



**JOE KRUGER CAMP CONFERENCE AGENDA 2018**  
**Now Trending: Understanding the Next Generation, Gen Z**

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

**10:15am – 12:00pm Keynote and Q&A at the Grand Ballroom:**

**Understanding and Managing Millennials and Generation Z**

Lindsey Pollak, Millennial Workplace Expert

Just as we've gotten used to Millennials (born approximately 1981 to 1997, also known as Generation Y), a new generation has arrived on the scene. Generation Z (born 1998 and later, also known as iGen) is particularly important to the camping world, comprising the vast majority of today's campers and staff as well as future camp leaders. Lindsey Pollak, a *New York Times* bestselling author and expert on generational differences, will share her research about Generation Z and address specific ways to better recruit, retain, engage and understand the mindset and career expectations of today's young people.

This program is organized to answer four key questions, each of which addresses the transition of expectations from one generation to the next:

1. Are Gen Zs really that different?
2. What kind of management and leadership is most effective with Gen Zs?
3. What kind of work experience do Gen Zs want?
4. How should leaders communicate best with Gen Zs...while not alienating everyone else?

**12:00pm - 1:00pm Lunch and Awards (presented by Jamie and Rachel Chadwin):**

- Michael Gordon Young Leaders Award: **Brent Osborne, JCC Rockland**
- Harold Breene Youth Education Award: **Camp Akeela**

**1:00pm - 2:00pm Breakout Session Block 1**

**2:00pm - 3:00pm Breakout Session Block 2**

**3:00pm – 3:30pm Networking Break with Snacks**

**3:30pm – 3:45pm Wrap Up**

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

## **BREAKOUT SESSIONS**

### **Diversity and Gen Z: How Do These Kids Think about Race, Ethnicity, and Gender Identity?** (Grand Ballroom)

Elizabeth Denevi, Eastern Educational Resource Collaborative

While this generation of campers has very progressive ideas about gender identity and expression, their experiences with racial and ethnic diversity have not progressed as far. This session will spotlight current research about Gen Z and their attitudes towards issues of equity and diversity. What have they figured out, and what do they still need to learn? We will also discuss your “hot topics” and questions about creating healthy, fair, and inclusive camp experiences for all kids. We will look at best practices as well as relevant resources to support your professional growth and development.

### **It’s a Gen Z World and Our Camps Are Just Livin’ in It** (Bergen/Bluff)

Amanda Ward, Camp Chinqueka, and Adam Baranker, Jeff Lake Camp

Gen Z is set to outnumber Millennials within a year. Does that scare you? Don’t let it! Once you understand Gen Z, they can be a powerful and positive force within your camp. Join us for 10 takeaways on how to best connect with the iGens at your camp. We will touch on everything from how to adapt your communication style to reach them, choosing the right members of your team to influence your brand and how to stay on the pulse with this fast moving generation long before the first day your staff arrive. You will leave this session with the right tool kit to make Gen Z feel like they own a piece of your camp, which is just what this generation needs to feel valued - and just what you need to have Gen Z’s buy in, believe and love your camp as much as you do.

### **“Title”** (Abbott/Burdett)

Jessica Caskey, Ski Taos

Info

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## SPEAKER BIOGRAPHIES

### **Lindsey Pollak** | Millennial Workplace Expert

Lindsey Pollak is one of the country's leading experts on today's multigenerational workplace. Often called a "translator," Lindsey advises both young professionals looking to succeed in today's work environment and the organizations that want to recruit, retain and engage them. She is the New York Times bestselling author of two career advice books – *Becoming the Boss: New Rules for the Next Generation of Leaders* and *Getting from College to Career* – and Forbes has named her blog one of the 100 Best Websites for Your Career. Lindsey's speaking audiences and consulting clients have included over 200 top corporations, law firms, universities and business schools – including Cadwalader, Citigroup, Dell, Estée Lauder, ExxonMobil, JP Morgan, Ralph Lauren, Yale, Harvard, Wharton and MIT. She served for 6 years as an official Ambassador for LinkedIn, where she trained over 100,000 students and professionals in how to use the network. She also served for four years as The Hartford's Millennial Workplace Expert. Her advice and opinions have appeared in such media outlets as The TODAY Show, *The New York Times*, *The Wall Street Journal*, CNN and NPR. Lindsey's passion for supporting young people goes back to her student days as a dorm RA at Yale University. She also holds a master's degree in women's studies. Lindsey is based in New York City.



### **Elizabeth Denevi, PhD** | Associate Director, Eastern Educational Resource Collaborative

Elizabeth is the Associate Director of the Eastern Educational Resource Collaborative (East Ed), a non-profit agency that works with schools and institutions nationally to increase equity, promote diversity pedagogy, and implement strategic processes for growth and development. Previously, she served as a school administrator for 15 years in the roles of Diversity Director and Director of Studies and Professional Development. She has also been a K-12 classroom teacher. Elizabeth has published and presented extensively on diversity and academic excellence, social justice, and equity issues. She holds a Ph.D. from the University of London, Institute of Education, a master's from Columbia University, and a bachelor's degree from Northwestern University.



**Adam Baranker** | Assistant Director, Jeff Lake Camp

Adam started at Jeff Lake in 1992 at the age of 4 and has been a part of the Jeff Lake Family ever since. During his 26 years at Jeff Lake, Adam has been a camper, CIT, AIDE, Junior Counselor, Senior counselor, Color War Captain and now Assistant Director. Aside from always leading cheers and camp spirit, Adam is the CIT/AIDE Director, manages the camp's Social Media, Staffing, and assists in Special Events and Programming.



**Amanda Ward** | Director, Camp Chinqueka

Amanda Ward is the Director of Camp Chinqueka, an all-girls traditional camp in Bantam, Connecticut. She spent seven summers as a camper and joined the Chinqueka Staff in 2005 as a CIT. She dedicated the following ten summers to working her way up the Chinqueka totem pole before becoming the full time Director in 2015. She has a background in Theater and Education and has taught Fifth Grade and Kindergarten in both Connecticut and Manhattan (NYC) private schools. She also is the Chair of ACA, NY & NJ's EPIC Committee.



