

# NewsNotes

JUNE 2008



THE IACCA  
MONTHLY NEWSLETTER

## Western North Carolina Section Moving Ahead

Thanks to the efforts of IACCA member and new WNCCCA President Mike Murphy, the Western North Carolina section of IACCA has re-affirmed its commitment to IACCA and is looking forward to an expanded role in the 2008 conference.

In a letter to Janet Begley, Mike indicated that the Western North Carolina chapter met recently and is anxious to expand its role as a regional affiliate. "Please express to the IACCA Board of Directors the sincere wish of the members and conference centers in Western North Carolina to remain an official chapter," he said.

Mike also indicated that he is actively promoting the annual IACCA conference to his membership and hopes to have many North Carolina members in attendance. Of the 18 members of the Western North Carolina group, about half are already IACCA members.

According to the group's website, the following conference centers are members of WNCCCA's:

- **Billy Graham Training Center at the Cove**, Asheville

- **Blowing Rock Conference Center**, Blowing Rock
- **Blue Ridge Assembly**, Black Mountain
- **Bonclarken Conference Center**, Flat Rock
- **Caraway Conference Center**, Asheboro
- **Christmount Christian Assembly**, Black Mountain
- **Catholic Conference Center**, Hickory
- **High Pastures**, Burnsville
- **Hollifield Leadership Center**, Conover
- **Kanuga Conferences**, Hendersonville
- **Lake Junaluska Conference and Retreat Center**, Lake Junaluska
- **Lake Logan**, Canton
- **Lifeway Ridgecrest Conference Center**, Arden
- **Lutheridge Conference Center**, Arden
- **Montreat Conference Center**, Montreat
- **Ridge Haven**, Brevard
- **Valle Crusis Conference Center**, Valle Crusis
- **YMCA Camp Hanes**, King

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## Calendar

- Annual Conference Early Bird Registration Deadline July 15
- KCW's Human Resources October 25-26
- Business Administration October 26-27
- 2008 Annual Conference October 27-31
- KCW's Finance March 9-10, 2009
- KCW's Marketing March 10-11, 2009
- Capstone / Re-Certification Seminar March 12-16, 2009

## Can You Help?

Housekeeping is an issue we all deal with on a daily basis and the Education Committee is interested in hearing about how your center accomplishes this task. Committee members are looking for input on the best practices, techniques, guidelines etc. in place at your center, including items such as checklists and time schedules.

The goal of this project is to share best industry practices in housekeeping, including day-to-day tips that are both valuable and practical. If you have information to share, please e-mail [jhuffman@caraway.org](mailto:jhuffman@caraway.org) or mail to Jimmy Huffman, P.O. Box 36, Asheboro, NC 27204.

## Welcome New Member Centers

The face of IACCA is constantly evolving, thanks to the new class of membership called Member Center. Since last month, eight more centers have joined IACCA as Member Centers, including:

- **Camp Stevens**,  
Julian, California
- **Tall Oaks Conference Center**,  
Linwood, Kansas
- **Procter Conference Center**,  
London, Ohio
- **Catholic Conference Center**,  
Hickory, North Carolina
- **Capital Camps and Retreat Center**,  
Rockville, Maryland
- **Canterbury Hills**,  
Ancaster, Ontario, Canada
- **DeWolfe Center**,  
Wading River, New York
- **Kentucky Leadership Center**,  
Nancy, Kentucky

We would also like to welcome **Tim Bearden** from the Tennessee

Baptist Conference Centers in Linden, Tennessee and **Cathy Webb** from the Catholic Conference Center in Hickory, North Carolina as two of IACCA's newest members.

Member Centers represent a new opportunity to include more conference center professionals in the IACCA family. In addition to executive directors, support personnel in the operations, program, hospitality, housekeeping, food service and maintenance fields are now included among 2008 IACCA members.

At last year's annual meeting, there were 135 IACCA executive and associate members. As of May, 2008, we have now 75 member center members; 49 executive members; and 23 associate members, for a total of 147. Members in the life, business, affiliate and student categories

round out the total membership of about 200. The Membership Committee will be implementing a new membership initiative this summer so check back for more details.

If your center's name is not listed and you have indicated that you wish to become a member center, please contact the IACCA office and Janet Begley will be glad to assist you. If you'd like more information about the special benefits available to Member Centers, she will be pleased to provide that as well.

Please note that you must indicate the names of your center representatives by July 1 to make sure that all of our records are up-to-date. Please send an e-mail to [IACCAoffice@aol.com](mailto:IACCAoffice@aol.com) with the names of your centers' IACCA members.

## New Centers Join IACCA Travel Program

Are you interested in professional development or personal renewal opportunities at a discounted rate? The new IACCA travel benefit program allows members to visit other IACCA-member sites during non-peak periods for the limited cost.

Four new centers have joined the program including

- **Pearlstone Conference and Retreat Center**  
Reisterstown, Maryland
- **Christmount Assembly**  
Black Mountain, North Carolina
- **Lake Huron Retreat Center**  
Lakeport, Michigan

- **Barbara C. Harris Camp and Conference Center**  
Greenfield, New Hampshire.

The program now has centers in Nebraska, New Hampshire, Michigan, Minnesota, Maryland, Wisconsin and Florida. For more details on the program, please consult the Members Only Section of the IACCA website at [www.iacca.org](http://www.iacca.org). Want to add your center to the list? Contact Janet Begley, IACCA Executive Director, and she'll enroll your center in the IACCA Member Travel Benefit Program.

## IACCA Education Committee Update

Online education, site selection for future education programs and content for upcoming issues of *Perspectives* were just three topics considered by the Education Committee when they met in April at the beautiful Caraway Conference Center in Asheboro, North Carolina. Committee Chair Anne Horton reports that the committee has taken action in the following areas:

### Winter/Spring 2009 KCW/ Capstone Site Selection:

Many IACCA members responded to the RFP which was sent out in March and the committee was happy to have so many wonderful sites to consider. Based on the proposals, the committee chose the Pearlstone Retreat and Conference Center in Maryland to host the 2009 Winter/Spring KCW's and

Capstone. Pearlstone is close to the Baltimore Airport, offered competitive pricing and availability of accommodations, and is centrally located for people who are interested in pursuing IACCA certification.

### Online Education:

Offering an online education component to the IACCA certification curriculum is still under development but the Education Committee hopes to be able to launch the first phase by the annual conference in October. Part one will focus on **Housekeeping** and more information will be available shortly on the IACCA website.

### Upcoming Issues of Perspectives:

The popularity of *Perspectives* continues to grow, requiring that the Education Committee

expand its list of future *Perspectives* titles and authors. Now slated for publication are the following titles:

- **Data to Drive Marketing**
- **Fund Raising**
- **Housekeeping Training**
- **Finance**
- **Guest Services**
- **Succession Planning**

If you or a member of your staff would be willing to contribute to an upcoming edition of *Perspectives*, please contact Anne Horton at [ahorton@cpcumc.org](mailto:ahorton@cpcumc.org). Members of the 2008 Education Committee include Jimmy Huffman, Jess Schload, Charles Wallace, Carole Westphal and Wynne Whyman.

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## Gas Prices Not Likely to Affect Travel Plans of Most American Travelers

Six of ten (59%) Americans who are currently planning a trip with their car, truck or SUV this summer will not change their travel plans even with additional increases in the price of gas, according to the Travel Industry Association of America (TIA). This national, non-profit organization promotes and facilitates increased travel to and within the United States.

Among the 41% of respondents who stated their plans would change if gas prices rise further, the greatest percentage would simply drive a shorter distance to their vacation destination. Other expected outcomes include people taking fewer trips and spending less money on other aspects of vacations as revealed below:

- 38% would drive a shorter distance;
- 36% would take fewer trips and/or cancel a trip;
- 30% would spend less on souvenirs and shopping;
- 27% would spend less money on meals/restaurants and/or less on entertainment;

- 23% would spend less on hotels;
- 21% would spend fewer nights away from home;
- 20% would select another vacation destination.

Among those planning to take a trip, just under half (46%) plan to stay in a hotel, motel, conference/retreat center or bed and breakfast. One out of four (25%) plans to take a trip by air, 11% plan to visit a theme park, 5% plan to stay in a timeshare and 3% plan to take an international trip.

*Editor's Note: We'd like to hear from our members whether higher gasoline prices have impacted group reservations for this summer. Drop an e-mail to [iaccaoffice@aol.com](mailto:iaccaoffice@aol.com), and let us know if the price of gas is affecting people driving to your centers and what creative ways they've come up with to maximize transportation alternatives. We'll share the results in upcoming issues of NewNotes.*



## President's Message

In last month's newsletter I shared my thoughts about IACCA's need and commitment to be a

mission-driven organization. Our next priority is accountability.

Building an association committed to the highest ethical standards requires that we foster practices that create an environment of transparency, accountability and integrity. During Jack Shitama's tenure as president, he continually focused the organization on building transparency of the Board's actions. The results of his efforts include posting of Board meeting minutes and financials on our web site, annual outside review of financials, and open presentation of potential board actions for member review and feedback both positive and negative. But we are not done; we can do more.

There are a number of things that we can do as a Board and as an organization to demonstrate our accountability to our membership and to the community of not-for-profit conference centers at large:

1. **We will foster a culture of accountability.** Rules, standards, and practices are far more effective when the people they affect understand them, know why they are important, and embrace them. We have updated our Board manuals from all meeting minutes, and are updating our policies to confirm that we are doing what we agreed to do.
2. **We will adopt a Statement of Values and Code of Ethics.** This document will describe the ethical principles that IACCA's staff, board and volunteers agree to follow, and will include a statement of values articulating the principles it is committed to uphold. You will have

the opportunity to participate in the development of this document at our Annual Fall Conference. Thanks to Bill Duncan for the groundwork he has set for this important initiative.

3. **We will continue to focus on transparency.** We understand that you will have much more confidence in your Board's work if you know how we are doing it. We will expand our use of our website to share documents that provide information about our finances, operations, governance, and impact.

Going forward, it will be the responsibility of our Executive Director to make sure that we follow through on our commitments to each other and the organization. As always, please give me your feedback – this is our organization.

Blessings,

*Carol*

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