

CampMinder

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A Message to Our CampMinder Community
by Dan Konigsberg

Dear Clients,

Just over two weeks ago, many of us were at Tri-State trying to cling to some shred of normal life. If your experience has been anything like mine, that now feels like a distant memory. On behalf of all 62 of us at CampMinder, our hearts are with you. We hope that each of you, your teams, and your families are safe and sound.

To state the obvious: It's an uncomfortable time to be in the summer camp business — for all of us. In our world, we live the phrase “10 for 2”, as we (typically) prepare for ten months to offer an experience that lasts two. Of course, those two months are slated to begin right at the edge of when many predict a return to something that resembles “normal.” The range of potential outcomes is broad, and the uncertainty is challenging. The next couple weeks, in particular, will be rough — for our communities and our country as a whole. This is hard.

At CampMinder, we took swift action to begin working remotely and to continue serving you without missing a beat. But reaching out to you? I needed a few extra beats for that. All of this is deeply personal to me, as I'm sure it is for you. I've devoted my whole career to the camp industry. For 19 years, I've lived and breathed CampMinder, and our outcomes are directly linked to yours. I needed some time to absorb all of this, process, and get myself centered. During this time, I've had a chance to speak to a number of you, and I am so grateful for all of these relationships and meaningful conversations.

Here's what I know: We are the summer camp industry, and we deal with uncertainty constantly. We are masters of management and champions of change. We are resilient and determined, and we're used to adjusting plans. We do it every day. As long as it's safe to run camp, there will be camp. We'll figure it out. It's just what we do.

But camp will be different this year. That will mean different things to different people, but if anyone is capable of figuring out what that needs to look like, it's camp people. You've got this, and all of us at CampMinder are with you. If you feel that we may be able to assist you, please don't hesitate to reach out to us. We might be working from home, but we're still right here.

With love and admiration,
Dan

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