

### Calendar of Events

- ◆ **Influencing Behavior: 3 times the fun! Jay Frankel**  
Nov. 5th, 9:30-3:00. Camp Kiddie Keep Well, Edison. Learn more inside this issue. Register at [www.acacampsnj.org](http://www.acacampsnj.org)
  - ◆ **New Director Orientation**  
Oct. 30th, 9:30am-5:30 pm, Livingston, NJ  
Learn more and register at [www.acacampsnj.org](http://www.acacampsnj.org)
  - ◆ **STANDARDS TRAINING Associate Visitor Course**  
Oct. 17th -18th 2008  
YMCA Camp Bernie, Port Murray registration form inside this issue
  - ◆ **Standards Course**  
Oct. 14<sup>th</sup> Jamesburg, NJ
- Register for either course at [www.acacampsnj.org](http://www.acacampsnj.org) or contact Mary Ellen: [executive@acacampsnj.org](mailto:executive@acacampsnj.org)
- ◆ **Visitor Appreciation Luncheon**  
Oct. 7th 11:30 - 2:00 pm Snuffy's Pantagis Restaurant, Scotch Plains
  - ◆ **ACA-NJ Board Meeting**  
Sept. 24th, 10-1pm, Baptist Camp Lebanon, Lebanon, NJ  
All Members Welcome.
  - ◆ **Resident Camp Conference**  
Sept. 16th -17th  
[www.aca-ny.org](http://www.aca-ny.org)

### In This Issue

- ◆ President's Message
- ◆ LEAD Program
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- ◆ Jay Frankel
- ◆ Call For Nominations
- ◆ Camp Websites
- ◆ And so much more!

## NJ State Legislators are Campers for the Day!

It's been another successful summer for ACA-NJ's Advocacy Campaign. Once again we visited several camps with state legislators as part of our Site Visit Program, which we began as a way to raise awareness of the ACA brand among key Trenton decision makers and bring state regulatory issues that impact camps to the attention of these lawmakers.

"Each summer we match up ACA accredited camps with state legislators who represent the districts in which ACA camps operate. The Site Visit Program helps us build on the work we do throughout the year to educate key policymakers about the ACA. We share with them the importance of visiting local ACA camps to see firsthand the impact these camps have on our local communities," explains Claudine Leone, ACA-NJ's Government Affairs Consultant.

The 2008 program kicked off with a visit to the Neil Klatskin Day Camp in Tenafly. "Senator Loretta Weinberg gained a greater insight into the camp world during our visit, which helped her better understand the extent to which camps are regulated in New Jersey," shares Stacy Budkofsky, director of the JCC camp. "I believe that after this experience, Senator Weinberg will be more inclined to recognize how proposed legislation may impact camps in ways it was not intended."



Stacy Budkofsky (far right) poses with Senator Loretta Weinberg, two members of Senator Weinberg's staff and campers at the Neil Klatskin Day Camp, Tenafly, NJ

The JCC Camp at Medford was our next stop with Assemblyman Scott Rudder. Aaron Greenberg, director of JCC camps at Medford, shared the extensive history of the camp and its grounds. As a state legislator, member of the Medford Town Council and lifelong resident of Medford, Assemblyman Rudder was familiar with the property but had never seen the camp in action. "It was our pleasure to host Assemblyman Rudder. He seemed to understand and support the mission of camp and was truly receptive to working with ACA-NJ on regulatory issues impacting camps in New Jersey," Aaron says. "He is clearly a hands-on guy, which he demonstrated as he tried out our rock wall and zip line!"



Assemblywoman Linda Greenstein (second from the right) poses with Camp Directors Barry Wasserman and Ruth Ann Weiss, counselor, Phil Moses and happy campers at Eagle River Day Camp in Monroe, Twp.

Next was a visit with Assemblywoman Linda Greenstein to Eagle River Day Camp in Monroe. Barry Wasserman, owner and director of Eagle River, brought Assemblywoman Greenstein back in time while she reminisced about her days at resident camp as a child. "The Assemblywoman's visit was a refreshing bonus to the daily operation of camp. She was warm, friendly and eager to watch the campers

(continued on top of page 3)

## President's Message

I am writing this as the echoes of campers' voices and the songs of summer are still hanging in the air. The campers have left; staff members have completed their final tasks and are heading home. We are exhausted and extremely happy.

Aren't we lucky? To be camp professionals, to be able to create communities of such caring and fun, is an honor. The transformation of our campers and staff, the personal growth and learning, is practically miraculous. I can't think of a better job.

Logically, it's time for a rest. Like me, however, I'll bet that you are already deep into plans for next summer, wanting to make it an even better experience. We are always striving for higher standards. The planning never stops.

That's why I'm grateful for my membership in ACA-NJ. I know that ahead of me is a year of programs and volunteer opportunities that will make my camp better and allow me to give back to my profession. I can't imagine working in a vacuum. I need the friendship and professional interaction with my colleagues, and ACA-NJ gives me that.

The end of summer is the beginning of our ACA program year. Take a few moments to review this newsletter as well as to visit our website. Find the programs that interest you and the volunteer opportunities that fit your talents and schedule. And please don't hesitate to call so we can answer your questions.

I look forward to seeing you soon and sharing all that ACA has to offer.

Tom Riddleberger  
President, ACA-NJ Section  
[tom@campuskids.com](mailto:tom@campuskids.com)  
973-845-9260

## Take a Child Outside Week

*September 24—September 30, 2008*

**Take A Child Outside Week** is an international program designed to help break down obstacles that keep children from discovering the natural world. By arming parents, teachers and other caregivers with resources on outdoor activities, our goal is to help children across the country develop a better understanding and appreciation of the environment in which they live, and a burgeoning enthusiasm for its exploration.

For more information, visit:  
<http://www.takeachildoutside.org/>.

## ACA NJ Section Board of Directors

<b>Tom Riddleberger</b>	President	973-845-9260
<b>Bob Jones</b>	Past President	908-735-8336
<b>Scott Lantzman</b>	Vice President	973-597-3699
<b>Keith VanDerzee</b>	Treasurer	908-832-5315
<b>Gina Stravic</b>	Secretary	732-257-4114
<b>Carol Bruno</b>	Member at Large	732-846-3817
<b>Herb Tannenbaum</b>	Member at Large	973-895-3200
<b>Wendy Saiff</b>	Member at Large	732-846-3811
<b>Don Smith</b>	Member at Large	908-236-2638
<b>Jed Buck</b>	Member at Large	908-876-3429
<b>Thomas Rapine</b>	Member at Large	609-654-8225
<b>Geraldine Bownik</b>	Section Historian	732-774-2768
<b>Judy Trigg</b>	Standards Chair	908-362-8217
<b>Douglas Fullman</b>	Legislative Chair	609-655-6317
<b>Sue Goldberg</b>	Complaints Resolution	973-715-6253
<b>Joan Basilotto</b>	Complaints Resolution	732-938-7724

## The Camp Leadership Academy Empowering Tomorrow's Camp Professional



The Student Camp Leadership Academy (SCLA) is a week-end retreat that brings camp professionals and students together with national ACA staff members to discuss the camp professional of the future. Participants will explore and ultimately learn more about what our future camp leaders will be like, what they may expect from the profession, what their impact will be on the development of youth, and several other topics. Also to be covered will be the leadership opportunities that exist within the ACA at both the local and national levels.

The next SCLA will take place November 7-9, 2008, at Camp White Eagle in Leaf River, Illinois (30 miles from Rockford, Illinois).

ACA-NJ is proud to help sponsor the first NJ member to attend the Academy, Elisabeth Buckley, a recreation major at Kean University and former employee of Camp Sacajawea, Girl Scouts of the Jersey Shore. If you are interested in joining Elisabeth you can learn more about the eligibility requirements and application process at [www.acacamps.org/scla](http://www.acacamps.org/scla). But hurry--the deadline is Oct. 15.

swim in the pool, fly down the zip line, and hear about some of the barriers camps face when working to comply with regulations that aren't friendly to our operations," Barry said. Of particular interest to the Assemblywoman is the failure of existing state regulations to allow commercial businesses, like camps, to be more environmentally-friendly, or green, in their expansion and construction efforts, as well as in their daily operations. She expressed interest in working with Barry on these issues in Trenton. "Overall, our visit with Assemblywoman Greenstein was a great example of how ACA Advocacy is working," Barry concluded.

Next, we visited Camp Oakhurst in Oakhurst with Assemblywoman Mary Pat Angelini. Mary Ellen Folsom, ACA-NJ Executive Director, joined the tour led by Marvin Raps, executive director, and Charles Sutherland, camp director. Since Camp Oakhurst has operated at its current location for over 100 years, Assemblywoman Angelini was well aware of its location, but not very familiar with its mission and operation as a summer camp and year-round respite program for children and adults with physical disabilities.

"ACA can now be sure that every time Assemblywoman Angelini drives by Camp Oakhurst she will remember the incredible work being done inside those fences. She seemed quite moved by the quality of experience these special needs children have as a result of what Camp Oakhurst does," said Mary Ellen. Assemblywoman Angelini offered her assistance in putting the camp in touch with Congressional representatives on important issues such as the process of hiring international counselors.

The ACA road show ended with Rolling Hills Day Camp in Freehold, NJ. Where Assemblyman Declan O'Scanlon was hosted by the camp's owner and director, Billy Breitner. During the visit, Billy shared his experiences working with the NJ Department of

Community Affairs on the regulation of amusements at camp and also stressed the importance of a camp's relationship with municipal and county governments in which a camp operates. "Since meeting with Billy, Assemblyman O'Scanlon has already expressed an interest to work with the ACA to help resolve some of our state issues. We will be planning a meeting with him and other camp directors in his legislative district in the fall. You couldn't ask for a better outcome," explained Claudine Leone.



Billy Breitner joined by Assemblyman Declan O'Scanlon (far right), campers and counselors at Rolling Hills Day Camp in Freehold, NJ.

ACA-NJ will continue its work throughout the year to raise awareness with legislators on all issues important to ACA accredited camps in New Jersey. Please visit the ACA-NJ Section website under the "What's Happening in Trenton" Advocacy Section to learn more. Site visits can be scheduled during the camp season and at any time during the year. Contact the ACA Section Office if you are interested in establishing a relationship with your state legislators.

To support ACA-NJ legislative efforts, please contact Chairperson Doug Fullman at [DFullman@netbsa.org](mailto:DFullman@netbsa.org), or NJC-GAP Chairperson Andy Pritikin at [andy@libertylakedaycamp.com](mailto:andy@libertylakedaycamp.com).

See more photos of these legislative camp visits on page 8

## L.E.A.D.: Lead, Excel, and Develop -Mary Sullivan

Each summer we work with teens who show themselves to be "special"; they have that special something which leads a camp director to believe that counselor will be a great leader one day. The L.E.A.D. program has been created for those special teens in our camps who have shown leadership qualities and a desire to be the best person they can be. Through this leadership development program and the ACA, there is an opportunity for our teens to learn more about the camping industry, working with the youth, and developing a leadership style.

The L.E.A.D. program has been designed to give teens an opportunity to see the "behind-the-scenes" of running camp and open teens to the idea of camping and working with the youth as a profession. During two weekend retreats and attendance at the ACA Tri-State Camp Conference, teens will be shown how camp is really a year-round job and how camp can be applied to the rest of their life. Teens will have the opportunity to learn from the industry's top speakers on child development, life coaching, and team building to name a few. The L.E.A.D. program will also cover the impact of camp on children, building camp programs, camp budgeting, and empower our teens to become strong leaders.

As camp comes to an end, think about that special teen who has shown him/herself to be a leader and has made an impact on the youth served throughout the summer. The L.E.A.D. program is a great opportunity to reward these special teens in our camps by offering them an opportunity for personal growth and to build relationships that will stay with them for their lifetime.

For further information on how to become part of L.E.A.D., please contact Scott Lantzman at [director@gesherfun.org](mailto:director@gesherfun.org) or (973) 597-3699. Registration form and participation agreement available at [www.acacampsnj.org](http://www.acacampsnj.org).

## Purchase Multiple Memberships For Staff

Is your camp looking for a way to increase professionalism and retention among staff? ACA is offering an incredibly affordable way to do just that.

Your camp can purchase multiple memberships for staff *now* at a price that is so reasonable, you can't afford not to participate. When your camp gives an ACA membership, your camp is offering a bonus to worthy staff, supporting their professional development, increasing the possibility they will return to your program, *and* you are supporting ACA's commitment to increase the number of members, donors, and customers to 20,000 by 2020.

All memberships include subscriptions to *Camping Magazine* and *The CampLine*, discounts on books and educational events, and access to current research. Students also receive FREE registration to the ACA National Conference in Florida (February 2009).

Purchase by October 31st, 2008, to receive the following discounts. All memberships are effective for a year after date of purchase.

### Share the value of ACA membership with your camp's student staff

Purchase multiple memberships for your camp's student staff at the following rates: (Student membership is regularly \$35.)

Give 10 **new** student memberships at \$30 each!

- Give 20 **new** student memberships at \$25 each!
- Give 50 **new** student memberships at \$10 each!

### Share the value of ACA membership with all your camp's key staff

Purchase multiple individual memberships for your camp's staff at the following rate: (Individual membership is regularly \$200.)

- Give 10+ **new** individual memberships at \$50 each!  
Here's how it works:
- Decide how many memberships your camp wants to purchase.
- Provide the ACA national office with personal contact information for each new member by whatever means is easiest for you and your camp: in an Excel file or simply by sending an e-mail to [rwilliams@acacamps.org](mailto:rwilliams@acacamps.org)
- New individual members may opt to receive print or electronic versions of ACA publications (*Camping Magazine* and *The CampLine*). Please indicate "print" or "electronic" for each person on your list.

Show your staff that you believe in their future, and give them the opportunity to grow in our professional community.

Send a check or credit card info to the ACA national office.

If you have questions about this program, please **call the membership department at 800-428-2267**.

## Camp Websites: A Marketing Sign of the Times

On one hand, there's no better public relations tool for a camp looking to expand its roster than a happy camper. On the other, that assumes that the camper will have the inclination to walk around town telling everyone what a worthwhile and cost-effective investment a few weeks of summer camp proves to be for just about any child.

That won't happen. So to attract new campers, most camps must depend on advertising and promotion, including a presence on the web. The good news is that having a website is not cost prohibitive, is fairly easy to maintain, and works for you 24/7. The bad news is that a less-than-effective website can actually turn some people off.

Ian Loew, a professional website designer from LForm Design in Montclair, was good enough to donate a few expert tips as a sort of guidepost to help you decide if your site needs a little fine tuning. Loew, a former camper himself, works with many clients who have very close connections to camping, and he says that the number one goal of an effective camp website is to have clear and simple navigation. "First-time visitors need to be able to find what they're looking for very easily," he emphasizes.

Secondly, most parents are interested in the activities and camaraderie that camp offers—and the very best way to do that is through dozens of happy photographs.

Third, camp colors, should be bright and striking, because that indicates fun and excitement. By extension, those colors should be used throughout the entire website

Finally, Loew says, all descriptions should be concise and blunder free. Spelling and grammatical errors on a camp website? Not a very good sign.

## Save The Date to Celebrate!

- Carol Bruno

Our ACA-NJ Section Annual Meeting and Holiday dinner will be held on Tuesday, December 2<sup>nd</sup> starting at 6:30pm at the **beautiful Bridgewater Marriott**. (Rt. 202/206, Bridgewater Mall) Please join us in welcoming new board members; congratulating newly accredited camps; and recognizing individuals for outstanding contributions to our section. This evening is a great opportunity to enjoy the fellowship of other camp professionals and thank your own camp staff for an extraordinary summer season!



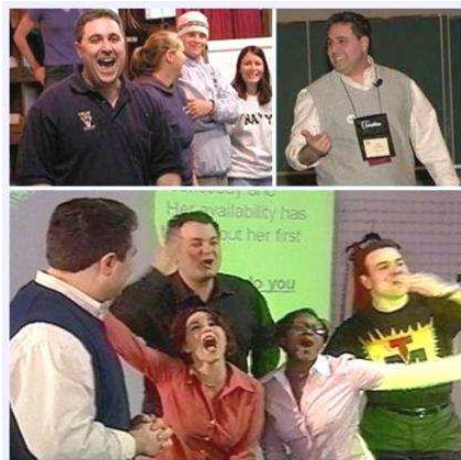
Bring your loose change and items for the silent auction – dig a little deeper for the live auction! All funds raised will be donated to the S.C.O.P.E. scholarship fund, to provide the summer camp experience to children in need.

Invitations will be mailed to all camps and on-line registration will be posted in November. Please plan to join us!



## Influencing Behavior: Campers, Parents, and Staff!

Summer is coming to an end and as we reflect back on our experiences, we all know there were situations with campers, parents, and/or staff that we wish we had handled better.



We are pleased to have Jay Frankel and the True to Life troupe for an interactive exploration of camp's greatest resources and obstacles: Campers, Parents, and Staff! Behavior management is a much talked about topic and yet we never seem to exhaust it. Join Jay Frankel and the actors of True to Life Training as they demonstrate realistic tactics to influencing and serving these three unique, yet parallel populations. From this workshop, *Influencing Behavior: 3 Times the Fun!*, you will gain tangible tools, demonstrate relevant skills, brainstorm and troubleshoot real-life situations, as well as, share lots of laughs! This workshop will leave you with the ability to put your best foot forward and manage campers, parents, and staff confidently.

All levels of leadership can benefit from this program. You won't want to miss this event – Mark your calendar for Wednesday, November 5<sup>th</sup>. To register on-line visit [www.acacampsnj.org](http://www.acacampsnj.org) and click on the Professional Development tab.



Thanks to A.M. Skier for their generous sponsorship of the Influencing Behavior program with Jay Frankel!"

## Standards Visitors Luncheon Save the Date



-Wendy Saiff

ACA's Standards Program is the centerpiece of our organization's mission. It is what sets us apart from other camps that do not maintain a commitment to evolving best practices in the field. To be an accredited camp means you have successfully accomplished a vast spectrum of goals all geared to insure you have an outstanding camp program.

The accreditation process relies on the volunteerism of trained camp professionals who visit camps during the summer and attest to those camps being in compliance with ACA standards. Many of our visitors work in camps during the summer themselves and so it means for them a day away from their own camp responsibilities, which is often a challenge. However, because they understand the importance of accreditation and our need of their time and knowledge, they volunteer to visit other camps and make this vital process possible.

Each year the NJ Section thanks these individuals by holding a luncheon in their honor. This year that luncheon will be held at Snuffy's restaurant in Scotch Plains from 11:30 to 2 on October 7<sup>th</sup>. It is a time to debrief from the summer, to hear about both challenges and successes, to learn from each others experience and to simply say thank you for participating in this most important program.

A formal invitation will be sent to visitors in September but for now, please save the date – **October 7<sup>th</sup>**.

## 5<sup>th</sup> Annual ACA-NJ Summer Camp Fairs—Dates Set

Plan ahead to join our 2009 summer camp fairs. To pre-register contact Barbara Rubin at 732-469-8910 or visit [www.acanjsummercampfairs.org](http://www.acanjsummercampfairs.org)

Saturday, **January 10**, 2009– Parsippany Hilton (*new location*)

Sunday, **January 11**, 2009– Teaneck, Marriott at Glenpointe

Saturday, **January 17**, 2009– Sheraton Eatontown (*new location*)

Sunday, **January 18**, 2009– Bridgewater Marriott

Saturday, **January 24**, 2009-Woodcliff Lake Hilton (*new location*)

Sunday, **January 25**, 2009-Ramada Inn & Conference Center, East Hanover

## Call for Nominations, Awards and Board of Directors

Once again it is time for Elections and Award Nominations. If you're saying to yourself is this something I should be involved in? The answer is YES!

### Elections

The success of ACA-NJ does not rest with any one individual but with a collective voice and talents of many. By volunteering to be a delegate, a candidate for board elections or by voting for our section leadership, you strengthen our mission to enrich the lives of children, youth and adults through the camp experience.

Currently there are seven vacancies that need to be filled in 2009. They are:

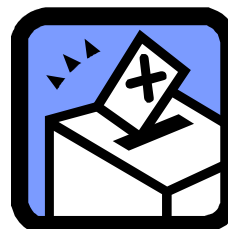
- ◆ Two Members-At-Large: Term January 2009-December 2011
- ◆ Treasurer: Term January 2009 – December 2011
- ◆ Four delegates and one alternative to the National Convention: One year term (Delegates must travel to the National ACA Conference, Feb. 16-17<sup>th</sup> in Orlando, FL. Airfare and one night hotel expenses are paid by the section).

Members are welcome to nominate themselves or a colleague (with their prior approval). Simply call Scott Lantzman at 973-597-3699 or complete a Prospective Board Member/Delegate Information Sheet on the home page at [www.acacampsnj.org](http://www.acacampsnj.org). All forms must be submitted by **Oct. 15<sup>th</sup>**.

### Awards

Without a doubt, you know of a hard working, talented, deserving individual at your camp. Award descriptions and Nominating forms are posted on [www.acacamps.org/nj/awards.php](http://www.acacamps.org/nj/awards.php).

The Board Development Committee will consider all nominations and after careful review select the recipients. Awards will be presented at the Annual Holiday Party & General Membership meeting on Dec. 2<sup>nd</sup> at the Bridgewater, Marriott. All forms must be submitted by **Oct. 15<sup>th</sup>**.





# Associate Visitors Course

## Become an ACA Standards Visitor!

### October 17-18

- Where:** YMCA Camp Bernie, 327 Turkey Top Road, Port Murray, NJ 07865
- Times:** Friday 12 -6 pm to Saturday 9- 5 pm
- Who:** Any ACA member can participate!
- Prerequisite:** You must attend a Standards Course within the last two years. If you have not, you may register for the course being offered in Jamesburg 4-8 pm, Oct. 14th
- Cost:** No cost to ACA members!
- Logistics:** Overnight accommodations and all meals will be provided. More details and directions will be sent with your confirmation.
- Why?:** Professional Development that benefits you and your camp! The opportunity to learn, network, share and give back to the camping movement are invaluable!

#### NJ Section Oct 2008 Standards Visitor Training

Name \_\_\_\_\_ ACA Number \_\_\_\_\_

Camp (if applicable) \_\_\_\_\_ ACA Section \_\_\_\_\_

Telephone (best) \_\_\_\_\_ Email \_\_\_\_\_

- I will attend the Visitors Training
- I will also attend the Standards Course at 4:00 pm Tuesday, Oct. 14<sup>th</sup>
- I will need camp accommodations to stay over Friday night, Oct. 17<sup>th</sup>

Registration Deadline – Oct. 9<sup>th</sup>

ACA reserves the right to cancel or reschedule this course if 8 members are not registered by 10/9/08.

Please mail back to: NJ Section ACA – Standards Department  
P.O. Box 672, Pittstown, NJ 08867 or FAX to 908-730-7990

Questions??? Contact Mary Ellen Folsom, NJ Section Executive  
at 908-238-9900 or 877-428-2267  
or email [executive@acacampsnj.org](mailto:executive@acacampsnj.org)

## CAMP VISITS BY NJ STATE LEGISLATORS



Assemblywoman Mary Pat Angelini (far left), visits Camp Oakhurst. Pictured to the right of Asm. Angelini is Mary Ellen Folsom ACA-NJ Executive Director, Marvin Rapps, Executive Director Camp Oakhurst and Charles Sutherland, Camp Director.



Senator Scott Rudder joins right in at JCC Camp at Medford.



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American Camp Association  
New Jersey Section  
P.O.Box 672  
Pittstown, NJ 08867