



OCAsional News

PUBLISHED BY THE ONTARIO CAMPING ASSOCIATION

FEBRUARY 1997

Are You Ready To Do A Risk Audit This Summer?

Recommendation number 6 of the Chief Coroner's Report (29,11,94) into the death of a camper who died by drowning raises this interesting word in their report. I suspect organizations like National Outdoor Leadership School and Outward Bound, because of the degree of risk that they are constantly involved with, probably have pre/post camp procedures in place which examine the degree and management of known and unknown risk factors. But make no mistake about it, risk and risk audits are not the sole domain of the high adventure operators. Every one of us in the tourism business deals with risk (exposure to known or unknown hazards or dangerous elements and the degree of possibility for loss or injury as a result thereof) every day and are answerable to whatever extent.

So what is risk audit? Simply stated, consider it a formal written procedure for examining every area of your operation as it applies to a

risk definition and exposure to: property, personnel, program/liability and administration. The easiest area to identify for example is your program content. In this regard, directors, maintenance personnel and program directors may consider an extensive examination check list for the climbing wall, the initiatives program, the waterfront, the swim program, archery etc.

Ultimately what is important here is that it can be demonstrated that an audit had properly been done and that it would be reasonable to conclude that all the necessary changes would have been performed in accordance with such an audit.

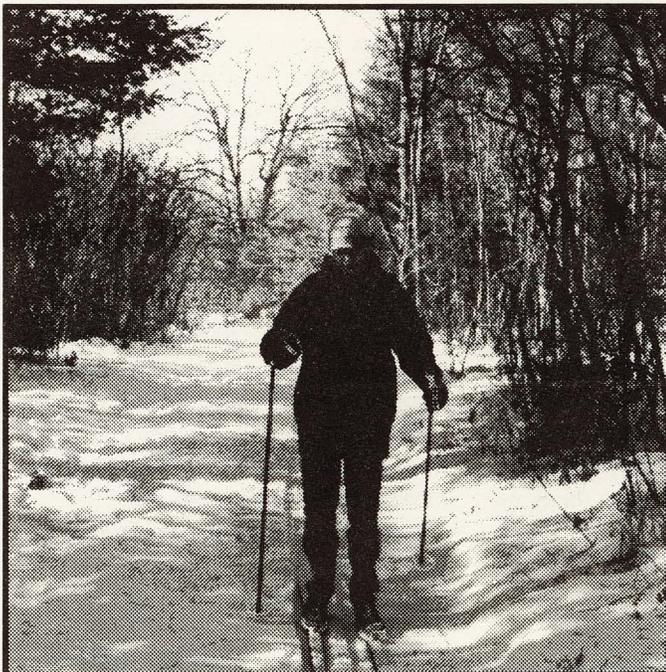
The personnel risk audit has become, due to greater public awareness, a significant area of concern as we address issues like harassment, assault and sexual abuse. The same procedure exists for the management of this risk as in the former example by making check lists which

include: OPP checks, reference checks, interviews, etc.

Is this the new Standard of Care to-day in the recreation industry? Well! I stand to be corrected but OCA, the parent organization and leader in the industry, has not made formal Risk Audits a mandatory standards component. Do the present OCA Standards Guidelines constitute an audit?

From my perspective, in and of themselves and for a few reasons, I feel that they do not constitute an audit but will prove to be a meaningful resource and a significant component in the performance of such audits. So, it may be argued that it's not possibly the Standard of Care yet but it is very reasonable to expect that prudent owners and operators

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"OUR BIGGEST ROLE AS LEADERS IS NOT TO LAY ON EXPERIENCES BUT TO PROVIDE OPPORTUNITIES WHERE PEOPLE CAN EXPERIENCE AND DISCOVER THEMSELVES" HENRY WARD BEECHER

D ear Journal,

In the true spirit of Janus, the two faced Greek god, for whom January is named, the Conference and Annual General Meeting of this Association are a perfect opportunity for all of us to look back over the year which has passed and the path which has led us to this spot as well as to look forward to the year ahead and the various paths which lie before us. Two horizons come into view.

The path which leads here stretches back to a distant horizon rooted in 63 years and more of camping traditions. The trail has been blazed by camping leaders who saw in this camping association an opportunity. They saw a chance to gather together in fellowship and commonality of purpose. They saw before them youth who needed goals, challenges, models, inspirations. They saw before them youth who needed direction, honesty, support, love. They saw before them youth who needed self-confidence, self-esteem, self-motivation, self-worth. Those youth and those leaders came together in camps. Those camps and those leaders each formed separate cells of a living organism which has become the Camping movement in this province.

To name a few is to omit the many who put forth a commitment to the camping community over and over and above the effort needed to run their own camp because they recognized a fundamental truth: that without a camping movement, there is no such thing as an individual camp. There are camps on islands, it is true, but it is also true that no camp is an island. We are indebted to those people for teaching us that very important lesson and grateful to those around us who continue to following their shining example.

The misty horizon of past camping traditions stretches back beyond the memories of most of those now living but it has, nonetheless, a familiar feel to many of us. Perhaps it is because we are singing some of the same songs. Perhaps it is because some of us are gathering in the same campfire circles, paddling the same lakes, eating in the same dining halls. Those similarities may be true for some but the reason that we can identify with that distant horizon behind us is because of what

we see before us. We see before us the self-same youth which those camping leaders saw - those self-same youth needing challenges, models, self-esteem and love.

As the sun rises higher on the paths ahead of us it is clear that these youth need us all the more because the paths which have led them forward into our care are fraught with challenges and stresses. Some of us believe that no children ought be required to face such adversities. Other children the world over face many of the same problems - - - and worse. They need us - and we need to be there for them. If we can't find a way to open our hearts and our camps to the needs of today's youth then we have failed them and we have failed the founding leaders who brought us together in the first place. Each one of those founding leaders understood that not every child needs to come to one camp but that every child needs to go to some camp. They understood that in bringing children to a common experience and defining that experience into a movement, that they found friends in their joint cause and that their joint cause created more friends. They understood that, if the camping movement is going to survive, they must stand together or fall apart.

The path for the camping movement to the next horizon in the 21st century is filled with challenges but it is defined by the same truths we have known forever: We get what we give, we are known by our actions, we can make a difference - if we try.

The horizon ahead is a distant goal but with our eyes fixed there, our feet can measure the path more surely. Through the eyes of the youth before us we can even reach beyond that horizon to the one beyond it. As we move forward children and young leaders will follow and ultimately they will lead us. What we do to define ourselves, define the path and define the camping movement determines not just our future but it impacts theirs as well.

An old man going a lone highway
Came at the evening cold and gray
To a chasm vast and deep and wide
Through which was flowing a sullen tide.

The old man crossed in the twilight dim,
The sullen stream had no fears for him.
But he turned when safe on the other side
And built a bridge to span the tide.

"Old man", said a fellow pilgrim near,
"You are wasting strength with building here;
Your journey will end with the ending day,
And you never again will pass this way
You have crossed this chasm deep and wide,
Why build you a bridge at the eventide?"
The builder lifted his old gray head - -
"Good friend, in the path I have come," he
said,

"There follows after me today
A youth whose feet must pass this way.
This chasm that has been nothing to me
To that fair-haired youth may a pitfall be;
He, too, must cross in the twilight dim,
Good friend, I am building that bridge for
him."

*Camping is more than a summer pas-
time, it is a summer shaping a lifetime.*

To Do List

- Wish the new Board well in their work ahead
- Thank Larry Bell for his OCA leadership, lo these many years
- Thank Larry Bell for his personal guidance and advice to me
- Congratulate the Honourary Life Members - Carolea Butters, Bruce Hodgins, Jocelyn Palm
- Congratulate Ted Cole on the Dorothy Walter Award of Excellence
- Congratulate Heather McCormick on the Ron Johnstone Youth Leadership Award
- Thank and congratulate GB Foods for the Outstanding Commercial Member Support
- Congratulate the recipients of other Awards (acknowledged in the March Issue of the OCA's News)
- Thank Jill Dundas and her Conference Committee for Broadening the Camping Horizons in 1997
- Install the Honour Roll of Honourary Life Members
- Practice Russian

FROM THE DESK OF OCA PRESIDENT
JOHN JORGENSEN

PUSH 1 FOR FUN, 2 TO RENEW

Last winter I wrote an article promoting the importance of the telephone as a tool for selling camp to potential families; returning and new campers. The article prompted a critical response from readers calling telephone solicitation nothing more than a harassment of the families in the privacy of their own homes. So, today I am back again suggesting that, if carefully planned and executed, the telephone can be very effective and positive communication tool. Today's consumer can bank by phone, grocery shop, book vacations, access the world wide web, carry on meetings, use voice mail to avoid personal contact, and register for university. The consumer has become so accustomed to the telephone that if you, as a camp operator, do not keep step with the practices and the associated technologies you may be seen as less than a service provider.

The age of the telephone "Customer Care Centers" is truly here and families are not surprised to receive the call - day or night. What can be upsetting is the caller's inability to be professional. Here are some tips to assist you developing your sales call methods:

- Ensure your data is correct and up-to-date. This includes the family name and telephone number.
- Develop a clear script that you or your call operator can follow with ease. It is better to rehearse the calls guided by the script.
- Develop a list of responses to potential difficult questions. It is better to have a pre-planned,

desired response than to be forced to react to the unexpected questions.

- Develop a call log to record the date, time and person whom you have called. Recording the responses and points discussed can also be used when a follow-up call needs to be made to improving your camp operations.

- Design a telephone campaign with realistic and manageable targets. This includes: the number of calls you will make daily; the turn around time for providing responses to consumer questions and concerns, priority family listings, and when follow up calls to mailings will be made.

- Be pleasant and polite. Not everyone is blessed with a good telephone manner or voice so rehearse your presentation.

- It is an accepted and well know fact it is easier to keep a customer than to recruit a new one. Focusing your call efforts on potentially returning families will help keep those families coming back to camp.

Campers today are coming from a larger geographic area making the telephone a necessary tool for marketing your camp. In an increasing competitive market any advantage you can give yourself to maintain your camper base is worth investigating.

That's my call on it!

BY KEITH PUBLICOVER
OCA BOARD MEMBER

OCA BOARD MEMBERS

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Director: Kate Moore, Camp Allsaw, 36 Evelyn Ave. Toronto, Ont. M6P 2Y9. 416-766-4204 *Portfolio:* Professional Development (OCA'sional News, The Camping Guide, Members' Directory).

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Director: Andy Rodford, Onondaga, 12 Bruce Park Ave. #101, Toronto, Ont. M4P 2S3. 416-482-0782. Fax 416-482-6237. *Portfolio:* Membership, Legislation, Advocacy.

REGIONAL REPRESENTATIVES

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Northeastern Ontario (Sudbury): Dave Ward, John Island, 185 Lloyd St. Sudbury Ont. P3B 1N1. 705-674-8315 Fax 705-674-3236. daveward@mcd.on.ca

Northwestern Ontario (Thunder Bay) Elaine Kalnbach, Dorion Bible Camp, Dorion, Ont. P0T 1K0. 807-857-2331.

Southwestern Ontario (London). Jim Janzen, YMCA-YWCA Camping, c/o George White Outdoor Centre, 1795 Clarke Road, London, Ont. N5X 3Z6. 519-667-3300. Fax 519-455-2519.

ARE YOU READY TO DO A RISK AUDIT THIS SUMMER?

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will effectively pre-assess all areas of potential risk. Personally, I believe that it is only a matter of time before formal risk audits will be a part of a yearly/seasonal standards expectation, so get ahead of the crowd and start designing forms and do risk audits this summer as they are interesting, revealing and worthwhile. The last thing about the drowning of this child that I wish to mention is the role of regulatory bodies. The inquest report named OCA, RLSS and the Health Protection and Promotion Act as the bodies with significant guidelines which should be adhered to as they form the basis for public safety.

WENDELL WHITE, DIRECTOR, QUIN-MO-LAC CAMP AND ADVENTURE LEARNING CENTRE AND AUTHOR OF PRICKLY PICKLES.

PEOPLE ON THE MOVE

In January, 1997, Eoin Wood replaces Andrea Hodgins as Wanapitei's Youth Camp Director. Andrea is leaving for personal reasons, after three years as full-time Director and many years before that as a senior staff person, and a great deep wilderness tripping leader. She will be missed.

Eoin Wood, who has been active on OCA committees including this year's Camping Conference, has an Advanced BA in International Politics from Dalhousie. A camper at both Tawingo and Wanakita, Eoin attended Bark Lake first as a LIT and later a participant at the Director's Conference. He was active in the International Camping KUMBAYAH Conference in 1994. He was on staff at Haliburton Hockey Haven, 1985-88, and at Kandalore from 1991 to 1993, working full-time its Outdoor Centre during the latter year. For almost two years, 1993-95, he was year-round Program Director at Canadian Adventure Camp in Temagami. Since then he has worked full-time in the insurance field.

"WHAT YOU PERMIT, YOU PROMOTE"

Volunteer work is incredibly satisfying, both for what you give to the organization and its members and for what you receive from your involvement.

Every time that I attend a Committee or Board Meeting, I leave with a page full of ideas for my own camp and life. The OCA Board Meeting on January 15 was no exception.

"What you permit, you promote" was one such idea. This point was raised when discussing late payment for events. We decided that we as an organization need to tighten up on full payment prior to

events. Would we let a camper come to camp without payment or a formal agreement for payment?

As always, we had a full slate of agenda items for our meeting ranging from Maija Zeibot's financially sound Spring Training budget to questions to ponder from the Ethics Committee. The minutes of this and all other Board meetings are kept at the OCA Office and can be accessed by any interested member.

S. KATE MOORE
BOARD LIAISON

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JANUARY 16 BREAKFAST CLUB REPORT

EASTERN ONTARIO REPORT

Twenty-five people braved the cold and the 8:00 a.m. start to attend a Breakfast Club meeting January 16th to discuss camp administrative concerns. This and similar events sponsored by the OCA's Human Resources Committee is an excellent way to share information and find out how fellow camp people resolve their difficulties.

The topics discussed at the Breakfast Club were:

1. Changes to the Record of Employment system - as of January 1, 1997, employers completing the Record of Employment (ROE) will have to state the number of hours an employee has worked. This may pose a problem for camps who traditionally do not mention in contracts how many hours are in a work week. The good news is that the new ROE is shorter, easier to complete and need only be done if a part-time or seasonal employee (i.e. camp counsellor) requests it. We are very grateful to Leon Muszynski of Camp Arowhon who has undertaken to investigate and assess the impact of the ROE changes on camps.

2. Transportation - how many of us

have nightmares about last-minute unrecorded changes to a bus list? We discussed methods camps take to avoid misunderstandings with parents and bus companies, and how to deal with the mounds of luggage (one camp sends it all down separately, then sorts it alphabetically for parents' ease).

3. Tuck - although some camps now include tuck in the camp fee, others still require a deposit of their campers. We shared ways to deal with the volume of tuck refunds after the summer (hint: break it up session by session). An interesting suggestion was to give parents the option of donating unspent tuck back to the camp (for a special project? for a campership? to a camp-related charity?)

4. Software - the merits and disadvantages of EZ-Camp, CampSoft, Camp Brain and Paradox were discussed. Comcheck (a bank payroll service) was also mentioned.

It was a lively and informative sharing of ideas; thank you to all the participants!

AS REPORTED BY THE HUMAN RESOURCES
COMMITTEE

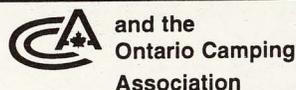
It is camp fair season once again! The OACC has five fairs planned for the Ottawa area. If you would like any information on the fairs please contact Chris Dunlop, 613-729-6226. The fairs are well advertised and attended and the cost is reasonable.

Here in Ottawa we are running professional development seminars, with a February discussion on Risk Management. If you would like to attend, it will be held on February 22 from 10 - 2 pm at the Nepean YMCA/YWCA, Merivale Road. Please contact Jason Brown for details at 613-832-1234.

We are also planning our Camp Staff Development programs. Our one day staff conference is set for May 25, to be held at the Hunt Club Riverside Community Centre, 3320 Paul Anka Road. Same day, same place, we'll be having seminars for area Directors. Pre-registration is necessary. There will be other events open to your staff from the Ottawa area including certification in Waterfront NLS, Wilderness First Aid and so forth. There'll be more details in March. Please contact me should you want a brochure on the events.

Best wishes for a gentle winter from the folks in the east.

DEIRDRE BILLES,
OMAGAKI@FOX.NSTN.CA
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MUSINGS FROM MARY LYNN'S MOUSEPAD . . .

Great food, great company and great ideas were shared at the Editorial Committee's January meeting, with many plans put into place to make your newsletter even better!

We welcome new member Rob Heming to our fold, taking on the important job of keeping you informed about OCA events, before and after. We hope our new focus on the many great events put on by the OCA will help illuminate how important they can be to your staff development plans. Feel free to drop Rob a line (or an e-mail) about what type of information you want to know.

If you've noticed a slight change in the look of your OCA's News, it's because we've started to pre-print our stock. This change means we save costs at the printer by running one of our colours through the press in one full swoop. We hope to continue making physical improvements to the newsletter, such as stapling when possible - let us know what you think. And we've also gone hi-tech by handling much of our copy electronically. If you have a submission, please send it by e-mail as an attachment (IBM compatible) or on a PC disk if possible. This saves the office tons of time.

In terms of content, our committee sees this newsletter, our newsletter, as the "voice" of the association. We would very much appreciate members using this space to promote our events, our people and our concerns. We want OCA members to turn first

to their monthly OCA's News to keep on top of the camping world.

A quick and friendly reminder about deadlines for submissions: please, please try to have them into the office before 5 p.m. on the 15th of each month and the 10th of December. This makes the production process smooth!

We have loads of great ideas in store for you, including an upcoming theme issue in October where we'll look at some of the technical matters at camp including human waste and water filtration.

Happy reading.

MARY LYNN TROTTER
EDITOR, OCA'S NEWS

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CAMPING MAKES THE WORLD GO ROUND

Today, I registered four new members of The International Camping Fellowship who are involved in camping in the country of Turkey. Yesterday, I received an application for membership from a gentleman from Saotome and Principe. ICF memberships from Malaysia are already in. The newly formed Mexican Camping Association (formed with the assistance of ICF's regional representative from South America, Pedro Paredes) has asked for an ICF membership form. Individuals from countries who were formerly part of the Society Union are joining ICF. Are you?

An ICF membership costs \$20.00 per year for an individual, or \$35.00 for a camp or association. It is the spirit of global camping that we are trying to keep alive through ICF, and we really need your help. All members of The Steering Committee travel to meetings at their own expense; ICF dues help with the cost of printing the newsletters and the resource directory, the promotion of world events, and the costs associated with the creation of new national camping associations. We have

come a very long distance since our creation in 1987, but we know there are many things still to be done. I believe camping can take a stronger role in world peace, in global understanding and in the creation of strong ties between nations. Please consider joining. You are helping the world become a better place.

By the way, Ontario is already responding positively to the Fourth International Congress!! Many people have expressed interest in attending Nevsky Forum 1997, and I really believe we will have a large contingent of delegates representing our country. Travel details will be available soon, through me. There are specific travel options open to registered delegates, and you will receive full details about travel, and many other important aspects of the Congress, when you send in your registration form and deposit.

Until next month

*Jane McCutcheon
International Camping Fellowship
Canadian Representative*

NEW COMMERCIAL MEMBERS

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your first time.

By now, camps and individual members should have received information regarding the Standards Visitation Program. (If you haven't call the OCA Office NOW!) We need your help in finding enthusiastic visitors for this summer's visits. You can choose which part of Ontario you'd like to visit and we can match you up with an experienced visitor if this is

The Visitation Program is a wonderful opportunity to meet fellow camp professionals, share ideas, and support the consistently high standards of the Ontario Camping Association.

If you'd like to talk to me about this program, call me at 416-322-9735.

MIKE MOORE CHAIR, STANDARDS COMMITTEE

CLASSIFIED ADVERTISING

CAMP RENTAL: Adult or youth groups, reunions, retreats, conference. Spectacular shoreline, canoe routes, gorgeous beach, trails, classrooms for up to 120, surrounded by 1/4 million acres of Crown Land Forest. Cabins with private washrooms. Two hours to Toronto. Sale/joint venture inquires welcome. 416-449-6029

LEADERSHIP PROGRAMME DIRECTOR required - camp for seriously ill children. Send resumés c/o Judy Perry, Barretstown Gang Camp, Ballymore Eustace, Co. Kildare, Republic of Ireland

FOOD SERVICE MANAGER-Camp Trillium (Trillium Childhood Cancer Support Centre): May 1, 1997 - September 28, 1997. Proven experience in: menu planning, budgeting, food orders, special diets & food allergies, supervising 3 - 5 kitchen staff for groups for 160 for 11 day durations. Located near Picton (Sandbanks Provincial Park). Contact Karen at 613-542-1113.

WATERFRONT DIRECTOR-Camp Trillium (Trillium Childhood Cancer Support Centre): May 27 - August 31. Proven experience as Waterfront Director and setting up procedures. Contact Karen at 613-542-1113.

PROGRAM DIRECTOR WANTED!: Top Sports & Arts residential camp seeks experienced and enthusiastic "camp Person" for full time Sales, Marketing & Programming position. Fax Resume to 416-480-0655.

WANTED: Year Round Secretary for Algonquin Park Camp: You are well organized, able to cope with multiple tasks, and an experienced computer operator (with basic knowledge of bookkeeping, word processing and database operation). You shine under pressure. Our secretary is responsible for all aspects of administration and bookkeeping including reception, client data-base management, accounts receivable, accounts payable, payroll and materials production. Secretary must move to camp for the summer! Call Joanne (416) 922-4682.

OCA CALENDAR OF EVENTS

THIS MONTH:

FEB. 11 EXECUTIVE MEETING 9:30 AM AT OCA

FEB. 17 (NOT FEB. 13) INTEGRATION MTG. 4:00 PM AT OCA

FEB. 19 OCA BOARD MEETING AT 11:00 AM

FEB. 20 HEALTHCARE MEETING AT OCA

NEXT MONTH:

MAR. 4 EXECUTIVE MEETING 9:30 AM AT OCA

MAR. 19 OCA BOARD MEETING AT 11:00 AM

MAR. 20 HEALTHCARE MEETING AT OCA

OCAsional News offers you a variety of ways to promote products and services within organized camping. The Ontario Camping Association welcomes articles and photo submissions. Next deadline is February 15th for March publication.

Display ads are sold on a single or multiple insertion rate, with a 10% discount for members. Please contact the OCA office for rates. Camera-ready art required.

We also offer professional and business directory ads of business card size (2"x1.5"). Camera-ready art required. OCA member fee: \$35 per insert (up to 3 months) or \$28 per insert (4 to 10 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 OCAsional News is published 9 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 send your thoughts and inquiries to our editorial committee:

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416-481-7322

Jim Blake, Business Ethics 705-457-5278

Rob Heming, Events 705-754-1825

Kate Moore, Board Liaison 416-766-4204

David Neal, Spirit of Camping
416-503-0485

Patti Thom, Newsworthy Items, Births and Obituaries 905-338-9464

Mary Lynn Trotter, Editor 416-761-9135

Wendell White, Legislation, 613-473-2877

The views expressed by authors in this newsletter are not necessarily those of the Ontario Camping Association.



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