

# KE CONNECTION

*Our Club Newsletter, May 2025*



Dear Clubs,

With spring in full bloom, we know your clubs are buzzing with activity. For us, springtime means that we are officially in the home stretch of planning season, with the start of camp just weeks away. We cannot wait for opening day!

At KE Camps, we come from traditional camp backgrounds – summers spent singing camp songs around the campfire, cheering on our teams in Color Wars, making friendship bracelets out of lanyards that we wore well into the winter months, and that year-round feeling of wanting to be at camp more than anywhere else. We truly live by the old camp saying, "living 10 months just for 2."

The mission of KE Camps has always been to bring the warmth and spirited feel of this traditional camp experience and give it a "country club spin", blending seamlessly into your club's environment, while exposing campers to all of the wonderful amenities your club has to offer. We remain committed to that goal.

We will be in touch quite often as we head into the official camp season, making sure that every detail is coordinated for a smooth and successful launch to camp. Thank you for your continued partnership!

Counting the days until summer,  
The KE Camps Team



## MEET YOUR CAMP DIRECTOR!

Once your camp director is in place, we will send you a welcome letter from your director which will include their photo and some general get to know you information about them (year-round job, why they love camp, fun facts, hobbies, etc.). This is a

perfect marketing piece to share with your membership so they can begin to attach a face and a personality to camp! Many of you have received this letter already and if not, you will be very soon since we are still actively recruiting, interviewing and hiring camp directors. These Director Welcome Letters are also linked on our website and will be included with our weekly parent emails this summer.

*\*For camps with assistant directors and/or group leaders, we will also send welcome letters for those individuals.*

## LUNCH MENUS & JUNIOR PROGRAMMING

We appreciate all of your support thus far in gathering the answers to our many logistical questions - thank you! If you have not yet sent your Club Relations contact the following information, please do so as soon as possible:

- Lunch Menu for Camp
- Schedules AND Participant rosters for any Junior Programs the club is offering that operate during the camp day, immediately before camp begins in the morning, or immediately following the end of camp in the afternoon.
- Schedules for our camp group golf and/or tennis sessions with your pros.

## FULL-TIME TEAM UPDATES

As some of our returning club partners might have noticed, Hayley Zweig has been transitioning out of her role with KE Camps. Our new Club Relations structure, which includes “liaisons” from our main office, was put into place to ensure this transition was seamless.

Additionally, we’re excited to share that Kassandra Parker, Senior Director of Club Relations, Marketing & Camper Enrollment, will be out on maternity leave starting in late May. Our Club Relations Team (Jules, Dana, and Julianne) will be your primary contacts throughout the camp season, but you will likely be hearing from Lisa Berggren as well. Lisa and the Club Relations Team will work together to ensure that everyone has the best summer yet!



# CAMP ENROLLMENT UPDATE

Although camp logistics and staff details are top of mind these days, remaining focused on camper enrollment is more important than ever. Please take note of the related items below:

## ***Enrollment Remains Open!***

We do not close enrollment leading up to each week so as long as families sign up in advance (we do not accept "drop in" campers), they can attend camp! Although we certainly prefer early sign-ups, we are proud to be able to offer this level of flexibility for our camp families. With that in mind, marketing continuously to your membership is essential to the success of camp!

## ***Bring a Friend to Camp!***

Offering Guest enrollment is not only a wonderful way to please current members (who doesn't love the opportunity to bring a friend with them to camp!), but it also allows these Guest families (potential members!) to see the club in action during the height of the season. We have seen countless times how Guests at camp translates into new memberships for your club. ***\*If your camp is currently open to Members only, it is not too late to add a Guest option (this can be done at a higher price point). Please reach out to your Club Relations contact if you'd like to consider opening camp enrollment more widely.***

## ***Camp Refunds***

For most camps, the deadline to receive refunds is the day before the first day of the camp season at your club. After that date, if a family needs to cancel their enrollment for any reason, we will not provide a refund, but instead a credit towards a future week (should space remain available) or for the following summer. This credit will remain on file in our office and is not transferred to the family's country club account. If you hear from any families who have questions about our cancellation policy, please send them our way, and we can chat with them about this. You can view our full [Cancellation Policy here](#).



***For a step-by-step tutorial of what parents will experience during the enrollment process, [check out this video tutorial](#).***

***For a step-by-step tutorial of how families will add themselves to the waitlist, [check out this form](#).***

# INSURANCE CERTIFICATES

2025 ACORDS will be ready soon. Over the coming weeks, we will email a copy over to you and will also upload the certificate to your Club Site, should you need it as a reference at a later date.

## BE ON THE LOOKOUT FOR...BOXES!

About two weeks prior to your camp's start date, you will receive a few boxes sent via FedEx containing important items for our Camp Director.

- **Shipment #1** will contain a variety of important camp supplies including a First Aid Kit, Swim Bands, SMILE Bands, Welcome Table Kit, and several other items. This will ship directly from our NJ office.
- **Shipment #2** will contain an inventory of staff shirts. This will ship directly from our shirt vendor.

Please put these boxes aside for our staff so that they do not get lost (the shipments will have a neon label on them so you can't miss them!). Your Camp Director will be coming by the club in the weeks leading up to camp to retrieve and organize the contents of these shipments.

*\*You will receive an email from your Club Relations contact with the FedEx tracking #s for both shipments.*

## CAMPER ROSTERS DURING THE SUMMER

To ensure that you have the most updated information regarding each week's campers, we will email you the Camper Roster and Food Allergy/Dietary Restrictions List on the Wednesday/Thursday before each new week of camp. This email will come from [rosters@kecamps.com](mailto:rosters@kecamps.com).

*\*If there are any changes to those lists in the few days between sending it to you and the camp week beginning, we will resend the updated version on Sunday or first thing Monday morning.*

***If there are any additional club contacts who should be receiving this information, please let us know and we can easily add them to the distribution list for the summer.***

Remember, you are also welcome to check the enrollment status and camper rosters at any time using the unique link you were sent earlier in the season. This link was sent via email and can also be found on your Club Site as well (or feel free to reach out to us about this!).

We find that the more club management team members who are "in the know" about weekly camp numbers and what to expect, the smoother overall operations will be.



# STAFF TRAINING SEASON

May is our crunch time when it comes to Staff Training! Over the next few weeks, we have a myriad of training opportunities for our Directors and Counselors, all geared towards setting up our staff to give our campers a safe, exciting, and memorable camp experience.

Here are some of the highlights:

## Vital Camps

Our interactive virtual platform that teaches our KE Camps high-level policies. Imagine a staff manual that comes to life! All staff are required to go through this policy training upon hiring.

## Director Orientation

At our orientation sessions, new directors learn the ins and outs of the “KE Camps Way”, become familiar with our policies and procedures and most importantly, begin to outline and plan the daily program.

Returning Directors are provided an opportunity to review camp details, learn about new additions for the 2025 season, work with our team on any changes and adjustments they have in mind for the new season, and begin to prepare for the upcoming summer.

At our larger camps (32+ campers/week), we have brought an assistant director onto the team as well. Assistant Directors will also attend these trainings, allowing them to have the full picture of camp operations and expectations of their role.

## Supplemental Training Resources

We recognize that with so many intricate details of how our camp programs operate, there may be additional questions directors have at the close of our trainings. Therefore, we offer a library of video training resources to provide additional guidance to our directors on topics such as swim policies, staff supervision, etc.

## In-Person Counselor Meet and Greet

In the 1-3 weeks leading up to camp, your Camp Director will be reaching out to you to confirm a day for this 2-3 hour meeting, held at the club. This half day training will include a tour of the club, team-building, supply prepping and training on safety, behavior management and programming.

## Individual Support with the KE Camps Team

While the bulk of Camp Director training is done as a large group, every camp director also has one-on-one (virtual) time with a member of the KE Camps Team. This individual time allows us to go in-depth on all aspects of camp to ensure no detail is missed. This bonding time also strengthens the connection between the Camp Director and our office team, as we will be working closely together throughout the camp season.





# WHAT HAPPENS NEXT?

## STAFF - INTRODUCTIONS AND TRAININGS

- Your Club Relations contact will introduce you to your Camp Director (if this hasn't happened already) and ask that you set up an in-person meeting to tour the club and discuss camp details.
- Camp Director and Counselors attend Staff Trainings in May with the KE Camps Team.
- Camp Director and Counselors attend In-Person Staff Meet and Greet at the Club (organized by Camp Director) 1-3 weeks before camp begins.

## LOGISTICS - UPDATES FROM THE CLUB RELATIONS TEAM

- We will continue to reach out to you to collect any outstanding details we still need at this time. Thank you in advance for tracking down the information we are looking for.
- Approximately 10 days before camp begins, we will be in touch with final reminders and updates. Please be sure to also pass that information on to any other club management team members who should be aware of camp operations. In addition to your pros, food & beverage team, and maintenance staff, this might also include receptionists and front desk staff, as it is always helpful for them to be able to answer quick questions that could come their way regarding camp!
- We will be in touch throughout the summer to check in with you about how camp is going. While we certainly hope to hear all great things, please do not hesitate to reach out if you have any concerns about the way camp is running. ***Camp season is a short season and we would like the opportunity to make improvements ASAP, if needed, in order maximize the experience for everyone involved. If we don't know about an issue, we cannot work to solve it.***

## ADMIN

- Shipments from our office will be sent to the Club and/or to the Camp Director in the coming weeks (details to come!).
- Camper registration is still happening! We are also collecting camper forms and paperwork as well as answering parent questions on a daily basis.
- A slew of "behind-the-scenes" work is happening all the time, including any camp licensing items needing attention (if applicable)!

