



IACCA NewsNotes

April, 2007

“Your Work-Our World” is Theme of 2007 Annual Conference

Conference Plans Are Underway

Your 2007 Conference Planning Committee is hard at work planning for a great IACCA experience at the C.A. Vines Arkansas 4-H Center!

The Planning Committee met at the center in early February. The membership will find this facility top rate in providing technology tools to enhance your conference experience. Guests will have access to the computer lab for work and e-mail. If you choose to bring your laptops, the campus is wireless. While cell phone coverage is spotty, there are courtesy phones throughout the facility—just bring a calling card.

The committee thoroughly read the evaluations and surveys completed in 2006 and used that information in laying out the agenda for this year. You'll have more workshops and more time in small group dialogue. Workshops will cover a variety of topics, including the greatly requested subject of working with staff. While there will be time for fun and relaxation, the committee feels that time will also be beneficial as a time of networking and gaining knowledge from colleagues.

Using technology as the base, the committee is designing this conference to meet the needs of all centers, regardless of size. By partnering with environmental issues, each conference center professional can take home valuable information on technology to implement rather quickly.

The committee is utilizing a variety of talents in securing workshop presenters to provide practical

tools for the IACCA membership to utilize at their own centers.

continued on page 2



Members of the Conference Planning Committee traveled to Arkansas in February to experience some Arkansas hospitality first-hand in preparation for the 2007 conference.

2007 IACCA Conference

Continued from page 1

Dr. Kara Wolfe, a former member of IACCA, will be our keynote presenter. Her presentation, “It’s Not Easy Being Green” will take us into this partnership of technology and the environment. Dr. Wolfe is an assistant professor at North Dakota State University. Kara has spent extensive research time in this field and her presentation will challenge and motivate.

We’ll also have fun at the Annual Conference!

Enjoy an “after hours” lounge area where beverages and snacks will be



available. Enjoy walks around the lake, or just sit a while enjoying the beautiful fall weather Arkansas provides.

Tony Baker, a member of the 4-H staff and the program committee says, *Bob and I are very excited about hosting the conference this year. We’ll show you the best of Arkansas hospitality!* This is the hope of the entire program committee. Come – enjoy – learn! We’ll be ready for you!



The latest in meeting technology is available to IACCA members at the fall 2007 conference.

A Message from the President

Celebrating 30 years at the Zephyr Point annual conference turned out to be one of the best conferences I attended. Don’t get me wrong, they are always good. The combination of learning, networking, fun and fellowship are always just what I need to get professionally inspired and re-charged.

Yet, there was something special about the Zephyr Point conference. Perhaps it was the stimulating mix of long-time and new members. Or the plenary sessions that were “spot on” and the meal time conversations that provided me with “priceless” ideas, one of which I put into place not long after I returned home. Or the Silent Auction, where I had to bid on the President’s gavel because I happened to leave it unattended just long enough for my “friends” and colleagues to confiscate it and list it as an auction item. Or the 30th Anniversary celebration and honoring Larry Hill with the Scotty Washburn Award. Well...I could go on and on.

One thing I know is that the hospitality of Zephyr Point staff and our Conference Planning Committee were matched only by the spectacular Lake Tahoe setting. If you attended, you know what I mean. If you weren’t, you’ll have to join us this year in Little Rock.

I continue to consider it an honor and privilege to serve IACCA as President. The caliber of professionals that are involved in our association humbles me. I was reminded of this again at our recent board meeting at Marywood Retreat Center in Jacksonville. Your leadership continues to move IACCA toward becoming THE source for education, professionalism and support. For this, we can all be grateful.

Grace and Peace,

IACCA Welcomes Three New Life Members

At their March meeting at Marywood Retreat & Conference Center in Jacksonville, FL, the IACCA Board of Directors voted to confer Life Membership on three of our members:

Larry Hill has been an active member of IACCA since 1980. He began his career at George Williams College Lake Geneva Campus, then became Executive Director of Seabeck Christian Conference Center in 1984, retiring in 2006 after 22 years. He has served IACCA as an officer and board member, committee chair, workshop presenter and currently as our Historian. He received the Washburn Award at the 2006 Annual Conference for his commitment and many contributions to the organization over the last 26 years. He is currently enjoying retirement and cultivating his garden.

Roy Quist has been active in camp and retreat ministry for the past 22 years. He has served at Mount Misery, Casawasco Conference Center, Highroad Program Center, Quinipet Camp and Retreat Center, and most recently at Camp Magruder on the Oregon Coast. He has been a loyal IACCA member since 1991, and is currently serving as our Secretary/Treasurer. He has



recently retired to Virginia, where he will fill some of his free time as tour and charter coach driver.

Norm Ross started his career with Holiday Inns, and has led centers in the not-for-profit sector for the last 30 years, most recently at Saint Christopher Center. He also served as a member of the Board of Episcopal Camp and Conference Centers. He has been an active member of IACCA since 1985, serving as a board member, committee chair, and on the faculty of KCWs and the capstone/recertification seminar. Although retired, Norm wants to continue to share his

industry expertise as a consultant and short-term interim director, and is currently serving as interim at Waycross Center.



Life Membership may be conferred at the discretion of the Board upon retired members how meet the following criteria: member in good standing for at least 12 years; attendance at at least 10 annual conferences; and, not employed full time in a conference center. Qualifying members should send a letter to IACCA president Jack Shitama requesting Board consideration.

A Special Thanks...



In March, members of the IACCA Board of Directors, the Membership Committee and the Education Committee met in Jacksonville, Florida for mini-summit and board meeting. This is the first time that IACCA members have had the opportunity to visit the Marywood Retreat Center and we would like to extend our thanks to our hostess, Laura Diamond, as well as the members of her staff for their hospitality.

Larry Hill Honored with Washburn Award



Larry Hill

The Frank M. (Scotty) Washburn Award was presented to Larry Hill at the November, 2006 Annual Conference of the IACCA.

The Washburn Award honors exceptional service to the organization. Larry has personified this spirit of service since joining IACCA in 1980. Previous recipients Frank (Scotty) Washburn, Dr. Charles Wallace and Al Meyer participated in the presentation.

Some of Larry's IACCA achievements include hosting the 1985 annual conference at Seabeck; becoming a charter member and first President of the IACCA Northwest Section; serving on the Board as Legislative Advisor and Membership Chairman; elected First Vice President, in which capacity he planned the Mt Sequoyah and Silver Bay conferences; as well as providing leadership to workshops, seminars and plenary sessions at a number of Annual Conferences.

Larry has a way of getting a serious point across while injecting into it his finely tuned sense of humor. He has helped raise significant funds for the Kay Olson Memorial Scholarship Fund, and currently serves as the IACCA historian.

Please join us in congratulating Larry.

Membership is on the Upswing for 2007

Over the last several months, membership in IACCA has been on the upswing, thanks to the hard work of our membership committee, as well as recruitment efforts by current members.

During the last 12 months, we have added more than 20 new Executive and Associate members to our ranks, bringing our membership totals to almost 200.

The new membership directory has been printed and each executive, associate, business, affiliate and life member will receive their own copy shortly. In the meantime, an electronic version of the directory can be found on the Members Only Section of the IACCA Website. Simply use the password "memberlink" and you will be able to download the directory. Many thanks to our advertisers who made this new edition of the directory possible.

Recent new members of IACCA include:

Kate Ekberg, Conference Coordinator, Zephyr Point Conference Center, has joined as an Associate Member. Contact Kate at (775) 588-0840 or kate@zephyrpoint.org

Tiffany Clifton-Cich, Director, Retreats and Conference Operations, NLOM, has joined as an Associate Member. Contact Tiffany at (800) 656-6254 or Tclifton@nlom.org

Rick Zichterman, Conference Manager, Kellogg Biological Station, has joined as an Executive Member. Contact Rick at (269) 671-2356 or zichterm@kbs.msu.edu

Kass Lawrence, Director, Roslyn Retreat Center, has joined IACCA as an Executive Member. Contact Kass at (804) 288-6045 or kassl@roslyncenter.org

Don McCown, Director of Human Resources, The Mountain Retreat and Learning Center, has joined as an Executive Member. Contact Don at (828) 526-5838 or Don.McCown@mountaincenters.org

Great Memories of the 2006 Conference?

Save them FOREVER...



Announcing the IACCA 2006 Annual Conference Photo Book



Sample Pages



Order Yours Today On the Next Page!

Announcing the IACCA 2006 Annual Conference Photo Book

Capture the memories of the 2006 Annual Conference in the first publication of the *IACCA Annual Conference Photo Book*. Remember the Fun, Fellowship and the Education...the making new friends and the kindling of old friendships.

The Membership Committee of IACCA is offering this 20-page photo book (8.5" x 11"), in both hard cover and soft cover versions. Order yours now!

Costs:

- 20-Page hardcover (shown below) ----- \$48.00 Plus Shipping
- 20-Page softcover ----- \$35.00 Plus Shipping



ORDER FORM

Name: _____

Address: _____

Quantities: # _____ - Hardcover at \$48.00 each = \$ _____

_____ - Softcover at \$35.00 each = \$ _____

Shipping at \$6.00 per book = \$ _____

TOTAL PAYMENT DUE = \$ _____

Please mail, with payment, to the IACCA Office: **IACCA Photo Book**
 1270 N. Wickham Rd., Suite #16-111
 Melbourne, FL 32935

Please Allow 3 to 4 weeks for delivery. Thank you for your Order!

E-Learning for IACCA Members:

A Report from the IACCA Education Committee

It's all the rage these days, and the way in which more and more of our education is being delivered. It's called "on-line education." It's called "distance learning." It's called "web-based education." In fact, it's more than that and encompasses all sorts of electronic media and learning options. Think of it as "E-Learning," and you've got the basic idea.

The IACCA Education Committee is charged with the strategic issue of offering "effective and comprehensive educational programs which meet the needs of the members," and we have recently embarked on a project to evaluate our E-Learning options. The objective is to produce training and education for our members, especially for use with their middle management and front-line staff. (Our Key Content Workshops and the Certification Program already do an excellent job of meeting the educational needs at the director level.)

At the direction of the IACCA Board, the Education Committee recently spent two days looking at everything from creating and managing our own on-line interactive educational programs to simply developing an annotated catalog of available electronic materials for our members. The first subject areas we chose to address are housekeeping and food service. Working with Wynne Whyman, an expert in the field, we embarked on a comprehensive learning project of our own to determine, understand, and evaluate our e-learning options.

The bottom line is that creating anything from scratch and offering it as an interactive on-line course is not practical for IACCA, for a couple of reasons. First, we are a small organization without the deep pockets required to develop and support such an undertaking. And second, there are already some potentially excellent materials out there in the specific areas we have chosen to address first. The wheel is not only already invented, it's been put into service in a number of ways.

Our plan, then, is to begin with an evaluation of some of the already-available e-learning products we have found in our research, starting with a DVD from the American Hotel & Lodging Educational Institute on housekeeping. Assuming that it is of sufficiently high quality, we will then assess the accompanying manual and either modify it or write an additional training guide to tailor the learning to the nonprofit conference center environment. We may be able to loan this and other DVD's to our member centers, although there are some licensing questions that need to be addressed first.

The DVD is on order and by the time you read this, the assessment process will be under way. Our goal is to have a product available for you by the time we meet in Little Rock for the 2007 IACCA Annual Conference. This is a test of a process that may allow IACCA to create a central "lending library" of valuable training materials for its members, each of which will have an accompanying leader's guide. At the very least, you will have an annotated guide to what is out there and how you can access it for yourself.



(For more information about the IACCA E-Learning project, contact the Education Committee chair, Anne Horton, at ahwildlife@sumatanga.org.

If you would like to know more about the Key Content Workshops or Certification, visit the IACCA web site at www.iacca.org, or contact Carole Westphal, the Education Committee Dean of Students, at crwestphal@yahoo.com.)

It Pays to Be Certified

Becoming certified. Retaining certification. It's the IACCA Way to claim professional status.

The field of conference center administration calls for a working understanding of the professional body of knowledge including the new core principles. The certification /re-certification process calls on the students to apply all the information they have gathered up to this point in their career and course of study. The status, Certified Conference Center Professional, is the highest distinction conferred in the IACCA program of continuing education.

Three new certification candidates, eleven certified professionals for re-certification, a total of fourteen individuals, successfully completed the recent week of study held at Honey Creek Center in Georgia.

While students were completing the requirements for certification, another ten IACCA members were participating in two Key Content Workshops. This spring, the KCW's were Human Resources and Business Administration and Governance. The students from those classes are pictured below:



IACCA members who enjoyed the hospitality at Honey Creek during the spring KCW's included Pat Anderson, Joyce Belcher, Kate Ekberg, Nanci Hicks, Barbara Hiller, Bruce Jense, Chuck Kraining, Larry Peacock, Jeanette Smith, Shelly Steinhoff, Kathy Trotter. Charles Wallace and Carole Westphal.

Certification- A Member's Perspective

by John Grix



The 2007 Re-Certification Candidates

Traveling south from northern Michigan in early March is always a welcome journey. Leaving 2 feet of snow behind, I was looking forward to spending time with my friends and colleagues at Honey Creek in southeastern Georgia. While the great fellowship and pleasant weather were very welcome it was the Capstone and Recertification experience that stole the show.

The Education Committee and the instructors really hit a home run with this one. We started with Kathy Trotter sharing the concept of "Kaisen" -the Japanese principle of continuous improvement which could have been (and hopefully will be) a multi-day training in itself.

Norm Ross then introduced us to the 6 Core Principles and best practices of IACCA members. Then with Carole Westphal and Charles Wallace, we were immersed into each principle. We evaluated our own centers to see where we fell short, looked towards future trends and potential pitfalls and developed detailed plans for our centers.

The time and support to identify our most pressing needs and develop a detailed plan was the key to the success of this training. How many great ideas have we all had and wanted to implement but never seem to have the time to plan and make happen?

This was my third recertification seminar and by far the best. Kudos to the Education Committee.