



**2020 Virtual Conference  
November 9-10**

*Distanced But Always Together!*

***Presented By***



PLEASE NOTE: All session ZOOM links will be provided to registered attendees prior to the conference. Session times below are Pacific Standard Time.

# VIRTUAL CONFERENCE SCHEDULE

## Monday, November 9

### **8:30 AM - New Conference Attendee Orientation**

New to a WAIC Conference? Join us for a coffee welcome and learn more about our association and navigating the conference.

### **9:00 AM - Conference Welcome & Orientation**

We encourage all attendees to join us for a brief welcome and orientation on how to get the most out of your conference experience. We will introduce participants to the engagement features of Zoom and share the many impactful sessions of the conference.

### **9:30-10:30 AM - Section Meetings for Members, Guest Affiliates, & Prospective Members**

Section Meetings will be split into Northern California, Southern California, and Silver States. For prospective members, please feel free contact [conference@waic.org](mailto:conference@waic.org) to find out which section meeting you should attend.

### **10:30-10:45 AM - BREAK**

### **10:45 AM-12:00 PM - Keynote Workshop: Diversity, Equity, and Inclusion: Your Camp's Journey**

Presented by:



*Heather Vilhauer is a practitioner and educator in the field of recreation management. Her areas of focus include recreation programming (youth development and camp administration); leadership and organizational behavior; disaster preparedness; and justice, equity, diversity, and inclusion. After spending 20+ years in the field of recreation, she made the move to education and is currently Assistant Professor in the Department of Hospitality, Recreation and Tourism at Cal State East Bay in the Department of Hospitality, Recreation and Tourism.*



*Brandon T. Taylor, D.M.tg., Assistant Professor, Fresno State Department of Recreation Administration. Dr. Taylor completed his doctoral degree in organizational management and leadership after spending more than 14 years working in the community recreation setting within the Central Valley of California. His professional experience includes municipal recreation programming and planning for youth and adults, community special-events, and outcome-driven out-of-school-time programming. Dr. Taylor currently serves as the Coordinator of Community Recreation and Youth Services emphasis.*

### **12:10-1:10 PM - Roundtable Lunch Discussions**

Grab your lunch and chat with your colleagues on some hot topics facing camps right now!

***Domestic Staff Hiring Roundtable*** - Facilitated by Arielle Rogge, Sanborn Western Camps

***Camp Owner Roundtable*** - Facilitated by Ryan Rosen, Camp Kinneret & Jeff Cheley, Cheley Colorado Camps

***Silver Linings Roundtable: How the Pandemic Refocuses Programming & Spending at Camp*** - Facilitated by Liz Kimmelman & Brooks McCall, Tumbleweed Day Camp

## Monday, November 9 (continued)

1:15-2:00 PM\* - Education Block

### \*1:00pm-2:15 PM - Preparing for Summer 2021: Camp Champions & Camp Winnebago Reflection Panel

Camp Champions (Texas) & Camp Winnebago (Maine) were able to successfully run a summer program in 2020. Join this Owner/Directors and Medical Director panel discussion where they share their challenges and successes from Summer 2020 and top tips for preparing for this upcoming summer. **\*Please note this session will be 75 minutes.**

Presented By:



Steve Baskin, Camp Champions



Andy Lilienthal, Camp Winnebago



Dr. Laura Blaisdell, Camp Winnebago Medical Director

### 1:15-2:00 PM - 12 Ways Racism, Colonialism, and Anti-Blackness Can Be Present at Camp

In this webinar, participants will explore the various ways racism, colonialism, and anti-blackness are ever present in the language, practices, and systems at camp. In recognizing the ways these oppressive systems and traditions manifest in your camp community, camp leaders can take the first step to challenging these norms and traditions and creating a new culture that is inclusive, anti-oppressive, and a safe space for all identities.

Presented By:



Simone Gamble, Founder of O.A.A.A.R.S  
(Organizer. Activist. Artist. Advocate. Referral. System)

### 1:15-2:00 PM - Planning for the Unknown: Legal Considerations in the Time of COVID

Planning ahead is key to a successful camp program. But what can we do when no one is sure what the future holds? This session will help you think through important legal and risk management issues as you plan for next summer and beyond in our new COVID reality. We will consider topics such as camper enrollment agreements, employee agreements, COVID testing protocols, privacy concerns, and vaccine requirements.

Presented By:



Julie Strom, Liebert Cassidy Whitmore (LCW) Law

2:00-2:15 PM - BREAK

## Monday, November 9 (continued)

### 2:15-3:00 PM - Commerce Education Block

#### **Insuring Your Camp – Changes, Challenges and Choices for 2021**

2020 has required all of us to embrace change, face challenges and make tough choices. Looking to 2021, camps will need to flex these same muscles to navigate the increasingly-complex insurance landscape. Please join us for the latest updates on:

- Claims trends & current insurance market conditions
- Risk mitigation strategies & marketing your camp to underwriters
- Alternatives to conventional insurance

Presented By:



Darrow Milgrim & Trip Thomas, Gallagher Risk Management & Insurance

#### **How to Rebound Digital Marketing After Covid-19**

Many businesses have been negatively impacted by the global pandemic, covid-19. But how can these businesses fight back? In this session, we will go over consumer behavior, trends in e-commerce (specifically to food retailers), and how branding can affect search visibility. Utilizing keywords in your ad's content messaging, in SEO and SEM, can increase the chance for consumers to find your business and eventually, convert. Session Takeaways:

- How consumers will interact with digital marketing in a post-covid-19 world
- E-commerce data trends
- Best practices to implement in SEO/SEM to maintain a presence online

Presented By:



Peter Ross, 829 Studios

#### **Sell Shirts...(without losing your own!)**

This session will focus on camps getting more out of your retail operation. It goes without saying that we've just come through the craziest summer the camping industry has ever seen. Going forward, the financial strain from lost registration and group fees will place significant pressures on closing the lost income gap. This session will show how camps can be proactive in setting up their store for the greatest profitability potential. The FunFangle team, with their over 40 years of combined experience, will share tips and tricks for getting your camp's retail operation ready to rebound. Subjects discussed will include: choosing inventory wisely, merchandising inventory creatively and appealing for donations.

Presented By:



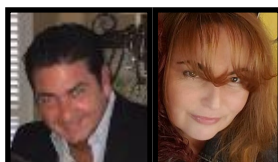
Matt Vahlberg, Fun Fangle

#### **Keys to a Successful Website Design**

This session will focus on the key areas to consider in successful website design.

- Responsive Web Design - What It Is And How To Use It
- Make Your Website Work For You And Fill Your Camp With Happy Campers
- ADA - Website Accessibility & the Law: Why Your Website Must Be Compliant

Presented By:



Renee Kilpatrick, The Company  
Jonathon Prandi, JP Webs, Inc.

## Monday, November 9 (continued)

### 4:00-5:00 PM - TRIVIA SOCIAL HAPPY HOUR

Let the fun begin! Grab your favorite beverage and all that random knowledge for an hour of team trivia!



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## Tuesday, November 10

### 8:00-8:45 AM - Morning Coffee Chat with Audrey Monke

**What have you learned this year? What have your WAIC friends learned? What is a goal you have for 2021?** Let's grab a coffee and gather to share reflections and plans. Bring your book and podcast recommendations, insights, and ideas. Or, just bring your coffee and come chat with your WAIC friends.



### 9:00-10:15 AM - General Session: Tips and Tricks for Successful Icebreakers and Virtual Staff Training Activities

Presented By:



Michelle Cummings M.S. is the Big Wheel and founder of Training Wheels, a known leader in the Team Development industry. She is an accomplished author and is a sought-after speaker and consultant on leadership, teambuilding, and experiential learning. Michelle has created a wide variety of facilitation, debriefing and teambuilding activities that have collectively changed the way trainers and educators work.

Michelle has delivered innovative staff training and team building programs for hundreds of camps and non-profit organizations. Michelle has a plethora of experience with camps: she went to 15 different camps as a child, has worked full-time for several camps, is now a service provider to the camping industry, and is a parent of two campers who attend multiple camps.



### 10:15-10:30 AM - BREAK

### 10:30 AM-12:00 PM - WAIC Annual Meeting *(for WAIC Member Representative, WAIC Guest Affiliates, and WAIC Honorary Members)*

### 10:30 AM-12:00 PM - Virtual Scavenger Hunt with Michelle Cummings

In any experiential program, it's a good rule of thumb to create a little connection with your group members before diving into content. This conference will be no different! Please join us and conference attendees from other camps for a Virtual Scavenger Hunt experience. Your mission, should you choose to accept it, is to work in small groups of 3-4 people to solve clues and zip around the internet utilizing teamwork and collaboration. Michelle Cummings of Training Wheels will facilitate a fun hour of connection and creativity in the virtual space.

### 12:00-1:00 PM - Vendor Showcase

Grab your lunch and join the Vendor Showcase highlighting each of our sponsors and vendors to learn more about the products and services available to you and your programs.

## Tuesday, November 10 (continued)

### 1:15-2:00 PM Education Block

#### Identity and Privilege

Anti racism for white and caucasian leaders seeking to start or make strides on their DEI journey. Outcome is developing a list of personal action steps towards DEI personal understanding. *This breakout is specifically designed for a white audience.*

Presented By:



Sarah Woodard, Equitable Partnership Liaison

#### Care for the Caregiver: Prioritizing Mental Health in Times of Crisis

It seems as if every day we are inundated with news that impacts our mental and emotional health. During these times of uncertainty, it is important to reconcile with ourselves that it is okay to not be okay and to begin to prioritize mental health. This workshop is focused on providing strategies and exercises to center mindfulness, self-care, and emotional well-being when managing circumstances that are a byproduct of navigating the current dual pandemic.

Presented By:



Lauren Black, LAUSD School Psychologist

#### Strategic Online Marketing Practices Your Business Can Do - Post COVID-19

In a post-coronavirus world, life will be much more different, and it's important to be able to adapt to consumer needs. In this session, we'll go over a range of strategies that your business can implement in order to increase the retention rate of your customers; Anything from connecting with your audience on social media to changing the structure of your content messaging in your posts/ads. These will all play a major role in how your marketing can impact your business. Session Takeaways:

- How to increase customer retention
- Content messaging methods to appeal to the mass

Presented By:



Peter Ross, 829 Studios

### 2:00-2:15 PM - BREAK

### 2:15-3:00 PM - CLOSING CAMPFIRE

Let's close out this two day conference with a traditional WAIC closing filled with laughter, connection, and most importantly friends!

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