

## Summer Session – Key Points

- 1. Camp Site Relationship**
  - Up Front Meetings (Agreement, Logistics, Payment Schedule, Needs)
  - Paper trail
- 2. Marketing and Advertising Accuracy**
  - Word and Visuals
- 3. Budget Emphasis**
  - Bells and Whistles Warning
- 4. Plan Ahead**
  - February/March Operational Organization (Top Down)
- 5. Embrace the Training**
  - Amount of Meetings
  - Length of Time
  - Detail of Paperwork
- 6. Camp Prep Challenges**
  - Time
  - Organization
  - Gear, Gear, Gear
- 7. Communication Approach**
  - Early and Often
  - Accessible
  - Take the Hit
- 8. Priority – CAMP LEADERSHIP**
  - “real adults”
- 9. Staff Relationship**
  - Kill’em with Kindness
  - Tactically combat the “stamina problem”
- 10. Camper Experience Matters (Presentation is (almost) Everything)**
  - Bad vs. Average vs. Good vs. Great vs. Best