

# 2013 MORRY STEIN FALL MANAGEMENT CONFERENCE SCHEDULE

Thursday November 14, 2013

Clinton Inn, 145 Dean Drive, Tenafly, NJ



10:30am-10:45am - Opening Remarks

10:45am-12:00pm - Keynote speaker- Eric Chester

## **From Rookie to Superstar: Improving Your Camp by Developing Your People from the Inside Out**

Research proves that most camp professionals are not satisfied with the performance, productivity, and the service they are getting from their emerging workforce. The problem is not so much a skills gap as it is a values gap, which is apparent when analyzing the core work ethic values a growing number of employees are bringing to the job. This is the cause--and the effect--of Eric Chester's compelling presentation based on his breakthrough leadership book, *Reviving Work Ethic – A Leader's Guide to Ending Entitlement and Restoring Pride in the Emerging Workforce*. With his hilarious and unconventional style of delivery, Chester will help you build the seven essential work ethic values within your people to ensure their success, and the success and sustainability of your camp.

12:00pm-12:45pm - Lunch, awards, and Morry Stein tribute speech by Tony Stein

12:45-2:40pm - Break-out Sessions (1<sup>st</sup> block: 12:50pm-1:40pm/2<sup>nd</sup> block: 1:50pm-2:40pm)

## **Northeast Camp Demographics by Dr. James Hughes (1<sup>st</sup> BLOCK ONLY)**

Professor Hughes' presentation focuses on the differing changes in demographics that affect the Northeast's camper population. He will be analyzing varying influences such as class level, family size, ethnicity, disposable income and geographical data, in determining how best to formulate a clear and concise marketing plan. While some of the economic data presented will be broader in scope, many of the changes that the Northeast has experienced over the past decade will be examined. Pricing, salary requirements and other camp aspects will also be discussed, all in an effort to answer the question: Where are the campers coming from in today's changing market?

*Speaker: Dr. James Hughes*

## **Women in Camping Panel (2<sup>nd</sup> BLOCK ONLY)**

Are the challenges of running a summer camp different for women? Come hear this distinguished panel of Female directors' talk about some of the issues they faced and continue to face as operators of various Day and Resident camps.

*Panelists: Terry Castro,- Oak Crest Day Camp, Sue Goldberg- Camp North Star, Roberta Katz- Deer Mountain Day Camp, Joanne Pine- Stonybrook Day Camp & Ginger Clare- Camp Kippewa*

## **Using website analytics to generate insights and actionable information from your camp's website**

Sports fans recognize Analytics as all the rage these days as traditional metrics are being exposed for not telling the real story behind the story. It's the playing field leveler that nimble small market teams use to take on the big market Goliaths.

For businesses Website Analytics is the breadcrumb trail visitors to your website leave for you to view where they came from, how they engaged on the website and a plethora of other data for you to find and chew on. This treasure trove is essentially everything short of the privacy line. Nuggets you uncover are especially vital if you are launching a new website, expanding your territory, testing or starting a new program or line of business, and trying to intelligently assess all the on-line marketing initiatives being undertaken.

Whether your on-line marketing is in-house, performed by contractors or some combination, folks engaged in these activities should be using Analytics to measure success- or they may be using the wrong, or no, yardstick. If Analytics is not part of the process and discussion and key metrics are not being identified and tracked it may be time for you to get on the best practices bandwagon.

**Speaker: Eric Stein**

### **Insurance Seminar**

- Insurance Tips & Tricks
  - Learn about the coverage you should be buying
  - Understand coverage that are much less important and are perhaps unnecessary
  - Nuances in coverage parts
  - Flood ,water damage, and wind
- Certificates of Insurance & Contracts
  - Critical to understand how to read certificates of insurance
  - What should be included in certificates and what should raise a red flag
  - When to ask for certificates; when to give them
  - User groups, contracts and indemnification
- Trends in insurance – what does the future hold?
  - What drives the insurance market? Why is it volatile?
  - Global warming and climate change
  - Explosion of alternative capital in the reinsurance market and its very critical future impact on insurance

**Speaker: Mike Labrador**

**2:45pm-3:00pm** – PM Break

**3:00pm-3:45pm** – **The Economy, the Consumer, and Your Camp**

How could the economy affect your camp? Come hear from leading investment manager Gregg S. Fisher about what interest rates, inflation and consumer spending mean for you as a business owner. Learn about key macroeconomic and market trends, the tax environment, and the potential impact of these factors on the consumer and the pricing environment. A sought-after speaker and financial media commentator, Gregg has spoken at several camp conferences across the country. In this session, he will equip you with insights you can use today.

**Speaker: Gregg Fisher**

**3:45pm-4:00pm** - Closing Remarks

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