

FOR 30 YEARS, camp and retreat leaders from across Virginia have gathered annually at this event for professional growth, shared learning, excellent food, fellowship, fun and renewal. With scheduled time to share our questions and experiences, together we tackle our common challenges, changes and opportunities. *Shared questions. Shared experiences. Shared solutions.*

Who should attend? **YOU!** And other staff, counselors, volunteers and board members. Everyone is welcome! Our Wednesday workshops are applicable to ALL professionals. See the program schedule for what interests you, whether you are leading a Christian camp, or are a camp leader who is a person of faith.

WORKSHOP LEADERSHIP:

Maile Armstrong has spent her professional career in youth development including training and supervising camp staff. She's a former camp director for Girl Scouts, Camp Fire and a private camp, and she now operates Armstrong Unlimited, a Training/Consulting firm focusing on risk management. Maile has served for many years in the American Camp Association.

James Cole is Vice Chair and Treasurer of Camp Alta Mons' board and CEO of the Masonic Home of Virginia, a continuing care community in Richmond. He is a CPA and a Chartered Global Management Accountant with 35 years experience with businesses and nonprofit organizations including roles as an auditor, consultant, officer, founder and/or board member for several dozen tax exempt entities and entrepreneurial businesses in the US and abroad.

Dava Hensley is the Pastor of First Church of the Brethren in Roanoke and a yearly volunteer Summer Camp Chaplain at Camp Bethel.

Sandy Ratliff is the Business Services Manager of the Southwest Office of the Virginia Department of Small Business and Supplier Diversity. She tours Virginia providing workshops to help small businesses including: marketing, eCommerce, technology in business, and much more.

WORSHIP LEADERSHIP:

Carol Elmore is Minister of Nurture and Music at Oak Grove Church of the Brethren in Roanoke. She previously worked as a social worker and summer staff at Camp Bethel.

Rev. Jeff Binder is Associate Presbyterian for Ministries with Youth & Young Adults for the Presbytery of the Peaks in Virginia. He is a supporter and participant in summer camp ministries.

Rev. Gary Heaton is the Pastor of Greene Memorial United Methodist Church in Roanoke. Gary is a former summer camp director (Camp Alta Mons) and long-time camp staffer (Camp Highroad & Camp Horizons), and he enjoys continuing to meddle in everyone's camp business.

Drew Willson is the Pastor at Salem United Methodist Church in Palmyra, VA. Drew grew up on the Eastern Shore of Virginia and worked summers at Camp Occohannock on the Bay. After graduating from UVA in 2004, he spent a year in Scotland before moving to Atlanta to earn his M-Div at Candler and meet his wife Shea Tuttle, another divinity student and kindred spirit. They were married in August 2009 and have a daughter (5) and son (2). Drew also worked one summer each at Camp Bethel (Fincastle, VA) and Camp Meadowkirk (Middleburg, VA). Drew loves the church even with all its bumps and blemishes. He embraces the power of liturgy, adores the improvisation of jazz, seeks the reconnection of soul, and learns from the grace of Creation. We are honored to have Drew leading our music and guiding our worship.

Virginia Camp & Retreat Leaders' Gathering

*** LEARN - SHARE - SUPPORT ***

December 1-2-3, 2015 (Tue-Thu)
Camp Bethel, Fincastle VA

CampBethelVirginia.org 540.992.2940

Day Only on December 2 = \$38

Includes 3 meals and all workshops and programs.

Full Event is December 1-2-3 = \$95-\$125

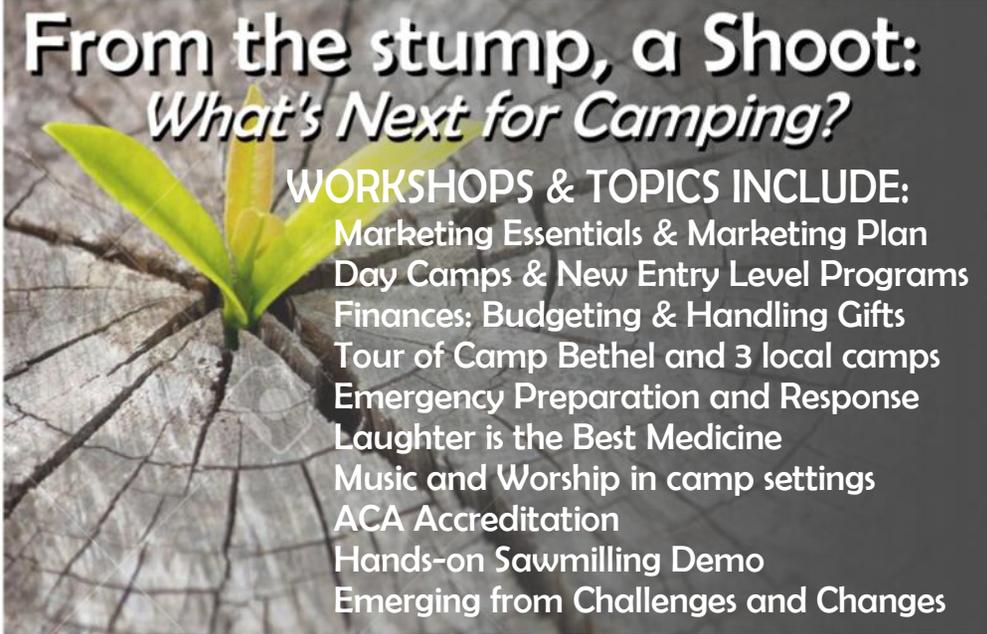
Includes lodging, meals, workshops, programs and tours.

\$ 95 shared bunkroom (4-6 others) beside bathhouse (Cabins).

\$110 shared dorm (3-4 others) w/ bathroom (Heritage Lodge).

\$125 single or 2-person room w/ bathroom (Retreat Center).

Register by November 24.



**From the stump, a Shoot:
What's Next for Camping?**

WORKSHOPS & TOPICS INCLUDE:

Marketing Essentials & Marketing Plan
Day Camps & New Entry Level Programs
Finances: Budgeting & Handling Gifts
Tour of Camp Bethel and 3 local camps
Emergency Preparation and Response
Laughter is the Best Medicine
Music and Worship in camp settings
ACA Accreditation
Hands-on Sawmilling Demo
Emerging from Challenges and Changes

From the stump, a Shoot: *What's Next for Camping?*

Each December, Advent brings a time for **wilderness**, and a time of hopeful preparation for Christmas... tinged with a little fear of the unexpected.

Each December as another camp year ends, we camp and retreat leaders navigate changes and challenges, **a wilderness of sorts**, and we adapt with hope for the year ahead... tinged with a little fear of the unexpected.

We've all recently encountered changes and challenges at our camps and centers. As non-profits, congregations and mainline denominations struggle, what's next for camping? How can we be a source for growth and new energy? What will emerge from Advent? (From the stump, a Shoot?) What will emerge from this "wilderness" of disorientation?

TUESDAY, DECEMBER 1, 2015

Arrive any time, but if arriving before 4:30, check in at the camp office before moving in. No lunch is provided, but we'll have snacks available during our camp tours.

- 1:00pm Depart Camp Bethel for Optional Field Trip Tours of 2 area camps.
1:30-3:00 Tour of Camp Roanoke. Camp Roanoke is owned and operated by Roanoke County Parks, Recreation and Tourism and offers traditional overnight camps and day camps for grades K-12, events and group rentals.
3:45-5:00 Tour of Camp Eagle. Camp Eagle is owned and operated by Shenandoah Baptist in Roanoke, an independent Baptist Church and home to Roanoke Valley Christian Schools. Camp Eagle offers summer camps, events and group rentals.
- 4:30 Check-in & registration for other guests in the Ark Dining Hall.
5:30 DINNER in the Ark Dining Hall. Music/singing led by Drew Willson. Camp Sharing.
6:30 Introductions, Games & Updates
7:00 **ORIENTATION: Discussion & Sharing:** Each attendee or camp/center can share their joys, successes, ideas, questions and challenges from the past year and the year ahead. What worked? What didn't? What's new? What's next? What are the issues and topics you wish to discuss among your peers tonight and tomorrow night?
8:30 Worship & singing w/ Drew Willson & Carol Elmore, Minister of Nurture and Music at Oak Grove Church of the Brethren in Roanoke.
Late night fellowship, snacks & games in Ark & Gym (glow-in-dark GaGa & 9-Square).

WEDNESDAY, DECEMBER 2, 2015

- 6:00am Coffee available in the Ark Dining Hall.
8:00 BREAKFAST in the Ark Dining Hall. Music/singing w/ Drew Willson. Camp Sharing. Morning Worship, w/ Rev. Gary Heaton (Greene Memorial United Methodist Church).
8:30 Check-in/registration for DAY-ONLY participants in the Ark. *Coffee & snacks!*
9:00 Welcome and Introductions and Site Maps
9:15-10:45 **SESSION #1 WORKSHOPS**
Workshop A: What it takes to become ACA Accredited w/ Maile Armstrong: With many changes, improvements and added resources in recent years, learn how ACA accreditation could be a viable option for your program.
Workshop B: Tour of Camp Bethel, led by Camp Bethel staff, meet at Ark.
Workshop C: Portable Sawmill Hands-On Demo: Take a turn operating our TimberKing B-20 portable sawmill with Mickey Nichols, Camp Bethel's Facilities Manager.

WEDNESDAY, DECEMBER 2, 2015, continued:

11:00-12:30 SESSION #2 WORKSHOPS

Workshop D: Emergency Preparedness & Response w/ Maile Armstrong: How to respond to emergencies small and large and how each may affect your camp's/center's specific site and population.

Workshop E: Tour of Camp Bethel, led by Camp Bethel staff, meet at Ark.

Workshop F: Marketing 101: An overview of the importance of marketing w/ Sandy Ratliff: Are you at full capacity for campers & retreat groups? This workshop is an idea-packed overview of effective marketing for camps and retreat centers including planning, advertising, public relations, electronic marketing, customer service and more.

12:30 LUNCH. Music w/ Drew Willson. Camp Sharing. Devotion w/ Harry Zweckbronner.

1:30-3:00 SESSION #3 WORKSHOPS

Workshop G: Budgeting, Financial Reporting & Handling Gifts w/ James Cole: Camps and charities are entrusted with gifts from many people, requiring that each gift be properly handled, acknowledged and spent. Review how to manage gifts, properly thank donors, efficiently budget scarce resources and effectively report financial results.

Workshop H: Marketing 202: Developing and Implementing your Marketing Plan w/ Sandy Ratliff: Make the leap from Marketing Plan to Measuring Performance to a Marketing Calendar.

Workshop I (double time): Camp Bethel's low initiatives course and group sharing of new initiatives ideas, led by Bethel Staff. May extend past 4:45 if desired.

3:15-4:45 SESSION #4 WORKSHOPS

Workshop J: Expanding Day Camps & Entry-Level Camp Experiences w/ Barry LeNoir. Hear about Camp Bethel's successful new (and relatively easy) programs.

Workshop K: Camp as "Sacred Order" + the Music-Worship Connection w/ Drew Willson.

Workshop L: "Laughter is the Best Medicine" w/ Pastor Dava Hensley. Dava's workshop is a fun and informative look at the God given gift of laughter and its benefits for a healthy mind, body, and soul. We'll have many opportunities to practice the use of this gift, because a sense of humor is a requirement in camp leadership.

4:45 Free time/recreation.

5:30 DINNER in the Ark Dining Hall. Music/singing led by Drew Willson. Camp Sharing.

6:30 **DISORIENTATION: Discussion & Sharing:** We've all recently encountered changes and challenges at our camps/centers. As non-profits, congregations and mainline denominations struggle, what's next for camping? How can we be a source for growth and new energy? What will emerge from Advent? What will emerge from this "wilderness" of disorientation?

8:30 Worship led by Drew Willson & Rev. Jeff Binder, Associate Presbyterian for Ministries with Youth & Young Adults for the Presbytery of the Peaks in Virginia.
Late night fellowship, snacks & games in Ark & Gym (glow-in-dark GaGa & 9-Square).

THURSDAY, DECEMBER 3, 2015

- 6:00am Coffee available in the Ark Dining Hall.
8:00 BREAKFAST in the Ark Dining Hall. Music/singing led by Drew Willson. Camp Sharing.
8:30 Planning for 2016 and final opportunity for group discussion of issues and ideas.
Closing Worship: REORIENTATION led by Drew Willson & Rev. Gary Heaton.
10:00 Departure OR Optional Field Trip to Wilderness Adventure at Eagle Landing, an independent Camp, Conference & Retreat/Event Center. Meet in Ark Dining Hall at 10:00. Camp Bethel Vans OR carpooling for the 45 minute drive. 1:30 Lunch at Tap-house (Daleville, VA) or "on your own" with carpool companions. Return to Camp Bethel by 2:30. Or, option to drive own car and leave directly from Wilderness Adventure.

Registration: Virginia Camp Leaders' Gathering, Dec 1-3, 2015

Complete a separate form for each participant and return before Nov 24 to:

Camp Bethel, 328 Bethel Road, Fincastle VA 24090.

Keep a copy of this completed form for your records.

Attach additional information as needed. Please PRINT.

Participant name: _____
Last name, First name

Gender: M / F Your Camp/Center: _____

Organization website: _____

Mail: Street/PO: _____

City: _____ St: _____ Zip: _____

Home phone: (_____) _____ Cell: (_____) _____

Email(s) to receive confirmation info: _____

Roommate/lodging needs: _____

Accessibility/dietary needs: _____

Day Participant Only on Wednesday, December 2 = \$38 per person.

Includes 3 meals and Wednesday workshops/programs.

Arrive at 8:00am or anytime Wednesday.

Full Event Participant, December 1-2-3:

Includes lodging, meals, workshops, programs and tours.

\$ 95 per person = shared bunkroom (4-6 others) beside bathhouse (Cabins).

\$110 per person = shared dorm (3-4 others) with bathroom (Heritage Lodge).

\$125 per person = single or 2-person room with bathroom (Retreat Center).

Optional Field Trips?

I will arrive Tues at 1:00pm for the optional field trip tours of 2 camps.

I will go on Thursday's field trip to W.A.E.L. and I request transportation.

I will drive myself on Thursday's field trip to W.A.E.L.

For descriptions of lodging and meals, contact Beth Heaton at 540-992-2940 or CampBethelOffice@gmail.com, or visit www.CampBethelVirginia.org/facilities.htm.
Families & spouses welcome! Contact Beth for lodging & meal options.

ENCLOSE FULL PAYMENT (check payable to CAMP BETHEL; call 540-992-2940 to pay via credit card) and return with completed information by Nov 24 to:
CAMP BETHEL, 328 BETHEL ROAD, FINCASTLE, VA 24090

Or email your registration information by Nov 24 to CampBethelOffice@gmail.com and pay on line via our "DONOR" button at www.CampBethelVirginia.org. Include a message indicating your purpose for payment (called a "donation").

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