



Annual Report
To the Board of Directors
With reports from

Mary Margaret Shepherd, Summer Camp Director
Laura Carlson and Blake Huynh, Program Directors
Susan Thorington, Nurse Coordinator
Aubrey Etheredge, Camp Store Volunteer
Mary Owen, Office Manager and Registrar
Barbara Sloan, Development Director

2014



WEBSITE

Parent Survey: How would you rate the camp website?

- * 60,367 website visits during June - July 2013
- * 141,125 page views to the website since Sept. 2013
- * 11,760 average page views/month
- * 3,993 average unique visitors/month

Hover continues to host our email/domain name and Squarespace continues to host the camp website. The Home Page receives the largest traffic (39%), with the Dates section next (9%), and then equal amounts between Who Attends, What You'll Do, and Staff.

	GREAT	GOOD	FAIR	NEEDS IMPROVEMENT
2014	66.4%	29%	3%	.76%
2013	71.9%	24.7%	0%	2.7%
2012	75.2%	20.7%	2.0%	1.6%
2011	60.3%	34.5%	4.1%	1.0%
2010	71.7%	26.5%	1.2%	.6%
2009	80.2%	18.4%	1.0%	.3%

Recommendations for the website:

- * After Summer 2015, the current camp website will be five years old. Even though the content and pictures will be refreshed in fall 2014, the website will need a new look in the fall of 2015. Reconfiguring the website requires an extensive amount of time. To keep our website up to par with other camp industry standards, we will need assistance with the website graphic design.
- * Continue to employ a staff member(s) to take pictures using the new and improved camp camera.

CONSTANT CONTACT

Camp uses the online company Constant Contact to send batch emails to parents and alumni. As of August 2014, our database has about 4,750 contacts, including 430 alumni email addresses. In my opinion, Constant Contact continues to be the best way to manage email addresses and create eye-catching and colorful emails.

- * The open rate for the *How, How, How* remains consistent at 42%.
- * The open rate for emails related to camper hut assignments varied between 80 and 90%.
- * Mary Owen, registrar, has learned how to import contacts into Constant Contact.
- * Barbara Sloan, Development Director, is proficient at using Constant Contact for alumni emails.

Recommendations for Constant Contact:

- * Train Mary Owen how to format and send out Constant Contact emails during the registration season.
- * Reformat the basic template to freshen up the look of camp emails.



HOW, HOW, HOW

The *How, How, How* newsletter was published two times during the past year: Once in December and also in May right before the summer camping season. Thanks to Barbara Sloan’s diligent work on alumni records, more alumni received the *How, How, How*, and more received it digitally. 750 paper copies were printed and mailed to alumni and donors. All parents of recent campers receive a digital copy.

BUNK NOTES

The summer of 2014 marks the end of our contract with Bunk One. During the month of September, we will switch to using Camp Brain as the source for picture viewing and parent emails. The major advantage to using Camp Brain is the seamless integration of our registration data with the picture viewing and emails service.



SURVEY MONKEY

Camp uses Survey Monkey to collect and analyze the parent survey. Although still a valuable source of information, the number of parents responding to the survey has decreased over the years.

Survey Monkey is also our online storage of all the staff and leader evaluations.

Recommendations for Survey Monkey:

- ✦ Determine if the need for the parent survey still exists. If yes, then consider re-formatting the survey and the questions so that it is perceived as a “new” survey. If no, then search for another way to collect information from camp parents.

	# of parents taking survey
2014	146
2013	162
2012	272
2011	220
2010	196
2009	334



FROM THE DEVELOPMENT DIRECTOR

Barbara Sloan

From the time I started this job in June of 2013 to August 2014, we have made great strides toward stabilizing Camp Winnataska's financial future. Both the FOW Board and the Camp Winnataska Board voted to support a capital campaign leading up to the 100th Anniversary of Winnataska in 2018. Over the last year, we were able to raise almost \$130,000 for the start of the capital campaign, much of which was directed toward the damaged road bridge. This funding came from:

- | | |
|---------------------------------|--|
| ✱ Daniel Foundation | \$20,000 for the Bridge |
| ✱ Alabama Power | \$10,000 for the Bridge |
| ✱ BCBS Caring | \$5,000 for the Winnwood Project |
| ✱ Joe Griffin Foundation | \$3,000 undetermined (went to bridge) |
| ✱ Individual Gifts | \$35,730 general Capital Campaign/Bridge |
| ✱ Individual Memorials & Honors | \$20,000 general Campaign + Kap Tribute |
| ✱ Self-generated (camp fees) | \$35,900 general Campaign + tractor purchase |



Right now, we are still in the planning phase of the capital campaign. I am working on finalizing a campaign chair and a 15-member cabinet, plus an advisory committee and a working team. We have the advisory committee and working team in place. Tom Cosby, who was a Winnataska camper and is the force behind the Lyric Theatre \$7 million campaign, has been advising on these plans.

The damage to Stockham Gym has delayed some of the active work on the campaign, since it has taken a while to negotiate with the insurance company and to determine the gym's future. We will now need to make the target campaign goal larger than originally intended. In fact, the working committee met in July and decided to increase the goal to \$5 million (rather than \$2 million), and the FOW Board agreed on this amount at its July 2014 meeting.

Hopefully, in the fall we will have the chair and cabinet in place and will start the "quiet phase" of the campaign during which we will raise around half of the targeted amount. That phase could last a few months or over a year, depending on some lead gifts.

A very rough estimate of the intended use of the \$5 million is:

- ✦ \$650,000 to Enhance Programs and Secure Camperships
- ✦ \$350,000 to Enhance Capacity and Undergird Staffing
- ✦ \$3,000,000 to Restore Buildings, Grounds, and Create New Spaces
- ✦ \$1,000,000 to Strengthen Financial Base and Endowment



Recommendation:

1. For many grants, foundation gifts, and corporate donations, funders ask if we have 100% board participation. Currently, we do not. Three of the four year round staff members (Registrar, Summer Camp Director and Development Director) have pledged or given generously to the Annual Fund/Capital Campaign. I recommend that all Camp Winnataska Board members and Friends of Winnataska Board members pledge or give annually.



YEAR ROUND USAGE

Mary Owen



As Office Manager and Registrar, Mary Owen took over year round group rental management in the beginning of 2014. From January through April, camp lodges were rented out to groups at least two weekends of the month. Approximately 600 guests stayed at Camp Winnataska during the off-season in fall 2013 and spring 2014.

- ✦ January and February 2014 hosted groups three weekends out of the month.
- ✦ For the upcoming fall 2014, September has two weekends booked, October has three weekends booked, November has one weekend booked, and December has part of a week booked.
- ✦ Because groups will not be able to use the gym this year, the dining hall is being offered as a meeting place for groups at no additional cost.
- ✦ Offering year round rentals has a positive impact for camp. While not a great money maker, renting to groups keeps camp buildings in use all year, exposes camp to more people and has the potential to attract new campers and staff members. 8 % of parents report that they learned about Winnataska by attending an event there during the off-season



FROM THE OFFICE MANAGER

Mary Owen

Regarding Registration:

The final camper total was 1,295 - a decrease of 17 campers from 2013. This decrease was due, in part, to not being able to fill last-minute cancellations from the waiting list. Also, several Mainside sessions saw a slight decrease in the number of boys in attendance.

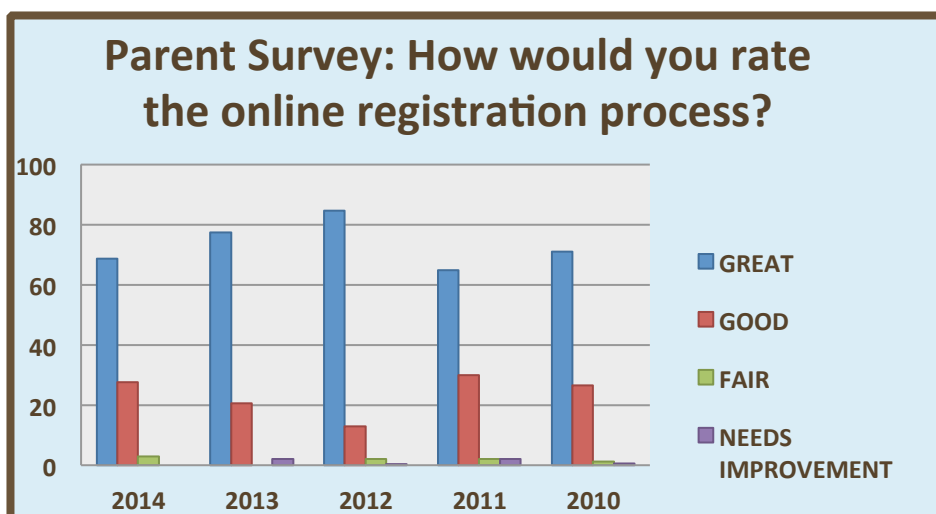
Successes:

1. We held an Open House in November 2013 and another in January 2014. For the first time, we had a New Camper Tour in April. All were well attended, especially the January and April events. We had plenty of volunteers to give tours. Because of the popularity of the New Camper Tour, we plan to do two of these in the spring of 2015.

Recommendations:

1. Continue to open registration in November.

The dates for the summer of 2015 were set at the June Board meeting. We were able to provide parents with a copy of 2015 dates at camper dismissal. I have already answered numerous emails asking when registration will open.



November 1 falls on a Saturday this year so our plan is to open registration Monday, November 3. In order to meet the early November deadline for Camp Brain, the Board needs to vote on and approve dates and fees no later than early September. In the fall of 2013, we had 608 campers register between November 1 and December 31. Many Chico sessions were full by the new year. We will continue to send out post cards and Constant Contact emails to past camper families announcing the opening of registration.

2. Keep the Early Bird registration discounts.

We should continue to offer \$50 off of a full week session (Mainside or Chico) and \$25 off of a mini-Chico session for any family that pays in full by February 1. This helps to generate a cash flow to carry us until camp starts. This past year 278 families took advantage of the Early Bird Discount by credit card and 171 families took advantage by check. All total, 449 families had paid in full by February.

3. Continue to offer a \$10 pay by check discount.

25% of our families chose to take advantage of this extra discount when they paid their entire fee by check. This helps camp to have less credit card fees, but does create more work for the Registrar.

4. Continue to work on reducing the number of campers on the waiting list, especially Chico campers.

Twenty-eight Mainside campers were moved off the waiting list by opening Mohawk for rising 10th grade girls who were eligible to serve as LITs. The Mohawks lived in Strickland Lodge.

Mainside spots were easy to fill in the spring. However, when a spot became available closer to the camp session, finding a camper on the waiting list was difficult because families had already made other plans. Several spots remained unfilled.

Chico did not move much at all. Only eleven Chicos were taken off the waiting list due to cancellations. This left over 100 on the waiting list for Chico. I do think this number is misleading because many parents put their child on every waiting list. I will develop a different system next year to keep more accurate numbers on the waiting list.



6. Communicate our cancellation policies clearly.

Historically, we have had problems with the cancellation policy, specifically the \$200 nonrefundable deposit. We have made improvements in communicating this policy throughout our registration process, in our Constant Contact emails, and through other media. Many parents who had to make cancellations were aware of the policy and accepted it. They typically showed discontent when they knew we had a waiting list, or when it was early in the registration season. We need to make sure they are aware that the policy holds in both of those situations. Of course, this could lead to them taking a spot and not paying their deposit when they register.

7. Follow up with parents who register and choose the “pay by check” option.

If a parent chooses this option when registering, they can register without paying a deposit. We need to follow up with them and get them to remit payment in a timely manner.

This was my first year to be Registrar. I started the job the same day registration opened. I look forward to running registration more smoothly and efficiently this year. Thanks to Mary Margaret Shepherd and Catherine Bentley for helping me throughout the year



FROM THE NURSE COORDINATOR

Susan Thorington

The Health Hut operations went very smoothly for summer 2014. The hut received a very thorough cleaning prior to camp. This is a time consuming job as the hut is screened, and the off-season weather conditions create quite a bit of dirt, pollen, and spider webs. Other newsworthy items for the summer of 2014 include:



1. New sheets were purchased for the beds. The hut can appear dreary so we purchased solid primary colors for the beds. This alone did wonders for the overall appearance. The campers were allowed to “choose their color” when they were quarantined to the health hut.
2. The entryway of the health hut was made more colorful with the addition of a bright red Maltese cross. The cross was designed and built by Amy Thorington. She also purchased a picture frame montage and filled it with pictures of campers and staff for the entryway. Many thanks to Amy for such a great idea!
3. Four new nurses were added to our nurse volunteers. Two were new to camp, and two attended camp growing up. All four did a fabulous job, and I received enthusiastic feedback from the weekly directors. All four plan to return next summer.
4. Dr. Lane Rutledge (camp physician) and I reviewed the standing orders for the health hut and made minor updates.
5. Several nursing administration/charting changes were made to paperwork and policies. The nurses, who reported improved flow of work and increased efficiency, viewed these changes as positive.

There are 3 main reasons campers and staff visit the health hut. The first is for an injury; the second for illness/not feeling well, and the third is for routine daily medications. Then of course, there are visits that don't fall into any of these categories, and can include things like insect bites, tick removal, homesickness, etc.

For the summer of 2014, there were approximately 1,219 visits to the health hut for injury or illness. This averages out to 203 visits per week, or 34 visits per day! Most of the illness related visits were for headache,

stomach, sore throat (often summarized as dehydration). Campers who were sent home ill were mainly diagnosed with strep throat.

Visits for injury included minor cuts and bruises, falls, nosebleeds, ankle/knee injuries, and a couple of falls from horses (not major). Overall, to my knowledge there were no major injuries this summer. One leader and handful of campers were sent home for head lice. Most returned to camp after appropriate treatment.

A total of 316 campers for the summer had daily routine medications managed by the nurses. On average, there are 50 kids per week coming to the health hut for daily medications. This number is in addition to the average number of daily visits for injuries/illness.

I spoke to the individual nurses at the close of each week to review how they perceived their week as a whole. I am happy to report all the nurses were positive about their experience this summer. All those that I spoke with plan to return next year.

Some plans and ideas for the off-season for the health hut include:



1. Update the health form completed by parents. The form needs to be edited to order to request only the pertinent information needed. The redundancy in the form will be corrected. I will be responsible for getting this update completed. I am hoping a new form will ease the burden for the check-in staff. A good deal of time is spent reviewing these forms on the day of check-in for completeness. A more concise form should improve this process.

2. The nurses will be asked to meet as a group prior to camp to continue updating policy and procedure manuals. The goal will be to have the written policies more accurately reflect what is being done. In addition, there are some nursing issues to address, so that the nurses are following the standard nurse practice act guidelines for treating and charting the care being provided. The process for signing campers and staff in at the health hut will be modified to better protect privacy (HIPPA). I will also develop separate log in books for employees (camp staff), as this is an OSHA requirement.
3. Continue to improve the aesthetics of the health hut and to relieve the congestion/flow of traffic through the building during peak times.



CAMP POPULATION

Mary Margaret Shepherd

Here are the camper numbers for the past six years in Camp Brain.

YEAR	CAMPERS	% CHANGE FROM PREVIOUS YEAR	BOYS	GIRLS	FROM AL
2014	1295	-1.3%	480	815	1132
2013	1312	12.5%	492	820	1147
2012	1167	15.8%	404	806	1031
2011	1007	1%	351	656	896
2010	997	5.6%	354	643	896
2009	944		312	628	827

The majority of our campers (57.4%) come from these 7 zip codes around the Birmingham area.

ZIP	AREA	2012	2013	2014	% CHANGE FROM PREVIOUS YEAR
35216	Vestavia	144	145	152	+Less than 1%
35209	Homewood	131	130	144	+10%
35242	Oak Mtn/Liberty Park	120	163	154	+35%
35243	Vestavia	77	94	93	-Less than 1%
35244	Hoover/Riverchase	66	57	50	- 14%
35226	Hoover	54	75	88	+ 15%
35223	Mountain Brook	39	61	63	+Less than 1%
	TOTAL			744	

Percent capacity of each Mainside session:

SESSION	% CAPACITY	
	BOYS	GIRLS
1 st week	58%	100%
2 nd week	98%	97%
3 rd week	n/a	102%
4 th week	68%	107%
5 th week	75%	115%
6 th week	98%	100%

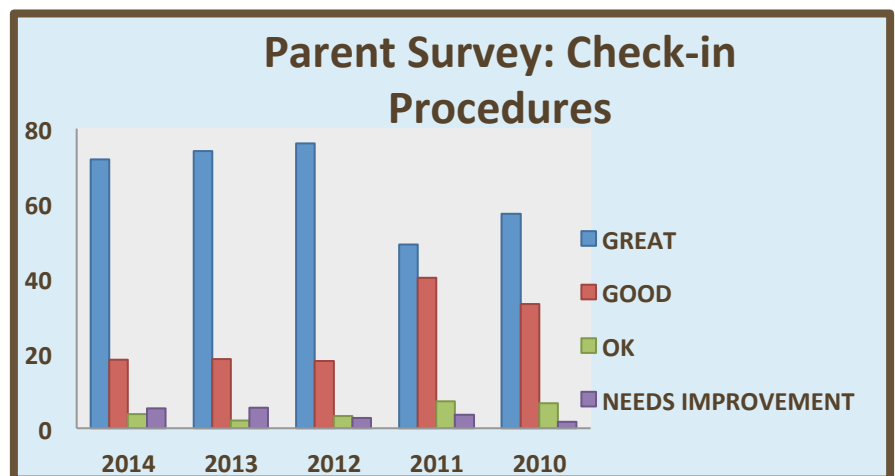


Camp parents have three main avenues to gather information that they need regarding their child's camp session.

- * The first avenue of information is the website. The website content needs to be refreshed on a regular basis, especially right before camp begins.
- * The second way that parents get information is via the Parent Handbook. This is emailed to them the day that they register, as an automatic attachment to their confirmation email. It is also available for download on the website.
- * Constant Contact emails is the third way that we can communicate with camp parents. This method is the most customizable, up-to-date, convenient, and the most relied upon by parents. We work diligently to communicate with parents frequently, with detailed and specific information. However, the old adage applies here: "You can lead a horse to water..." Emails cannot inform parents unless they read them!

REGISTRATION

Many changes in the Registration process were implemented in 2012, and this is reflected in the parent survey satisfaction ratings (below). For 2014, the only major change made to Registration was staggered arrival times. While this made Registration longer (from the perspective of camp staff) many parents commented positively about the change. The mad rush to get to camp before 2 pm was diminished. The Chico campers, in particular, had to wait less and were not overwhelmed with crowds.



Recommendations for Registration:

- * Send hut lists to parents as early as possible so that they know at what time they are to register.
- * In the spring, work with Mark Buerhaus on developing traffic patterns and signage to ensure everyone's safety. Make sure that summer staff members are well trained in Registration procedures.
- * Hold a volunteer training meeting during pre-camp to get needed information to as many volunteers as possible.
- * Keep staggered registration times for 2015.



CAMP PROGRAMS

Laura Carlson and Blake Huynh

Programs in Summer 2014 ran very smoothly under the leadership of two Program Directors. There are currently seven program areas: Waterfront, Crafts, Recreation, Outdoors, Pool, Horses, and Ropes. The rankings for the program areas fluctuated weekly other than Waterfront. Waterfront held first place all summer in the camper survey rankings.



Achievements:

- ✦ Ropes: The Ropes staff spent a great deal of time improving the mud course.
- ✦ Recreation: Gaga ball was added to Recreation, which led to Recreation's highest ranking in years.
- ✦ Crafts: The Crafts staff focused on what the campers wanted to do, and gave campers multiple options, which helped to boost rankings.
- ✦ Pool: The Pool staff concentrated on safety. Several durable floats that allowed multiple kids to play at once were added to the pool. A lifeguard engaged campers in a daily activity.
- ✦ Outdoors: Outdoors was improved with a new dock, the addition of canoeing, a much-improved campsite and a better campout plan.
- ✦ Horses: New trails were added to the Horse program, and on average, 15-17 horses were ridden each day.
- ✦ Waterfront: A name change was in order, since canoes were moved to Outdoors. Paddleboards were purchased for use in the gorge, and the trail leading to the gorge was improved as well.

Issues:

- ✦ Horses needed to be checked in on more often to make sure they were riding as many horses as they should.
- ✦ Outdoors had trouble carrying through with plans.
- ✦ Ropes staff had trouble following guidelines and rules while working on the high ropes course. This may be because the Program Specialist was close in age to the staff.
- ✦ Ropes staff lacked enthusiasm and camper interaction, which was reflected in their weekly rankings.

Recommendations:

- ✦ Do away with a vehicle at ropes.
- ✦ Continue to expand and improve the new fishing/canoeing area on Grace Lake and the mud course in Ropes.
- ✦ Do not schedule huts to walk from one side of camp to the other to get to a program area.
- ✦ Outdoors must have clear, well-organized plan for their day and campout.
- ✦ Not all huts have to go to all the program areas every day. Allow older campers to move up to different activities with age.

The night activities for 2014 were as follows:

- Sunday night: Opening Ceremony
- Monday: Mission Impossible
- Tuesday: Indian Night
- Wednesday: Wacky Tacky Night
- Thursday: Country Night
- Friday: Pageant of the Holy Grail

Achievements:

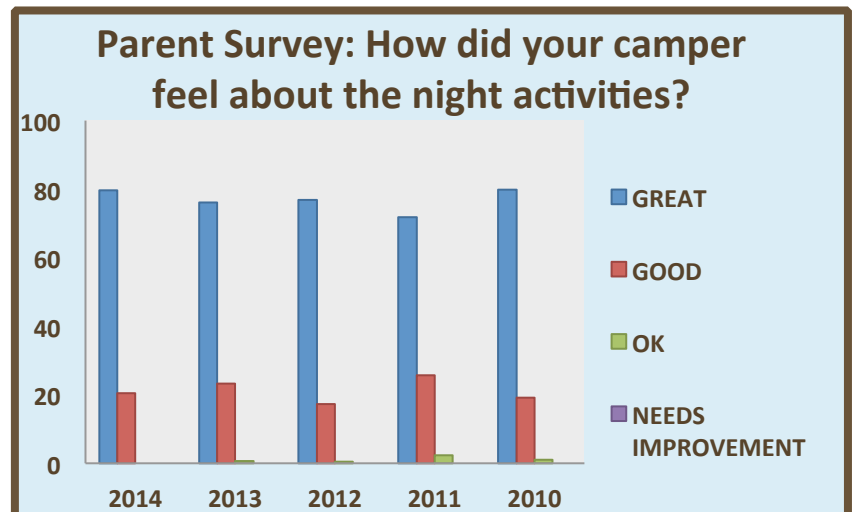
- ✦ Campers responded more favorably to both Opening Ceremonies (formerly Olympic Night) and Wacky Tacky night.
- ✦ During 4th and 5th week, campers enjoyed the switch to The Pageant of the Holy Grail on Thursday night, and Country Night on Friday night.
- ✦ The staff took Wednesday night (95th Birthday Party in 2013) and created a successful new night based on both Wacky Tacky night and Carnival night.

Issues:

- ✦ Sunday night and Wednesday night continue to be the most difficult nights to plan. The staff worked hard to improve both nights, but there is always room for growth.
- ✦ Rain options for the campout are still one of our weakest areas. Currently, there are not many alternatives if it is raining.

Recommendations and Goals:

- ✦ Discuss the possibility of holding the Pageant of the Holy Grail fewer times each summer. While one of camp's oldest and strongest traditions, Grail night is not ranked as a favorite among campers.
- ✦ Continue to improve the camp out site with more seating, a dock for canoes and paddleboards, and storage for essentials.





CAMP EMPLOYEES: PAID SUMMER STAFF

Laura Carlson and Blake Huynh

- * The summer staff consisted of 12 Blackfeet and 20 Comanches, for a total of 32.
- * The staff also included a Program Specialist in each area. Pool, Outdoors, Horses, Ropes and Waterfront each had the same Program Specialist throughout the summer, but Crafts and Recreation had several PS.
- * The Comanches were responsible for cleaning the bathrooms. This job was rotated among the group, and each Comanche had the responsibility about twice.
- * The Blackfeet had maintenance duties, and also rotated this responsibility.
- * Several Comanches were hired to fulfill other obligations around camp. These Comanches were called Special Ops, and included Photographer, Office Assistant, Quartermaster, LIT Coordinator, Dining Hall Steward and Hut Supervisors.
- * In total, there were 3 third-year staff members, 6 second-year staff, and 23 first-year staff members.
- * Staff training was held the third weekend in February at camp. Most of the staff was able to attend, except for the few who attend college out of state. Training objectives included program area development and night activity assignments. The staff also learned about employment policies and expectations for summer staff.

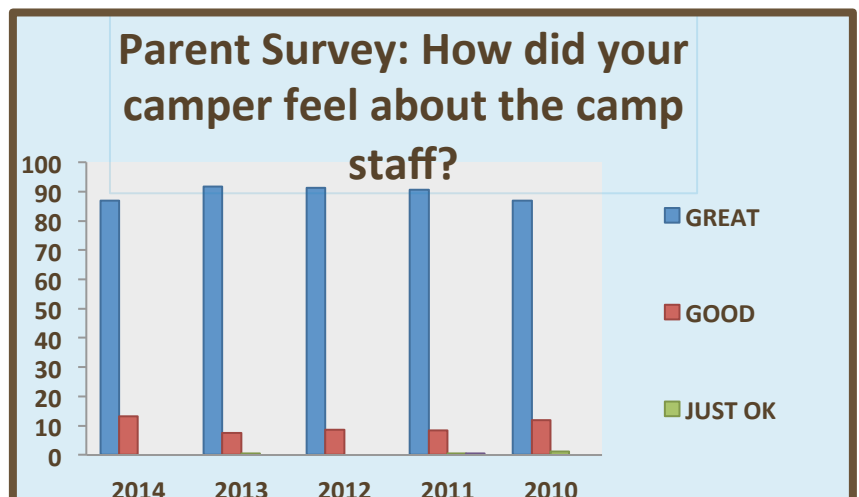


Issues:

- * Comanche and Blackfoot initiation ceremonies are no longer allowed at the beginning of camp.
- * Having clear expectations and boundaries between staff and Program Specialists are important. The role of the Program Specialist is to be the adult in charge, but allow staff members to run program. In addition, Program Specialists are to be fair and conduct themselves in a manner appropriate to their position.

Recommendations for summer staff:

- * Continue to provide simultaneous training for camp staff. Each camp staff member participates in a training session, which means that camp has many lifeguards.



- * Provide professional development opportunities to Program Specialists who are returning for a second summer. Compensate them for time spent developing curriculum and plans.



CAMP VOLUNTEERS: LEADERS

Mary Margaret Shepherd

Total	166	10 th graders	67	New leaders	92
Boys	49	11 th graders	59	Returning leaders	74
Girls	117	12 th graders	34		
		College age	6		

Achievements, successes, goals accomplished:

- * Camp's strong reputation among communities in the Birmingham area helps us recruit outstanding young people to volunteer at camp. We have an abundance of excellent female leaders.
- * Three leadership training sessions were offered in the spring - including one during pre-camp - to allow for late recruits to be trained as leaders.

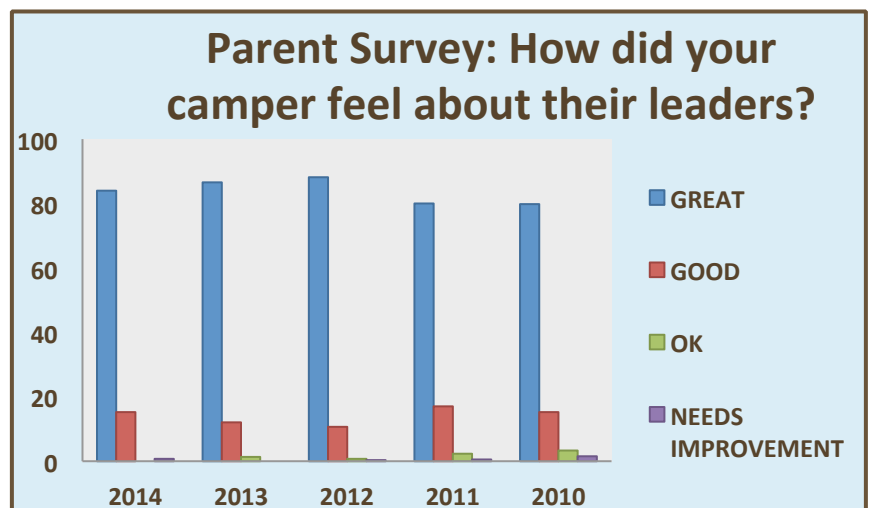
Issues:

- * With rising numbers of male campers, we still struggle to provide adequate coverage in the boy's huts.
- * Because of their age, and because they are volunteers, leaders will often cancel or change their availability during the summer. Keeping up with 170 teenagers and their schedules is very time consuming.

Recommendations:

- * The spring interview dates and training times have already been set. Everyone needs to help recruit male leaders in the fall.
- * Continue to hire a staff member to develop the Leader in Training program. Continue to use paid staff members (college-age) in huts. Be prepared by staff interviews in January with delineated job responsibilities.

* Although the weekly directors do a wonderful job working with and supervising the leaders, having only one paid employee to oversee leaders causes us to fail to prepare leaders adequately for staff positions. Hiring a "Head Leader" who is an experienced staff member or PS age to help organize, train, supervise, and manage leaders would be a tremendous benefit to camp, and therefore, campers.





Budget/Expenses/Profits:

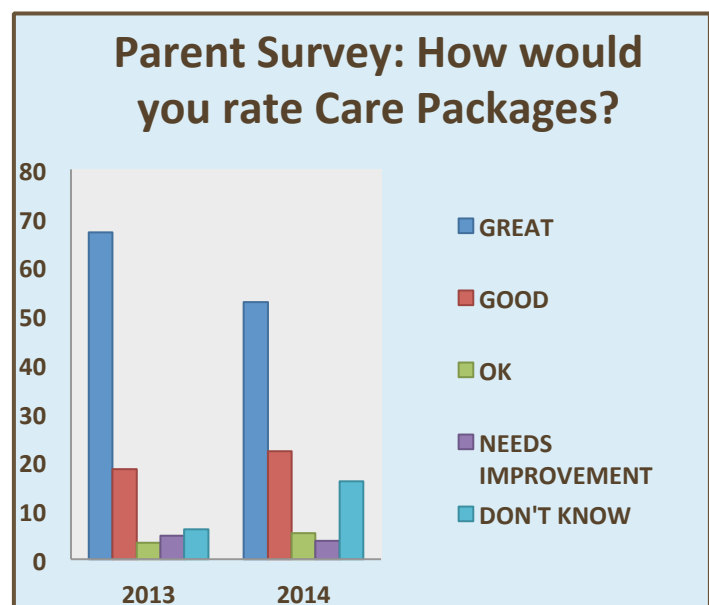
- * The Camp Store began the summer with a \$10,000 budget. This was enough for initial ordering, but the success of the new merchandise demanded more money to be spent. (This money came sales made during the 1st and 2nd sessions.) By the end of the summer, the store spent \$19,608.05.
- * I believe that the store will not spend quite as much next year, because a lot of money was spent this year on getting the store to a state at which it was ready to function successfully, as well as unexpected expenses that I was unaware of when I took this position.
- * The store also made more money this year than ever before. At the end of the summer, sales totaled \$40,975.39.
- * The store ended the summer with a profit of \$21,367.34. This amount represents an over 20% increase from last year's profits.

Successes:

- * New selection of merchandise, including several popular t-shirt designs
- * Increase in sales and profits
- * Option for parents to pre-order merchandise online
- * Setting up an email account especially for the Camp Store
- * Expedited ordering/packaging systems
- * Camper and parent feedback was overwhelmingly positive

Challenges:

- * Having Lost and Found stored in the same area as the store merchandise
- * Not having enough volunteers who understood the system to work the store each Sunday, fill pre-orders, assist with inventory, etc.
- * Initial budget was too low



Recommendations and Reflections:

- * The Camp Store being housed in Strickland was an unexpected blessing; parents enjoyed being in the air conditioning, and the upstairs provided great storage for inventory. However, I would advise that Lost & Found be kept in a different location
- * I highly recommend selecting someone to manage the store as soon as possible, so they can have time to plan and purchase for the summer. With the credit card limit being so low, the manager needs to carefully plan how and when money will be spent.
- * I greatly enjoyed and appreciated the opportunity to serve camp by managing the Camp Store this year. I will be more than happy to continue running the store through the end of this calendar year, but will have to step down for summer of 2015. I hope to be a Program Specialist next summer, and I don't think I would be able to give both jobs my best effort if I were spread that thin. I so appreciate the opportunity I was given to manage the store, and I am forever grateful to all those who helped make it such a huge success.



CAMP LEADERSHIP

Mary Margaret Shepherd

Camp Winnataska depends heavily on volunteer service during the summer to help camp run smoothly, and during the off-season for long-term planning, program development, human resource policy making, and budgeting. During the summer of 2014, over 100 volunteers provided approximately 4,080 hours of service to camp as Weekly Directors, camp store volunteers, and registration helpers.

BOARD OF DIRECTORS

Catherine Bentley	Bill Jordan	Jim Thorington
Dollie Brice	Carol Kilgroe, Chair	Bob White
Elin Glenn	Karen Moore	Foster Yeilding
Dave Howard	Brad Robertson	

FRIENDS OF WINNATASKA BOARD

Paul Bentley	Karen Moore	Bob White
Kap Garmon	Buddy Sharbel	
Leslie Klasing	Barbara Sloan	

CAMP WINNATASKA ALUMNI CLUB

The Camp Winnataska Alumni Club's (CWAC) purpose is to provide opportunities for alumni to stay connected to camp with volunteer and donor events. With newly rewritten by-laws in 2014, CWAC is attempting to recruit and organize more volunteer support for camp by opening membership.

Rachel Anderson	Carol Floyd	Jennifer Olive
Paul Bentley	Beth Fort	Mary Owen
Tricia Brice	Linda Geiss	Debbie Pace
Jeremy Carlson	Stephanie Harless	Amy Passey
Nathan Carlson	Jeannie Hoskin	Katie Sefton
Jim Cearlock	Blake Huynh	Barbara Sloan
Betsy Cloud	Audrey Jost	Jane Anne Stone
Scott Cook	Kenny Keith	Carmella Teague
Candace Dix	Leslie Klasing	David Teague
Paul Dudley	Dana Lower	Andrew Virciglio
Shannon Edwards	Wade Lyon	Kathy White
Karen Evans	Cameron McKinley	Mary Elaine Williamson
Geoff Feagin	Katherine Moak	Greg Wingo
Kelley Feagin	Jann Montgomery	Bob Woolverton
John Michael Floyd	Peyton Newsome	
<i>Life members:</i>		
<i>Leslie Etheredge</i>	<i>Donald Guthrie</i>	<i>Ethel Owen</i>
<i>Kap Garmon</i>	<i>Marty Hester</i>	<i>Roger Solomon</i>
<i>Renee Griffin</i>	<i>Bill Jordan</i>	<i>Fred Von Hermann</i>

Final Recommendations:

1. Get all bunk beds in compliance with the US Consumer Product Safety Commission Requirement for Bunk Beds (16C.F.R. Part 1213, 1500, and 1513). These recommendations are also posted on the ACA website.
2. Establish a long-term plan for the bathhouses. They are consistently rated as what campers like least about camp. Fixing plumbing and draining issues is high priority. In the Parent Survey, the bathhouses scored the lowest average among all survey questions:
 - 16.8% Excellent rating
 - 32.1% Good rating
 - 25.5% Fair rating
 - 22% Needs Improvement



In summary, 2014 was an outstanding summer for Camp Winnataska. Enrollment was still up significantly from previous years. We can always improve, but we also have a great deal to celebrate, as shown in the endorsements in our parent survey.

From the 2014 Parent Survey:

- ✦ Parents rated Camp Winnataska a 9.39 on a scale of 1-10.
- ✦ 98.5% would recommend Camp Winnataska to a friend!
- ✦ 98.5% of parents would send their child to Winnataska again.
- ✦ 98% of campers said, "Camp was fun!"

As we enter our 97th year, many people who love Winnataska are working hard to ensure the momentum continues for improved program, facilities, camper experience, and parent satisfaction. In addition, many volunteers and employees will be preparing for a visit from ACA, as 2015 is an accreditation year for Camp Winnataska.

Respectfully submitted,

Mary Margaret Shepherd

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Summer camp director

