

Did you know...



THE CAMPFIRE

A Communication Of Camp Fire USA

"Education is not the filling of a pail, but the lighting of a fire." - Yeats

While skiing, demonstrate herring-bone, side stepping and kick turns to the right and to the left. *From: The Book of the Camp Fire Girls, 1936*

Abstain from chewing gum, sodas and commercially manufactured beverages as well as eating between meals for two consecutive months. Fruit and milk between meals excepted. *From: The Book of the Camp Fire Girls, 1936*

Play games such as bowling, paddle tennis, quoits, croquet shuffleboard, horse shoes, deck tennis, ring tennis, ping pong, tetherball for not less than twelve hours in two months. *From: The Book of the Camp Fire Girls, 1936*

Click on any of these buttons to go directly to that section

Resources & Reminders

Calendar

Proud Moments

Leadership • Councils

Council Highlights

Updates • Ideas

Program Resources

YPQA • Tools • Outcomes

External Relations

Advocacy & Public Policy
Development • Grants

Leadership News

YAC • ELSA

Onwards and Upwards.

A message from Cathy Tisdale

As Camp Fire USA embarks on our second century, we have much to applaud and even more to anticipate with enthusiasm. And as we implement our multiyear business plan, we recommit ourselves to what has guided Camp Fire for over 100 years—providing America's youth the support they need to prepare for life.

Over the years, we've changed as our culture has changed—as the expectations of our youth have evolved. Yet we have never wavered from our responsibility to advance society through youth-focused, family-centered engagement.

As a leader of our organization, and Camp Fire's most ardent champion, I am committed to helping us all deliver effective, efficient programs within a supporting, nurturing framework. Over these past few months, it has been an honor to work with each and every one of you. Working together has deepened my commitment to helping us all frame our future.

Transitions are always necessary for transformation. And when the timing is right, we feel reenergized and re-committed to the work we do. This month we are transitioning our newsletter to a new look as well as a new name. Our newsletter is a place to gather as a

group; to kindle and fan into flame each other's thoughts and ideas. Beginning this month, **Connections** will be renamed **The Campfire**. Though we're introducing a new name, the objective of the communication will remain—to share knowledge, insights, and inspiration.

The content will be essentially the same, although we have grouped key categories together for ease of use. A yearly editorial calendar has been developed and a new process established. Both are detailed within this issue.

I will continue to guide our organization as we transform ourselves as leaders within the youth development movement. I encourage you to reach out to me—or anyone at national headquarters—at any time. This monthly communication will be among the many ways I intend to engage council leaders. Only through open and transparent dialog will we together shape and lead this Movement to which we are so deeply committed.

Cheers,



President of Women's National Basketball Association to Present Keynote Address at NLC

If you have not yet saved the date for Camp Fire USA's annual National Leadership Conference, to be held in Kansas City, October 20–22 get your calendar out. This year's conference is shaping up to be world class. Laurel Richie, president of the Women's National Basketball Association, has agreed to be one of the keynote speakers. According to David Stern, National Basketball Association commissioner, "Laurel combines extraordinary marketing and brand-management skills, with a tremendous enthusiasm to help evolve young women into leaders." Her words to Camp Fire leadership will motivate, energize and transform.

Full adult registration is \$175; youth registration is \$125. For more information contact Connie Dresie at connie.dresie@campfireusa.org.

Introducing The Campfire

The Campfire, Camp Fire USA's renamed newsletter, will help communicate the knowledge and insight necessary to (1) deliver world-class youth development programming while (2) transforming the Camp Fire organization as a leader within the youth development movement.

A monthly editorial calendar will serve as a guide for developing content. Please continue to contribute all stories and ideas; just keep in mind that we will focus each issue on a specific theme. That does not mean that the entire issue will be written around the theme, but that the issue will feature content which reflects a specific topic. In this issue's Resources & Reminders you will find a time line for

submission and process as well as the yearly editorial calendar. Over the next few months, we will also develop a template to help you source and write stories as we work together to fine-tune the story submission process in the hope of making it easier for you!

The Campfire will be distributed the last week of every month and stored on the Camp Fire USA website. If you have any questions, please contact Joan Mizner, at jmizner@campfireusa.org, who will direct you to the answers you need.

Key Dates, Trainings, and Conferences

June 2011

June 27–July 1

Camp Fire warehouse and customer service closed for inventory.

June 30

Financial Reports/Audits due to national finance department for councils with December 31, 2010 fiscal year end.

September 2011

September 15

Outcome Measurement Reports due for summer programs. Send completed Excel spreadsheets to outcomes@campfireusa.org.

October 2011

October 17–20

Camp Fire USA CORE Executive Training
Kansas City, Mo.

October 20–22

Camp Fire USA National Leadership Conference
Kansas City, Mo.

October 22

Voices in Action Kansas City Youth Summit
Kansas City, Mo.

February 2012

February 25–28

Camp Fire USA Professional Development Event
Atlanta, Ga.



Editorial Calendar

July: Relationships.

Volunteers. Human Resources. Inclusiveness. Staffing
Content Due July 18, 2011

August: Strengthening.

Family initiatives. National Leadership Conference
Out-of-school/after-school programming
Content Due August 15

September: Trends.

National trends in youth development. Special needs – youth with Autism, ADD, ADHD
Content Due September 15

October: Advocacy.

Marketing, partnerships and external relationships. Surveys. Year-end giving. Local, state and federal policy
Content Due October 17

November: Competency.

Cultural competencies. Program Business Plan. Core training. Self reliance
Content Due November 14

December: Suspend publication for holidays

January 2012: Service.

Focus on service learning initiatives, mentoring and global citizenship. Special emphasis on Martin Luther King Day
Deadline for content:
Content Due January 16

February: Continual Improvement.

Camp Fire training initiative. “Grow” conference
Deadline for content:
Content Due February 14

March: Celebration.

Camp Fire birthday. Absolutely Incredible Kids Day
Content Due March 16

April: Preparation.

Product sales for camps. Assessment tools
Content Due April 16

May: Environment.

Camps. Health. Risk management. Environmental issues
Content Due May 16

June: Reflection.

Program planning initiatives. Business plan review. Reporting deadlines
Content Due June 15

The Campfire Production Process

The team responsible for producing the monthly communication wants to make the process as easy as possible. Please feel free to send your suggestions for the following. If the process makes sense, great; if not, we will work to make it easier. The important thing is to share information you'll find helpful in a timely, accessible format.

On a monthly calendar:

Week ONE:

An email will be distributed to all councils. It will include: (1) the month's deadline for articles, (2) a reminder about the monthly focus, and (3) the focus of the following month's issue—in case you want to start thinking ahead. This email will be distributed by Joan Mizner from the national headquarters.

If you have a specific story idea or questions, let Joan know by email. She will forward your request to the appropriate resource and you will get a return call.

Week TWO/THREE:

By the end of the second week (or the start of the third), all submissions should have been received by Joan. She will file them on Camp Fire USA's shared drive.

Week THREE:

Internal production will begin. If there are any questions as content is being reviewed, the submitting individual will be contacted.

Week FOUR:

The Campfire will be distributed.

SPECIAL CONSIDERATIONS:

- ✓ If possible, please submit a photo!
- ✓ All articles that relate to the monthly focus are encouraged.
- ✓ If space will not accommodate all stories, your story may be held for a later issue, if it is not particularly time-sensitive.

Outcome Measurement Surveys Due

For the 2010–2011 program year, Camp Fire USA is using the 2008 Outcome Measurement Survey tools. These are the same surveys and Excel spreadsheets that have been used for the past three years. All of the tools can be found on the Camp Fire Compass. The Outcome Measurement reports were due June 15, for programs offered during the school year, and are due September 15, 2010, for summer programs. Send completed Excel Spreadsheets to: outcomes@campfireusa.org. If you have questions, contact DD Gass, at dd.gass@campfireusa.org.

Financial Reports Due

Council Financial Reports are due June 30, 2011 for councils with a December 31, 2010 fiscal year end and should be submitted electronically. Log on to the Camp Fire USA Compass and click "Reports" in the left-side menu, then click on Financial Report. If you are unable to submit your financial report by June 30, please e-mail Pam Cermak, at pam.cermak@campfireusa.org.

Warehouse Closed for Inventory

Due to the end-of-the-year inventory, Camp Fire USA's warehouse will be closed June 27–July 1, 2011. Normal shipping will resume on July 5. Customer service staff person Becky Gist will also be unavailable June 29 and 30.

Centennial Merchandise Sale 50% OFF!!!!

Centennial merchandise is now on sale at 50 percent off retail and council prices. These are quality, once-in-a-lifetime commemorative items. They will not be reordered. When they're gone, they are gone! Items include our most popular requests: ball caps, the Centennial flame award (which makes a perfect recognition gift for a hard-working Centennial volunteer), a great selection of jewelry items, and more! All these make ideal gifts for volunteers or retiring board members. Place your order now, before inventory runs out.



National Art Competition Resources

The 2010–2011 Camp Fire USA National Art Competition theme is painting. The purpose of the National Art Competition is to encourage creativity and explore art as a career. Participants in any Camp Fire program can enter the National Art Competition, which is operated by the local councils.

To enter, participants can choose from several activities. These activities can be completed individually or as a group. Competition information is on the Camp Fire Compass.

The theme for the 2011–2012 National Art Competition is fibers. Resource information will be available in August. For more information, contact DD Gass, at dd.gass@campfireusa.org.

Data Collection Survey to be Released in August

The Camp Fire USA Data Collection Survey is one of the reports that are required of every council. This survey is vital to the Camp Fire system in order for national headquarters to strategically study council structure as well as financial, program participation, and demographic statistics and trends. It is critical that we demonstrate to our funders, our communities, and ourselves the national impact of Camp Fire on children and families.

The 2011 Data Collection Survey will be sent to councils the first week of August and is due on October 3, 2011. The survey has been revised slightly; however, similar information is requested. Technical assistance conference calls to review the process have been scheduled for August 9 at 11 a.m. (CDT) and August 18 at 1 p.m. (CDT). Council staff can choose the date that works best in their schedules, or contact DD Gass, at dd.gass@campfireusa.org, for more information.

Camp Fire USA Camps Take Note of a Pool Drain Cover Recall Notice

On May 26, the American Camp Association received important information from the U.S. Consumer Product Safety Commission (CPSC) regarding recalls of one million pool and spa drain covers.

The CPSC, in cooperation with the firms named below, announced a voluntary recall of the following consumer products. They advised consumers to stop using recalled products immediately unless otherwise instructed. The products were recalled because the CPSC determined that they were incorrectly rated to handle the flow of water through the cover and could pose a possible entrapment hazard to swimmers. The manufacturers will provide free replacements or retrofits, depending on models and makes.

- **Name of Product:** Pool and spa drain covers
- **Units:** About 1 million
- **Manufacturers:**
 - o A&A Manufacturing, of Phoenix, Ariz.;
 - o AquaStar Pool Products Inc., of San Diego, Calif.;
 - o Color Match Pool Fittings, of Surprise, Ariz.;
 - o Custom Molded Products, of Tyrone, Ga.;
 - o Hayward Pool Products, of Elizabeth, N.J.;
 - o Pentair Water Pool and Spa, of Sanford, N.C.;
 - o Rising Dragon USA, of East Sweetwater, Tenn.; and
 - o Waterway Plastics, of Oxnard, Calif.

For additional information and clarification, pool owners should contact the Drain Cover Recall Hotline toll-free, at 866-478-3521, any time, or visit the Drain Cover Recall website, www.apsp.org/draincoverrecall.



United States
Consumer Product Safety Commission

Proud Moments

Cathy Tisdale Appointed to Influential Youth Development Collaboration

The National Collaboration for Youth (NCY) recently invited Cathy Tisdale, Camp Fire USA CEO, to serve as its next chair. Cathy accepted, "with honor," as she shared with Camp Fire leaders in a recent communication announcing her appointment.

According to Cathy, "This is a great opportunity for Camp Fire as we continue to build our presence nationally and locally. It also continues to broaden our access to the top thought leaders and practitioners in our field."

The NCY, a 40-year-old affinity group, is a coalition of the National Assembly member organizations that have significant interests in youth development. Members of NCY include more than 50 national, nonprofit, youth development organizations. Their mission is to provide a united voice as advocates for youth to improve the conditions of young people in America and to help young people reach their full potential.

Collectively, the member organizations of the NCY

- Serve more than 40 million young people.
- Employ over 100,000 paid staff.
- Utilize more than 6 million volunteers.
- Have a physical presence in virtually every community in America.

More can be found on the NCY website:

www.collab4youth.org.

**NATIONAL
COLLABORATION
FOR YOUTH**

Proud Moments

Fort Worth, Texas, Business Press Praises Camp Fire USA Leader

(Excerpts from the Fort Worth Business Press, June 10, edition)

For the past 33 years, Zem Neill has kept the home fires burning at Camp Fire USA First Texas Council.

Under her leadership as president/CEO, the council became the largest council in Texas and one of the largest and most successful councils in the U.S. Founded in Fort Worth in 1914, First Texas Council annually serves more than 22,000 youth, adults, and child care providers in Tarrant, Parker, Wise, Hood, Johnson, and Denton counties.

"Zem is Camp Fire in the six-county First Texas Council region," said board chair Chuck Mooney III, president of Kelly Charles Group. "Zem has spent a career not just building Camp Fire but of building a legacy of enriching the lives of area children. She has created a culture of excellence within Camp Fire. She demands the best of the people around her, but only after she has demanded it of herself."

Zem is enthusiastic and overflowing with passion and compassion for those she serves. She is renowned in and out of the nonprofit arena for her leadership qualities, the ability to gather other visionary leaders like herself into the agency fold, her business acumen, and the integral role she has played in the modernization and growth of the organization during her tenure. She has won numerous awards for her accomplishments and was recognized at the White House by the Health and Human Services Department for Outstanding Corporate Collaborations.



As far as her impact on Camp Fire USA goes, Jay Chapa, housing and economic development director at the city of Fort Worth and former council board chair, said "It is hard to separate the person from the organization."

She was first introduced to Camp Fire by a friend, working summers at a camp in East Texas.

"I loved it. The whole culture and values that Camp Fire taught were so influencing with me," Zem said. "If it meant that much to me at 22 or 23, those 8-year-olds and 10-year-olds, what must it be for them?"

"One of the things I'm proudest of is this organization continues to change. You might expect an organization to become stagnant when the top two positions have been here 33 and 34 years, but we change every day," Zem said. "I think that's why people get engaged and stay engaged. It's exciting here. They never know what's coming next, what the next opportunity might be."

Zem is sincere when she says she cannot believe she has been with Camp Fire for more than three decades.

Proud Moments



Mission Moment

By Pam Ballard, Executive Director and WrapAround Family Club Leader, Heart of Oklahoma Council

The Heart of Oklahoma Council was contacted early in 2010 regarding collaboration with the Department of Human Services, the Department of Mental Health and Substance Abuse Services (DMHASAS), and other counseling agencies to provide support for families adopting foster children with whom they had no previous relationships. The program, Adoption WrapAround, was held at our facilities on Camp DaKaNi and began with the DMHASAS providing training to the adults while Camp Fire USA staff delivered our programming to the children.

After the 12 weeks of formal training ended, the families did not feel ready to “fly solo.” At that point, Camp Fire USA offered to form a family club specifically for them—and our WrapAround Family Club began.

The WrapAround Club meets on our campgrounds at least once a month, and the children are campshipped to attend our summer day camp. Our club meetings are slightly different than most. Besides each family bringing a beautiful array of color, ages, and diversity, when we meet, the families and children find joy in the simplest things. Making grilled cheese sandwiches and chicken noodle soup is an adventure. Writing cards to send to our troops or making pinecone birdfeeders seems to be the highlight of their life. When I hear them laughing over what I consider mundane, ordinary things, I suddenly remember how much their lives have changed during the past year.

There are 10-year-old foster children who have easily had more than 12 homes in their short lives. To now know they have been in the same homes for more than a year, with people who love them, and they have extended families with cousins, grandparents, and aunts and uncles, is nothing short of miraculous. Just the thought of them being in the same program—WrapAround—for more than a year has brought a tremendous sense of kinship and belonging. We set up an email distribution list for the club and they talk to one another about everyone sending their children to camp together, getting away for weekends, and even when they need moral support for behavioral issues.

The DMHASAS has nominated Adoption WrapAround for an ECHO award and will be presenting it at their national convention next month in Chicago. This is a pilot program, and they hope to replicate it throughout the state. Camp Fire USA is their only youth organization partner. In our allocation committee review report, our United Way agency said, “This [the WrapAround Family Club] is impressive and we believe it has long-term promise for our state.” We certainly believe it has long-term promise for the families we serve in the Heart of Oklahoma Council and it is our great privilege to be part of building caring, confident youth and future leaders.

Camp Fire USA

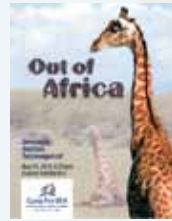
builds caring,

confident youth

Camp Fire USA and **Mission**

future leaders.

Council Holds Successful Auction



The annual Snohomish County Council Giveaway Auction Extravaganza was held in May. The theme was “Out of Africa,” and guests were encouraged to dress the part. Tickets were \$300 and included dinner for two and the opportunity to spin the wheel for a prize valued at \$350 or more. During the evening’s program, participants were given the opportunity to donate to the council’s campership fund. This fund will be used to send 200 low-income children to camp this summer. In addition, there was a live auction with 11 fabulous items. Guests also had the chance to purchase a one-week trip for two people to the Zulu Nyala Game Reserve in Africa. These trips sold for \$2,250 each! The event grossed \$80,000.

Youth Literacy Program Launches at Camp Fire USA Clubs

Through a generous grant from the Target Foundation, Camp Fire USA will get more books in young readers’ hands. When it comes to shaping academic outcomes, few activities are more profoundly important than reading. At Camp Fire, our goal is to dovetail our community programs with the work being done in schools in order to give kids the tools to thrive. Through fun, out-of-school-time activities, we work to ensure educational success.

Camp Fire USA Minnesota Council was recently approved to receive Target’s Early Childhood Reading Grant. Using this grant, Camp Fire will pilot a family reading program in five of their community clubs—Bloomington, Caliber Ridge, New Village, Yorkdale, and Trails Edge.

“The kids are already so excited about books and reading,” said Suzanne Flory, community programs coordinator. “This program is meant to make sure we’re encouraging that passion, and providing kids with books to take home so that reading becomes a lifelong habit.”

Camp Fire USA is also proud to be partnering with Scholastic Books on this project. Through Scholastic’s Literacy Partnership Program, Camp Fire was able to purchase books for youth and families at reduced rates.

Camp Fire USA Youth are already reacting positively to the new program, enjoying books they might not have otherwise discovered. Flory expressed the whole staff’s sentiment, saying “I am so excited to see so many youth get excited about reading!”

Awards for Youth in After-School Program

Four students from Lone Star Council’s Kids Club after-school program were recognized at the 2nd Annual Dallas AfterSchool Network’s Afterschool Achievers event in May. This is a special local event to recognize the individual accomplishments of students in after-school time. After-school programs from across the region selected students to be recognized in categories. Two Camp Fire USA youth were recognized in the Academics category, and two Camp Fire youth were recognized in the Citizenship and Leadership category.



Balcones Council Helps Unplug Kids in the Austin Area

Camp Fire USA’s Balcones Council was one of five Austin area nonprofits that each received a grant of \$108,400 from a local philanthropic group, Impact Austin. Each year the philanthropy considers proposals in five focus areas: culture, education, environment, family, and health and wellness. The finalists are chosen by focus area committees that evaluate proposals and conduct site visits before making recommendations to the general membership.

The Balcones Council received funding for its focus on the environment; its project is Camp Fire Kids Unplugged. With the funding, the council will establish 10 Camp

Fire Kids Unplugged clubs in seven Del Valle elementary schools, connecting suburban children and their families with nature. Eighty participating families will experience fun outdoor recreational activities led by nature experts and club mentors. The families will be trained in safety procedures and nature preservation, and each club will complete an annual environmental stewardship project.

According to Impact Austin Founder Rebecca Powers, “These organizations do so much for our community. We are thrilled to provide this funding to advance their programming.”

ACA Offers Free First-Time Memberships

Staff training time is here! You can give your staff a great gift—the gift of knowledge! The American Camp Association is offering free one-year memberships. See the link below and offer a free membership to your summer staff. What a great way to give them terrific youth development information all year long! <http://www.acacamps.org/membership/free>.

ACA Spring CampLine Issue Available Online

Three times a year, the American Camp Association produces The CampLine newsletter, providing camp-specific knowledge on legal, legislative, and risk management issues. The Spring 2011 issue features articles on association standards, insurance policy basics, current bullying legislation, the Child Protection Improvements Act, and more! Read the entire newsletter at www.acacamps.org/campline.

ACA Camps Receive Licensing Discounts

The American Camp Association® (ACA) highly recommends that camps and summer programs stay informed about licensing requirements. Specific music and motion picture licensing might affect the activities at summer programs—you must have permission to perform music and show movies. ACA members and accredited camps enjoy music and motion picture licensing benefits. Find out more at www.acacamps.org/news/music-motion-picture-stage-production-licensing.

After-School Organizations Support STEM Education

In a world in which STEM (science, technology, engineering, and math) learning has become universally crucial, the Afterschool Alliance, the National Summer Learning Association, and the National AfterSchool Association have joined together in support of increasing high-quality science, technology, engineering, and mathematic learning opportunities for children and youth during out-of-school hours. The national organizations encourage after-school providers to join forces with school personnel to increase the capacity of after-school professionals to deliver instruction and engage learners in high-quality STEM activities. This initiative is not just another add-on, but a means to increasing awareness, achieving innovative learning, and preparing students to lead the scientific world. Find out more about this initiative at www.naaweb.org/default.asp?contentID=643.

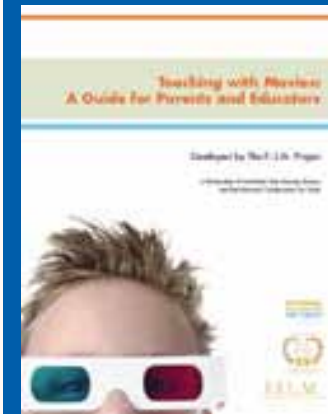
Youth Development Blog

The University of Minnesota Extension Center for Youth Development has launched Youth Development Insight, a blog in which state faculty and educators share their views on current issues in the field of youth development and invite researchers, educators, youth workers, policymakers and other leaders in youth development to weigh in with their opinions. Topics cover a wide range of issues, such as program quality, impact and accountability, ways to accredit youth workers, dilemmas and ethics in youth programs, and how to bridge research and practice. Find out more at www1.extension.umn.edu/youth/research/.

Free Summer Activity Guides from PBS

The Public Broadcasting System (PBS) offers resources for adults at its PBSParents website, www.pbs.org/parents/fetch/activities/index.html

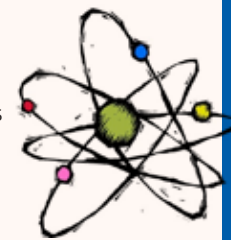
Included in the activity guides are engaging and fun science activities for youth aged 6–10. This is a great resource for summer programs. The activity guides contain over 35 hands-on activities that are perfect for the camp setting. Leader notes, camper handouts, and games are included. Visit the website for more information.



Using F.I.L.M. in Summer Programs

Rainy days and really hot days can put a damper on planned summer programs. F.I.L.M. (Finding Inspiration in Literature &

Movies) is a movie curricula program for youth that promotes literacy, activity-based learning, and service. The program was created in 2004 by Heartland Truly Moving Pictures and the National Collaboration for Youth. Its focus is the development and distribution of free curricula based on Truly Moving Picture Award-winning films to channel positive messages and life-affirming themes into the minds and lives of youth. The curricula is designed in conjunction with movie studios and youth educators to get youth reading and watching quality content, provoke thought and exploration of pertinent themes and issues, and inspire participation in theme-based activities and service projects. For downloadable curriculum and resources, see the website at www.trulymovingpictures.org/institute/film-project/.



Nutrition Plate to Replace the Food Pyramid

First lady Michelle Obama relegated the government's well-known food pyramid to the sands of history, unveiling a new, simpler image of a plate divided into basic food groups.

The new design, called "MyPlate," was conceived as a crucial part of Mrs. Obama's campaign against obesity by reminding consumers about the basics of a healthy diet.

The plate is split into four sections—fruit, vegetables, grains, and protein. A smaller circle sits beside it for dairy. Officials said they planned to use the plate in a campaign to communicate essential dietary guidelines to consumers, emphasizing one message at a time for best effect.

The first part of the campaign will encourage people to make half their plate fruit and vegetables. Later phases of the campaign will instruct consumers to avoid oversized portions, to enjoy their food but eat less of it, and to drink water instead of sugary drinks. Find out more at www.choosemyplate.gov.



Grief Program

The New York Life Foundation has developed an initiative to help children deal with the loss of parents, caregivers and siblings and to help parents deal with the emotional turmoil that results from the death of a close family member. The Foundation has developed partnerships with a variety of organizations and provides downloadable resources at www.nylgriefguide.com. This website is a wealth of information for bereaved families and educators.

CFPQI Courses and External Assessments Now Available!

Camp Fire USA councils participating in the Camp Fire USA Program Quality Assessment process are now eligible to request direct delivery staff training and external assessments. The Weikart Center for Youth Program Quality has trained a team of Camp Fire council and national staff as Youth Work Methods Course trainers and Youth Program Quality Assessment (YPQA) External Assessors. Trainers will provide Youth Work Methods trainings locally and regionally, and external assessments will be completed in several councils.

Youth Work Methods Courses: The Youth Work Methods workshops are designed to empower direct-delivery staff and volunteers with tools that will increase the quality of their work with youth. Youth Work Methods courses are based on the High/Scope participatory learning approach. Council staff choose courses that work towards implementing their improvement plans.

External Assessments: The YPQA is an evidence-based assessment tool. Program self-assessment produces a single rating of a program and is most valuable for program improvement. An external assessment produces more scientifically precise scores. The rater observes several program offerings and scores a Form A for each offering. These forms are then combined to provide an overall assessment of the quality of program offerings within an organization.



Program Quality Assessment Process Updates

Camp Fire USA councils have been completing program quality assessments on a variety of programs. Council staff have been reporting that the second year has been easier and that many great program discussions have resulted from the process. Following is an updated time line.

Spring Assessment Group

March–July: Self-assessments conducted
 July 15: Program quality assessment data due

July 23 or July 28: Planning With Data webinars

August 15: Improvement plans due

Summer Assessment Group

June–August: Self-assessments conducted
 September 1: Program quality assessment data due

September 8 or September 13: Planning with Data webinars

October 1: Improvement plans due

To sign up for a Planning with Data webinar, go to www.cypq.org/campfireusa. If you have questions about the Camp Fire USA Program Quality Assessment (CFPQA) process, contact Amanda Sutter, at amanda@cypq.org or DD Gass, at dd.gass@campfireusa.org.

Rockwell Collins STEM Grants

Grant: Funds education initiatives with priority to science, technology, education, and math.

Funder: Rockwell Collins Charitable Corp

Eligibility: Nonprofits, public organizations, governmental agencies such as schools, and parks departments in geographic areas of the United States where Rockwell Collins has facilities and a substantial number of employees.

Deadline: Sept. 1

Amount: Multiple grants of \$5,000 or more each

Contact: www3.rockwellcollins.com/about/.

GTECH Technology Grants

Grant: After-School Advantage Program—Provides nonprofit community agencies and public schools with state-of-the-art computer labs.

Funder: GTECH

Eligibility: Nonprofit community agencies or public schools with existing after-school programs that serve disadvantaged youth aged five to 15.

Deadline: Rolling

Amount: Multiple awards of up to \$15,000 worth of computers, online technology, and computer software

Contact: www.gtech.com/about_gtech/proposal_guidelines.asp.

Healthy Kids, Healthy Families Health-Related Grants

Grant: Healthy Kids, Healthy Families—To provide nutrition education, promote physical activity, prevent and manage disease, and/or support safe environments for children.

Funder: Health Care Service Corp

Eligibility: Nonprofits in Ill., N.M., Okla., or Texas

Deadline: Aug. 15

Amount: Not specified

Contact:

www.hcsc.com/healthy_kids_healthy_families.html.

Nutrition and Fitness Programs Funded

Grant: The Foundation supports community health education programs as well as behavioral research related to nutrition and obesity. Support is also provided for efforts to increase access to healthy foods using local food systems and sustainable agriculture, and large regional food banks.

Funder: J.R. Albert Foundation

Eligibility: Nonprofit organizations and research programs in the U.S. that support nutrition, fitness, and health education, particularly in disadvantaged populations.

Deadline: July 31 (General operating fund grant proposals are accepted by invitation only.)

Contact: www.jralbertfoundation.org.

Best Buy Leadership and Life Skills Grants

Grant: Best Buy Community Grants Program—Provides funds to nonprofits working to help teens excel in school and develop life and leadership skills.

Funder: Best Buy Children's Foundation

Eligibility: Nonprofits that serve diverse populations of teens (ages 13–17)

Deadline: Aug. 1

Amount: Multiple awards ranging from \$4,000 to \$10,000 each

Contact:

<http://www.bestbuy-communityrelations.com/>.

Support for Teen Safe Driving and Domestic Violence Survivor Programs

Grant: The Allstate Foundation—Dedicated to making communities and the nation a better and safer place to live. Goal is to make smart driving socially acceptable to teens by changing the way teens think and act in cars as drivers or passengers.

Funder: The Allstate Foundation

Eligibility: Nonprofit organizations and government agencies across the country that address the following signature issues: Teen Safe Driving and Domestic Violence.

Deadline: July 29

Amount: Need to ID

Contact:

www.allstatefoundation.org/apply-for-a-grant.

Planning Grant From the Thrive Foundation for Youth

Camp Fire USA National Headquarters has been awarded a grant from the Thrive Foundation for Youth to fund a three-month study of the Thrive model. Camp Fire will study the feasibility of a staged implementation process that will achieve a full-scale implementation of the Thrive model in Camp Fire councils. The study and evaluation will allow national headquarters staff to fully evaluate the tools, process, and indicators to ensure alignment with Camp Fire program philosophy, core values, and outcomes for youth, and to evaluate the time and resources needed, both nationally and locally, for phased implementation. For more information about the Thrive Foundation, go to <http://thrivefoundation.org/>.

Connie Coutellier Announces Semi-Retirement

Connie Coutellier is a valued member of Camp Fire USA, having served our organization's mission in a variety of roles for over 40 years. Connie will be semi-retiring at the end of June. She wants time to devote to other organizations and causes she believes in. However, she will continue as an independent consultant on various Camp Fire projects for which she is uniquely suited. For example, over the years Connie has been councils' number one "Go To" expert on risk management and everything from designing great camp programs to effectively administering and overseeing those programs. Connie received the Camp Fire USA Flame Award at a national staff meeting in June. We thank Connie for her commitment to building strong youth and engaged families through service to Camp Fire's mission and proudest traditions. She truly exemplifies work, health, and love.



Leadership News

Changes in Council Executive and Board Leadership

New Executive Director/CEO:

Amy Geiger, Iowana Council, Cedar Rapids, Iowa

Resignation of Executive Directors/CEOs:

Becky Davis, Baltimore Council, Inc., Baltimore, Md.

Paige Peabody, Southeast Michigan Council, Southfield, Mich.

Incoming Board Presidents/Chairs:

Tommy Reed, West Texas Council, Midland, Tex.

Jerry Taylor, North Texas Council, Wichita Falls, Tex.

National YAC Highlights

By Heather Crain, National YAC Member



Summer is now in full swing. Thus, the summer camp season has begun! All over the country, Camp Fire USA youth are participating in summer camp programming, not only just as campers, but by taking on leadership roles as well. In fact, many Camp Fire USA National Youth Advisory Cabinet (YAC) members are avidly involved in their council's summer camp programming.

Summer camp is the perfect place for leadership development. Youth can participate in leadership training and/or can become summer staff. One of the leadership programs that many Camp Fire USA camps offer

is the Counselor-in-Training (CIT) course. This program gives older youth a chance to gain leadership training at camp. CIT teaches youth how to work with children, lead and facilitate activities and programs, and much more. Although this course focuses its programming on camp, the lessons have a deeper meaning. Participants are able to use the skills they have learned from the CIT program in their everyday lives. Aside from the CIT program, youth also get leadership experience by working summer camps. When youth work camp, they learn responsibility, gain confidence, and have experiences they may never have gotten otherwise. That is one of the things that makes summer camp such a unique experience—every activity, every game has a purpose. Lifelong skills are built, all while having fun!

Having completed the CIT program and been on staff at camp myself, I know firsthand the importance of

camp. Camp is more than simply learning how to put up a tent, build a fire, or teach games. Although these things are all important and fun, the true meaning of summer camp goes much deeper than that. Camp teaches responsibility. It teaches you how to work with people from diverse backgrounds and personalities. It helps you gain confidence. Camp helps you become comfortable with who you are. It gives you the tools to reach your highest potential. Overall, summer camp empowers. It is crucial that we remember the true and lasting impact summer camp can have. The lessons gained from working camp last way past the end of the summer. Summer camp empowers for a lifetime. Summer camp empowers youth to become the leaders of tomorrow.

ELSA Update

The purpose of Camp Fire USA's Executive Leadership Strategic Alliance (ELSA) is "to advocate and act for the strength, effectiveness, and integrity of the Camp Fire movement."

ELSA meets by conference call. All executive directors/CEOs are invited to participate. For more information, please contact ELSA Co-Chair Gayle Orange, at gayle.orange@campfireusawmc.org, or Co-Chair Elaine Brinkley, at ebrinkley@campfireusaga.org.

To participate, call in to the conference call: 866-502-8312, passcode 256401.

ELSA General Membership Meetings

8:30 a.m. (PDT)
 9:30 a.m. (MDT)
 10:30 a.m. (CDT)
 11:30 a.m. (EDT)
 July 12, September 13

ELSA Steering Committee Meetings

8:30 a.m. (PDT)
 9:30 a.m. (MDT)
 10:30 a.m. (CDT)
 11:30 a.m. (EDT)
 August 9

Leadership News



KANSAS CITY YOUTH SUMMIT

On President Obama's 2020 College Completion Goal

Make Plans for Youth to Attend the National Youth Forum 2011

During the Camp Fire USA National Leadership Conference (NLC) in October, the National Youth Advisory Cabinet will be hosting the Camp Fire USA National Youth Forum 2011. Youth who are in eighth grade and older are invited to participate in this great event! Participants will have fun exploring leadership opportunities and getting to meet awesome youth from Camp Fire councils throughout the country!

Highlights of the National Youth Forum will include:

- Participation in youth sessions related to leadership, public speaking, brand identity, and making the change.
- Participation in National Leadership Conference sessions featuring motivating speakers.
- Voices in Action: Kansas City Youth Summit: To be held on Saturday and cosponsored by the U.S. Department of Education, the purpose of the summit will be to empower youth who participate in out-of-school organizations to create youth-led strategies that address academic engagement.
- Fun icebreakers and activities at the opening youth session and the Saturday evening party!

Mark your calendar, work on fundraising, and watch for more information!