

## VOCE (Veterans of the Camp Experience)

This year's CAMP Conference will be the third meeting of VOCE. This group serves leaders who have had ultimate operational authority in an ACA camp for at least twelve years. At the conference, they will sit down together once each day—Wednesday March 17, Thursday, March 18 (with lunch included) and Friday, March 19 (with breakfast included)—for interactive discussions about camp and their roles. VOCE hosted a successful dinner event this past year and will continue to host events in the fall and winter of 2010 in the New York area.

**VOCE Sessions taking place at this year's conference (for VOCE members only):**

### **WEDNESDAY MARCH 17 • 1:00 – 2:15 PM**

#### **Leading in a Crisis**

**Mike Kulchin, Ramapo Country Day Camp**

There's nothing quite like a crisis to test your leadership. The current economic calamity was not caused by the sub prime mortgages, credit default swaps or even excessive greed. These are only symptoms of the real problem. The root cause of the problem was failed leadership. Find out what makes leading your organization through difficult situations so hard. Being in crisis tests you to your limits because the outcome is rarely predictable. We will learn the steps of leading in crisis. You will be challenged not only to use all your wisdom to guide your organization through it, you will need to dig down deep inside yourself to keep moving forward and succeed!

### **THURSDAY MARCH 18 • 12:30 – 1:45 PM (WITH LUNCH)**

#### **What Do We Need to Know about Technology's Impact on our Business?**

**Peter Shifrin, The Horizon Group**

A real-world look into how Facebook can help or hurt your camp, what new technology you should be thinking about at camp and ways you can operate more efficiently during the off-season.

### **FRIDAY MARCH 19 • 8:30 – 9:45 AM (WITH BREAKFAST)**

#### **Riding the Wave to the New Normal: Will This Economic Cycle Produce Permanent Changes in How We Do Business?**

**Howard Batterman, Sesame/Rockwood Camps**

**Tony Stein, Camp Echo Lake**

The "Great Recession" has had an effect on every American in one form or another. The financial downturn issues are obvious... but what about the social/behavioral impact on society and on the consumer? This session will explore and address these issues and how they are intertwined in both the short and long term.

**You can join VOCE right on the conference registration form.**

#### **2009–2010 VOCE Committee**

**DAVE TAGER • CHAIR, INDIAN HEAD CAMP**  
**SKIP VICHNESS • QUALITY CAMPING PROPERTIES, INC.**  
**HOWARD BATTERMAN • SESAME/ROCKWOOD CAMPS**  
**DAWN EWING • PROJECT MORRY**  
**JAY JACOBS • TIMBER LAKE CAMP**  
**KEITH KLEIN • CAMP LAUREL**  
**MIKE KULCHIN • RAMAPO COUNTRY DAY CAMP**  
**DOUG PIERCE • PIERCE COUNTRY DAY CAMP**  
**LEN ROBINSON • NEW JERSEY YM-YWHA CAMPS**