



HAYO-WENT-HA CAMPS

# WHISPERING PINES

INFORMATION FOR FRIENDS OF HAYO-WENT-HA CAMPS

MARCH 2024

## Musings and Meanderings...

Writing my first Whispering Pines article feels like a significant milestone, marking the beginning of my journey with HWH Camps. In these initial weeks, I've been deeply touched by the warmth of our community. Alumni have reached out through emails or in-person meetings, eager to connect and recount their camp tales. These 'meet & greets,' whether shared over a meal or via Zoom, have not only helped me forge connections but also deepened my understanding of the rich traditions and profound impact of Hayo-Went-Ha Camps on countless lives. Each conversation has underscored the deep commitment and love our community holds for this special place, leaving me humbled and grateful for the opportunity to be a part of it and to contribute.

In the image below, you'll see my family, all proudly wearing Hayo-Went-Ha sweatshirts, a gift I gave them for Christmas. From left to right in the bottom row are my oldest son, Brendan, with his wife Kylie, followed by Ryan, and then my daughter Keely with her boyfriend Alex. In the top row, from left to right, are Logan, myself, my wife Laura, and Connor.

Camp has been a central part of our family's life, shaping each of my children into the wonderful individuals they are today. This photo was taken in front of the fireplace at YMCA Camp Copneconic's Conference Center, a camp I had the privilege of directing for the majority of my career. It holds a special place in the Carlson family's heart. For the past 30 years, we have celebrated Christmas at the camp's Conference Center.

As I embark on this new chapter at Hayo-Went-Ha Camps, I am eager to share with my family the enchantment and beauty of both YMCA Hayo-Went-Ha Camps. I feel incredibly fortunate as I now lead this esteemed organization and am excited to connect with more alumni, campers, and families. Here's to an amazing 2024 and beyond!

Each for All – All for Each.

John (JC) Carlson, CEO



## Camp Rallies

Studies have identified that word-of-mouth marketing is the best form of marketing in the camp industry. This form of marketing harnesses the power of personal recommendations, where positive experiences shared among families, friends, and community members can significantly elevate a camp's reputation and trustworthiness. Given the intimate nature of residential camps, where experiences are deeply personal and memorable, stories of transformative adventures, friendships, and learning opportunities naturally spread through networks, attracting new campers. This organic spread of information not only builds a strong sense of community and belonging but also helps maintain high enrollment levels through trust and authenticity, which are hard to achieve through traditional advertising. Our staff team has organized six engaging rally events throughout the month of March, strategically located across the Midwest in regions with a robust network of camp alumni and families currently enrolled. This is where your invaluable support comes into play. Should you be acquainted with families in any of these areas, we warmly invite you to extend our reach by sharing our camp's website, detailing the rally itinerary, and spreading the word through social media. Your efforts in helping us connect with new families will be instrumental in introducing them to the incredible experiences our camps offer. Your advocacy not only enriches our camp community but also opens the door for more families to discover the transformative adventures awaiting at YMCA Hayo-Went-Ha Camps.

[Click here](#) for the full schedule of Rally dates to share. Please also join us to meet the new CEO, and new Torch Lake Camp Director and hear all the exciting plans for the 2024 summer and the future of HWH Camps.

[Click here for the link to all 2024 Rally events](#)

**Y**ou, your parents, and your friends are invited to our annual YMCA Hayo-Went-Ha Camps Rally. Enjoy pizza, pop, and a brief presentation with camp directors Adam Delezenne and Amanda Macaluso.



- Learn about the magic of a Hayo-Went-Ha Camps summer
- Meet our camp leaders face-to-face
- Ask questions and address concerns during a Q + A session with the directors
- Play games and win prizes
- Connect with other campers and their families
- Rekindle your love of camp and reminisce with Hayo-Went-Ha Camps alumni

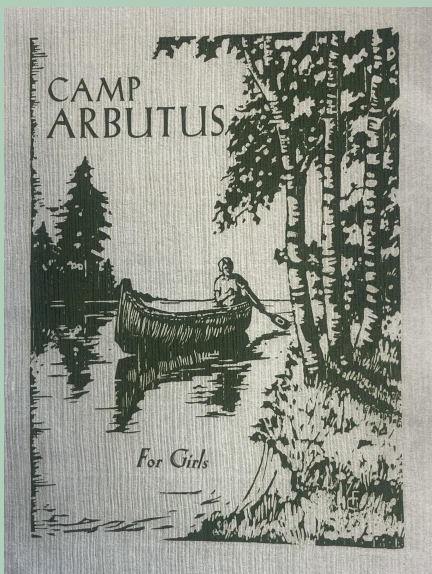
• **BIRMINGHAM/  
BLOOMFIELD HILLS**  
• **Tues., March 12 • 6:30 pm**  
• Bloomfield Twp.  
• Public Library  
• 1099 Lone Pine Road  
• Bloomfield Twp., MI 48302  
• More information at  
• **hayowentha.org**

## Milestone celebration - Alumni Celebration Weekend in August!

**Let's celebrate 110 and 120 years!**

What a great excuse to come and visit! Hayo-Went-Ha Camps are hosting an alumni reunion weekend Aug. 23-25 and we hope you'll be there! In honor of 120 years of camping on Torch Lake and 110 years of camping on Arbutus Lake, generations of folks who've been campers and staff throughout our storied history can gather with old friends, sing around the campfire, share meals and even do some of their favorite camp activities. Camp friends are the best so rally your friends and see you at camp this summer.

[Click here to register now!](#)



## Alumni Corner

Hello from the Alumni Corner of the Whispering Pines! We are so excited to use this space to help make connections among the powerful group of alumni from our two amazing camps stretched across the world.

I'm Hadley Robinson, longtime camper and staff at AHW, lifetime family camper and the current chair of the HWH Board's Alumni Task Force. Camp friends are such an important part of my life. I went to college with some of them, I've lived with some of them and I've

made music with some of them! Wherever I've bounced around, from Michigan to California and most recently, to Washington DC, camp friends are always there to ground me.

Last month, I saw a post on social media from a cabinmate from my Isle Royale and Explorer years. She had recently moved nearby, so I reached out and we agreed to meet up for lunch. We hadn't seen each other since 1997, over 25 years ago. (If that doesn't make you feel old, I don't know what does!) But when we met up, it felt so easy to pick right up and catch up on our lives. I loved learning that we both go back to northern Michigan every summer and that her son went to HWH last summer and is planning to go back again. I'm excited for many more lunches with this old friend.

This year, the Alumni Task Force wants to help make more reconnections like these happen. We're launching the "Each for All Alumni Network." Our flagship event will be the August celebration weekend. But keep your eye on this corner of the Whispering Pines for updates, alumni get togethers and work weekends. We'll also spotlight what some HWH and AHWH alumni are up to. Do you know somebody who's been "caught doing good" or achieved a major accomplishment lately? Let us know by emailing [alumnitaskforce@gmail.com](mailto:alumnitaskforce@gmail.com).

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The flagship event of the year will be Aug. 23-25, when both camps will host an alumni reunion weekend to celebrate 120 years of camping on Torch Lake and 110 years of camping on Arbutus Lake. The weekend will give you an opportunity to visit or stay at camp, gather with old friends, share a few meals and even do some of your favorite camp activities. [Click here to register now!](#)

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The camp board's alumni task force is also working on launching the "Each for All Alumni Network" in 2024 to help you rekindle connections, keep up with what's happening at the camps and participate in events like the one in August, as well as other smaller alumni gatherings throughout the year. You'll hear from us every month in the Whispering Pines to keep you posted on what we're doing and how you can get involved.



### ***HWH Camps events - Save the date***

#### **Camp Rallies**

Tuesday, March 12th	<b>Birmingham/Bloomfield Hills area</b> 6.30pm
Wednesday, March 13th	<b>Louisville area</b> 6.30pm
Thursday, March 14th	<b>Cincinnati area</b> 6.30pm
Monday, March 18th	<b>Chicago/Northern Suburbs</b> 6.30pm
Tuesday, March 19th	<b>Chicago/Hyde Park area</b> 6.30pm
Thursday, March 21st	<b>Ann Arbor area</b> 6.30pm

#### **Work weekends**

HWH weekend - May 3rd - 5th  
AHWH work weekend - May 17th - 19th

#### **Alumni celebration weekend**

Celebrate 110 and 120 years of HWH Camping  
August 23rd - 25th

## Annual Tailgate Event

UM v MSU tailgate  
October 26th at UM



## Registration Update!

Great news! Enrollment is going very well. We still have available spots in several of our programs, especially those designed for the younger age groups. To see the most current openings in real-time, [please click here](#). While some of our programs have reached capacity, many are quickly approaching full enrollment. If you haven't secured your spot yet, we encourage you to act swiftly to ensure your participation. For detailed descriptions of each program and to register, simply [click here](#) to go straight to the website.

*Please considering forwarding this issue of Whispering Pines to friends, family members and others in your network that might consider making an investment in our camps!*

### Our Contact Information

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