

Morry Stein Fall Management Conference



THURSDAY, OCTOBER 29, 2015

9:30am – 3:30pm

Doubletree by Hilton Hotel in Fort Lee, 2117 Route 4 Eastbound, Fort Lee, New Jersey

9:30 – 10:00 am Registration

10:00 – 11:00 am Opening Keynote

In order to provide world-class service, we must first build the support system that undergirds a consistent, sustainable service model. The first part of the Service Excellence Culture program will cover The Ritz-Carlton Gold Standards, the core of their culture and then the 'Systems Behind the Smiles'.

Jeff Hargett, Senior Corporate Director, Culture Transformation, The Ritz-Carlton Leadership Center

Grand Ballroom

11:00 – 11:50 am Break-out Sessions

Culture Vulture is a long-running consumer trends initiative prepared for large Fortune 500 companies such as American Express, BP, General Mills, LG and Unilever. It looks into the major shifts in American culture that impact how those companies do business. But these insights are equally important and applicable to the camping industry. Jordan Bitterman, a media and marketing professional with the ad agency that created and runs Culture Vulture, will take us through these cultural shifts and lead an interactive discussion on what they mean for us.

Jordan Bitterman, Mindshare

Grand Ballroom

Master Site Planning: A Process or a Product? When the goal of master planning is “what to build, where?” as quickly as possible, the product likely will go on the shelf. Investing in a master plan needs to result in action, coming from the commitment of staff and stakeholders to a common vision of program needs and goals to be lived out in specific facilities. Learn the keys to developing a successful master plan that is dynamic and achievable.

Jody Oates, Kaleidoscope

Manhattan Room

Alumni Engagement - Back to School: Based on conversations with successful university alumni officers from across the county, this workshop will review ten key learnings and action steps to increase the engagement of your camp's alumni.

Jon Simons, Donor by Design

Horizon Room

11:50 am – 12:00 pm Break

12:00 – 1:00 pm Lunch and Awards

1:00 – 1:50 pm Break-out Sessions

The Critical Link Between Marketing and Fundraising: There are more not for profit organizations now more than ever. All of these organizations are looking for unique ways to attract dollars, at both the corporate and individual levels. And at times, are tapping into the same donor well. What's the key to being successful? A solid plan where marketing and fundraising are aligned.

Lynn Chwatsky, Tom Coughlin Jay Fund Foundation

Manhattan Room

Selling Techniques Applied to Consulting Services – How They Can Apply in the Camp Environment: The session will address such questions as: When someone asks you “what makes your camp special”, do you have 3 great reasons? Do you have stories to back up each of the 3 reasons? What is the one tough question you hope they do not ask you? Are you prepared to respond in a non-defensive manner? What is the best way to respond to an objection in a way that addresses their true, underlying concerns? How best to jointly develop a new or special program so you gain the full buy in of all those involved? What steps can you take to close a sale? Jeff will share with you how PwC partners, all around the world, are trained to respond to these types of questions. We will then explore how these approaches can apply to your day to day responsibilities.

Jeffrey Kaufman, PricewaterhouseCoopers, Retired
Horizon Room

Building Brand Experience through Storytelling: Storytelling has emerged as one of the most powerful methods for communicating the Y’s cause and advancing critical efforts such as fundraising. It is also a powerful vehicle to build culture and brand experience. This workshop will explore steps you can take to build culture and brand experience on a regular basis with your staff, volunteers and guests. Steps will include the development of a culture deck and storytelling as a way to lift up and celebrate the brand experience.

Kathy Kuras, YMCA of the USA
Bergen/Bluff Pointe Room

How Camp Can Change the World: Today there is a crisis in America that is quietly inflicting the world’s presumed leaders of tomorrow-- our children and teens. A crisis that unless stopped will profoundly negatively impact the hope and future of generations to come. America’s primary schools, universities and corporations have been unable to stop this crisis on their own. The ACA and its members are in a unique position to make a difference and meet this crisis head on. This session will give a name to the crisis and facilitate a dialog of how might ACA/members develop a long-term strategy to battle the crisis and take immediate steps to save our children and, in so doing, help build a better world.

Jeffrey Stier, Ernst & Young
Abbott/Burnett Room

1:50 – 2:05 pm Afternoon Break – Snacks and Networking

2:05 – 2:25 pm Afternoon Debrief

2:25 – 3:25 pm Closing Keynote

This afternoon we’ll continue hearing from The Ritz-Carlton Leadership Center and the role of Engagement in creating a sense of entrepreneurship among all staff. The program will wrap up by taking us to the highest levels of service delivered by empowered employees.

Jeff Hargett, Senior Corporate Director, Culture Transformation, The Ritz-Carlton Leadership Center
Grand Ballroom

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