

## National Leadership Summit Planned for November 4–5, 2010

In response to council requests for more time on strategy and small group discussions, Camp Fire USA is convening a National Leadership Summit to focus on Camp Fire's organizational goals, strategies, and work as we prepare our next century of leaders. Council executives, board chairs/representatives, council leadership staff, and council youth board members are invited to participate along with the national board of trustees and national staff leadership. This new event will:

- ◆ Build on Camp Fire USA's strengths and role as a national leader in youth development.
- ◆ Promote communication within our organization and tie local strategic goals with the national strategic goals.
- ◆ Provide quality time at minimal cost, both to councils and to the national organization, for reconnecting, networking, and actively planning for Camp Fire's future.

The purpose of the Leadership Summit makes it different from the traditional National Leadership Conference (NLC). The airport hotel location and length of the event make it an especially affordable opportunity for councils. National staff are working on the registration fee and on securing quality hotel rooms at reasonable rates.

Please budget now and plan to be in Kansas City, Mo., on Thursday, November 4, at 5 p.m. The event will end at 4 p.m. on Friday, November 5. The Leadership Summit will replace the 2010 NLC. More information will be sent as it becomes available. Plan to attend to help promote system-wide leadership of the Camp Fire USA mission.

## Benefits of the Program Quality Assessment Process

Camp Fire USA council staff across the country are engaging in meaningful dialogues with direct delivery staff and volunteers about program quality. The Camp Fire USA Program Quality Assessment (CFPQA) process results in conversations on how programs operate and what improvement is needed. See Page 2 of this newsletter for next steps.

### Benefits of Using the CFPQA Process

- Experience a validated, proven program improvement process.
- Target areas for program improvement that *you* identify and receive collaborative support to address these areas.
- Receive training and guidance on how to use data from the CFPQA to develop a program improvement plan.
- Have opportunities for reflection and dialogue with colleagues, managers, and partners about point of service program delivery—what works and what does not.
- Obtain professionally prepared documents on your program's quality improvements that are based on empirical data and that can be used with funders, board members, and others.

### Camp Fire USA offers quality programs reflective of best practices in four Core Program Areas because Camp Fire USA...

#### Cares



First Texas child care program

#### Camps



Heart of the Hawkeye horse program

#### Contributes



Heart of Oklahoma Candy Sale for Troops

#### Connects



Balcones Council Teens in Action

## Next Steps for the Program Quality Assessment Process

Each Camp Fire USA council is expected to participate in the Camp Fire USA Program Quality Assessment process (CFPQA) and assess up to five program sites between March and August 2010. Councils throughout the country have ordered the box sets and are well on their way to conducting self-assessments. Following is a reminder of next steps:

1. **Select Your Team.** The self assessment team should consist of the program administrator and at least two direct-delivery staff members, volunteers, council members, or parents.
2. **Attend Training.** Go to [www.cypq.org/CampFireUSA](http://www.cypq.org/CampFireUSA) for instructions on how to participate in training. Courses include the YPQA Basics course, Welcome Webinar, Youth PQA Intro, and the CFPQA Crash Course.
3. **Collect Data.** Team members collect data by observing programs. Plan enough time to observe a program activity in its entirety plus transition to and from the activity. Team members collect objective, anecdotal records of the programs.
4. **Have Scoring Meetings.** These meetings are intended to be meaningful dialogues between the program administrator, direct-delivery staff, and others who have been part of the observation team. The meetings are the beginning of the improvement process, in which suggestions for staff development or program changes are discussed. Plan enough time to be able to have complete conversations. At a scoring meeting, the group completes one CFPQA Form A for each of the program sites observed and one CFPQA Form B for each type of program (such as after-school, club, or camp) in which the group completed a CFPQA Form A. The team conducts a group interview, providing documentation or evidence for each indicator.
5. **Report Scores.** The program administrator enters the agreed-upon scores into the Excel-based Scores Reporter (located at [www.cypq.org/CampFireUSA](http://www.cypq.org/CampFireUSA)). The program administrator sends the completed Scores Report to [leah@cypq.org](mailto:leah@cypq.org).
6. **Make an Improvement Plan.** Join one of four Planning With Data Webinar Workshops to review and interpret site and national data and create a program improvement plan. Use the information in your CFPQA Training Guide to create your plan.
  - Register at [www.cypq.org/CampFireUSA](http://www.cypq.org/CampFireUSA).
  - Choose a Webinar Dates:
 

Thursday, May 6, 1 p.m. CST
Tuesday, May 11, 11 a.m. CST
Wednesday, September 8, 11 a.m. CST
Tuesday, September 14, 1 p.m. CST



## 2010 Gamma Phi Beta Campership Applications Available



Information was sent to council staff in early April announcing the 2010 campership application process. This announcement contained important information about the 2010 round of camperships and the national collaboration between Camp Fire USA and Gamma Phi Beta International Sorority. In the past, funds were available for scholarships for girls who would not otherwise be able to attend camp. This year, the eligible programs have been expanded to include all summer programs! Priority will be given to applicants for resident camp, day camp, and outdoor programs. Up to three camperships will be awarded per council. Read all of the application, as many changes have been made to the materials. Applications are due May 19. For more information, contact Lauren Wiedt, at [lauren.wiedt@campfireusa.org](mailto:lauren.wiedt@campfireusa.org). Information about the national collaboration with Gamma Phi Beta can be found on Compass by searching for "Gamma Phi Beta."

## Update Your Camp Directory Information Now

This is a reminder that many councils have posted their camp directory information on Camp Fire USA's public site, [www.campfireusa.org](http://www.campfireusa.org), and it should be updated for the 2010 season. Change or add information by going to the Reports section of the Camp Fire USA Compass and choosing the Camp Directory form. The information completed there automatically updates the public site. If you have questions, contact Connie Dresie at [connie.dresie@campfireusa.org](mailto:connie.dresie@campfireusa.org).

## Council Assessment Tool Due May 28

The required Council Assessment Tool (CAT) is due by May 29. If you have questions, contact Linda Hamilton at [linda.hamilton@campfireusa.org](mailto:linda.hamilton@campfireusa.org) or Connie Dresie at [connie.dresie@campfireusa.org](mailto:connie.dresie@campfireusa.org).

## Outcome Measurement Surveys Due June 15

For the 2009–2010 program year, Camp Fire USA is using the 2008 Outcome Measurement tools. These are the same surveys and Excel spreadsheets that have been used for the past two years. This will help councils compare results from year to year. All of the tools can be found on the Camp Fire Compass. The Outcome Measurement reports are due June 15, 2010, for programs offered during the school year and September 15, 2010, for summer programs. Please send completed Excel Spreadsheets to: [outcomes@campfireusa.org](mailto:outcomes@campfireusa.org). If you have questions contact DD Gass at [dd.gass@campfireusa.org](mailto:dd.gass@campfireusa.org) or 800 669 6884 ext. 2004.

## Camp Fire USA Centennial Google Doodle Contest

Google Doodles are the decorative changes that are made to the Google logo to celebrate holidays, anniversaries, and the lives of famous people. There is no better celebration than Camp Fire USA's 100th Birthday! So, regardless of whether or not Google will honor Camp Fire's request, the national marketing department would like to submit its best Centennial design and is asking for your help.



Camp Fire USA is holding a contest to find the best centennial Google Doodle, and all are welcome to enter. If you are not inclined to submit a drawing, you can still join the fun, after the top entries have been chosen, by voting for your favorite on the Camp Fire USA Centennial fan page on Facebook. Here are the guidelines:

- Anyone is eligible to enter. We encourage all ages and artistic ability levels!
- Design criteria: Be creative! We welcome all concepts. As you think about your design, you may want to consider the mission of Camp Fire USA, the evolution of the organization, its history, its success today, and the significance of a centennial anniversary. You may also want to consider ways to incorporate Camp Fire's Centennial logo. For examples of published doodles, search "Google Doodle" in any web browser.
- Download the Google logo PDF template. To do so, search "Google Doodle template."
- Medium: Doodle can be done in pencil, crayons, felt-tip marker, or paint, or by using computer drawing or design software. Google will not accept entries that use additional materials to create three-dimensional effects.
- Submission: Please send your artistic rendering to [marketing@campfireusa.org](mailto:marketing@campfireusa.org). It should be sent as an attachment on a white, landscape sheet of 8.5-inch by 11-inch paper. Make sure your contact information is on the attachment as well as in your e-mail.
- Deadline: All entries are due by Saturday, May 15. Camp Fire USA national staff will pick the top entries and post them in a photo album clearly marked on the Camp Fire USA Centennial fan page on Facebook ([www.facebook.com/CampFireUSA](http://www.facebook.com/CampFireUSA)) by May 19. Only Facebook members can vote. Each voter casts a "like" vote for his or her favorite entry, and the entry receiving the most votes will win. You will have until May 28 to vote for your favorite! Camp Fire will then send the winning entry to Google!

We hope you will enter Camp Fire USA's Centennial Google Doodle contest. It promises to be a fun experience!

## Centennial Resources Update

The Camp Fire USA National Marketing Department is working on new resources to promote upcoming Centennial events and Centennial Campfires. Check the Camp Fire Compass for materials, which are available now or will be soon.

- TV PSAs.
- Template/Sample Press Release and Radio PSAs.
- Press Talking Points.
- Print PSAs.
- Centennial Flyer and Centennial Proclamation.

In addition, do not forget to order your Centennial merchandise so you will have everything you need to host your signature event. If you have any questions about these resources, please contact Val at [valerie.holton@campfireusa.org](mailto:valerie.holton@campfireusa.org).



## Federal HIRE Act Could Cut Payroll Costs For Summer Programs

The following came from a posting on the American Camp Association Website.

On March 18th, President Obama signed the Hiring Incentives to Restore Employment Act into law. To quote information on the new law from the IRS website: "Employers who hire unemployed workers this year (after Feb. 3, 2010 and before Jan. 1, 2011) may qualify for a 6.2-percent payroll tax incentive, in effect exempting them from their share of Social Security taxes on wages paid to these workers after March 18, 2010. This reduced tax withholding will have no effect on the employee's future Social Security benefits, and employers would still need to withhold the employee's 6.2-percent share of Social Security taxes, as well as income taxes. The employer and employee's shares of Medicare taxes would also still apply to these wages." <http://www.irs.gov/newsroom/article/0,,id=220326,00.html>

After consulting with a tax attorney, two CPAs, a payroll company and the IRS, the Association of Independent Camps has determined that in addition to previously unemployed adults who might work at camp for the summer, high school and college-age students who were not employed full-time prior to beginning work at camp would also qualify for this employer tax exemption. A statement from the employee certifying that he or she has not been employed full-time in the 60 days preceding hiring will be required. You may download the HIRE Act Affidavit IRS Form W-11 here: <http://www.irs.gov/pub/irs-pdf/fw11.pdf>. Please note that the employee portion of Social Security tax must still be withheld, but the camp will not be required to pay its share (6.2%) of the payroll tax. Councils should check with their tax professional before making any decisions or filings based on the information in this article.

## Connie's Risk Management Corner By Connie Coutellier

Technology and the Internet can increase communication and promote brand identity. Practices, policies, and training help clarify expectations for use, avoid privacy issues, and promote a positive image of Camp Fire USA.

Council social network sites provide opportunities for parents, volunteers, alumni, and others to respond to postings about Camp Fire USA programs. They are a wonderful way to share information and memories. People also share stories and feelings about Camp Fire experiences on personal blogs and social network sites that are open to the public.

As we work to spread the word about Camp Fire USA, it is helpful to remember:

- Although it is difficult to control information not officially posted by the council, it is important to monitor the sites regularly and respond to or remove items when necessary. When an unfavorable remark is made to a blog or posting on a social networking site, another technique that is used is *flushing*, which means posting several other comments to "flush" the unfavorable remark further down in the postings.
- A Google Alert is a wonderful way to track what is being shared about Camp Fire USA or your council or camp on websites, blogs, and social networks.
- Be careful to not post information giving details that not everyone should see, such as the ages of club members or program participants, exactly where and when they regularly, meet, or volunteers' personal phone numbers.
- Revealing the identities of persons or program locations on organization websites and social network sites and in chat rooms and online discussions or using photographs of individuals on these sites or in newspapers without their knowledge or consent could be a safety issue or a violation of the Children's Online Privacy Protection Act (COPPA).
- Provide staff members (including seasonal staff) with a Technology Security, Usage, and Privacy Policy and require them to sign a statement acknowledging they agree to abide by the rules. See the Camp Fire USA Compass for a sample.

Camp Fire USA's *Risk and Crisis Management Planning* manual has extensive information on Internet security including:

- The requirements of COPPA.
- A Sample Technology/Equipment Security and Usage policy (page 447) and signature form. The Camp Fire USA Compass also has this sample policy.

Legal tips and issues to consider in connection with using social networking sites to create/manage content and the types of policies and guidelines to implement.

<http://www.nonprofitrisk.org/library/newsletter/followme.shtml>.

To set up a Google Alert to monitor Camp Fire council or camp information, click on <http://www.google.com/alerts>.

Securing a positive brand image is a critical goal of Camp Fire USA, but the organization also has a responsibility to understand and protect its participants' privacy and safety. For more information, see articles on Internet safety on the Camp Fire Compass or in the *Camp Fire USA National Program Quality Administration Manual*, which is available on the Camp Fire Online Store.

## Survey on Nonprofit Professional Competencies

American Humanics (AH), a national partner of Camp Fire USA, is seeking input to ensure that work-ready talent is available to such nonprofit organizations. AH is the only national organization bringing together nonprofit organizations and higher education to credential future nonprofit managers and leaders. AH works with 62 affiliated colleges and universities to ensure that students obtain industry-specific competencies and skills. This national survey will determine what competencies are needed in effective managers and leaders. Input from Camp Fire USA council executives and human resources leadership will drive the continued development of the American Humanics Nonprofit Management and Leadership credential. Please access the survey here at [www.humanics.org/revalidation](http://www.humanics.org/revalidation). The survey is easy to fill out and should take only 10–20 minutes. Please complete by Monday, May 31, 2010.

## Key Dates, Trainings, and Conferences

### May

Asian Pacific American Heritage Month

<http://asianpacificheritage.gov/>

Great American Clean Up Month

[www.kab.org](http://www.kab.org)

May 6 and May 11

Planning With CFPQA Data Webinar

Register at [www.cypq.org/CampFireUSA](http://www.cypq.org/CampFireUSA)

May 9–June 20

National Family Month

<http://www.kidspeace.org/nationalfamilymonth.aspx>

May 28

Council Assessment Tool due to Camp Fire USA.

May 31

Camp Fire USA National Office closed.

### June

June 15

Outcome Measurement Reports due for programs conducted 9/1/09–5/31/10.

June 21

National Summer Learning Day  
[www.summerlearning.org](http://www.summerlearning.org)

June 28-30

National Conference on Volunteering and Service  
[www.volunteeringandservice.org](http://www.volunteeringandservice.org)

June 30

Financial Report/Audit due to national finance department for councils with 12/31/09 fiscal year end.

### September

September 15

Outcome Measurement Reports due for summer programs.

### November

November 4–5

Camp Fire USA Leadership Summit, Kansas City, Mo.

### February 2011

February 4–7 (tentative date)

GROW Conference  
Probably in Southern California.

## Celebrating the Centennial

### Centennial Fire Burns for 100 Hours

Smoke from a bonfire and laughter drifted through the air at Camp DaKaNi as Heart of Oklahoma Council members of all ages celebrated the organization's 100th anniversary. Leaders of the ceremony lit the fire using three torches symbolizing work, health, and love and discussed many developments that had happened throughout the council's history. After the fire-lighting ceremony, many people stayed to reminisce. A collection of photos and memorabilia was displayed in a Nature Center up the hill from the fire and people gathered together to share stories. The fire burned for 100 hours in honor of Camp Fire USA's centennial celebration.



### Club Donates to Children's Cancer Center in Honor of Centennial



Puzzles, coloring books, Silly Putty, and Tinkerbell socks overflow from a bin at the central Iowa Children's Cancer Connection. A toy boat, lifelike turtle, bottle of bubbles, and tic-tac-toe set are piled on top. Provided by the 78 members of a Heart of the Hawkeye Council club, these gifts are going straight to the hands and hearts of kids battling cancer. Instead of throwing a party, this mega-club celebrated the Camp Fire USA Centennial by donating gifts for the cancer center's Poke Treasure Box. After children go through the "pokes" of cancer treatments, the kids are given fun bandages and small prizes from the Poke Treasure Box. This Camp Fire mega-club enjoys service projects like walking dogs at the animal shelter, visiting local residents in nursing homes, and now, making exciting donations to Children's Cancer Connection.

### Centennial Exhibit at Minnesota History Center

A new exhibit celebrating the history of Camp Fire USA in Minnesota opened in March at the Minnesota History Center. With photos and artifacts from as far back as the 1920s, the exhibit provides a rare look into how Camp Fire has changed during the past 100 years and how it has remained true to its mission through those changes. The exhibit is part of a yearlong celebration of Camp Fire's Centennial. The exhibit includes photos, Camp Fire uniform vests, a ceremonial gown, Camp Fire books, and a variety of newsletters, flyers, and other paper artifacts.

### Centennial Art Show

Birmingham area artists have created about a dozen works of art that will travel the state to celebrate 100 years of Camp Fire USA. The works of art will debut at the Central Alabama Council annual meeting and Centennial celebration at the end of April. One drawing, highlighted on an artist's blog, focused on Work, Health and Love while still keeping a feeling of fun and celebration.

### Centennial Dinner Ends with Making S'mores

North Shore Council has planned a variety of Centennial activities. The council's annual meeting included a historical display, and dinner ended with making S'mores over a candle! A Centennial auction will be held in May, and a "Camp Fire Through The Years" exhibit at a local museum will open in July.



### Centennial Barn Dance Celebration

The Edwards Barn was packed to the rafters with past and present Central Coast Council members celebrating the youth-development organization's 100th birthday. The Centennial celebration featured a candle-lighting ceremony led by Camp Fire USA youth, who also performed for the audience. Attendees at the party were treated to a sit-down dinner and barn dance during the event.



### Centennial Campfires Update

Plans are well underway for the July 31, 2010, Centennial Campfires. This is meant to be not only a Camp Fire USA event but also a community-wide event, open to everyone currently involved in Camp Fire, alumni, and the interested public. It is an opportunity to celebrate the promise of continuing a legacy that has left an indelible mark on millions of alumni and hundreds of communities. This official national event will feature a special lighting of commemorative campfires at precisely 7:30 p.m. in each time zone. In some areas Centennial Campfires will be accompanied by other Camp Fire events, such as a family camp weekend, a family picnic and entertainment, a reunion, or a memory boat launch. There is a link on the national website that gives the location of all the official Centennial Campfires: [http://www.campfireusa.org/Centennial\\_Celebrations.aspx](http://www.campfireusa.org/Centennial_Celebrations.aspx).

Centennial Campfire conference calls are held the second Wednesday of each month at 1 p.m. CDT. For more information about the plans or how to join the calls, please contact Connie Coutellier at [connie.coutellier@campfireusa.org](mailto:connie.coutellier@campfireusa.org).



## Spotlight on ELSA By Gayle Orange, ELSA Chair

**Strategic:** intentional and tactical. **Alliance:** coalition, agreement, partnership (bond, link).

The Executive Leadership Strategic Alliance (ELSA) is a partnership of Camp Fire USA CEOs/ executive directors with the purpose of advocating and acting for the strength, effectiveness, and integrity of the Camp Fire USA movement.

Following ELSA's retreat in November 2009, its leadership was charged with redesigning the structure of the Alliance and determining its direction for the next year. The accomplishments to date include the following:

- Organized ELSA into six regions (primarily based on geography).
- Restructured the steering committee membership, which includes elected co-chairs, treasurer/recorder, and ad hoc committee chairs (2010 acknowledgement committee chairs, youth advisory committee representative, and up to three leaders from each region).
- Identified region leadership—some volunteered and some were volunteered by others.
- Organized priorities based on the 4 Cs as pillars for our work.
  - Caring**—Caring for one another through ELSA.
  - Connecting**—Linking councils and CEO/EDs.
  - Contributing**—Sharing resources.
  - Camping**—Rejuvenating ourselves.
- **Singled out one pillar—Connecting—for 2010 focus.**
- Held four conference calls with council executives in 2010 to launch the work.
- Met with council executives at the GROW Conference in February for additional input into identifying ELSA's focus for 2010.
- Determined outcomes for 2010—one conference call per region and one Webinar.



Gulf Wind Council child care program celebrates the Camp Fire USA Centennial Birthday.

ELSA's next steps include the following:

- Regional leadership will contact all CEO/EDs in their respective regions. All executives should have received the list showing those who volunteered.
- A Survey Monkey will be sent to ask about preferred times for ELSA conference call meetings on the second Tuesday of each month.
- Finalize agendas for the regional meetings (conference call and Webinar).
- Finalize the time line for the regional meetings.

We are being intentional in our work and in connecting with each other to strengthen the Alliance and, frankly, ourselves, to advance into the next 100 years of serving children, youth, and families. **Please strengthen our alliance by joining the next ELSA call on:**

**Tuesday, May 11, 2010, at 4:00 p.m. (EDT), 3:00 p.m. (CDT), 2:00 p.m. (MDT), 1:00 p.m. (PDT), 12:00 noon (ADT).**

## Changes in Council Executive and Board Leadership

### Resignation of Executive Directors/CEOs:

Melissa Nassar, Heart of California Council, Madera, Calif.  
 Ericka Waidley, Orange County Council, Santa Ana, Calif.  
 Rhonda Boyer, Lower Columbia Council, Toledo, Wash.

### New Executive Director/CEO:

Michelle Pelliccino (Interim), Orange County Council, Santa Ana, Calif.

### Incoming Board Presidents/Chairs:

Donna Mitchell, Towazi Council, Bogalusa, La.  
 Alan L. Crouse, Southeast Michigan Council, Southfield, Mich.  
 David Doyle, Lone Star Council, Dallas, Tex.  
 Burke Jackowich, Inland Northwest Council, Spokane Valley, Wash.  
 Tim Allwine, Lower Columbia Council, Toledo, Wash.  
 Irv Widmer, Orca Council, Tacoma, Wash.  
 David Leal, Walla Walla Council, Walla Walla, Wash.



Youth participating in Heart of the Hawkeye Council Centennial Birthday event.

## Facebook for Nonprofits Boot Camp

Join this webinar: Facebook for Nonprofits, the Essential Boot Camp! Learn how to create and manage a Facebook profile for your council!! Thursday, May 6, 2010 1:00–2:30 PM EDT. **Space is limited to 25 people.** Cost is \$99. Reserve your place now! [http://www.charityhowto.com/upcoming\\_info.php?vid=64](http://www.charityhowto.com/upcoming_info.php?vid=64).

## National YAC Highlights By Heather Crain, National YAC Member



As we celebrate Camp Fire USA's first hundred years of youth, leadership, and service, the national youth advisory cabinet (YAC) members are anticipating the years to come. YAC is currently working on improving communication regionally for Camp Fire. We have taken on a project similar to what the Executive Leadership Strategic Alliance (ELSA) is working on—the YAC goal is to help improve youth voice and leadership through communication between councils. We feel it is important that Camp Fire youth be able to get connected with youth from other councils. We are focusing on camping, connecting, and contributing to bring council youth together.

We are very excited about our new project. And, we have enjoyed getting to know our newest YAC members: Justin Berl of Portland Metro Council, Kayla Hensley of Central Coast Council, Lauren Lampe of Adahi Council, and Taylor Marts of Southwest Louisiana Council. They have brought new, great, and fresh ideas to our group.

The other day, I ran across this quote: "[Vision without action is a dream. Action without vision is simply passing the time. Action with Vision is making a positive difference.](#)" This reminded me of Camp Fire USA's past 100 years and the years it has yet to see. Camp Fire was founded because of a vision and action. And as a result, Camp Fire has had a positive and lasting impact on youth around the world. Now, as we sit at the threshold of a new centennial, we have another vision—a vision of building a future of leaders. It is an honor for YAC to be a part of the action that will help make a positive difference in the lives of youth for years to come. We are all geared up and ready to take off to reach our goal! Let's keep the action going!

## Camp Resources

Many councils are preparing for summer programs. Camp Fire USA has several resources:

- Camp Fire USA online courses are available to train summer staff. Staff can enroll by signing on to the Camp Fire Compass, clicking on "Online Training," and selecting the course.
- *Let's Go Outside and Play!* teaches direct delivery staff the importance of outdoor experiences. This training curriculum can be found on the Camp Fire Compass.
- Camp Fire USA curricula, such as Starflight, Adventure, Discovery, and Horizon, have outdoor and environmental activities that can easily be used in summer programs.

Following are other summer program resource websites:

- [www.ultimatecampresource.com](http://www.ultimatecampresource.com): Hundreds of camp activities, songs, games, staff tips, stories, and other resources, all of which were written by camp staff to share with other camp staff.
- [www.KidActivities.net](http://www.KidActivities.net): A rich supply of activities for school-age and pre-school programs. It has more than 260 categories loaded with ideas, along with tips, articles, and training topics.
- [www.freekidscrafts.com](http://www.freekidscrafts.com): Thousands of craft ideas sorted by seasons and by materials used.
- [www.familycorner.com](http://www.familycorner.com): A collection of crafts, kid recipes, family activities, and other program resources.
- [www.acacamps.org](http://www.acacamps.org): The American Camp Association Knowledge Center has a variety of resources for staff, including hot topics, informative articles, and online staff training.



## Heartland Truly Moving Pictures High School Film Competition

The Heartland High School Film Competition was established to encourage tomorrow's filmmakers to create films that explore the human journey by artistically expressing hope and respect for positive values of life and educate them about Heartland's mission. The competition is open to all currently enrolled high school students who have not yet graduated. Film submissions will be judged on criteria similar to that of the Heartland Film Festival, including artistic excellence, technical merit, and representation of the values of Heartland Truly Moving Pictures. The 2010 High School Film Competition's theme is **hope**. Submissions will be accepted through May 15. For more information, go to

<http://www.trulymovingpictures.org/HighSchoolFilmCompetition/Pages/default.aspx>



## New How To Train Your Dragon F.I.L.M. Curriculum

Through exclusive discussion guides and service-learning ideas, Finding Inspiration in Literature & Movies (F.I.L.M.) Project uses lessons learned from Truly Moving Picture Award-winning movies to inspire young people to read, think and contribute to a better world. The *How To Train Your Dragon* curriculum, designed to help youth discover backyard adventures, explore friendships and relationships, and enable everyone to change misconceptions, is now available.

Download it today at [http://www.trulymovingpictures.org/Movie%20Documents/How%20To%20Train%20Your%20Dragon\\_Discussion%20Guide.pdf](http://www.trulymovingpictures.org/Movie%20Documents/How%20To%20Train%20Your%20Dragon_Discussion%20Guide.pdf).

## News From Camp Fire USA Councils

### First Texas Council Receives National Inclusion Project Grant

First Texas Council has been awarded a \$12,500 grant from the National Inclusion Project to expand its “Let’s ALL Play” recreational program at Camp El Tesoro summer resident camp. The National Inclusion Project, a charitable foundation founded by recording artist Clay Aiken, provides inclusion curriculum, training, and financial assistance with partnering communities and programs. Camp El Tesoro is for children aged 6–16 and features canoeing, horseback riding, swimming, and other traditional activities.



### Long Beach Council Holds Earth Day Service Projects

For the last ten years, Long Beach Area Council has celebrated Earth Day by holding a giant work party at its five-acre day camp property. With between 75 to 100 people working each year, the council is able to accomplish a great deal! Whole families attend—kids of all ages, parents and grandparents. Projects include clipping branches, weeding, watering trees, pruning bushes and small trees, cleaning up fire rings, shredding branches to use as mulch, and reorganizing wood piles for summer. Lunch is cooked and served by Horizon Club teen members. By raising money through a carnival they host early in the year, the teens are able to provide the lunch to the workers free of charge. The council is reforesting the day camp, and the Horizon Club teens have planted 20 trees in the last three years and contributed \$4,500 to the project—again with money they have earned!

### Council Board Member Receives Top United Way Award

Larry Busdeker, Northwest Ohio Council board vice president, received the Distinguished Volunteer Award at the local United Way annual meeting. He was nominated for his commitment to the community and his extensive volunteer experience with many nonprofit organizations. Larry is the superintendent for the Hancock County Schools and has served on the Camp Fire board since 2006. A letter in support of his nomination stated that “he is constantly looking for ways Camp Fire USA can be involved in the community.”

### 100 Trees for 100 Years

Balcones Council organized a tree-planting event in March in partnership with the U.S. Forest Service and local parks department. Woodsy Owl and Smokey the Bear were the special guests. Camp Fire USA volunteers, families, and alumni learned about the importance of trees to air and wildlife. After some instruction, everyone got to work planting and mulching 100 new trees.

### Teen Outreach Program

Orca Council's Teen Outreach Program advocates with service providers on behalf of youth and helps youth meet their basic needs—such as clothing, food, housing, hygiene items—and secondary needs—such as education (including school supplies), employment, health care (including counseling), and transportation. Outreach services are one on one, free of charge, and highly individualized. They may be as simple as opening Camp Fire’s Teen Clothing Closet for a youth to choose teen-appropriate clothing, or as complex as helping a 13-year-old experience a healthy pregnancy, find day care for her child, and re-enroll in school.

### Urban Hike Fundraising Event

Baltimore Council will hold an Urban Hike fundraising event in May. This will be an outdoor family celebration featuring guided hikes through one of the largest urban woodland parks on the East Coast. The event will benefit an environmentally focused leadership program for Baltimore area youth.



### Centennial Galas

Greater Dayton Council will hold a “Caring For Youth Centennial Gala” in May. The event will honor the history of Camp Fire USA and include a jazz performer, silent auction, dinner, dancing, and a special performance by Grammy Award Winner and council executive director, Keith Harrison.

Orange County Council will hold a Gala in April. Dinner, entertainment, and a silent auction will benefit the council’s after-school enrichment, summer camps, and teen and family education programs. Serving as the honoree will be the 41<sup>st</sup> Treasurer of the United States, Rosario Marin, who served from 2001–2003 under President George W. Bush. Marin is being honored for her hard work ethic and for her inspiring story of overcoming obstacles faced by immigrants to become the highest-ranking Hispanic woman in the Bush Administration. Having launched her career in the financial and banking industry, Marin is a strong supporter of Orange County Council’s *Money Smart* program, the only FDIC curriculum-based financial literacy program for middle and high school students in Orange County.



## Family Strengthening—From Philosophy to Practice

By Wayne Bebee, Executive Director, Camp Fire USA Southwest Louisiana Council

The Southwest Louisiana Council has a great deal of success because of the understanding that family strengthening is not a program in and of itself but is instead a philosophy to be intertwined in all programming. Understanding that children and youth are stronger when the family unit is stronger is a driving force in programming strategies.



If a council wants to put this philosophy into practice, it should follow these steps:

- Explore how the council is already working with families.
- Identify which programs do not have family components.
- Discuss with and survey participating and potential families about ways in which the council can better serve them.

Through this process, the council will find common interests and desired outcomes among program participants and the council. It is important for the council to understand the value of this information and to begin incorporating these practices into all programming. The council will then be able to evaluate programs and plan how to incorporate a “family angle” into each of them.

While some programs automatically lend themselves to family strengthening, others are more challenging when trying to find the angle. For example, in the local elementary schools, Southwest Louisiana Council runs a program called Get Real About Violence. Bringing the families into the schools to go through the curriculum with their children is not an option. Instead, the council developed interactive activities for the students to take home and complete with their parents/guardians. One of the activities instructs parents to share times when they were in school and found themselves to be victims of bullying, how they handled these situations, and how they felt. This activity is designed to open up the dialogue between parent and youth. It allows the youth to understand that he or she is not alone, thereby creating a common ground with the parent that enables them to discuss such issues.

Parents have responded very positively to these family strengthening practices. The comment heard most often has been how appreciative the parents were for the discussions they were able to have following participation in these events. The Southwest Louisiana Council also works with many teenagers through its service-learning programs. For many families, the teen years are when communication becomes somewhat difficult. Having a shared experience in a positive environment opens doors for stronger connections and multiple conversations. Families appreciate being able to participate side by side with their children, especially in the capacity of volunteering. In the service-learning program, it is particularly interesting to watch the youth and parents interact. The youth design the program and lay out all the groundwork, and once finished, they get to explain to their parents how the program will work and their parents’ roles in the project. The youth have true ownership and get to assume leadership roles with their parents. This is very empowering for the youth, and it gives the parents a sense of pride in their children.

This philosophy meant a change in the way the Southwest Louisiana Council does business! However, this shift in ideology has resulted in better service, improved outcomes, and great success.

## National Art Competition 2009–10 and 2010–11

The Camp Fire USA National Art Competition has a six-year theme cycle: painting, fibers, printmaking, photography, clay, and open medium. Youth from any Camp Fire program can participate in the competition. The theme for the 2009–10 Camp Fire USA National Art Competition is “Art Goes Green.” This theme encourages environmental and nature projects and includes such categories as art, drama, and music. Youth can capture and communicate what it means to “be green” today—its significance to them and their futures, to their communities, and to the world—and how individuals are engaging in these “green” practices. Summer programs could incorporate the Art Goes Green theme into their own art competitions. Art projects can consist of, but are not limited to, drawings, crafts, songs, poems, skits, photographs, and videos. Youth should consider using recycled materials to construct their projects. More information is available on the Camp Fire Compass.



Painting will be the medium for the 2010–2011 Camp Fire USA National Art Competition. Plans are still in development for this competition, and more information will be available in June. As a reminder, the purposes of the National Art Competition are to *encourage creativity and explore art as a career*. The outcomes are greater self-awareness, the abilities to make program choices and plan sequentially, a greater sense of belonging, and increased personal creativity.



### Teens Work to Improve Healthy Habits

Central Puget Sound Council recently received some great local publicity for a health awareness service-learning program. A group of Latino Teens in Action youth from the Seattle area are creating materials designed to raise awareness among their Spanish-speaking family members and classmates about the issues of childhood obesity, eating disorders, and the importance of establishing healthy habits early in life. They have been using the Hold On to Health curriculum and also researching the general issue of eating disorders and sedentary lifestyles, with a primary focus on the Latino community. In addition, the youth have planned to meet with nutrition experts, physical education instructors, and Public Health staff to perform a community assessment of the Latino community in the vicinity where they live. Then using this information, the

Teens in Action group will determine the ways in which the community environment either supports or fails to support a healthy lifestyle.

As the students are becoming fully grounded in this issue, they also are developing promotional materials, such as flyers, art, newsletter articles, and other strategies, to begin building excitement about interactive presentations to families and peers in the Latino communities. On Global Youth Service Day, the group had an information booth with free recipes made from healthy ingredients, and fun, intergenerational exercise activities that will engage Latino youth and families.

### Teens Encourage Completion of Census 2010 Forms

Patuxent Area Council teens have been involved in a service-learning program to raise awareness of Census 2010. Camp Fire USA teens have been involved in planning and implementing several projects. These include:

- An art show for the Camp Fire USA Centennial featuring census T-shirts made by youth.
- A video in English and Spanish, created to remind people to fill out their census forms.
- A spring party to celebrate the census and the spring holiday—they counted their eggs and reminded everyone to return their census forms.
- A community resource fair and produce giveaway at which people also could fill out their census forms and learn the importance of the census.
- And the culminating event when the Census bus came to Camp Fire sponsored carnival and census completion event.



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### New Service-Learning Game

InterroBang is a socially networked, problem-solving game in which K–12 students complete missions in the real world. The missions are inspired by the Four Grand Challenges of the Smithsonian rooted in service-learning pedagogy, and they encourage use of Microsoft's free educational tools. This is a group game, and in order to play the game, the group leader must first register on the website. InterroBang players and experts award points for completed missions based on a problem-solving rubric. InterroBang was designed by Nuvana, in collaboration with Microsoft US Partners in Learning, the Smithsonian, and Learn and Serve America. For more information, go to [www.playinterrobang.com](http://www.playinterrobang.com)

### New National Staff Member

Lori Smith has joined Camp Fire USA's team as National Manager of Heartland Operations. Lori will be managing local, Kansas City program initiatives once provided by Heartland Council. Her twenty-year career span has included director-level positions with United Way and American Red Cross, and she most recently served as the Director of Programs and Resources for Habitat for Humanity Kansas City. Immediately prior to her service with Habitat for Humanity, Lori served as Director of Development for the Heartland Council. Lori lives in Kansas City and has a daughter, son, and two furry, four-legged "children."

