

JOE KRUGER CAMP CONFERENCE AGENDA 2016
Trends in Today's Youth



10:00am - 10:15am Welcome, Outline and Tribute to Joe Kruger

10:15am - 11:00am Keynote at the Grand Ballroom:

“Generation Z: The Story of Me” Monica Dreger, Nickelodeon

A new study on the next generation. We will explore the many aspects of a kid's world, including the impact of world events, their connection to family and friends, their aspirations for the future and their relationship with media.

11:15am - 12:15pm Morning Breakout sessions:

“From Color War to the Classroom” Steve Feldman, Private Prep (Bergen & Bluff Point Room)

Camp is decisively an important break from school - any kid, counselor, and parent will vouch for that! However, summer camp is also where many adolescents and teens step outside their comfort zone, push themselves, become leaders, and personally grow.

We will bridge summer with the school year by discussing recent trends in education, how these academic dynamics impact campers, and what camp administrators should be aware of to ensure that their campers thrive.

“Getting children active, one sports journey and how it can help you” Anne Davis, USTA (Abbott & Burdett Room)

All indications are that children are less active than they once were. Gone are the days were children were encouraged to “just go outside and play”. Between safety issues, competition from video games and sedentary activities, travel teams and sport specialization children are leaving organized sports in droves.

The Aspen Institute and it's Project Play report is one of many organization looking at what can be done to promote physical literacy and how to reduce quality sport opportunities. Tennis has been on its own journey to do a better job of introducing the sport to children. The USTA brought in youth sport experts from all sports produced Positioning Youth tennis for Success which provides the framework for developing a child-centered training, competition, and transition model.

The USTA is revamping its delivery of the sport to make it more accessible, fun and family friendly. The results will benefit both the providers and the consumer.

“Social Media” Monica Dreger, Nickelodeon (Grand Ballroom)

We will explore the world of social media and kids! Everyone has been talking about kids and social media but we will take an in depth look into the habits and attitudes of kids under 12 years old. What age do kids get involved with social media, what do they do there, how often do they post and why.

12:30pm - 1:30pm Lunch and Awards:

- Michael Gordon Young Leaders Award: **Adam Baranker, Jeff Lake Camp**
- Thelma Hurwitz Leadership Award: **Roz and Jed Buck, Meadowbrook Country Day Camp**
- Howard Patton Award: **Mark Zides, Camp Towanda**
- Harold Breene Youth Education Award: **Camp Ma-He-Tu**

1:30pm - 2:30pm Afternoon Breakout sessions:

“Is Camp the Future of Education?” Alan Saltz, STEM (Bergen & Bluff Point Room)

Traditional schools in this country are failing our students and many educators question the rigid and sometimes arbitrary methods used to educate children. Camps provide a unique environment that encourages children to learn and grow. What if camps capitalized on this to inspire campers and staff about subject areas that are crucial to their future success? Learn how one camp, partnering with a scientific institution is infusing STEM content into all of its activities. Explore other educational initiatives, easily incorporated into camp that teach language, critical thinking and problem solving. You will leave this session thinking of camp in a whole new light!

“Pay At-TREND-tion!” Hayley Phoel, GoGo squeeZ YogurtZ (Abbott & Burdett Room)

Learn how ever-changing macro and micro trends help deliver products and messages that resonate with today's families. Explore how trends are identified, why they are useful, and what some of the big ones are today. Then, ask yourself, should you follow trends or start your own?

“New York Red Bulls Summer Camps Best Practices” David Jervis, Red Bulls Soccer (Grand Ballroom)

As an organization that resides over much of northeast youth soccer, from local club teams to their own professional development program, the Red Bulls follow a researched and proven approach to player development. The trends in soccer are similar to most team sports, parents and kids are more competitive, more focused, and more single-sport minded than ten years ago. The Red Bulls will share their philosophy on the health of young athletes as it pertains to the landscape in which they live today and share their insight on how we create a road map for success. Learning about their "Red Print" program will give us the skills we need to build a player centered development philosophy that will foster positive first experiences within the game, while at camp.

2:30pm - 2:45pm Networking Break with Snacks

2:45pm - 3:15pm Wrap Up

Join us for a cocktail hour downstairs to debrief and network!

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