

american **CAMP** association™

Northern California
Cover Sheet for Board Action

Subject: CampWest Conference

Background: CampWest, formerly called Cal West, is an educational conference for camping professionals that has been in existence for over 10 years. The conference has been jointly run by the Northern and Southern California sections of ACA with marketing materials sent to members of other western sections.

In 2004, an invitation was sent to the other western sections of ACA asking if they would be interested in participating more actively in the planning and implementation of the conference to make it a true regional event. The northern and southern California section boards of directors endorsed the concept. All sections have expressed interest and section reps participated in some of the planning and implementation of the 2005 conference.

In order to move forward as a regional event, it is necessary to change our agreements and ways of work surrounding the conference. The materials presented are the draft of a formal operating code with supporting documentation to help you understand the history of CampWest, the potential expanded market and the organization of two of the other regional conferences.

Action Requested: This material is presented for discussion and feedback only. The operating code will be revised based upon feedback from all six sections and will be returned for board action in the fall.

Materials Attached:

CampWest Conference Operating Code (Draft)

CampWest Operating Code Comparisons

ACA CampWest Marketing Analysis

CampWest Revenue Analysis