

November 2012

Gary's Camping Newsletter

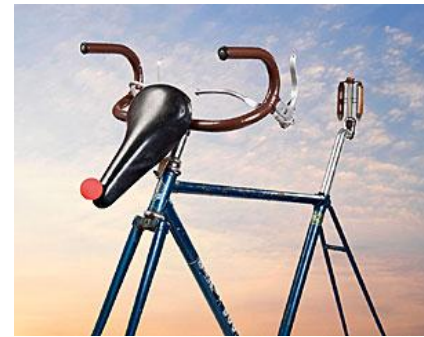
Continuous Improvement for Great Camp Leaders

"Not what we say about our blessings, but how we use them, is the true measure of our thanksgiving." ~W.T. Purkiser

Re-Cycled Reindeer – Here's a quick decoration that will bring a smile: <http://www.sierraclub.org/sierra/201111/repurpose/>

Website of the Month – Why I like it: First, there's a slideshow on the home page; second, click "About" and you go to a page format with a left-side navigation bar with all of a parent's top questions. You can quickly go down them one at a time or jump to your most pressing question. And you never have to hit "back" to get to your next choice. So simple, so effective.

<http://www.campmkn.com/>



Gary Strikes a Chord – Last month my "Big Confession" article on the value of empty boxes instead of expensive gifts resulted in lots of unique examples. They won't fit here, so you can print them out in a PDF and read them later (and share them) -- <http://www.garyforster.com/library.php>

What Makes You Different? -- George DeTellis writes: "I asked my Facebook family at Camp Woodhaven Gary's question: 'How would you describe our camp to your friends?' We got a dozen responses in just the first two hours, including: "Traditional outdoorsy camp with a huge variety of activity choices, plus a focus on good life values;" and "Safe, fun, structured, well organized fun... Did I say fun? I have referred several friends;" and "My son says Camp Woodhaven is 'insanely awesome!'" -- george.detellis@gmail.com. Gary's note: *Testimonials like those are the best captions you can have for the photos on your web site and brochure.*

Getting the Most from your Web Designer – You gotta know enough to ask for the right stuff, recognize if it's right or wrong, and pay a fair price. "The Beginners Guide to Search Engine Optimization" has been read more than a million times! <http://www.seomoz.org/beginners-guide-to-seo>

Camping Coast to Coast – Eli Cochran writes, "Have you heard about this? They just graduated from college and are traveling around the country visiting camps until Christmas. They visited us at Camp Ernst (KY) last week and were so fun and passionate. They've made little videos about some of their ideas too! <https://www.facebook.com/#!/CampingCoastToCoast?fref=ts>."

“Need a camp nurse?” – asks Linda Ebner Erceg. “Interested in staying informed about camp health and safety issues? Want to give your camp nurse an appreciation gift for the Holidays? If you answered ‘yes’ to any of these, then consider membership in the Association of Camp Nurses (ACN). Working toward healthier camp communities through the practice of camp nursing, ACN provides – among other things – a place for camps to post their camp nurse ads, a quarterly publication called CompassPoint, and a group of dedicated members dedicated to ‘Healthier Camping for All.’ Membership is only \$55 per year. Check things out at www.ACN.org.” -- Reach Linda at erceg@campnurse.org .

More Gift Ideas – Some of the most thoughtful gifts I’ve ever received from colleagues (and as speaker gifts at conferences) were personally selected, useful, books. Here’s my suggested reading list for great camp leaders: <http://garyforster.com/articles.php> I did a survey once on camp employee job satisfaction, asking what the most meaningful thing they’d received from their boss. A “raise” was third on the list. Second was “sent me to training or a conference.” And first? “Complimented me on something specific s/he’d seen me do.” Stick that note in a book, and you’ve got a super gift. When possible, I like buying books used on Amazon. (And not just because I’m cheap! It’s the green thing to do!)

Outdoor Ed Network – YMCA Camp Greenville is hosting their twelfth annual PEAK Conference February 28 – March 2, 2013 with keynote Tom Heck. Fresh off their 100th year, Camp Greenville remains devoted to outdoor education and to those who teach it. Find out more at www.campgreenville.org or contact Ryan James at rjames@ymcagreenville.org or 864.836.3291.

Catch Gary LIVE at these upcoming events:

Mid-America Camp Conference (“The MACC”) – January 15 – 18, at ACA award-winning Sherman Lake Outdoor Center, MI <http://www.ymcamacc.org/>

CCCA Mid-Atlantic Sectional Conference – January 29-31 at Black Rock Retreat, PA http://www.ccca.org/sections/default.asp?section_id=45

United Methodist Camp & Retreat Ministries Conference -- Jan 28-Feb 1 at Life Enrichment Center, Leesburg FL <http://umcrm.org/>

Annual Camp Maintenance Conference – March 19 - 21 on beautiful Lake George in the Adirondack Mountains www.campmaintenance.com

ACA New England -- March 22-23, Manchester NH <http://www.acanewengland.org/education-training/conference>

“Things ain’t what they used to be, and probably never was.” –
Will Rogers

"I stayed up all night to see where the sun went. Then it dawned on me." -- <http://www.joe-ks.com>

"Quidquid latine dictum sit, altum videtur (anything said in Latin sounds profound)."

Best wishes,

Gary

Can your camp take a leap forward in a single weekend? Let's set a course for the year ahead.

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