

The Value of 'Conscious Leadership' in Camp Organizations

Winter Workshop with Sue Heilbronner is Wednesday, January 29

When MSC members gather on January 29 for their annual **Winter Workshop and Business Networking Extravaganza**—and infamous **Mega-Raffle!**—they will hear and learn from a professional whose roots in Maine camping began as a six-year-old camper. Sue Heilbronner, who attended former Camp Hiawatha and Truda, and then Camp Walden, knows firsthand the impact of a Maine youth camp experience. Today Heilbronner serves as a Conscious Leadership coach and consultant, sharing her expertise, commitment, and insights worldwide to help create more effective leaders and teams.

Sue's program will offer tools and techniques to build better teams and serve as more effective organizational leaders and coaches, enhance creativity and collaboration, and make quality agreements to enhance trust...

Sue's professional experience is vast, ranging from her early work as an attorney with the U.S. Department of Justice to her immersion in a variety of challenging and successful business endeavors. About a decade ago, Sue encountered the work of the Conscious Leadership Group; she says its tenets have impacted every aspect of her professional and personal life. Sue shared her expertise at CampMinder Camp in 2019 and a MSC member in attendance has since introduced her work to the Education Committee. MSC is pleased to welcome Sue to share her insights at the Winter Workshop.

"Our session will have a lot of small group stuff, a lot of interactive stuff, and a few people will have opportunities to receive one-to-one executive coaching in front of the group," Sue described recently. That coaching has "incredible" value not only to the recipient, but to workshop participants who likely have experienced similar challenges.

Sue's program will offer tools and techniques to build better teams and serve as more effective organizational leaders and coaches; enhance creativity and collaboration; and make quality agreements to enhance trust and meet expectations on

teams. She will also address increasing candor and decreasing drama in camp organizations. It's an appropriate challenge as organizations move into the New Year, she said.

"As we're in this season where setting intentions we tend to focus on being better and changing things," she said. "One thing Conscious Leadership does is help us pay attention to things we've been doing unconsciously."

- ▶ "The only way to change is to get clear on the reasons why we're resisting change."
- ▶ "The workshop will combine opportunities for self-inquiry with coaching sessions."

Conscious Leadership, continues on page 3.

Recent State 23 Media Gathering Highlights MSC's Level Ground



Maine Summer Camps' Level Ground initiative was highlighted on January 9 at the State 23 Media Cinq À Sept gathering, held at Level Ground community partner Portland Community Squash (PCS), left to right: Kris Millard, Katrina Buchta from PCS, and Catriona Sangster. See story on page 3.

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MESSAGE FROM THE PRESIDENT WINTER 2020

Here at Fernwood Cove winter is in full swing, with a frozen lake, snowy slopes, short days and cold temperatures. Over these wintry months I find it is a good time to reflect and contemplate. I use this time to reflect on the past summer and contemplate what I can do to make the next summer better.



I am excited that the MSC January workshop on “Conscious Leadership” has provided a framework for things to consider and contemplate in my role as a leader. I hope you have all had the opportunity to read or listen to the book, 15 Commitments of Conscious Leadership. This book has a comprehensive list of ideas on areas for personal improvement. I am so excited to see what the workshop has to offer.

I look forward to learning and growing as we read this book together, share our thoughts at the book club, and attend the workshop.

I also look forward to seeing you all at the upcoming Maine Summer Camp workshops, meetings and events. Please feel free to reach out to me at any time and continue to do the great work you do for today's youth.

Warmly, Beigette

Introducing MSC's New Board President

Beigette Gill, Fernwood Cove, Harrison, ME

Beigette Gill recently called her work as a camp owner and director “the best job in the world.” Beigette says the meaning of their work is highlighted in the impact on campers as they connect with one another, develop “true friendships,” and grow in appreciation for Maine's natural beauty. As Board President, Beigette says she will strive to continue the legacy of her predecessors and “to help every member feel connected to a positive and strong membership organization that is looking out for the best interests of summer camps in Maine.”

A native of Australia, Beigette was an avid swimmer and horseback rider who studied nursing in college and came to Maine in the early 2000's for a summer at Camp Fernwood in Poland. A swim instructor, Beigette met her husband, Jim, that summer. Although she returned home at the end of the season, they stayed together, married at the camp in 2003, and purchased Fernwood Cove in 2004. The thriving girls' camp in Harrison is also their year-round home, where Beigette and Jim live with their children, Sylvie and Perrin.

A MSC constant is the commitment of its board and membership. Beigette Gill is ready to lead the organization's ongoing mission to support, guide, and advocate for Maine's youth camps.

Conscious Leadership *continued from page 1*

Camps are comprised of youngsters who get known in their family systems for certain patterns and ways of being, Sue says. Being at camp allows those children to experience new friendships and new adventures with a “completely new slate.” Conscious leadership promotes a similar concept of “giving people opportunities to change.”

Sue says her involvement at last year’s CampMinder Camp “reminded me of how much I love people who are connected to camp.” As risk-takers and rapid learners, camp leaders “come to play” and are open to exploring new ways of approaching their work, she said.

The MSC Education Committee strongly suggests that everyone attending the workshop read at least the first 50 pages of *The 15 Commitments of Conscious Leadership: A New Paradigm for Sustainable Success* by Jim Dethmer, Diana Chapman and Kaley Klemp before the workshop.

This winter’s workshop is made possible by very generous donations from H & H Purchasing and Consulting and Sue Heilbronner.



Sue Heilbronner



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Level Ground Initiative Highlighted at State 23 Media Community Gathering

Maine Summer Camps’ **Level Ground** initiative was highlighted on January 9 at the State 23 Media Community Gathering, held at Level Ground community partner Portland Community Squash in Portland.

State 23 Media is home of *Maine Home + Design* and *Maine* magazines, and hosts these gatherings as a celebration of community and connection. The evening at Portland Community Squash was in recognition of Maine magazine’s March 2020 camp-themed issue. It put a spotlight on the Level Ground program, MSC’s initiative to provide summer camp experiences, free of charge, to immigrant and refugee youth who would otherwise be unable to participate.

Catriona Logan Sangster, director of Camp Wawenock, and Matt Pines, director of Maine Teen Camp, both founding Level Ground committee members, shared with attendees Level Ground’s vision and successes to date. Funding to support administrative efforts in connecting camps, community partners, and children and their families will enable the program to continue to grow, they told the group. Level Ground’s achievements are made possible by the generosity of participating camps, who meet all tuition expenses of the initiative’s campers, but collaboration with partnering organizations to choose and support those campers also demands time and resources.

A modest budget of approximately \$11,000 will permit the initiative to hire a part-time coordinator to facilitate that collaboration.

As Catriona told the group, more than 40,000 youngsters attend camp in Maine each summer. Their experiences have vast benefits, from skills development to the creation of lifelong friendships to the appreciation of Maine’s outdoor spaces and natural beauty. Level Ground, she and Matt said, will provide Level Ground campers with these benefits, help generate for them a lasting connection to the state of Maine, and diversify camp communities to the benefit of campers and staff alike.

Camps Video Clips Now Available Online

For the past six months the MSC Marketing Committee has been working with Redbird Media Group to produce 12 short videos for MSC. Each video focuses on a different aspect of camp, including: waterfront, performance, sports, bunk and dine, wilderness, counselors and more.

A huge thanks to the many camps that shared their video with us. Your support helped make this project happen!



[Click here to check out the new videos on our website!](#)

MSC Spring Webinars

Sponsored by Androscoggin Bank

MSC educational webinars, sponsored by Androscoggin Bank, are offered throughout the year on a variety of topics. Information about registration and participation is available in the MSC Hall Monitor two weeks prior to each scheduled webinar.

February 25 @ 11 am

Join JMG Director Moose Curtis, along with Ron Fournier, director of Bryant Pond 4-H camp, and Lou Falank, an outdoor education instructor at the Breakwater School, as they present a webinar on how to integrate the Junior Maine Guide Program into your outdoor program. Registration information will be sent in an early February Hall Monitor.

March 17 @ 9 am

Staff from CIBE will present a webinar on best practices for the inclusion of campers and staff from different cultural backgrounds

April – date and time TBA

Emily Chaleff, director of Camp Alsing, will host a webinar on “Behavior Management of Neurodiverse Children”.



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JMG Program Receives \$20,000 in Scholarship Funds

Maine Timberlands Charitable Trust Grant Will Benefit 15 JMG Candidates

Once again MSC and the Junior Maine Guides program has been awarded funding from the Maine Timberlands Charitable Trust to support JMG program participation for 15 youngsters.

The \$20,000 grant will provide 10 \$1,000 scholarships and five \$2,000 scholarships. The latter funding will be awarded to deserving campers with the stipulation that the participating camp's financial aid funds meet the balance of camp tuition costs. This will enable these campers to attend camp—and participate in JMG training and testing camp—free of charge. Bryant Pond 4-H Center and Learning Center and Girl Scouts of Maine Camp Natarswi will use this grant funding to support aspiring JMGs.

In the past five years, Maine Timberlands Charitable Trust has granted \$110,000 in JMG scholarship funds.

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Maine Camp History

Where's (Camp) Wanda?

By Henry Johnson, Maine Camp Historian

Camp Wanda was a boys' summer camp that, according to all records reviewed to date, operated between 1920 and 1925 in Lovell. The Founder and Operator of the camp, Augustus A. Smith, had purchased the land needed for the camp in 1919. Camp Wanda, it appears, never had more than twenty (20) boys per summer ranging in age from 9 to 15. Mr. Smith's granddaughter, Jo Radner, reveals that the camp was used for both educational and recreational purposes, stating, "my grandfather believed that boys should continue their education throughout the summer while engaging in fun recreational experiences in one fun-filled location."

Camp Wanda was staffed with counselors who had varying educational backgrounds to suit the needs of each individual camper. A primary goal of the Camp was to offer each camper help in one or two subjects rather than a full academic schedule. In that regard, the Camp offered the campers specific tutoring services.

The Camp was located at the foothills of the White Mountains on Kezar Lake. As a consequence, campers could take advantage of both mountain hiking and watersports. Some of the activities offered to campers included swimming, canoeing, fishing, tennis, baseball, football, basketball, hiking, camping, hunting and woodworking. The camp provided medals and prizes to stimulate wholesome competition. Based upon all records reviewed to date the only remaining original camp structure is the owner's house.

The blending of recreational and educational activities of this camp is particularly interesting to me. When I attended Camp Powhatan in Otisfield for many years, Camp Director Joel



Structure believed to be the original Camp Wanda Director's home.

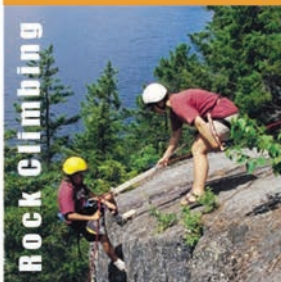
Bloom offered campers participation in athletic and non-athletic activities and also provided the opportunity for campers to be tutored by an educational specialist in such topics as math and remedial reading. Furthermore, Camp Powhatan offered boys of appropriate age a driver's education course in which campers could earn both their classroom and on-road credentials, qualifying the campers to apply for and take their drivers' tests in their states of residence.

Editor's Note: This article is written by noted author and Maine Summer Camp Historian, Henry Johnson who attended Camp Powhatan in Otisfield, Maine from 1966 through 1973 as a camper, counselor, and ultimately, program director. Mr. Johnson is the author of numerous articles and publications relating to the history of Maine summer camps. If you wish to submit information to Mr. Johnson relating to the history of any Maine summer camp, you may do so at the following email: hjohnson@henryjohnson/aw.com.



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MSC Book Club Meets on Wednesday, January 22, 9 a.m.

In preparation for our upcoming workshop with Sue Heilbronner, join the MSC Book Club on Wednesday, January 22 at 9 a.m at The Good Life Market to discuss the book that is the foundation for a lot of her work: *The 15 Commitments of Conscious Leadership: A New Paradigm for Sustainable Success* by Jim Dethmer, Diana Chapman & Kaley Klemp.

The fifteen commitments are a distillation of decades of work with CEOs and other leaders. The book's authors call them radical or provocative for many, but say they have been "game changers for us and for our clients. We trust that they will be for you too. By default, we gravitate towards the familiar. We're asking you to take a chance and explore the unfamiliar. You'll get scared and reactive. We all do. So what? Just stay curious and let us introduce you to a whole new world of leadership."



[Click here for an Amazon.com link to order the book.](#)



*Members of the MSC Book Club met at the Good Life Market in November to discuss *When You Find My Body: The Disappearance of Geraldine Largay on the Appalachian Trail*, by D. Dauphinee.*



Outreach Committee Continues Volunteer Efforts

The Outreach Committee was busy this fall volunteering with WinterKids. One group volunteered at their License to Chill Auction in November, which raised nearly \$38,000 towards getting 29,000 kids outside and active this winter season! A few Outreach Committee members also spent three hours at the WinterKids office, filling the toolkits distributed to Maine public schools which support students' competition in the WinterKids' Winter Games (a classroom-based challenge aimed at getting students outside and active in the winter months).

Upcoming Volunteer Opportunities

We are looking forward to our third year working at the WinterKids Welcome to Winter Festival in Payson Park in January and also have a group excited to volunteer at the Center for Grieving Children annual Love Gala auction in February!

If you or someone at your organization is interested in joining us, please email Kristy Andrews at kristy@campwawenock.com.

January 29 Networking Event

Join the Outreach Committee at Bunker Brewing after the MSC Business Networking Extravaganza on January 29. The brewery is just down the road the Italian Heritage Center and last year about 26 MSC members gathered for a drink! *Don't miss it!*

In Memorium

Michelle S. Ordway

Michelle S. Ordway died peacefully at home due to complications from breast cancer on December 7, 2019. She was 75.

Born and raised in Albany, NY, Michelle was the fourth and youngest child of immigrants Anthony Sroka from Poland, a civil servant for New York, and Suzanne Gaidier Sroka from France, a university professor of languages. Michelle graduated from the Albany Academy for Girls and Vassar College. At age 20, just before her sister's wedding, Michelle was asked to pick up the groom's college roommate, Alan B. Ordway, at the train station. The rest, she liked to say, is history.

Michelle and Alan married in 1965 and moved to the location of his family's summer cottage in Bridgton, Maine. Two years later they embarked on the path of a lifetime: directors of Winona Camps for Boys, on Moose Pond. For 51 years, Michelle taught horseback riding to thousands of boys. Although she was known as "Aunt" Michelle at Winona, she was truly a stand-in mother for the campers and counselors. Michelle used her kindness, practicality and wit to instruct children and young adults that life is about being confident in, and comfortable with, who you are as a person.

Michelle also devoted her life to the protection and care of animals. She spent decades volunteering with stray and injured animals, often bringing home the neediest to the Winona Farmhouse. She filled the barn with an abundance of animals and the house always boasted multiple dogs and cats. It was not uncommon for guests to encounter a goat wandering from the barn into Michelle's kitchen for a treat. Michelle was humorously proud and non-apologetic that family albums displayed far more photos of pets than of her two children.

Michelle was diagnosed with breast cancer three times, the first time before age 40. She called the past 35 years "a gift," in the few weeks after her final diagnosis. Winona alumni will remember her reading poignant children's books in a calming voice at Sunday Service. Family Campers will remember her barn tours and patience with the youngest children. Friends will remember her many years volunteering at Harvest Hills Animal Shelter and Nine Lives Thrift shop. Her family will remember her as the best "Grandy" to her five grandchildren, now teenagers, who were granted the gift of time to know such an incredible woman. She taught them how to live life on their own terms.

Michelle is survived by her son Spencer Ordway (Jennifer Landry) of Gorham, her daughter Laura Ordway (Stefan Jackson) of Bridgton, her grandchildren Steffi, Lexi, Julia, Jacqui and Corliss, her sister Yvonne McCredie (Jack) of Alameda, CA, many beloved nieces & nephews, and her closest friend and neighbor, Terri Harmon Pike of Bridgton. A special thank you to the



physicians, nurses and staff at the Bridgton Hospital for their care of Michelle. She is predeceased by Grendel, Igor, Chester, Stony, Hamlet, Banjo, Xanadu, Arizona, Charleston, Boris and a hundred other four-legged family members. Her husband of 48 years, Alan, passed away in 2013. She is also predeceased by her parents, her sister Anne Stevens of Shaker Heights, OH and her brother Anthony Sroka, II of Albany, NY.

A celebration of life will be held at Winona Camps, June 2020. In lieu of flowers, Michelle's family asks for donations in her name be made to Harvest Hills Animal Shelter, 1389 Bridgton Road, Fryeburg, ME, 04037.

Ed M. Andrews

Ed M. Andrews, 87, from Orono, ME and Lexington, MA passed away peacefully after a long battle with Lewy Body Dementia on November 4, 2019 in Palo Alto, CA, surrounded by his family.



Ed is remembered for his integrity and calm demeanor. He was a strong advocate for youth camp safety and for the value of learning by doing. We remember Ed hiking Mount Katahdin, canoeing Alford Lake, and swimming off the dock on Marsh Island.

Ed was born in Lake Junaluska, NC on January 19, 1932 and attended Clemson College and Florida State University, receiving a bachelor's degree. He worked as a scouting executive in Florida and Virginia.

Ed married Nancy Jane Cunningham on May 23, 1964 in Lynchburg, VA. Shortly thereafter he joined the national staff of the American Camping Association. In 1977 Ed became the University of Maine Director for Cooperative Education and Field Experience. He also worked for the New England and Maine Youth Camping Associations. In 2010, Ed and Nancy moved to Lexington, MA and in 2018 to Palo Alto, CA to be near family.

Ed Andrews is survived by his beloved wife Nancy Andrews, his children Janey and Gill Pratt, grandchildren Jacob, Alexandra, Max, Kaitlyn, Benjamin, and Isaac, great-grandchild Sofia, and adored nieces and nephews.

Celebrations of Ed's life will be held Saturday, June 6, 2020 at 10:30 a.m. in the Memorial Chapel at Lake Junaluska, North Carolina, and on Saturday June 13, 2020 at 10:30 a.m. in the Pines at Alford Lake Camp, South Hope, Maine.

In lieu of flowers, donations may be made to:

MYCF <https://mainecamps.org/camp-members/make-a-payment>

Camp Mechuwana: <https://www.mechuwana.org/donate.html>
and/or The Lewy Body Dementia Association
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MSC Job Posting Site Report

We currently have 93 jobs posted on our job site; only 33 camps have posted job openings. MSC offers this service free of charge, and we will continue to market the site to New England colleges and universities and on a variety of social media platforms. Please note that if you do use this job site your specific job post is only active for 60 days, after which you need to renew the posting.

	September	October	November	December	Total
Job Site Exposure	282	3634	7866	10080	21862
Job Views	51	149	631	972	1803
Job Postings	7	20	31	35	93
Apply Now Clicks	0	8	6	9	23



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2020 Calendar

January 28

3-5 pm MSC Board of Directors Meeting

January 29

9 am-12:30 pm MSC Workshop at Italian Heritage Center, Portland

12:30-3 pm MSC Business Networking Extravaganza & Lunch

February 2

1-3 pm MSC Camp Fair, Cheverus High School

February 3

11 am-1 pm MSC Job Fair at the University of Maine, Farmington

February 4

11 am-1:30 pm MSC Job Fair at USM (Gorham)

February 11-14

ACA National Conference, San Diego, CA

March 9-12

Tri-State Camp Conference, Atlantic City, NJ

March 22

1-3:30 pm Annual MSC Camp Fair, East End Community School, Portland

March 26-28

New England ACA Conference, Manchester, NH

March 28

7:45-9 am Semi-Annual Membership Meetings of MSC and MYCA at the ACA/NE Conference, Manchester, NH

April 29

9-10:45 am Spring MSC Board of Directors Meeting
11 am-12:15 pm MSC Spring Workshops
Location TBD

July 11

9 am-3:30 pm JMG Rendezvous Workshop
Bryant Pond 4-H Camp

July 14

1:30-4 pm Chris Thurber Staff Training Workshop, Camp Wawenock, Raymond

July 16

14th Annual MYCF Spelling Bee, Portland

July 27-31

Junior Maine Guides Testing Camp, Stephen Phillips Memorial Preserve, Oquossoc

September 23

MYCF and MYCA Annual Meeting, Migis Lodge
Fall Membership Workshop and Cookout

Sign up for 2020 Camp Fairs!

February 2, 1-3 pm at Cheverus High School

March 22, 1-3:30 pm at The East End Community School

This winter MSC is again sponsoring two camp fairs. The first fair will be held at Cheverus High School in Portland on Sunday, February 2. The second fair will be at the East End Community School on Sunday, March 22. Last year, more than 700 people attended our fairs.

Registration is currently open for all camps interested in participating in these fairs.

The cost for MSC camps to attend one fair is \$110, or \$200 for both fairs. Payment can be made by check or you can use the link below to pay online by credit card. Your space is not confirmed until we receive your payment.

We will do extensive marketing for camps from Biddeford to Bath and as far west as Raymond.



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- FUNYAKING
- TUBING
- OVERNIGHT CAMPING TRIPS
- LAKEFRONT CABINS & CAMPING