

NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS! NEWS!

Sobelutions Fall Conference

A packed house turned up for our Sobelutions Fall Conference! In case you missed it, we wanted to share some of what we learned.

Panel Discussion

The Panel Discussion regarding thoughts, insights, and strategies of how to tackle the challenges camps face in today's environment provided some valuable information. Kudos to Bart Sobel, Jonathan Gold, Jon Libman, Craig Whiting, and Stefan Teodosic for their candid participation and thought provoking comments. Special kudos to Matt Stoltz for moderating such a dynamic group! A few pointers worth noting:

- Make accommodations for parent and camper requests whenever possible.
- Use website analytics to better focus marketing efforts and market globally.
- Most camps are experiencing later enrollment with parents buying less camp time.
- Your programs need to be innovative and you must constantly re-invest in them.
- Evolve with the times.

Glen Feinberg, Esq.

Glen shared his legal wisdom on what camps should do to protect themselves in today's litigious environment, through non-insurance risk transfer techniques.

- Contractual protection is "priceless" protection.
- Your summer staff contract must define terms of employment, be at will, and allow termination without cause.
- For managing parent litigation, camper contracts should have a favorable forum selection clause, a jury waiver, and mediation as a precondition for filing suit.
- Parent contracts- define when and how refunds will be available, and waivers are not good for much of anything!
- Trade/Vendor Contracts: include a strong indemnification clause in your favor, jury waiver, forum selection, mediation as precondition to suit, and of course proper insurance naming you as an additional insured.
- Service providers to include representations and warranties that they are qualified licensed employees who are lawfully employed, and have no history of child abuse.
- The camp should represent it as not a joint venture partner with the service provider and is not an employee of the service provider.
- Time limits: strict & defined time frames, and time is of the essence clauses should be included.
- Liquidated damages may be appropriate.

(As always, please consult an attorney for any legal advice.)

Risk Management

We were pleased to have Mike Gurtler, founder of Safe-Wise Consulting run our third session. Mike has 25 years experience serving youth organizations, YMCA's, and camps.

Mike emphasized the need to customize risk management strategies for your camp that are planned well, but monitored closely. He reviewed risk identification and assessment, as well as the frequency and severity of the typical claims found at most camps.

Management must focus on staff supervision, staff training, risk transfer (contracts, etc), and emergency preparation. Management must create a strong culture of safety if you hope to reduce camper and staff losses.

We are always available to assist your camp in this area.

Keynote Address

We were most fortunate to have Carl J. Riccadonna, Senior U.S. Economist and Director of Deutsche Bank Securities Global Markets Research. His primary role is macroeconomic analysis and forecasting for the U.S. Economy. A graduate of Princeton University, Carl is frequently seen on TV and in print as well as on various radio and online media outlets.

With unrivaled passion, Carl entranced most of the audience with Deutsche Banks' optimistic predictions for the future of the U.S. Economy. He explained how many leading economic indicators lead Deutsche Bank to predict:

- Why the U.S. Economy will not sink into a double dip recession.
- Why the labor market is on the cusp of a meaningful acceleration
- Why the U.S. will not experience a 'lost decade' similar to Japan following the burst of its economic bubble.

After 2 years of lousy economic news for camps, it was a refreshing reminder of the power of the U.S. Economy and the American Spirit!

We wish to thank all presenters and participants and hope to see everyone at our next Sobelutions Conference! If you have any suggestions for future topics of interest, we welcome them. Just email the SobelCampTeam@sobelins.com

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