



Orca Sounds

January – February 2006

Dates to Remember

January

- 1 Candy Sale Training
- 27 Candy Sale Begins

February

- 14 Valentine's Day
- 20 Candy Sale Ends

March

- 13-19 Camp Fire Birthday Week
- 16 Absolutely Incredible Kid Day
- 17 Camp Fire's 96th Birthday

April

- 1 Art Competition Entries Due



For nearly a century:
integrity,
responsibility,
tolerance.



A Time for Sweets and Sweethearts

January and February promise to be very busy months for Camp Fire members. This year's candy sale training will be held on Tuesday, January 17 from 6:30 to 8:00 PM. Come find out about this year's changes, make sure you understand the paperwork, etc. It is also a good time to pick up tips from other leaders as to what worked well for them last year, and what didn't. The good news is, as staff member Sheryl Miller, reports, "the candy sells itself." Sheryl should know. Her sons Price and Travis tied for 2005 High Seller in the Horizon/Teens in Action division with 266 units each. The Candy Sale starts on Friday, January 27th and ends Monday, February 20th.

Another project that typically keeps us busy this time of year is "Valentines for Vets." This traditional project involves making and delivering valentines for American veterans. Valentines for Vets was started by late Chicago advice columnist Ann Landers who used her column to encourage readers to remember veterans on Valentine's Day. Some great resources for this project can be found on the webpages *VA Kids, K-5th* (<http://www.va.gov/kids/k-5/index.asp?intSiteID=2>) and *VA Kids, 6th - 12th Grades* (<http://www.va.gov/kids/6-12/index.asp>). These sites provide a wealth of information about veterans and the Veterans Administration.

Saving the best for last, we're happy to report that Orca Council has a new resource to help us make the most of the months ahead. Johna Noble has been added to the Orca Council staff as Program Director. Read more about Johna on the following page.



A Familiar Face for New Program Director

With a new year comes a new beginning for traditional programs in Orca Council. Johna Noble has signed on to be the Program Director. Johna is not new to Camp Fire USA, she has been a member since youth. After earning her Wohelo Award in 1995, she continued to stay involved in Orca Council.

Many of you know Johna as

Little John from Wildwood Day Camp where her love of Camp Fire has kept her involved as a Camp Director for 8 years. Johna has also had experience leading clubs and currently serves on the Wohelo Committee.

Her focus will include Club Program, Wohelo, and traditional Day Camps. Johna's immediate focus for the Club Program is to strengthen our existing clubs to keep members involved while actively recruiting new clubs. Part of the Club Program is assisting our members through the process of earning their Wohelo Award. Johna feels it is important to uphold the integrity of this honor as well as guide these candidates through this journey. Day Camp will always be important to Little John, which means keeping our traditional Day Camps (Wildwood, Kopachuck, and Wohelo) alive with Camp Fire spirit for many generations to come.

You may contact Johna at (253) 597-6234 ext. 17 or cell phone (253) 219-8721. Or reach her online at jnoble@campfireusaorca.org.

***"Attitude is a little thing
that makes a big difference."***

—Sir Winston Churchill, British prime minister during WWII

Camp Fire Marches Towards 100 Years!

Camp Fire was founded on March 17, 1910 by Luther Gulick, M.D., and his wife, Charlotte Gulick, as the first nonsectarian organization for girls in the United States. In 1975, membership was expanded to include boys.

Headquartered in Kansas City, Mo., Camp Fire USA now serves nearly 750,000 participants annually.

Each spring, Camp Fire USA councils and youth members across the country celebrate the founding of Camp Fire and its rich history on March 17. Activities include special events, birthday parties, community displays and service-learning projects. Many youth members also participate in the "Celebrate Camp Fire USA!" national birthday project.



All-Summer, All-Day Day Camp Planned for Tacoma

Camp Fire USA has been connecting children and youth with camping since 1910. Today, our outdoor programs are provided year-round in many areas. These include resident camp, day camp, overnight camping, environmental education and short-term outdoor recreation.

Through camping, each year more than 61,000 youth from diverse backgrounds develop important skills such as socialization, self-reliance, problem solving and an appreciation of and commitment to the natural environment. They make their own decisions, have fun and are adventurous. Through a group living experience, youth learn more about themselves and others. Individuals become friends, and they learn understanding, acceptance and trust.

A relaxed, open atmosphere in a natural environment provides children with relief from the stress of daily experiences. Children can learn to be successful in a variety of activities at camp. Success builds a feeling of self-confidence and a desire to further develop newly acquired skills.

This summer Orca Council will be offering an all summer, all-day day camp. The program will be held at the Tacoma Elks Club that is located within easy access of I-5 and Highway 16. The camp will be open to all day campers (7:30 to 6:00) and regular day campers (9:30 to 3:00).

The Story of Almond Roca®

Orca Council has a huge advantage over other councils across the United States when it comes to the Candy Sale—and that is that Brown & Haley, the makers of Camp Fire mints, almond caramel clusters and Almond Roca® is located right here, literally in our own back yard. If we run short on candy during the sale, we can call Brown & Haley and pick up some more, often within hours. Other councils—think of Alaska, for instance—don't have nearly the flexibility that we do. They can find themselves in the middle of a great sale, with no more candy for ready buyers.

The Brown & Haley company started in Tacoma nearly a century ago. Harry L. Brown owned a small confectionery store and enjoyed experimenting with chocolate and sugar candies. J. C. Haley, worked for Shilling and Company, a spice company, and had a flair for sales and advertising. They met in church in Tacoma, Washington in 1908. By 1916, Brown & Haley were marketing a full line of candy products, including a chocolate and nut confection with a vanilla-cream center called the Mt. Tacoma Bar, later known as Mountain® Bar.

In 1914, World War I erupted and nearby Camp Lewis (now Fort Lewis) filled with soldiers training to fight overseas. Brown & Haley supplied them with everything from taffy chews to butterscotch balls. Business was booming, but fell with the Armistice and the return of Camp Lewis to its pre-war population. J.C. and Harry decided that the key to success was to innovate, and so began several years of experimentation.

"Success is the culmination of failures, mistakes, false starts, confusion, and the determination to keep going anyway."

—Nick Gleason, Founder and CEO, CitySoft

In 1923, the company produced a crunchy, log-shaped candy filled with butter and coated with chocolate and diced almonds. It was named Almond Roca® by a local librarian, and was soon a big hit.

Even then, the candy was wrapped in foil, but in 1927, Brown & Haley decided to seal it in the now-famous pink tin. This kept the candy fresh three times as long, which helped spark sales around the world because it could travel great distances and still stay fresh.

Almond Roca® traveled with U.S. troops to Europe, the Middle East and the Pacific during World War II, and then later to Korea and Vietnam. Over time, soldiers overseas introduced the candy to locals in foreign markets. It has now been found in 63 countries around the world.



"People don't ask for facts in making up their minds. They would rather have one good, soul-satisfying emotion than a dozen facts."

—Robert Keith Leavitt

Candy Sale Posters

One way to increase your candy sales, is to place posters advertising the sale in your church, school, grocery store, area shops, meeting places and public buildings.

Your poster could be on a bright colored paper and should include: Descriptions or even pictures of the products you're selling, the name of your club or, if available, pictures of the group or a group activity, and details about what you're raising money for, the price, when the candy will be available, the phone number for where or how to order and the name of the person to contact for more information.

If there is an individual with art ability involved in your group or an art club or class available, ask for this to become their project, too. It is a great opportunity to try some candy marketing techniques.

Of course, be sure to get permission to put up any poster or flyer.

AIKD!

Absolutely Incredible Kid Day®, Camp Fire USA's annual, award-winning, national call to action, asks adults to write letters of love, encouragement and inspiration to the children of America. Held the third Thursday in March, *AIKD* 2006 is our 10th annual letter-writing campaign and will be celebrated on March 16, 2006!



In previous years, *AIKD* has garnered national recognition and acclaim, winning endorsements from child and family experts and advocates. *Absolutely Incredible Kid Day*® has developed an incredible following, including athletes,

entertainers and celebrities who have championed the cause by writing letters to America's youth. In addition, more than half of the nation's Fortune 100 companies have used *Absolutely Incredible Kid Day*® to build morale by encouraging employees to reach out to a child, and more than 75 malls nationwide have supported the program by creating letter-writing booths and distributing information via merchants. To date, over 600 million people have been exposed to this incredible campaign and Camp Fire USA's message!

What is *Absolutely Incredible Kid Day*®?

It's a day designated to honor our nation's children. It's a simple, meaningful way for adults to let children know how much they are appreciated.

When is *Absolutely Incredible Kid Day*®?

March 16, 2006 — and annually on the third Thursday of every March.

What's so special about a letter?

A letter is personal, tangible and something a person can hold onto for years to come. Through written words, people can express emotions they may hold back in conversation. And during the often-challenging times of adolescence, children may be more open to reading a letter than having a talk that may "embarrass" them.

Does writing a letter really make a difference?

Children need positive reinforcement in their lives. The right words of encouragement can come at just the time a child needs them most – helping the child make better decisions, build self-esteem, and even be more compassionate and successful.

Why is Camp Fire USA sponsoring this event?

Camp Fire USA wants to honor the hundreds of thousands of children involved in Camp Fire USA, as well as others. Adults sometimes forget to stop and tell a child how important he or she is. *Absolutely Incredible Kid Day*® is a reminder to do just that. Our research shows that a personal letter is cherished and valued.

What is our goal for *Absolutely Incredible Kid Day*®?

We want every child to receive a letter. Just imagine the impact of loving letters in lunch boxes, on pillows or tucked in backpacks!

For more information, visit the *Absolutely Incredible Kid Day*® at www.campfireusa.org.



WELCOME TO THIS YEAR'S ART COMPETITION: PRINTMAKING

For the 33rd year, we are celebrating the Camp Fire USA National Art Competition. This popular national project is one of our most successful, and we hope this year you will participate. The medium for 2006 is printmaking. The Merriam-Webster Dictionary definition of printmaking is: printmaking: the design and production of prints by an artist.

We are following our established six-year cycle—printmaking, photography, clay, open medium, painting and fibers. Once again, we encourage you to help young artists in their exploration of the medium by providing opportunities to visit workshops, museums, art schools, galleries and artists' studios and research via the Internet.

GUIDELINES FOR NATIONAL ART COMPETITION

1. Each participant must be a registered youth member of Camp Fire USA Orca Council.
2. The piece of art may be produced at home, school, faith-based organizations, camp, small group meeting or private art class, etc. It may have been entered in other competitions.
3. The piece of art must have been completed between June 2005 and the deadline April 1, 2006.
4. The entry may be the effort of an individual or a group of individuals.
5. The size of the finished product is at the discretion of the council.
6. Each entry must be submitted to the council in which the artist is registered.
7. Art shall be judged on its original excellence and creativity, not on size, theme or individual.
 - a. Entries will be judged by age or program level.
 - b. Entries will be judged on their artistic originality. Craft kits or patterns are not appropriate.

CRITERIA FOR JUDGING

In order of importance:

First, originality of design and the creative expression of the artist's idea.

Second, overall composition—line, color, balance, design.

Third, appropriateness of materials and techniques used to carry out the creative expression.

Finally, skill in executing the selected techniques.

I am enough of an artist to draw freely upon my imagination. Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world."

— Albert Einstein

Art Competition Objectives

To help young people:

- increase competency in, and the appropriate application of, basic learning skills;
- increase personal creativity;
- gain greater self-awareness (e.g., identity and self-esteem);
- make choices and plan sequentially;
- experience a range of art forms;
- develop skills and find outlets for personal expression;
- consider related careers and lifetime interests;
- develop a sense of competence and self-worth; and
- become more aware of different cultures.

To help adults have greater appreciation for:

- exploring a range of basic materials;
- developing artists' creativity and skills;
- acquiring a discerning eye and aesthetic sense;
- learning techniques of teaching and sharing; and
- contributing to the promotion of the Camp Fire USA organization.