

OUR HERITAGE • OUR FUTURE

OCA

Celebrating 60 years!



APRIL 1993

EDITOR: JANET ADAMSON

"Bell" Tones

In an attempt to set clear goals and objectives for the next two years, the members of the "outgoing" and "incoming" Boards and John Thorsen, our representative from the new Ministry of Culture, Tourism and Recreation, with input from previous Board meetings, reports and suggestions from all of the OCA committees and their chairs, the results of a needs assessment that was obtained by phone contact with as many camp members as was possible and the vision of the group around the table, we began what proved to be an interesting and, I believe, worthwhile process. Thanks to the leadership of Liz

Greenway, the following OCA priorities were identified:

1. Public Awareness of the OCA;
2. Response to government policies both proactively and reactively;
3. Membership and involvement by those in all of our membership categories;
4. Continued improved services to our members.

To achieve success in the above, it has become clear that we may require a larger office staff and increased finances. Jack Goodman has agreed to assume a new portfolio, Fund Raising. He will be assisted by our

Treasurer Adam Kronick and will be looking for a Committee Chair. This committee will examine avenues that we can access. The possibilities include: increased membership; altered fee structures; event sponsors; government grants; endowments; and special events.

The committee will also look at a variety of fund raising projects. Our effectiveness in all of these endeavors depends on the strength of our Regions. We remain committed to their involvement. We recognize a need to bring our central services such as Health Care Workshops, training events

and standards forums to these regions as they are required. In return, our Regional Representatives will have to be willing to reach out to all those involved in camping in order to assist them educationally and, where appropriate, to bring them into our Association. We will be appointing a new Regional Representative in the Ottawa Region because of the addition of Brian Edey to our Board.

At the present time, the OCA is a responsible voice for camping due to the huge constituency of campers we serve. We need your help to make certain that the general public becomes aware of the accomplishments of the OCA. You can help by proudly displaying the OCA logo on all of your promotional material; by telling your potential clients that if they don't choose your camp for their child(ren), they should choose an accredited OCA camp; and by helping the OCA identify potential camp members. In the Toronto area there are at least 175 Day Camps of which only a handful are OCA members. As well, you can increase the awareness of your senior staff of the OCA by informing them of the opportunities that individual membership brings. Perhaps you might consider a subsidy toward their membership fees.

Regarding the new portfolios for the board (see March OCA'sional News), please note

that Vice President John Jorgenson has agreed to continue his work with the Public Awareness Committee. At our next Advisory Board meeting on April 19th, the Board will report to the committee chairs and reaffirm their direction and involvement.

We are pleased with the successes the OCA has had; we are excited about the challenges that lie ahead. With your support we can accomplish our goals. Ontario Camping Awareness week, **April 13 to April 18**, is our opening event. Give it your efforts and support. It will be good for our camps, our campers and our association.

Larry

Spring into Training

On May 29, 1993 the Ontario Camping Association will be holding our annual counsellor conference which has been renamed "Spring Training '93 - a Conference for Counsellors and Senior Staff." We've changed the name because the event is much more than simply training for counsellors - it's aimed at section heads, program directors and other senior staff. Spring Training '93 is on its way to be a work of art! However, we need volunteers to assist with different aspects of the conference that day. Please help. We need you. For further information, call John Bergman 9-4 at

(416) 223-3504.

Welcome New Commercial Members

Barber, Stewart, McVittie & Wallace Insurance Brokers.
6 Lansing Sq., Willowdale, Ont. M2J 1T9. (416) 493-0050 Fax 416 493-0063. Insurance broker specializing in custom-designed programs for camps.

Celebrity Sportswear. 11 Shauna Court, St. Catharines, Ont. L2S 3S8. (416) 685-6321 Fax (416) 685-6355. Infant, children, youth & adult, sports and activewear, Canadian manufactured, owned and operated.

Complete Purchasing Services, Box 253 Stn. U, Toronto, Ont. M8Z 5P1. (416) 253-3180 Fax (416) 255-6628. CPS is a group purchasing program which offers savings in food, housekeeping and paper products.

Get Out Side, 1560 Yonge St. Toronto, Ont. M4T 2S9. (416) 927-7734 Fax (416) 480-9723. Birkenstocks, Naots, Reef Sandals, Merrell Hiking Boots, Flannels, shorts. Your one-stop camp store. We also custom embroider cotton caps and clothing for camps.

Proctor & Gamble, P.O. Box 355, Stn. A, Toronto, Ont. M5W 1C5. (416) 730-4535. Fax (416) 730-4122. Procter

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& Gamble Oral Health:
Makers of Crest Fluoride
Toothpaste.

Starkman Surgical Supply,
1243 Bathurst St. Toronto,
Ont. M5R 3H3 (416) 534-
8411 Fax (416) 534-0203.
Complete line of Medical
Supplies and equipment.

**Coming to a Media
Market Near You —
It's Ontario Camping
Awareness Week!!!**

April 13-18, 1993

The news media has been
flooded with information
regarding OCA and have been
asked to print or broadcast
this throughout the week.
Watch for information in the
following areas:

Public Service
Announcements on radio
stations throughout Ontario;

Public Service
Announcements on Cable
Community Billboards;

Articles and Advertisements
in local newspapers;

Posters in store windows;

Flyers available for
distribution at a variety of
retail outlets;

The enclosed newsletter will
go out to anyone requesting a
directory.

Our present goal is to
distribute as many directories

and information about the
OCA as possible and your
help in doing this is
appreciated. Here is how you
can help us spread the word:

— Talk about the benefits and
the importance of
membership in the OCA with
camping neighbours, parents
and associates;

— If your camp fills, please
advise anyone on your
waiting list of the benefits of
OCA camps and the existence
of the OCA directory.

Your regional representatives
and the OCA office have been
briefed about this blitz and
will be able to supply you
with articles, posters and
flyers if you know of any
venues that may have been
missed.

If this campaign is successful,
it is the intent to repeat twice
a year in the future.

Thanks for helping us make
everyone AWARE of the OCA.

KUMBAYAH 1994

Excitement continues to build
as KUMBAYAH 1994, the
Third International Camping
Congress, moves closer to
reality! Delegates at both the
Ontario Camping Association
and the American Camping
Association annual
conferences have taken
advantage of the Early Bird
Coupon offer. HAVE YOU?
Use the form on the bottom of
the preview you received in
the mail recently. Remember

that this \$50 deposit
guarantees you the lowest
possible registration fee for
the Congress. But you only
have until May 15, 1993 to
take advantage of this early
bird offer, so do it now!

Confirmed speakers that
many OCA conference goers
have come to look forward to
include Sandy Queen,
Armand Ball and Michael
Brandwein. Stephen Lewis,
the former Canadian
Ambassador to the United
Nations will also be a
presenter, joining other
international speakers in
making this an educational
and exciting event.

Did you know that Peter, Paul
and Mary will be giving a
private concert for our
Congress goers and that the
ticket is included in your
Congress package? Watch
this space for more updates
on KUMBAYAH 1994!

Calendar of Events

Spring Training '93
Heath Care Workshop
Directors' Day
May 29, 1993

Skills Weekends
May 7-9, 1993
June 11-13, 1993

Ontario Camp Leadership
Workshop at Bark Lake
June 3-6, 1993

KUMBAYAH
Third International
Camping Congress
March 2-5, 1994

OCA Name Label Program

In the next few days, all OCA camps, residential and day, will receive Name Label Forms for all campers and staff. This is going to be a fund raising project for the OCA. There should be enough forms coming to each camp for each family and staff member. Please use them in your spring mailings. There will be further information with the forms.

A Fair Question

The OCA Board has identified a number of issues in relation to Camp Fairs in all its forms. They take place in schools, halls, and malls. Some are evening; some are day long. Some are well co-ordinated and economical. Some are not. Some conflict with other camp fairs in date or location. Some are not effectively promoted. The OCA does not wish to interfere with the best parts of the current state of affairs' - only to encourage the best overall development possible. The OCA has designed a meeting time for any interested people to discuss OCA's role in the area of Camp Fairs. There is also an opportunity to comment on the Three Minute Survey available at the OCA office.

Camp Fairs Meeting
OCA Office
May 3, 1993
4:30 p.m.

Feel the power of teaching canoeing

See the magic you can do with arts and crafts

Grow within yourself developing camp wide games

All this, and Much More!

Spring Training '93

- A Conference for Counsellors and Senior Staff

Lawrence Park Collegiate

May 29, 1993

Be Our Guest!

Classified Ads

Camp Geshet requires a nurse for the season. Please contact Dr. Gerwitz at (416) 281-1100.

Wanted: Summer Administrator for Jewish residential camp in Gravenhurst, Ont. This on-site position requires Word Perfect 5.1 and some accounting experience. Pleasant telephone manner. For more information, call Steve Gillick, Director, Camp Shalom at (416) 783-6744.

The Taylor Statten Camps is hosting a Grand Reunion on Saturday, October 23, 1993 in Toronto. For more information, please contact the Reunion Committee at The Taylor Statten Camps Reunion, PO Box 91003,

Bayview Village P.O., Willowdale, Ont. M2K 2Y6.

Camp Registration announcement. Camp Kandalore. . . and Mike & Sara Moore are excited to report the safe arrival of the newest and youngest Kandalore camper, Griffin Alexander Moore, born March 12, 1993.

Congratulations also are in order to Adam and Dana Kronick and Grandpa Joe on the birth of - Jesse Lewis Kronick, future Director of Camp White Pine.

Volunteer Week

In honour of Volunteer Week April 18-24, I would like to thank, on behalf of the Human Resources Committee, all those OCA members who continue to give freely of their time and talents to make this organization such a success.

Cathy Hitchcock

OCA's
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Association, a voluntary, non-profit association committed to excellence in camping. We want to hear from you! Please direct your letters to 1806 Avenue Road, Suite 2, Toronto, Ont. M5M 3Z1. (416) 781-0525. Fax 781-7875.

