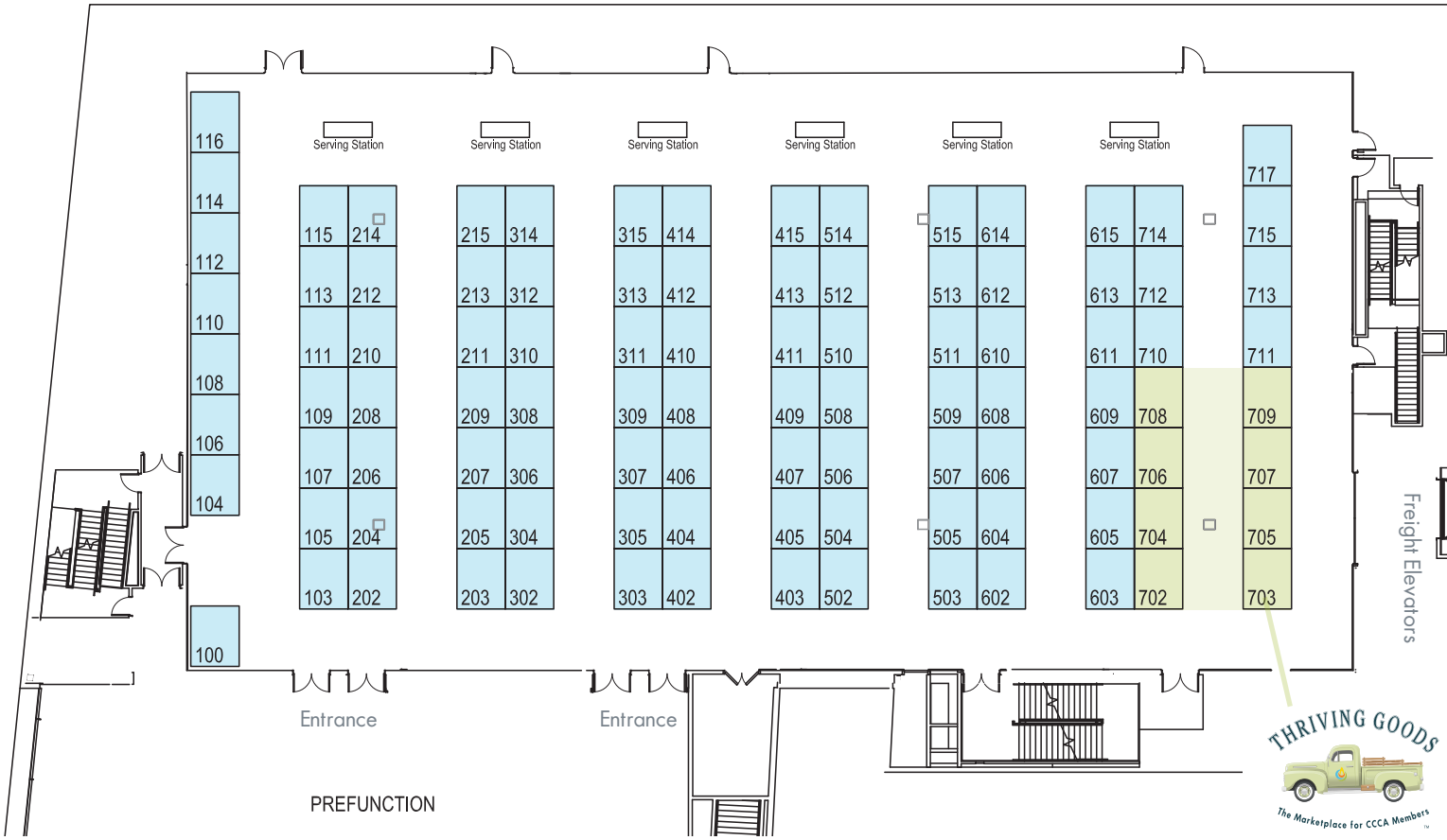


EXHIBIT HALL HOURS

Monday, December 9
 Exhibit Hall Grand Opening and Dessert 🍷 —
Immediately following General Session to 11:00 p.m.

Tuesday, December 10
 Exhibits Open — 10 a.m. — 4:30 p.m. 🍷
 Lunch — 12:30 — 1:30 p.m. 🍷



12/24

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Exhibitor Booth List

Bold: CCCA business members

SPONSORS

This listing reflects exhibitors registered as of November 4, 2024.

100	SPONSOR "The One" by Camp Connection
103	KALEIDOSCOPE, Inc.
104,106	Outfit Your Logo, LLC
105	MTJ American
107	Bowline HQ
108	Archers on International Missions - AIM
109, 111	SPONSOR RegFox
112	A1 American
113	SecureSearch
114	SOL Paddle Boards Inc.
115	GOEX Apparel
116	Visionworks Consulting, Inc.
202	SPONSOR Church Mutual Insurance Company, S.I.
203, 205	Campwise by RecSoft
204	MasterCraft Boat Company, LLC
206	9 Square in the Air
207, 209	Commercial Recreation Specialists
208	Grow Together Games
210	Ropes Park Equipment
211, 213	SPONSOR Feathr
212, 214	Campminder and Gazebo
215	ESS Universal – Heavy Duty Bunk Beds
302, 304	Union Aqua Parks
303	Nationwide Instruction for Cardiovascular Education, Inc.
305, 307	SPONSOR Ink
306	CampSite
308	Experiential Systems, Inc.
309	K&K Insurance Group, Inc.
310	Upper Crust Food Service
311	Reference Services, Inc.
312	Fletemeyer & Lee Associates, Inc.
313, 315	UltraCamp
314	Stickersandmore
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405	MBW Communications
406	Cliq

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413, 415	BLACK BOX MERCH
502	Adventure Experiences, LLC
503, 505	CampBrain
504	WAFD Insurance
506	Trademark Camping Retreats & Recreation
507	Camp CFO
508	SPONSOR HoneyRock Center for Leadership Development and Wheaton College Graduate School
509	Thriving Boards
510	InterExchange Camp USA
511	Jon Ruybalid – CCCA Legal Counsel
512	Arly
513, 515	Relief Products LLC
514	ABEE, Inc.
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603	Venue360
604	Groupimaging Photos
605	Cornerstone Turf Solutions LLC
606	Mabel's Labels
609	Secure Environment Consultants
611	The Original Mattress Factory
612, 614	CIRCUITREE
613	Christian Camping International
615	Christian Healthcare Ministries
702	Cedar Grove/Boca Terry
703, 705	Thriving Goods
704	Brookwood Farms/Armanio Sauces and Pastas
706	Nor Pac Foods/JBS Fisher Nuts
707	Lyons Magnus/Bimbo Bakeries
708	Supply America
709	Tyson Foods
712	FunFangle
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714	Campify
715	YSO Academy
717	Secret Creek

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Let It Rain
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Exhibitor Directory



Let It Rain SEATTLE

206

► 9 Square in the Air

14248 F Manchester Rd. # 125
Manchester, Missouri 63011
(877) 672-3938
www.9squareintheair.com

9 Square in the Air® is a fun group game for all ages with both permanent and portable editions for indoor and outdoor play, easy setup and storage.

112

► A1 American

12386 Osborne Pl.
Pacoima, California 91331
(833) 205-2200, Ext 373
www.alamerican.com

A1 American is a leading manufacturer and distributor catering to various industries including camps, hospitality, healthcare and more. Explore our website for bed linen, towels, amenities, OS&E, FF&E and design solutions. Certified Minority Owned Business. Visit www.alamerican.com.

514

► ABEE, Inc.

W 5641 Olson Road
Holmen, Wisconsin 54636
(608) 526-3288
www.abeeinc.com

ABEE, Inc. offers full-service aerial parks, challenge courses and zip lines for adventure education and experiential programs at camps, educational institutions, resorts and more.

502

► Adventure Experiences, LLC

517 Mallard Lane
Trinity, Texas 75862
(936) 594-2945
www.advexp.com

Adventure Experiences offers complete solutions for challenge courses and zip Canopy Tours, from consultation and design to training, inspection and equipment sales.

412, 414

► American Bedding MFG

2110 Redfern Dr.
Athens, Tennessee 37303
(423) 745-1512
www.americanbeddingmfg.com

Quality fluid-proof mattresses and mattress covers, metal and wood beds and furniture for camps, conference centers and retreat centers. Most furniture is in stock and mattresses are made to order in our plant.

108

▶ **Archers on International Missions - AIM**

P.O. Box 2173
Hendersonville, Tennessee 37077
(615) 415-5832
www.aimarchers.com

AIM Training equips archery instructors to teach archery and lead with gospel principles, providing a safe, impactful experience for camps.

512

▶ **Arly**

One University Avenue, Suite 201A
Westwood, Massachusetts 02090
(410) 610-4239
www.arly.com

Arly is a comprehensive camp management platform. From registration and camp management to staff development and curriculum, Arly streamlines everything you need into one powerful solution. Learn more at www.arly.com.

704

▶ **Armanio Sauces and Pastas**

30588 San Antonio Street
Hayward, California 94544
www.armaniofoods.com

For nearly 100 years, Armanino has taken the time and care to grow and select locally-sourced, artisan ingredients for chef-inspired recipes that add flavor and spice to your favorite foods.

602

▶ **Bed Bug Heat Doctor**

1220 E. South Street
Jackson, Michigan 49203
(844) 364-3281
www.prevsol.com

Bed Bug Heat Doctor/PrevSol offers advanced, DIY heat treatment systems for bed bug removal, serving camps, hotels and other businesses across the U.S. and Canada.

707

▶ **Bimbo Bakeries**

P.O. Box 976
Horsham, Pennsylvania 19044
(800) 984-0989
www.bimbobakeriesusa.com

Bimbo Bakeries is the largest commercial baking company in the United States.

413, 415

▶ **BLACK BOX MERCH**

350 Fischer Ave, Suite C
Costa Mesa, California 92626
(714) 850-0100
www.blackboxmerch.com

With over 20 years of experience, we specialize in camp merchandise that embodies your camp's values, from marketing to sustainable profit centers.

702

▶ **Boca Terry**

512 Hillsboro Technology Dr.
Deerfield Beach, Florida 33441
www.bocaterry.com

Boca Terry is a leader in towels, linen and bedding.

107

▶ **Bowline HQ**

300 Office Park Dr, Suite 310
Mountain Brook, Alabama 35223
(205) 997-7533
www.bowlinehq.com

Bowline HQ partners with camp owners and directors to modernize operations, freeing up staff time to prioritize camper care and enhance overall camp experiences through innovative technology and support.

408

▶ **Brandstetter Carroll, Inc.**

2360 Chauvin Drive
Lexington, Kentucky 40517
(859) 268-1933
www.bciaep.com

Brandstetter Carroll, Inc. is a professional architecture, engineering and planning firm with offices in Cleveland; Cincinnati, Ohio; Lexington, Kentucky; Charleston, South Carolina; Dallas and Denton, Texas and Norman, Oklahoma.

704

▶ **Brookwood Farms**

1015 Alston Bridge Road
Siler City, North Carolina 27344
(800) 472-4787
www.brookwoodfarms.com

Brookwood Farms provides home cooked barbeque. Our products save time and labor.

Exhibitor Directory (continued)

403

► **Brotherhood Mutual**

6400 Brotherhood Way
Fort Wayne, Indiana 46825
(260) 482-8668
www.brotherhoodmutual.com

Brotherhood Mutual provides innovative insurance coverage and risk management for Christian camps, helping them operate safely and effectively nationwide.

503, 505

► **CampBrain**

366 Adelaide Street East, Suite 411
Toronto, Ontario, Canada M5A 3X9
(416) 485-8885
www.campbrain.com

CampBrain provides management and registration software for camps and conference centers. Serving 1,700+ organizations since 1994, we have a dedicated team of over 60 providing personal, caring support and building beautiful, intuitive software.

507

► **CampCFO**

1828 Walnut
Kansas City, Missouri 64108
(816) 392-8425
www.ebcfo.com

CampCFO provides management accounting and technology consulting services.

714

► **Campify**

21018 NE 34th Ct.
Aventura, Florida 33180
(305) 767-6640
www.campify.io

Tired of long scheduling and last-minute changes? Campify offers a simple, intuitive platform, backed by 20 years of optimization expertise, to create high-quality schedules quickly and effortlessly.

212, 214

► **Campminder and Gazebo**

5766 Central Avenue, Suite 200
Boulder, Colorado 80301
(303) 444-2267
www.campminder.com

For more than 20 years, Campminder has partnered with camps to support their daily efforts to help today's children grow into kind, thoughtful and community-oriented adults.

306

► **CampSite**

1500 NE Irving St. Suite 320
Portland, Oregon 97232
(855) 599-CAMP
www.campmanagement.com

CampSite is an intuitive and complete camp management solution for day camps, overnight camps and school and specialty programs.

203,205

► **Campwise by RecSoft**

39 Southgate Court, Ste. 201
Harrisonburg, Virginia 22801
(540) 433-3939
www.campwise.com

Campwise management software for camps, retreat/conference centers, schools and other organizations. Modules include camper/individual registration, conferences, retreats and guest groups registration, online staff applications, donor management and Point of Sale for the camp store.

702

► **Cedar Grove**

7343 E Marginal Way S
Seattle, Washington 98108
www.cedar-grove.com

Cedar Grove provides compostable packaging for the foodservice industry.

613

► **Christian Camping International**

P.O. Box 135
Mount Hermon, California 95041
www.cciworldwide.org

The mission of Christian Camping International (CCI) is to promote and support Christian camping throughout the world, as a means of serving the Church to fulfill the Great Commission of Jesus Christ.

615

► **Christian Healthcare Ministries**

127 Hazelwood Ave.
Barberton, Ohio 44203
(330) 798-8066
www.chministries.org

CHM offers a biblical alternative to health insurance with over 40 years of experience in health cost sharing among believers.

202

SPONSOR

▶ **Church Mutual Insurance Company, S.I.**

3000 Schuster Lane
Merrill, Wisconsin 54452
(715) 539-4148
www.churchmutual.com

Insurance and so much MORE! We have been insuring purpose-driven organizations for more than 125 years and providing CCCA camps with both traditional and specialized coverages for more than 40 years, including property and general liability, umbrella liability, commercial automobile and workers.

612, 614

▶ **CIRCUITREE**

1353 Lake Shore Drive
Branson, Missouri 65616
(877) 800-3390
www.circuitree.com

CIRCUITREE simplifies camp management with a comprehensive platform that manages registration, finances, activities and improves parent-staff communication.

406

▶ **Cliq**

2900 Bristol St. Ste. F206
Costa Mesa, California 92626
(866) 634-3044, Ext. 1204

Cliq® provides secure, instant payment solutions for over 700 Camps nationwide.

207, 209

▶ **Commercial Recreation Specialists**

807 Liberty Drive, Suite 101
Verona, Wisconsin 53593
(877) 896-8442
www.crs4rec.com

CRS provides high-quality recreational equipment and innovative program ideas for camps, from aqua parks to playgrounds, with a focus on fun and safety.

605

▶ **Cornerstone Turf Solutions LLC**

5154 Wes Edward Street
Jacksonville, Florida 32254
(904) 330-8200
www.cornerstonesolutionllc.com

Cornerstone Turf Solutions provides high-quality turf products and installation training as an affordable solution, focusing on integrity and customer education.

215

▶ **ESS Universal – Heavy Duty Bunk Beds**

171 College Ave.
Holland, Michigan 49423
(616) 229-0597
www.essuniversal.com

ESS Universal offers heavy-duty metal bunk beds, mattresses and accessories, designed to be bed bug-resistant, with various configurations and storage solutions.

308

▶ **Experiential Systems, Inc.**

2023 Clark Rd Unit A
Dyer, Indiana 46311
(877) 206-8967
www.experientialsystems.com

ESI has served the adventure industry since 1983 by designing, installing, training, inspecting, and maintaining aerial and ground-based adventure structures, products and services nationwide.

211, 213

SPONSOR

▶ **Feathr**

104 N Main St, Suite 600,
Gainesville, Florida 32601
(352) 519-3997
www.feathr.co

From raising awareness to driving impact, Feathr's nonprofit marketing platform lets you manage your email marketing, digital advertising, social media and reporting in one easy-to-use platform that's purpose-built for nonprofits.

312

▶ **Fletemeyer & Lee Associates, Inc.**

101 Second Ave., Suite A
Niwot, Colorado 80544
(303) 443-3750
www.flaboulder.com

FLA specializes in architecture and planning for camps and conference centers, guiding clients for over 30 years to create spaces that nourish the soul.

712

▶ **FunFangle**

221 Najoles Rd. #802
Millersville, Maryland 21108
(443) 494-9192
www.funfangle.com

FunFangle provides fun and colorful RFID wristbands for your campers and staff. They can be used for cashless accounts at the point-of-sale, paperless attendance records and easy check-in for health meds. Get a quote today at www.funfangle.com/camps.

Exhibitor Directory (continued)

115

► **GOEX Apparel**

3161 Wyandotte St
Kansas City, Missouri 64111
(816) 800-8284
www.goexapparel.com

Choose GOEX Apparel for custom camp gear that's high-quality, fair trade, sustainable and offers quick turn times. Even better — you support a faith-based social enterprise that strengthens families!

604

► **Groupimaging Photos**

751 N. Country Club Dr.
Mesa, Arizona 85201
(480) 924-1945
www.groupimagingphotos.com

Groupimaging Photos produces customizable camp group photos with fast delivery before campers depart, using an easy online ordering system for quick processing.

208

► **Grow Together Games**

710 Joyce Ann Dr.
Ballwin, Missouri 63021
(877) 672-3938, ext 5
www.growtogethergames.com

We exist to provide high quality products to build community, help groups have fun and grow together.

508

SPONSOR

► **HoneyRock Center for Leadership Development and Wheaton College Graduate School**

8660 Honey Rock Road
Three Lakes, Wisconsin 54562
(630) 752-7474
www.wheaton.edu/honeyrock

The HoneyRock Center for Leadership Development offers cutting-edge practical and academic training through the Wheaton College Graduate School to equip exceptional leaders for Christian camps, colleges and churches in a fast-changing, multicultural world.

402, 404

► **iCampPro**

1249 LL Mackey Parkway
Longview, Texas 75605
(877) 204-6010
www.icamppro.com

Discover iCampPro, the best camp management software to help streamline operations from sign-up to sundown. Explore our modern Registration Portal, optimized workflows and administration tools that simplify your camp's success.

305, 307

SPONSOR

► **Ink**

400 Casey Drive
Maumelle, Arkansas 72113
(501) 851-6916
www.teamink.com

Ink helps you take your product ideas from concept to commerce (and everywhere in between).

510

► **InterExchange Camp USA**

100 Wall Street, Suite 301
New York, NY 10005
(212) 924-0575
www.interexchange.org

We offer a variety of cultural exchange programs, including our Camp USA program. The Camp USA program helps U.S. summer camps find and hire international students to work as camp counselors during the summer months.

706

► **JBS Fisher Nuts**

1703 N. Randall Rd.
Elgin, Illinois 60123
(847) 289-1800
www.jbssinc.com

We're nuts about creating real food! JBS Fisher Nuts is a leader in the snack food industry.

511

► **Jon Ruybalid — CCCA Legal Counsel**

P.O. Box 667
Henderson, Nevada 68317
(402) 631-3384

309

► **K&K Insurance Group, Inc.**

1712 Magnavox Way
Fort Wayne, Indiana 46804
(800) 637-4757
kandkinsurance.com

K&K provides insurance solutions for camps, conference centers and retreats, with over 70 years of experience crafting coverage tailored to each camp's unique needs.

103

► **KALEIDOSCOPE, Inc.**

190 S. State St., Suite A-105
Westerville, Ohio 43081
(614) 448-0268
www.kaleidoscopeinc.com

We help camps and retreat centers thrive by teaching best practices, creating strategic plans and consulting on your master site plan.

707

► **Lyons Magnus**

3158 E. Hamilton Ave.
Fresno, California 93702
(559) 268-5966
www.lyonsmagnus.com

Premium juices and beverages.

606

► **Mabel's Labels**

PO Box 33561
Hamilton, Ontario, Canada L8P 4X4
(866) 306-2235

One of the best ways to have a successful camp season is to ensure that all your happy campers label everything! Mabel's Labels are personalized, waterproof and 100% guaranteed, making them perfect for both sleep-away and day camp. Our stress-free labeling program offers direct delivery to parents no sorting, distributing or collecting funds. We offer FREE SHIPPING on all orders. Reduce your lost and found and avoid mix-ups this camp season!

204

► **MasterCraft Boat Company, LLC**

100 Cherokee Cove Drive
Vonore, Tennessee 37885-2129
(775) 287-4417
www.mastercraft.com

MasterCraft Boats, based in Eastern Tennessee, leads in designing and building tow boats for over 55 years. We enhance camps' watersports programs with discounts, dealer connections and comprehensive boating education.

405

► **MBW Communications**

760 Layton Ave.
Salt Lake City, Utah 84104
(970) 420-0559
www.mbwcommunications.com

Leading provider of two-way radios and accessories for all your communication needs!

105

► **MTJ American**

4276 Helena Street, Suite #5
Hudson, North Carolina 28638
(828) 396-1537
www.mtjamerican.com

MTJ American manufactures high-quality mattresses at factory-direct prices for camps, colleges, military and healthcare sectors. Contact David Lezette for quotes.

303

► **Nationwide Instruction for Cardiovascular Education, Inc.**

118 Avalon Ct. Dr.
Melville, New York 11747
(516) 369-4958
www.niceheart.com

NICE, Inc. has been serving the camp and retreat community since 1996 in emergency first response including AEDs, CPR, first aid, medical direction, etc.

706

► **Nor Pac Foods**

4755 Brooklake Road NE
Salem, Oregon 97305
www.norpac.com

Nor Pac Foods provides frozen soups, vegetables and fruits.

104, 106

► **Outfit Your Logo, LLC**

6565 Kinne Rd., Ste. 4
Syracuse, New York 13214
(315) 446-5252
www.outfityourlogo.com

We are the camp experts! For over 30 years, camps in every state have trusted Outfit Your Logo for the most carefully specialized product line of imprinted camp merchandise: apparel, water bottles, novelties, bags, plush animals, writable, mugs and more. Free camp store consulting, free design service and now — state-of-the-art customer portals! Outfit Your Logo with us today!

THRIVING GOODS



The Marketplace for CCCA Members™

Are you happy with the cost of items you need every day at camp?

Trusted brands at unbelievable prices. The Thriving Goods program could save your camp or conference center 10% to 20% or more on items you use every day at camp. What would you do with the extra money?

Visit us at www.thrivinggoods.com or call (206) 730-6317.



NEW!

Now you can not only save money on food through Thriving Goods, but also on non-food and construction materials – virtually everything you need for camp operations. Want to save the way the huge national organizations do? As a part of Thriving Goods, you'll get their bulk discount pricing!

Stop by the Thriving Goods area in the exhibit hall!

Exhibitor Directory (continued)

Bold: CCCA business members

SPONSORS

407

▶ **RCI Adventure Products**

277 North St.
Allegan, Michigan 49010
(269) 216-9303
www.rciadventure.com

RCI Adventure Products leads in designing and installing adventure attractions like Sky Trail® ropes courses and Sky Rail® zip lines for camps worldwide.

311

▶ **Reference Services, Inc**

101 Plaza E Blvd #300
Evansville, Indiana 47715
(812) 474-9000
www.referenceservices.com

Reference Services, Inc. provides swift, accurate background checks with exceptional customer service, using advanced technology for a safe and productive workforce.

109, 111

SPONSOR

▶ **RegFox**

120 K Street
Sacramento, California 95814
(916) 586-9460
www.regfox.com

RegFox is a powerful event registration platform for conferences, workshops, camps, classes and more. It's easy to use, customizable and unbelievably affordable.

513, 515

▶ **Relief Products LLC**

PO Box 503
Tacoma, Washington 98401
(253) 312-0653
www.reliefbed.com

Relief Products has extensive experience in the mattress and furniture industry. Offering durable camp mattresses, metal and wood bunk beds, furniture and accessories. Proceeds support our non-profit which provides aid and beds globally.

210

▶ **Ropes Park Equipment**

1700 Post Rd C-16,
Fairfield, Connecticut 06824
(203) 692-4644
www.ropesparkequipment.com

Ropes Park Equipment distributes specialized safety gear for ropes parks, ensuring the safest climbing experience with harnesses, belay systems and carabiner systems.

717

▶ **Secret Creek**

1227 Mayfly Dr.
Montrose, Colorado 81401
(970) 240-2111
www.coloradoyurt.com

At Secret Creek we're dedicated to crafting one-of-a-kind experiences for those who seek a unique and personalized outdoor structure through our Colorado Yurts, Earthworks Tipis and Destination Tents.

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▶ **Secure Environment Consultants**

4527 Cascade Rd Suite B
Grand Rapids, Michigan 49546
(616) 540-0862
www.secprotects.com

Since 2013, SEC has delivered comprehensive security assessments nationwide, addressing each layer of safety — physical security, processes, training, equipment and planning — tailored to the unique needs of organizations, both large and small.

113

▶ **SecureSearch**

1400 Village Square Blvd., Unit #3-199
Tallahassee, Florida 32312
(866) 891-1954
www.securesearchpro.com

SecureSearch offers background checks and child abuse prevention training tailored for Christian camps, ensuring a secure and faith-based environment for participants.

Exhibitor Directory (continued)

713

► **Signature**

P.O. Box 6022
Douglasville, Georgia, 30154
(770) 577-8048
www.signatureresearch.com

Signature, a fully accredited challenge course provider, offers design, installation, inspection, maintenance, training and equipment sales for adventure parks worldwide.

114

► **SOL Paddle Boards Inc.**

223 E Colorado Ave
Telluride, Colorado 81435
(970) 728-1417
www.solpaddle.com

Inflatable Paddle Boards, Tubes and Kayaks

708

► **Supply America**

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Orlando Florida, 32828
(888) 270-1107
www.supplyamericaonline.com

Supply America distributes foodservice equipment and supplies nationwide, offering competitive pricing, design and turnkey solutions through trusted dealer alliances.

314

► **Stickersandmore**

1648 E 675 S
Washington, Indiana 47501
(812) 644-7744
www.stickersandmore.com

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100

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509

► **Thriving Boards**

www.ccca.org/go/boards25

Register for the next cohort and let us help you grow a healthy and effective camp board.

703, 705

► **Thriving Goods**

5001 Aspen Grove Drive
Franklin, Tennessee 37067
(866) 875-3299
www.thrivinggoods.com

The "Marketplace" that reaches into every corner of your camp providing up to double-digit savings in real-world market basket comparisons for camps. What would you do with another \$20,000, \$50,000 or \$100,000? Let's do a head-to-head comparison and start saving you money! The Thriving Goods Program is the preferred provider for Christian Camp and Conference Association and the official group buying program of CCCA. It offers you a complete foodservice solution: Food — including a fresh produce specialist, disposables, cleaning supplies, kitchen and dining equipment and smallwares, pest elimination, trash removal, office supplies and much more.

506

► **Trademark Camping Retreats & Recreation**

23739 Lake Drive
Crestline, California 92325
(909) 245-0267
www.tmcamping.com

Trademark Camping is a nonprofit management company for Christian camping, outdoor education and adventure recreation. We own, manage and consult camps to help them thrive and achieve their missions to connect people with God through nature.

709

► **Tyson Foods**

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313, 315

▶ **UltraCamp**

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(888) 791-2080
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UltraCamp provides registration, reporting and staff management solutions tailored to your camp's needs, with adaptable software and unlimited support for smoother camp operations.

302, 304

▶ **Union Aqua Parks**

3423 206th Ave. NE
Redmond, Washington 98053
(407) 412-5971
www.unionaquaparks.com

Union Aqua Parks specializes in innovative inflatable playgrounds designed for safety and fun on the water, with personalized service from design to operation.

310

▶ **Upper Crust Food Service**

2011 Corona Rd # 203
Columbia, Missouri 65203
(573) 874-3033
www.uppercrustfoodservice.com

Upper Crust Food Service provides fresh, nutritious meals and dietary accommodation for camps, handling all kitchen needs from breakfast to campfire snacks.

611

▶ **The Original Mattress Factory**

900 East Vickery Blvd.
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(817) 929-0934
www.themattressfactory.com

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603

▶ **Venue360**

11335 NE 122nd Way - Suite 105
Kirkland, Washington 98034
www.venue360.com

Venue360 is an international leader in cloud-based camp management and registration software. It was specifically designed for the unique needs of camps and conference centers, to support not just the back office, but the whole team!

116

▶ **Visionworks Consulting, Inc.**

719 Linn Street
Allegan, Michigan 49010
(269) 686-7785
www.visionworks.us

Visionworks Consulting supports Christian camps with strategic planning, training and communication plans to help them achieve their mission more effectively.

504

▶ **WAFD Insurance**

10928 NE 151st Street
Bothell, Washington 98011
(360) 629-2103
www.wafdinsurance.com

We specialize in finding insurance for camps by presenting them in the best possible way to insurers, knowing firsthand the challenges they face.

409

▶ **Waldo Photos**

1317 Rosewood Ave.
Austin, Texas 78702
828419-0708
waldophotos.com

AI-powered photo and video management built for camps.

715

▶ **YSO Academy**

701 Fifth Ave Suite 4200
Seattle, Washington 98104
(770) 434-6868
www.ysoacademy.com

YSO Academy offers online courses for developing child protection policies and trauma-informed services tailored for camps. Our expert instructors, including counselors and attorneys, ensure comprehensive care and safety for all children.



**CHRISTIAN CAMP
& CONFERENCE
ASSOCIATION**

Local Information

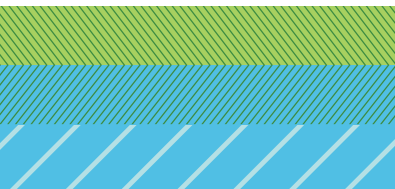
AREA ATTRACTIONS

Seattle has a wide variety of experiences to offer its visitors. Take a walk through the farmers market at Pikes Place Market and enjoy freshly cut flowers, produce, local shops and more. Check out breathtaking views of the city at the top of the Space Needle or on the Seattle Great Wheel. Experience historical and contemporary art pieces and galleries at the Seattle Art Museum, Seattle Asian Art Museum and Olympic Sculpture Park. However you wish to spend your time in Seattle, there is something for you.

- ▶ Pikes Place Market
- ▶ Space Needle
- ▶ Seattle Center
- ▶ Seattle Art Museum
- ▶ Seattle Asian Art Museum
- ▶ Chihuly Garden and Glass
- ▶ Museum of Flight
- ▶ Olympic Sculpture Park
- ▶ Music Project Museum
- ▶ Seattle Great Wheel
- ▶ Seattle Aquarium

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- ▶ On-site Restaurants, Cafe and Lounge
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- ▶ Self-Parking
- ▶ Fitness Center
- ▶ Electric Vehicle Charging
- ▶ Pet Friendly
- ▶ Free Internet Access
- ▶ Keurig Coffee Maker in Rooms
- ▶ Refrigerator in Rooms and More!



AREA SERVICES

Groceries

- ▶ Whole Foods Market – 2210 Westlake Ave.
- ▶ Pike Grocery – 1011 Pike St.
- ▶ Target Grocery – 1401 2nd Ave.

Drug Store

- ▶ Walgreens – 222 Pike St.
- ▶ CVS Pharmacy – 1401 2nd Ave.

Medical Clinic

- ▶ One Medical: Downtown Seattle, 1600 7th Ave., Suite 110
- ▶ Downtown Public Health Center, 2124 4th Ave.

Coffee

- ▶ Caffè Ladro, 801 Pine St.
- ▶ Starbucks Reserve Roastery, 1124 Pike St.
- ▶ Anchorhead Coffee, 1600 7th Ave., Suite 105

RESTAURANTS WITHIN WALKING DISTANCE

- ▶ Potbelly Sandwich Shop, 2030 6th Ave.
- ▶ Subway, 820 Stewart St.
- ▶ Taco Del Mar, 908 Stewart St.
- ▶ Johnny Rockets – Pacific Place, 600 Pine St.
- ▶ The Cheesecake Factory, 700 Pike St.
- ▶ Lola’s, 2000 B 4th Ave.
- ▶ Just Poke Olive Way, 800 Olive Way
- ▶ Beecher’s Homemade Cheese, 1600 Pike Pl.
- ▶ Pike Place Chowder, 600 Pine St.
- ▶ Li’l Woody’s, 1211 Pine St.
- ▶ Din Tai Fung, 600 Pine St. #403
- ▶ La Cocina Oaxaqueña, 1216 Pine St.
- ▶ Veggie Grill, 1427 4th Ave.
- ▶ Thai Ginger – Pacific Place, 600 Pine St.
- ▶ Xi’an Noodles, 400 Pine St.
- ▶ IJ Sushi Burrito – Westlake Center, 400 Pine St. #3035



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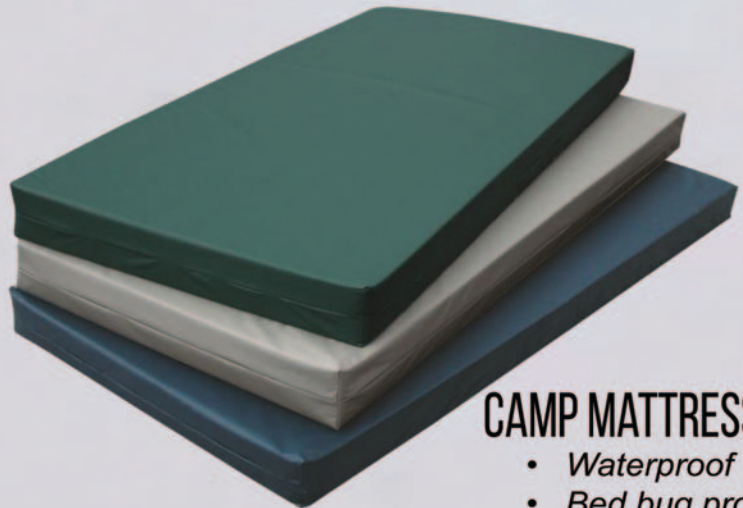
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CCCA TEAM



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and Section Liaison



GREGG HUNTER
President/CEO



BENSIE CHENEY
Finance Coordinator



PENNY HUNTER
Consultant, Marketing/Communications,
Conference Director



KELLI CRAFT
Membership Development Specialist



JENAH JAMESON
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ANGIE FORMAN
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Consultant/The Power of Camp



JON RUYBALID
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STEVE SLAIGHT
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EMILY HUGHES
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VON SOMMERVILLE
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MIKE WORK
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Speaker Care

PRODUCTION ASSISTANTS

Thank you to the incredible crew of PAs from HoneyRock, Twin Rocks, SAMBICA and Camp Morrow. We appreciate all of your hard work!

CCCA Leadership Salute

Our association is rooted in a spirit of cooperation and community. We value the many individuals who give their time, talents and resources to CCCA so it can be a strong, vibrant organization. A very special thanks goes to our board of directors and section presidents for all they do to enrich the association. We salute you!

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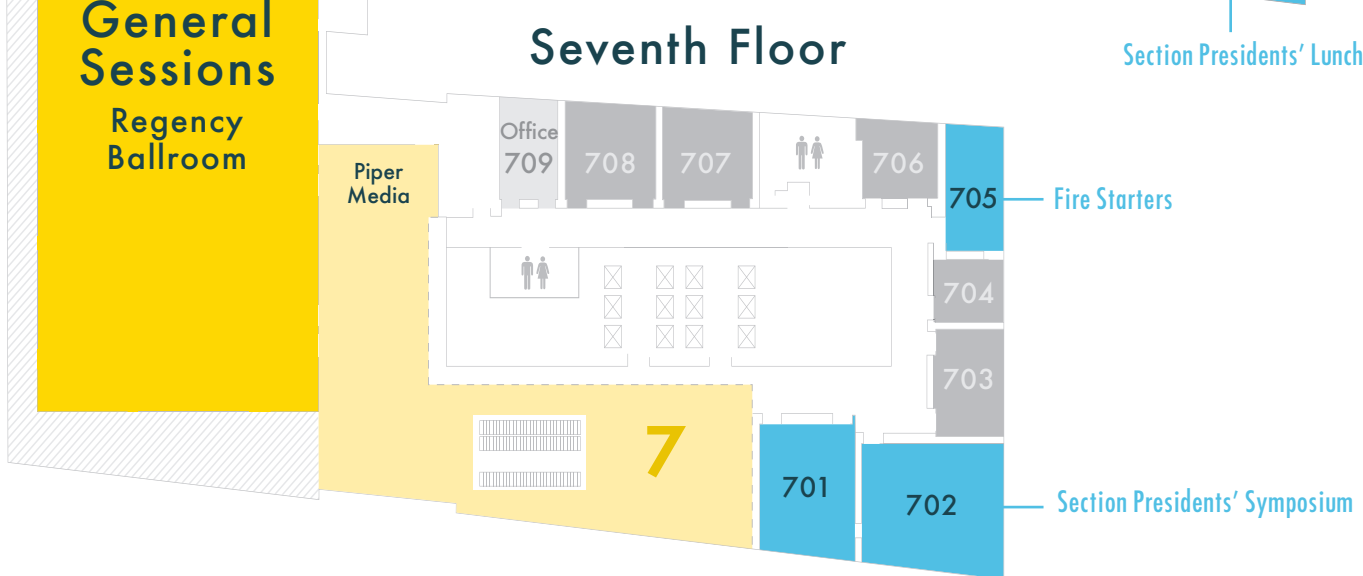
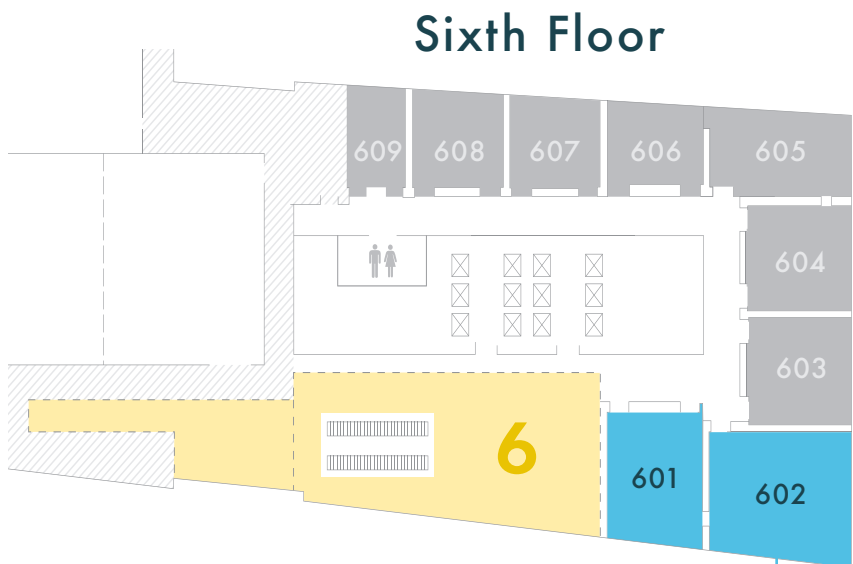
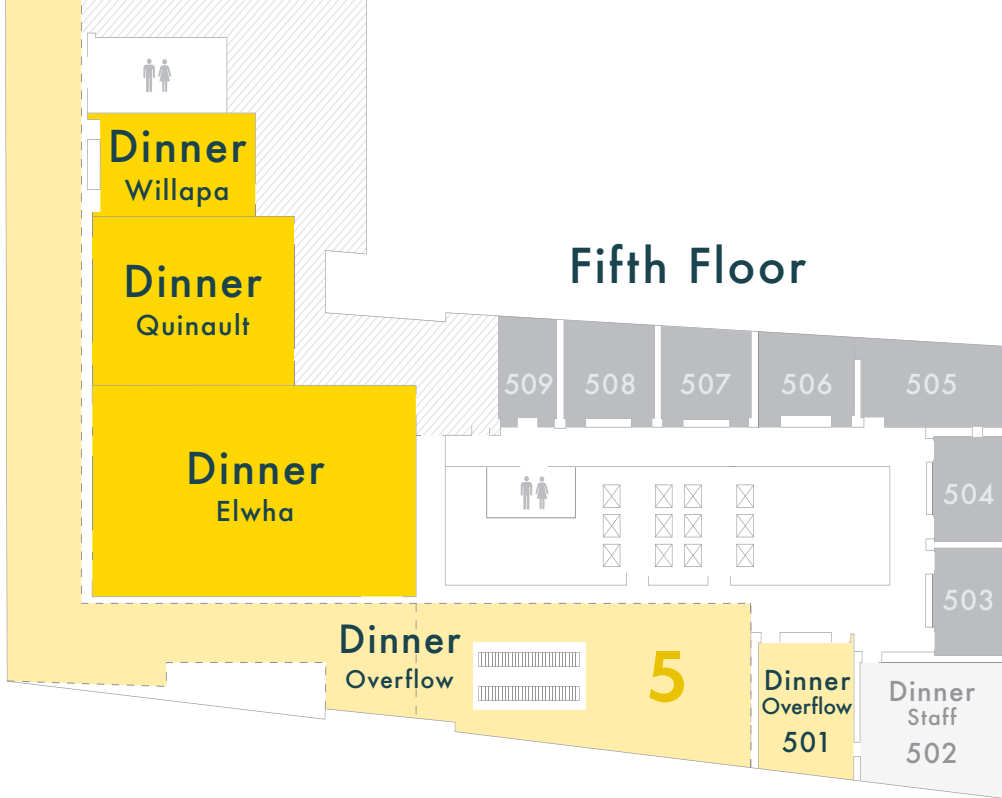
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-  Seminars/Cohorts
-  Elevators
-  Escalators



Let It Rain
SEATTLE





CCCA 2025 Sectionals

This winter and spring, Christian camping pros will gather across the U.S. for sectional conferences. Join others from your section for a time of encouragement, training and spiritual enrichment. Don't miss the sectional nearest you!



Alaska Sectional

March 25-27
Solid Rock Bible Camp
Soldotna, Alaska

Allegheny Sectional

February 24-26
Laurelville Retreat Center
Mount Pleasant, Pennsylvania

Carolinas/Virginias Sectional

March 3-5
Bonclarken Conference Center
Flat Rock, North Carolina

Deep South Sectional

February 10-12
Location TBD

Florida Sectional

March 25-27
The Salvation Army Camp Keystone
Starke, Florida

Georgia Sectional

January 22-24
Woodlands Camp and Conference Center
Cleveland, Georgia

Illinois Sectional

February 25-27
Menno Haven Camp
Tiskilwa, Illinois

Indiana and Ohio Super-Sectional

March 10-12
Lake Placid
Hartford City, Indiana

Iowa/Nebraska Sectional

Section members are encouraged to attend the Minn-E-Dakotas or Ozark Sectional in 2025.

Michigan Sectional

March 3-5
Gull Lake Ministries
Hickory Corners, Michigan

Mid-Atlantic Sectional

January 21-23
Black Rock Retreat
Quarryville, Pennsylvania

Minn-E-Dakotas Sectional

February 3-5
Lake Geneva Christian Center
Alexandria, Minnesota

Northeast Sectional

March 24-26
Camp Spofford
Spofford, New Hampshire

Northern Rockies Sectional

February 25-27
Yellowstone Alliance Adventures
Bozeman, Montana

Northwest Sectional

March 4-6
Black Lake
Olympia, Washington

Ozark Sectional

February 17-20
Eagle Sky of the Ozarks
Piedmont, Missouri

Pacific Southwest Sectional

February 18-20
Camp Daley
Calabasas, California

Rocky Mountain Sectional

February 24-27
Golden Bell
Divide, Colorado

Sierra Pacific Sectional

February 10-13
Alliance Redwoods Conference Grounds
Occidental, California

Texas Sectional

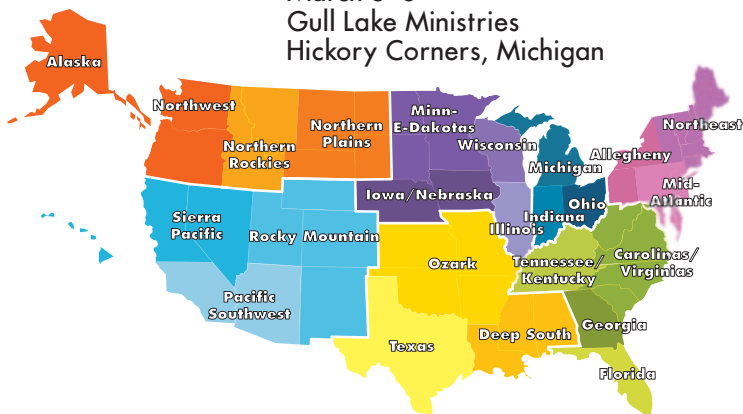
February 3-5
Sky Ranch
Van, Texas

Tennessee/Kentucky Sectional

February 25-27
Camp Paradise Valley
Burkesville, Kentucky

Wisconsin Sectional

March 3-6
Forest Springs Camp and Conference Center
Westboro, Wisconsin



Register at www.ccca.org/go/sectionals

Learn more: www.theoneapp.camp

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How many will YOU eliminate?



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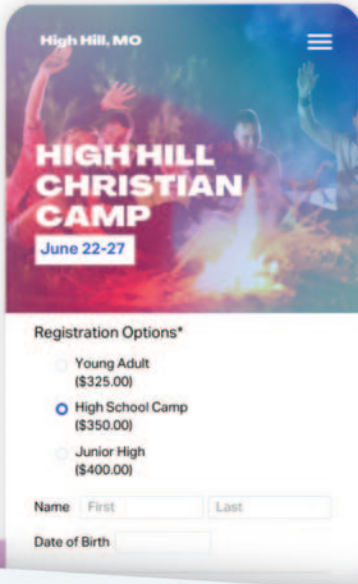
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- Rudy P, Saint Therese's Camp

