

2012 Promise to Practice Professional Development Experience

Saturday February 25

- 2:00 p.m. **Registration and Check-in Begins** (Emory Conference Center Lobby)
- 5:00–5:45 p.m. **Cocktail Reception** (Starvine Ballroom Foyer)
- 6:00–7:30 p.m. **Welcome Dinner** (Starvine Ballroom)
- Welcome—Camp Fire USA Georgia Council—Elaine Brinkley, Executive Director; and Amanda Styles, President
 - Opening Remarks—Lauren Lampe, National Youth Advisory Cabinet Chair
 - Camp Fire USA Video
 - **Keynote Address—National Priorities and Direction of the Movement**
Speaker: Cathy Tisdale, President and CEO, Camp Fire USA
Camp Fire USA is on the move!!! Perhaps you've heard the buzz that was created some time ago and further articulated at the 2011 National Leadership Conference. Come see for yourself why the Camp Fire Movement is destined to emerge as a cutting-edge innovator within this shared youth development space and why folks are getting excited about their roles in imparting "the Camp Fire USA experience."
- 7:45-9:00 p.m. **Connecting Through the Camp Fire Experience**
Room Color-coded by nametag. Azalea–red. Mountain Laurel–yellow. Hickory–blue.
Facilitators: Tara Markley, Elaine Brinkley, Susan Bencke, Lyn Lucas, and Rick Taylor
In groups, participants will have opportunities to meet and learn from other youth development professionals to discuss resources and strategies that impact their work.

Sunday February 26

- 7:00–8:00 a.m. Breakfast (Conference Center Dining Room)
- 8:00–9:00 a.m. **Plenary Session: Brand Revitalization—Telling Our Story in a Different Way** (Emory Amphitheatre)
Speaker: Pasquale Trozzolo, Trozzolo Communications Group
Camp Fire USA is on the cutting edge, utilizing several methodologies to advance youth development while enhancing the preparation of youth development professionals. This plenary will assist you in sharing that news with funders and stakeholders who may not be fully aware of the quality differentials associated with "the Camp Fire USA experience."
- 9:00 a.m.–5:00 p.m. **Innovation and Creativity Aisle – Available all day**
(Meeting Room Hallways and Basswood)
Programmatic partners and resource agencies will be available to showcase their offerings while educating participants on ways they can enhance council programs and operational effectiveness. Council partners will share highlights of innovative partnerships that strengthen their delivery.

- 9:15–10:30 a.m. **Promise Track: Brand Revitalization: What Our Position Tells Us** (Mountain Laurel)
Facilitators: Catherine Lufkin; and Pasquale Trozzolo, Trozzolo Communications Group
This session is for executives and fund and community development professionals to expand on strategies to uphold the Camp Fire USA brand promise designed to prepare youth for life and engage their families in the process.
- Practice Track: Maximizing Partnerships** (Azalea)
Facilitators: Hannah Hasselquist and Chris Lytle
This session, for program staff and administrators, will highlight best practices that enhance direct delivery through strategic alliances, such as Gamma Phi Beta, Geek Squad, HUD, EPA, Growums, possible funders, and others.
- Thrive Pilot Council Session – Meeting All Day** (Dogwood)
Facilitators: Kim Sabo Flores, PhD., Shawna Rosenzweig, and Geri Anne Elsen
This session, which will continue throughout the day, will provide Year 1 Thrive Pilot Council staff the tools needed to integrate the Step-It-Up-2-Thrive Theory of Change into Camp Fire USA’s programs and outcomes.
- 10:30–10:45 a.m. Break
- 10:45 a.m.–12:00 noon **Promise Track: Maximizing Partnerships** (Azalea)
Facilitators: Hannah Hasselquist and Chris Lytle
This session, for executives, will outline successful tactics in working with national and local partnerships. Agency panelists will share untapped resources, services, and funding streams available through such partners as Gamma Phi Beta, Geek Squad, HUD, EPA, Growums and, others.
- Practice Track: Living the Brand** (Mountain Laurel)
Facilitators: Catherine Lufkin; and Pasquale Trozzolo, Trozzolo Communications Group
This session, designed for program staff and administrators, will address the importance of living the brand daily in all facets of program organization and delivery.
- 12:00 noon–1:00 p.m. Lunch Buffet (Conference Center Dining Room)
Marketing Task Force Lunch Debrief
- 1:00–2:00 p.m. **Plenary Session: Building Program Capacity** (Emory Amphitheatre)
Speakers: Deana Ervin; DD Gass; and Amanda Sutter, David P. Weikart Center for Youth Program Quality
Learning from our two years of data collection and implementation of Camp Fire’s Program Quality Intervention (CFPQI), this session will define strategies to move beyond assessment to systematic implementation of program quality interventions.
- 2:00–2:15 p.m. Break

2:15–3:30 p.m.

Promise Track: Building Measurable Effectiveness and Sustainability

(Azalea)

Speakers: Cathy Tisdale and Geri Anne Elsen

This session, for council executives, will define intentional strategic planning approaches that incorporate national priorities and youth development innovations. Participants will examine the intersection of Youth Program Quality Assessment (YPQA), Core Capacity Assessment Tool (CCAT) results, outcomes performance, and the external environment, which inform strategic planning and build the council's capacity to deliver quality programs while impacting more youth and families.

Practice Track: Introduction to CFPQI (Camp Fire USA Program Quality Intervention) Part 1—YPQA Fundamentals (Mountain Laurel)

Facilitator: Amanda Sutter, David P. Weikart Center for Youth Program Quality

This hands-on workshop is a condensed version of the YPQA Basics course and is designed for those who want to better understand the program quality assessment tool and process. Whether you are brand new, or just want to learn more about the steps and benefits of the CFPQI, participants will get an overview of how to conduct program self-assessments—including program observations and using evidence to score items.

Practice Track: Youth Work Methods Course—Using Planning and Reflection as Learning Tools (Hickory)

Facilitators: Sarah Graves and Lyn Lucas, Certified Youth Work Methods Trainers

The planning and reflection process, central to the Camp Fire USA program philosophy, can turn a fun activity into a powerful learning experience! Participants will learn how to support youth in planning, implementing, and evaluating activities and projects—while ensuring lots of fun in the process! If you have used these techniques in the past, come prepared to share what has worked well for your staff.

3:30–3:45 p.m.

Break

3:45–5:00 p.m.

Promise Track: Building a Sustainable Business Model (Azalea)

Facilitators: Patti Gardner and Carla Stephenson

This session will provide strategies for professionals responsible for budgets and business plans. This session will address sustainable business models and development of “all-in” budgets for grants and proposals.

Practice Track: Introduction to CFPQI Part 2—Application of YPQA (Mountain Laurel)

Facilitator: Amanda Sutter, David P. Weikart Center for Youth Program Quality

(A continuation from the session at 2:30 p.m.) This hands-on workshop is designed for those who want to better understand the program quality assessment tool and process. Whether you are brand new, or just want to learn more about the steps and benefits of the CFPQI, participants will get an overview of how to conduct program self-assessments including program observations and using evidence to score items.

Practice Track: Youth Work Methods Course—Using Structure and Clear Limits Without Stifling Creativity and Fun (Hickory)

Facilitators: Sheri Hemby and Holly Huschka, Certified Youth Work Methods Trainers

How do you prevent chaos in a youth environment without stifling youth's positive energy? This workshop introduces methods for setting clear limits and a productive program structure. Participants will learn fun ways to facilitate while advancing the group to achieve its objectives. If you have used these techniques in the past, come prepared to share what has worked well for your staff.

5:00 p.m.

Night Out on Your Own: Participants will have the opportunity to visit Atlanta on their own or with special interest groups. Recommended outings will present sites of interest for environmentalists, culture buffs, and those who want to fully experience Atlanta's vibrant night life. This Night Out is at each participant's expense.

Some Suggested Night Out Destinations:

The historic **Virginia Highland** area is approximately ten minutes from the Emory Conference Center and Hotel and is Atlanta's most popular neighborhood for shopping, dining, and nightlife. Discovering the unexpected is part of the attraction. You may find world-famous musical entertainment at a tiny nightclub, an opening-night party at an art gallery, or a gathering of fascinating people at one of the coffeehouses.

Downtown Decatur is approximately 10–12 minutes from the Emory Conference Center and Hotel and is a destination in itself for dining; *Southern Living* magazine named Decatur one of the top ten "Tastiest Towns in the South." And if you are a fashionista, you will find storefront boutiques that specialize in the latest trends, with a spotlight on organic foods, fair trade goods, sustainable materials, and local designers.

The Sun Dial Restaurant and Centennial Park is approximately 20 minutes from the Emory Conference Center and Hotel. An Atlanta tradition, thousands of locals and tourists board the scenic glass elevators each year to climb the hotel's 73 stories to The Sun Dial for its unbeatable view—a breathtaking 360-degree panorama of the magnificent Atlanta skyline. The restaurant features classic cuisine, live jazz, and a relaxing ambiance in the tri-level dining complex. Continue your evening by strolling the 21 acres of Centennial Olympic Park, home to The Fountain of Rings, the world's largest interactive fountain. Just outside the park you will find the CNN Center, The Georgia Aquarium, and The World of Coke.

Le Giverny Bistro is one of the many choices of restaurants for those who prefer to stay at the Emory Conference Center. For a special dinner, the Le Giverny, located in the Emory Inn, has a delicious selection of light fare in a country French setting. Top-rated in French cuisine in Atlanta by Zagat Survey, Le Giverny Bistro is described as "most unexpected," "relaxing," and having "knowledgeable staff who deliver truly gourmet food." View this restaurant and make reservations online at www.legiverny.com, or call 404-325-7252.

Monday, February 27

- 7:00–8:00 a.m. Breakfast Buffet – (Conference Center Dining Room)
- 8:00–9:00 a.m. **Plenary Session: Exploring the Capacity of the Camp Fire Movement: Collective Findings From the CCAT** (Emory Amphitheatre)
Speakers: Geri Anne Elsen and Jared Raynor, TCC
The CCAT is not a report card—it's a learning tool that leads to deeper understanding of drivers that catapult success! This plenary session will inform all internal stakeholders of the CCAT tool, its utility, lessons learned, and how we implement these insights to foster council and program effectiveness.
- 9:15–10:30 a.m. **Promise Track: Using CCAT Findings to Build Council Effectiveness** (Azalea)
Facilitators: Linda Hamilton, Paulette Riley and Jared Raynor (TCC)
This session, designed for council leadership (including executives, senior management, and program directors), will define how councils can use CCAT results to identify gaps and engage boards and staff in discussions to create strategies to improve council effectiveness. Bring your council's CCAT report to use in this session.
- Practice Track: Geek Squad Presentation** (Mountain Laurel)
Facilitators: Geek Squad Staff
This session will provide technical tools and resources that enhance organizational capacity and programmatic offerings. The Geek Squad is affiliated with Best Buy Stores, and is available across the country.
- Innovation and Creativity Room – Available all day** (Hickory)
Programmatic partners and resource agencies will be available all day to showcase their offerings while educating participants on ways they can enhance council programs and operational effectiveness. Council partners will share highlights of innovative partnerships that strengthen their delivery.
- 10:30–10:45 a.m. Break
- 10:45 a.m.–12:00 noon **Promise Track: Building Council Core Capacities** (Azalea)
Facilitators: Linda Hamilton, Paulette Riley and Jared Raynor, TCC
This session continues from the previous CCAT session with specific recommendations for working with CCAT recommendations. Council staff will work in small groups to examine council capacity building plan action items and strategies to achieve them. This conversation will solidify the vision and guide council boards and staff to develop next steps in the CCAT process. Bring your council's CCAT report to use in this session.
- Practice Track: Using Evaluation Tools to Enhance Direct Delivery** (Mountain Laurel)
Facilitators: Mary Alice Ahlgren, Griselda Castillo, DD Gass, Amanda Sutter and Geri Anne Elsen
Within the context of having assessed programs, council program administrators will work with data from the CFPQI, and CCAT, to determine best practices when implementing program quality improvements. Council staff will give examples of how their councils are working through improvement strategies. Bring your council's CFPQI improvement plan and CCAT report to this session.

Practice Track: Serving Our Clients . . . and Customers (Maple)

Facilitators: Rick Taylor, Anastasia Wroblewski, and Tara Markley
Program staff work directly with Camp Fire USA participants, but in many cases may not effectively engage parents and family members. This session will provide strategies on engaging today's youth and their parents to impart the full Camp Fire USA experience.

12:00 noon-1:00 p.m. Lunch Buffet (Conference Center Dining Room)

1:00-2:00 p.m. **Plenary Session: Helping Youth and Your Program Thrive**

(Emory Amphitheatre)

Facilitators: Kim Sabo Flores, PhD., Shawna Rosenzweig and Geri Anne Elsen
Arguably there are a multitude of social, cultural and economic influences on a youth's journey toward reaching his or her full potential. If we are to support youth to thrive, even in the most difficult circumstances, they need to be equipped with tools and strategies that allow them to shape and re-shape their environments. During this plenary session, the Thrive Foundation presents their cutting-edge theory of change, bridging the best of what science knows about thriving with the most promising practices in youth development.

2:15-3:30 p.m. **Promise Track: Building an Orientation for New Camp Fire USA Staff**

(Mountain Laurel)

Facilitators: Connie Coutellier and Gina Knapp

This session provides ideas for councils to use to orient staff at all levels to their new roles in their council and as Camp Fire USA staff members. Supervisors will have the opportunity to discuss positive transitions and resources for onboarding staff that will prepare new staff to understand the value of Camp Fire and being a part of a national organization that is on the forefront of delivering quality youth programs.

Practice Track: Jump-Starting Successful Programs for 21st-Century Teens

(Maple)

Facilitators: Hannah Hasselquist, Kayla Drozd, Holly Lane, David Carmichael, Lauren Lampe, Hannah Kraar, and Callie Stern

Participants will share best practices and the incorporation of social media while nurturing older youth. The *Youth Summit Toolkit* will be offered as a tool to support your council's **Teens in Action**, using this innovative model for **genuine** youth engagement and empowerment. Get tips on using youth voice and choice to cultivate service-learning and leadership, while eradicating antisocial behaviors.

The Growth Mindset: Strategies for Successful Learning (Azalea)

Facilitators: Kim Sabo Flores, PhD., Shawna Rosenzweig and Geri Anne Elsen
When youth have a "growth mindset" – the belief that their abilities and talent can be developed and that learning is a continual process – they are more likely to be successful in learning. Learn more about the growth mindset and how you can support its development with children and teens in your Camp Fire programs. Together we will explore the latest research on brain development through interactive activities that support the development of a growth mindset.

3:30–3:45 p.m. Break

3:45–5:00 p.m.

Reflection Circles: The Camp Fire Way

Promise Track: Executive Reflection Circles (Maple)

Facilitators: Elaine Brinkley and Rita De Young

In this session for council executives and senior managers, participants will brainstorm and prioritize specific topics the group wants to discuss. Small groups will be formed to foster more in-depth conversations.

Practice Track: Program Administrator and Program Staff Reflection Circles (Mountain Laurel)

Facilitators: Lyn Lucas, Susan Bencke, and Pearl James

Program administrators will brainstorm and prioritize specific topics the group wants to discuss. Small groups will be formed to foster more in-depth conversations.

Amygdala, the Emotional Elephant (Azalea)

Facilitators: Kim Sabo Flores, PhD., Shawna Rosenzweig and Geri Anne Elsen

In this fascinating peak at adolescent brain growth, participants learn about Amygdala, the Emotional Elephant, and ways to help young people smooth their path toward their goals. The Thrive Foundation will engage participants in three compelling StepItUp2Thrive lessons they can use immediately.

6:00-8:30 p.m.

Closing Banquet (Silverbell Pavilion)

- Opening Remarks—Elizabeth Darling, President and CEO of OneStar Foundation: Texas Center for Social Impact and Camp Fire USA National Board of Trustees President
- Mission Moment—Kayla Drozd, State Farm Insurance and Camp Fire USA alumna
- Speaker—Steve Culbertson, President and CEO of Youth Service America

Tuesday February 28

7:00–10:00 a.m.

Breakfast Buffet (Conference Center Dining Room)
Participants Depart