

# SPRING LEADERSHIP CONFERENCE

April 14-17th, 2010 | Palm Springs, CA | HOTEL ZOSO

## Experienced Director Day

Friday, April 16, 2010, 9:00 am – 5:00 pm

Cost: \$109 with registration / \$159 without registration. [Register Now!](#)

### Up Close & Personal with Ashley Merryman

Morning Session: 9:00 am – 12:15 pm

Join us for the keynote presentation with Ashley Merryman. Immediately following Ashley's book signing, participants in the Experienced Director Day will have a private Q & A session with Ashley. Dig deeper into Ashley's topics on childhood and parenting techniques in this unique opportunity to be up close and personal with an author of cutting edge research on child development.

### Dealing with Change: Lunch with Rick Green

12:15 pm – 2:00 pm



Change is a constant – whether we're discussing camping or our morning newspaper. As we deal with shifting economic and demographic trends, Rick will share insights into how to navigate change and emerge even stronger. You'll be surprised by the similarities that exist when discussing newspapers and camping! Take the lessons learned by this seasoned newspaper professional and apply them to your operation.

Rick Green is Executive Editor of The Desert Sun and mydesert.com, the newspaper's award-winning website. He's a native of a small farming community in Ohio, where he discovered as a high school sophomore his love of newspapers, journalism and community involvement.

**Bonus!** Exhibitors will be joining us for lunch! Get a sneak peak of all that's hot hot hot in the Exhibit Hall and get a jump on purchasing unique services for your camp!

### Effective Negotiation: Presented by Silver & Freedman Law Firm

Afternoon Session I: 2:15 pm – 3:30 pm

Negotiation is part of a camp director's everyday life. From developing larger contracts such as a property lease to program service agreements to getting a good deal on leasing vans, strong



negotiation skills are invaluable to a camp seeking to maximize benefit and minimize cost. The secret? Effective negotiation requires planning, practice and the development of a new set of skills. Learn the do's and don'ts of negotiation, identifying common pitfalls to avoid as well as strategies that are effective and easier than you'd think! Walk away with a fresh perspective on how to approach negotiation and new tools that will equip you to secure the BEST deals this summer!

### **Ask Bob**

Afternoon Session II: 3:45 pm – 5:00 pm

Here's your chance to pick the brain of one of camp's most influential and important leaders! Over the years, Bob Ditter has shared his expertise on social networking, staff supervision, increasing counselor effectiveness with campers, building resiliency in youth and more. Camp professionals have spent countless hours studying his "In the Trenches" columns in Camping Magazine looking for tips and tools to increase their effectiveness as camp leaders. Spend time with Bob Ditter in a small intimate setting and drill down deep into the topics that are most important to you and experienced directors. Discuss Ashley Merryman's book, Bob's new findings about relational aggression among boys and girls or bring your own burning questions...the sky is the limit!