

OCAsional News

Monthly Publication of the Ontario Camping Association

December 1993

Bell Tones

I must confess to you that writing this regular column for the newsletter has proven to be much more enjoyable and worthwhile than I had anticipated. Every month I am forced to look back at what we have accomplished and who has helped with those accomplishments. At the same time I find myself evaluating the past and planning for the future. As I was cogitating and preparing I suddenly realized that very soon we would be completing our 60th year as an Association. Quite an accomplishment!

Over the years we have had some great leaders and many volunteers. We have had to expend considerable effort, but we have had some great times and have had many successes. Today, even though we represent only a percentage of the camping community we are recognized as the voice of organized camping in Ontario. We have developed a great many services for our individual and camp members. Our educational programs which include our Annual Conference, Counsellor and Health Care Conference, Directors' Forums and Skills Weekends make membership worthwhile. When you add to that our Standards Program, Policy and Procedural information, insurance opportunities and a score of other activities to help camp people to better serve their public, you know why our Association is important. Today, we hope we are responding to

the needs of our members by making PUBLIC AWARENESS a priority. To that end we have created an Awareness Week, begun to co-ordinate Camp Fair dates as well as organizing a Camp Fair to the west of Metro Toronto. In this issue you will learn that we are taking the first step into brokering ads in publications in Ontario with the hope that our success will lead to better visibility of the OCA, recognition of the camp member as a responsible operator and cheaper advertising rates. We are even involved in a 2 year process of revamping our directory, as well as looking for ways to have to have it and our name more apparent to the public eye. In the area of public affairs, we do have an impact on Government and its policies. Our Standards Program is the main reason there are so few regulations that affect camps. Workers' Compensation may increase our rates, but our submissions and excellent record of safety have allowed us to opt out of the program if we desire. Until recently, even Health Care issues did not affect us. On the third party billing issue we are attempting to deal with our standards

and consult with our camps to minimize the impact.

I believe we achieve so much because we are all involved in a most worthwhile endeavour. Camping has so much to offer. It is for that reason that we have so many capable and willing volunteers. They have done a great deal for us. As members, our Association has done a lot for them. They have not only benefited from our services, but they have enjoyed the camaraderie of outstanding people. They have been able to network and to reach out individually to better meet their own needs. On January 27th, 1994, we will be holding our AGM at the Toronto Lawn & Tennis Club. The AGM officially signifies the end of the year. Some of your Board Members will be leaving, some will decide to run again for office. On your behalf, I thank each of them for their leadership and contribution. I hope they will continue to take an active role in our Association. At the same time I urge each of you to become more involved in the OCA - run for office, it's good for you; it's great for camping. As importantly, please join
(continued on page two)

In this issue...

Advertise your camp this winter	3
More on KUMBAYAH	4
Current Affairs	6



Report from Southwestern Ontario

As in the past, the SWO region's primary role this season has been that of a Sharing Centre. Again more than 85 directories were mailed or given out and numerous phone calls answered, covering all ranges of general camp questions and concerns.

Another important bit of work was dedicated to attending organizational meetings of Project CAMP on behalf of the OCA. This is a London-based group representing six to 10 area camps who allocate "camperships"

subsidizing children to attend local camps. In its first year a seasonal staff person was hired to organize and allocate these children to available subsidized vacancies. It is hoped that in the future more sharing and networking can be done and the camps, mostly non OCA, can address more regional camping concerns. The project was considered a success and will hopefully be repeated again next year.

In talking with other area camps, overall registration was good, down a bit from the prime of two or three years ago, but still very reasonable.

At this time, I still feel the need exists for regions within the OCA. Although the SWO region is small and still pretty much an appendage of Toronto, the member camps still need the opportunity for networking and information sharing.

Rick Romman

Bell Tones

(continued from page one)

us at the AGM. The meeting will be worthwhile. The dinner and the events that follow will present an excellent opportunity for all of us to honour our volunteers, hear more about the Spring events including KUMBAYAH, enjoy a special speaker and renew friendships, not to mention making new friends.

Finally, I want to remind our camp members that our LOGO is a great tool. It tells the public that our accredited camp meets self imposed standards of quality. The LOGO and the use of the words in our brochures and ads "Accredited Member Ontario Camping Association" is only effective if it is known to the public. Separate your camp from the rest when advertising - use the LOGO.

I wish all of you the very best of the approaching holiday season. May you have a healthy and happy New Year.

Larry

Season's Greetings

Our very best
at this festive time

and a Happy New Year!

Advertise your camp this winter

One of several projects of the OCA Public Awareness Committee is the presentation of marketing opportunities in a special brokering of advertising space. If the first piloting projects are successful, they can become models for more ambitious and wide-ranging strategies in many other publications. Here is the idea:

1. OCA secures a relatively large advertising space in a selected publication. (This space can be purchased at a substantial reduction.)
2. Individual OCA Camps purchase space within the OCA space for their regular advertising. (This space can be purchased for no more than the regular advertising cost for the same size ad in the publication. In fact, it may well be available for less.
3. The additional space afforded by this group purchase is used for singing the praises of the OCA, pointing out the OCA logo as a sign of a good camp, stressing the importance of choosing an OCA accredited camp and indicating that the camps included in this advertisement are all OCA members.

The result is a cost saving to members who participate in this type of advertising, an increase in the visibility and merits of the Ontario Camping Association and

an emphasis on your camp's participation in the OCA.

The publication targeted for this first effort is the February issue of *London Magazine*. Other opportunities may arise in the near future. The camping supplement of the *Mississauga News* (February, 1994) is also working closely with Val Saunders and Margaret Bernardo of Camp Wabikon as well as the OCA to

provide the public with a clear OCA camping message.

If your camp is interested in participation in the OCA group purchase of advertising space or in more information on this program, please contact the OCA office for more details.

EVERYTHING YOUR CAMPER NEEDS FOR CAMP
*** THE LOWEST PRICE - THE BEST SELECTION ***

PLUS A VERY SPECIAL DEAL FOR CAMP DIRECTORS

526 Lawrence Avenue West, Toronto, Ontario M6A 1A1 • 416 / 789-1944



Have you received your registration package?

By now you should have received your Registration Package. If you need any more, or know someone else that might want to attend the Congress, call the Canadian Camping Association at (416) 781-4717 or fax (416) 781-7875.

Focus on Program

The program committee for KUMBAYAH 1994 has attracted speakers and presenters for more than 200 seminars, workshops, interest sessions and site visits. Some will be names familiar to the camping community in Canada, many will be new. Just to peak your interest, here are some details on only a few of the GREAT program opportunities you will have to choose from!

Stephen Lewis, (Canada) Special Advisor on UN Programs for Africa, will show how camping, recreation and the environment collectively enrich the lives of children and help to secure their future in his session entitled "Role of Children in Developing Tomorrow."

James Gordon and Dave Archibald (Canada) will reveal positive ways to help protect threatened flora and fauna with fast-paced humour and original songs in their session "Jim and

Dave's Awesome Search for the Golden Toad."

Steve Van Maitre (United States) will share with you his seven steps for developing an earth education program for your setting and situation in "Building Earth Education Programs."

Spiro Karavoulis (Greece), in his session "Camp Marketing: A Consumer Behaviour Perspective" will use camps in Greece as the basis for discussion to understand how the camp consumer makes a decision.

Bob Selverstone (United States) addresses what camps should/could do in helping campers learn to talk about sex more thoughtfully and responsibly in "Developing Sexually Healthy People."

You will also recognize some of these speakers:

Paul Beeston - President and CEO, the Toronto Blue Jays two time World Champions!

Peter Dalglish - Street Kids International

Sandy Queen - Founder of LIFEWORKS, Inc. and keynote speaker at previous OCA events

Karl Rohnke - Project Adventure

Off-site sessions and tours are also part of the program!

Tour the Toronto Island School with Principal Monica Williams

and groups of children. A full day tour of the Boyne River Natural Science School will focus on energy self-sufficiency and outdoor education programs. Look at Canada's largest photovoltaic installation at the Hugh MacMillan Rehabilitation Centre. And back by popular demand, tour the kitchens of Canada's busiest convention hotel, The Sheraton Centre with Chef Heinz Wagner. Sessions will be useful and practical. You will be able to leave with many ideas to apply to your own situation. Where else could you find all this expertise in one place? Send your registration in now!

Special reception

The Health Care Committee is pleased to honour **Mary Casey** for her outstanding efforts on behalf of camp health care. Mary's achievements include founding the OCA Health Care Committee, developing OCA standards, and authoring *Camp Health Care*. Please join us Friday, March 4th, 1994, 5:30-6:30 p.m. at the Toronto Sheraton Centre. Check your KUMBAYAH program for more information

Host a dinner

Those wishing to host international delegates in their home for dinner Feb. 28, 1994 are reminded to notify Elaine Cole at Camp Walden. Please note the hospitality committee will reimburse food expenses.

Classified Ads

Mooredale Camp Fair -

Mooredale's annual residential camp fair is January 13th, 6:00-8:30 p.m. OCA accredited residential camps may purchase booth space for \$169 + GST. Contact Marjorie Booth (416-922-3714/fax 922-4523) by December 3rd for an exhibitor's package. This camp fair serves Rosedale/MoorePark/ForestHill/Leaside/Annex/Cabbagetown areas.

Director needed for Summer 1994 for Cave Springs Camp Inc. (United Church Camp), Beamsville, Ont. Please call Linda Gibson 1-905-357-2766 for further information.

Wanted: Camp for rent. Aug. '94. Needed 20+ acres, large playing field, beach waterfront, accomodating 100+ people. If availability exists, please contact Sean Haughian, 519-571-8328.

Private Muskoka Lake with 2,200 feet of good sand and rock shoreline and 165 acres. Road access and hydro. Ideal for resident camp. Call (905) 764-5144.

Programming specialist available for year-round contract work. Mature and enthusiastic. Many years experience in developing youth programs (ages 6-17) and supervising staff. Strong references. Call Barbara (416) 781-5449.

Boats for Sale: 14ft. Glasspar, 140h.p. Mercruiser inboard-outboard. Approximately 25 years old - hardly used! Also, one Laser 2 sailboat for sale. Please call 416-486-6959.

Welcome New Commercial Members

C L Sailboat Shop. 2439 Barrison Rd. Hwy. #3, PO Box 1314 Fort Erie, Ont. L2A 6G2. (905) 894-2233. Fax (905) 871-5284. Build CL Sailboats: CL16, 14, 11, Echo, C40, S565. Stock CL and generic sail parts.

Electronic Media Productions. Box 61 Bethany, Ont. L0A 1A0. (705) 277-1053. Video and television production. Educational and commercial.

Exer-Clean Launderers Ltd. P.O. Box 1209, Stn. K, Toronto, Ont. M4P 3E4. (705) 728-0916. All clothing from your camp cleaned on same night. Pick up and delivery throughout Central Ontario. Custom coloured and sized bags provided.

Hi-Tec Sports Canada. 6305 Danville Road PO Box 250, Malton, Ont. L4T 3B6. (905) 564-0414. Fax (905) 564-0679. Full range of athletic footwear and apparel including an extensive line of outdoor hiking footwear and clothing, as well as squash, tennis and soccer footwear.

M.A.D. Distributions. 1625 Chabanel, Suite 808, Montreal, Que. H4N 2S7. (514) 383-8582. Fax (514) 383-8580. Distribute/manufacture print/embroidered active-wear, caps, enviro-products and promotion access.

WAC Outfitting Company. 295 William St. Kingston, Ont. K7L 2E6. (613) 547-0864. Fax same. Specializing in the "unique item." Custom caps, vests, t's, and sweats designed and manufactured in Canada.

We Can Make a Difference! 29 Denver Cres. North York, Ont. M2J 1G6. (416) 497-4100 or 494-8388. A non-profit organization providing quality paper products made entirely without trees. All "profits" go to environmental projects. Timely delivery and enthusiastic service.

Attention OCA Member Camps!

Please let us know if your camp runs a December holiday program or March Spring Break program. We would be pleased to help make parents aware of your program offerings!

Current Affairs

Current Affairs is a new column in the OCAsional News showcasing the activities of our association.

The Integration Task Force continued in its efforts to support camps in the integration of children with special needs. Present initiatives include the production of *Inclusions*, a journal supplement to the *OCAsional News*, involvement with various OCA training events to provide speakers and workshops on various aspects of special needs and integration and general monitoring and discussion of current issues in integration. *Inclusions* is produced as an educational resource for camps. Each issue features an in depth article written by an expert in a specific area of "special needs" plus anecdotal articles from campers, staff, directors or parents, reprinted articles from other journals plus current events and opportunities. The Integration Task Force meets monthly at various locations in Metro Toronto. Anyone is

welcome to be involved. Call John Bergman (416) 223-3504 for more information. The Task Force is currently working on the January edition of *Inclusions: Integration from the Parents' Perspective*.

The Environmental Task Force is looking for some new energy and directions. Look to these pages for time and place for a Forum on Environmental Issues and Camping which is in the works. Please contact the OCA Human Resources Committee if you are interested in being involved with the Environmental Task Force.

Legislative Issues - and are there ever a lot of them! Federal, provincial and municipal governments continue to add new twists and turns to them complexity of camping. There will be a Round Table on Legislative Issues and Camping held at the OCA office Dec. 14 at 4 p.m. What issues are you struggling with? What areas do you need to know more about? What areas should the OCA be delving into? What new legislation is looming that we need to respond to? We hope the Round Table will result in recommendations for priorities in dealing with legislative issues and recommendations for means of monitoring legislative issues and passing this information on to OCA members.

Human Resources Committee - We just completed a successful Directors' Day at Haverгал College on Saturday Oct. 30. We had 23 people attend and were able to share some valuable information with one another. We hope that you can attend the next one, to be held in early April. Stay tuned for further news in the New Year. We are planning to have monthly breakfast meetings starting in January 1994. They will provide an opportunity to discuss topics of interest and concern with other directors. We hope that you will be able to attend those sessions that are of interest to you. (See page 7 for further details). We are also assisting in the organization of the Annual General Meeting, to be held Thursday, Jan. 27, 1994 at the Toronto Lawn and Tennis Club - a dinner event. Exciting details to follow. If you are interested in being an active member of our committee or any other OCA committee, please contact us.

OCA Conference 1995 - We know that KUMBAYAH will be amazing and in 1995, OCA will continue our tradition of presenting superb professional development conferences. If you have some time and energy to help with Conference '95, please join us for a preliminary meeting Jan. 11, 1994 at 13 Maple Ave., 7 p.m. If you would love to help but are unable to attend, please call Barb Gilbert, '95 Conference Chair at (416) 921-7384.

Welcome!

Congratulations and welcome to three new accredited members of the OCA:

1. Camp Horizon
2. MVP Baseball Etobicoke
3. Way of the Woods

Special event for affiliated members

Make your voice heard in the Ontario Camping Association. OCA Affiliated members represent a wide range of organizations who share a common interest in camping. What issues are you dealing with? What opportunities are there for our organizations to work together? What initiatives do you see that would be important for the OCA to undertake? Come to the Affiliated Members' Forum, Wed. Dec. 15 at 1:30 p.m. at the Ontario Sports Centre, 1220 Sheppard Ave. E., North York. Room 1C. Please call the OCA office for more information

Calendar of Events

Legislative Issues

Round Table at OCA
Dec. 14, 1993 4 p.m.

OCA Affiliated Members' Forum

Ontario Sports Centre
Dec. 15, 1993 1:30 p.m.

OCA Board Meetings

Dec. 20, 1993
Jan. 18, 1994

OCA Annual General Meeting

Toronto Lawn and Tennis Club
Jan. 27, 1994 5 p.m.

KUMBAYAH

Toronto
March 2-5, 1994

Skills Weekends

May 13-15, June 10-12, 1994
Location TBA

"The Breakfast Club"

One of the suggestions from the Directors' Day held in October was to provide opportunities for you, the members, to get together to discuss items of common interest. So here we are, and we're hoping that you'll join us for one of our get togethers!

Come meet us at the OCA office for coffee, juice and muffins while we share and chat together. Human Resource Committee members will be on hand to host each get together!

Please RSVP to the OCA office so that we know what to bring! If you have ideas for future topics, please forward them to the committee.

Wednesday, Jan. 12 8-9 a.m.

Purchasing Equipment - what to buy, where to get it. Hosts: Patti Thom and Jen Palacios.

Wed. Feb. 16, 8-9 a.m.

Camper Registration Boosts - How to boost your registration numbers. Hosts: Keith Publicover and Janet Adamson.

Watch for March and April dates and topics in the next *OCA'sional News*. March hosts: David Latimer and Patti Thom. April hosts: Pauline Marston and Sari Grossinger.

Camps respond to travel offer

To date, 17 camps across Canada have responded to the Adelman Travel rebate offer.

Earlier this year, the CCA arranged for travel services for all interested member camps and individuals. This covers campers, staff and families of staff and campers.

For each airfare arranged, one per cent of the commission is rebated to the Camp, one per cent to the Provincial Camping Association and one per cent to the CCA.

Adelman Travel has guaranteed the lowest fares and has a camp travel desk with toll free number (1-800-231-3999). Adelman is the official travel agent of KUMBAYAH 1994.

Rebates are paid for travel throughout the year on all personal and camp related travel. Camps simply mention their camp account when booking. Individual OCA members ask for the CCA account. Their rebates are given directly to the national association.

Neathern Trust funds projects

Money from the Neathern Trust is now available to camps across Canada to foster the "art, skills and appreciation of simple, outdoor living."

Each provincial camping association, including the OCA, can apply for a minimum grant of \$1,250 for the environmental project. Written proposals should be made to the OCA by Feb. 1, 1994.

The projects should relate to the following objectives:

- The acquisition of appropriate practices in simple outdoor living
- The appreciation and increased understanding of the natural world
- The expansion of education to reflect the concern for conservation of our environment and for energy resources

The funds should be used for projects which encourage:

- good practices in canoeing and other forms of outtripping
- living at outposts in the simplest and most enjoyable fashion
- learning in, for, and about the surrounding land; and
- adaptation with the least interference to the surrounding habitat.

The project should include plans to share its results through reports, publications or media presentations with other camps.

The project funding could exceed the \$1,250 minimum depending on whether all provinces claim their portion.

The Neathern Trust was established by Mary L. Northway, who owned Windy Pine Camp in Ontario. Mary's involvement with the OCA dates back to our founding years. As a newly graduated psychology student in the 1930's, Mary was given \$100 by the OCA to conduct a project that introduced education and research to camping.

OCA data helps

Congratulations to OCA member camps for your great response rate to last year's gathering of statistics for the CCA! For the 1992 season, 154 out of 206 OCA camps responded. Our camps made up 44% of the national totals, so you can see how important our contribution is to the overall national picture. Please make an attempt to send your 1993 statistical analysis to the CCA as soon as possible. Let's try for a 100% return rate for 1993!

Welcome Pam!

Pam Tracz has been appointed the 1993/94 Ontario Camp Leadership Workshop representative to the OCA.

A new service



- ▶ OCA'sional News now offers you a variety of ways to promote products and services within the association with the choice of paid display or classified advertising. **Deadlines are the 10th of the month preceding the issue of publication.**
- ▶ Display ads are sold on a single or multiple insertion rate, with a 10% discount for members. Please contact the OCA office for rate information. Camera-ready art required.
- ▶ We also offer professional and business directory ads of business card size (2"x1.5"). Camera-ready art required. Ads must be purchased with a three issue minimum insertion or full year (nine issues). OCA member fee: \$35 per insert (3 months) or \$28 per insert (9 issues).
- ▶ Classified ads are sold with a maximum size of 25 words for a fee of \$10 for members and \$25 for non-members. Additional space sold in 25 word increments.
- ▶ Paid advertising content will not exceed editorial space.

- ▶ The OCA'sional News is published nine times a year by the Ontario



- Camping Association, a voluntary, non-profit association committed to excellence in Camping. We want to hear from you. Please address your editorial and advertising inquiries to:
- ▶ Editor, Janet Adamson
1806 Avenue Road, Suite 2
Toronto, Ontario M5M 3Z1
Telephone: (416) 781-0525
Fax: (416) 781-7875

