



A TIME FOR



CCGA Sierra Pacific Sectional
February 10-13, 2025



CHRISTIAN CAMP
& CONFERENCE
ASSOCIATION



**Alliance
Redwoods**
Outdoor Education

Greetings

CCCA Sierra Pacific Sectional 2025



WELCOME TO THE 2025 SIERRA PACIFIC SECTIONAL!

There is a time for everything, and God has made everything beautiful in its own time.

There are seasons at camp that we are often very familiar with; but there are also seasons in ministry, and seasons in our discipleship with Christ.

For many, the **summer** season at camp is a time of seeing the fruit within camp ministry, and embracing the busy pace while celebrating all that God is doing. In a similar way, a “summer” season within discipleship or in ministry might be felt when people feel like they’re in rhythm and seeing God’s active role and bearing fruit in their lives.

For others, the **fall** season is a time of gratitude and reflection as we slow down and decompress after the busy summer camp season. In our relationship with God, a “fall” season” might feel like a time of letting go, or sensing an abundance of gratitude as we slow down.

In the **winter**, many camps pause or spend their time indoors planning. In a “winter” season with God, it may seem like a “dark night of the soul,” and not seeing any movement or fruit in front of us. For others, it might feel more like a time of being still, and sensing God’s renewal in our lives. Though the trees are bare and we can’t see any fruit, the winter season is necessary in order for the roots of the tree to grow down deep. In the same way, we need to go through the seasons of “winter” with God as He deepens and strengthens the roots of our faith.

As we move into **spring**, camp is a flurry of activity as we prepare for the summer season. It’s a busy time of building and growth. Similarly, in our relationship with God or seasons within ministry, a “spring” season might feel like the start of something new, and carry with it a sense of hope.

It is our hope and prayer that as we gather for this conference, that we’ll be able to spend time with God, with ourselves and with each other. As we spend time resting, reflecting, connecting and learning, we hope that you will experience in a deeper way God’s great love for you; and that as you embrace God’s love, that it will also deepen your love for Him, and your love for others. Regardless of what “season” you’re in - at camp, in ministry, in your relationship with God - we hope that you will see that God is actively present with you in that season, and that He makes everything beautiful in its own time.

Kelsey Paterson | CCCA Sierra Pacific Section President

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KEYNOTE SPEAKER



BILL FERNALD

Bill has dedicated over 30 years to Christian Camping in California. He began at Camp Sugar Pine and later joined Mount Hermon. His passion for cross-cultural ministry led to global partnerships, and in 2023, he became the Christian Camping International Chief Executive.

WORSHIP LEADER



GRACE WYSONG

Grace is the worship leader and director for the college and young adult ministry at Twin Lakes Church in Aptos, CA. She loves leading worship and facilitating times to draw closer to the heart of Jesus through music.

CCCA NATIONAL REP



PENNY HUNTER

Penny’s career spans roles as an advertising exec, high-tech marketer, and VP of Communications at IJM, a human rights organization. Currently, she works as a producer on TV, feature, and documentary films.

Conference Schedule

CCCA Sierra Pacific Sectional 2025

MON FEB 10

3:00-5:00	Check-in/Arrival	Welcome Deck
4:30-5:15	First Timers Session	Fireside
5:30	Dinner	Dining Hall
6:30	Opening General Session - Bill Fernald	Tabernacle
8:30	Trivia Quest	Tabernacle
10:00	After Party 30 and under	Fireside

TUE FEB 11

7:00	Coffee	Gift Shop
7:00	Morning Devos - Cam Staman	Hospitality Lounge
8:00	Breakfast	Dining Hall
	Executive Directors Breakfast Meeting	Maple Room
9:00	Seminar Session #1	Various
10:30	Break	
11:00	Seminar Session #2	Various
12:30	Lunch	Dining Hall
	Women in Camping Lunch	Maple Room
1:30	Free Time	
1:30-3:45	• Archery Tag - Sign Up Sheet in Tab	Slab
1:30-3:45	• Giant Swing - Sign Up Sheet in Tab	Rope Rocket
	• Zip Tours - Register with Sonoma Zip Adventures	
1:45	• Tour of Camp Gilead - will need to carpool	Welcome Deck
	• Open Gym	Gym
	• Wander and Ponder	Route 66
	• Go to Bodega Bay	See page 36
5:30	Round Table Dinner	Dining Hall
7:00	General Session - Bill Fernald	Tabernacle
9:00	Camp Fire Connection	
	• Main Fire Circle, Fireside, Hospitality Lounge	

WED FEB 12

7:00	Coffee	Gift Shop
7:00	Morning Devos - Chuck Wysong	Hospitality Lounge
8:00	Breakfast	Dining Hall
9:00	General Session - Soul Talks	Tabernacle
9:45	Soul Care Breakouts	Various
10:30	Solo Time	
11:30	Vendor Lunch	Dining Hall
1:30	Seminar Session #3	Various
3:00	Free Time	
	• Open Gym	Gym
	• Wander and Ponder	Route 66
	• Go to Bodega Bay	See page 36
5:30	Dinner	Dining Hall
7:00	General Session - Bill Fernald	Tabernacle
9:00	Free Time - Pickleball Tournament	Gym

THU FEB 13

7:00	Coffee	Gift Shop
8:00	Breakfast	Dining Hall
9:00	Short Goodbye	Tabernacle
10:00	Check Out	
10:00	Leadership Development Cohort	Tabernacle

We added this special meeting with **Rob Ribbe from HoneyRock/Wheaton**. Rob will discuss their Leadership Development program. Anyone interested is welcome to join in the **conversation about creating a California cohort of camp leaders**. You can read a full description of the program by scanning the QR code.





Top 5 reasons why "The ONE" is... the one!

- ✓ All revenue streams, communications, operations and data are under one roof.
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I was looking for a software engineer to design an app for us because I was so tired of all these systems not integrating, then I stumbled on the one app, and it's more than I dreamed of. This is the app every camp needs!"

Jason McQuinn, Bear Paw Camp

BOOK A DEMO



Seminar Session #1

Tuesday AM 9:00-10:30

Reece Phillips
Fireside

TRAININGS FOR ROPES, REC AND ADVENTURE

This session will guide participants through the process of creating effective training programs for ropes, recreation, and adventure activities in camp settings. Topics covered include planning and preparing necessary paperwork, incorporating icebreakers to build rapport, structuring the flow of a training session, and understanding different teaching and learning styles. Additionally, the session will explore strategies for reading the room and keeping trainings engaging to ensure staff retention and skill development. Attendees will leave with practical tools and ideas to deliver impactful and memorable training experiences.

Jim Blake
Kinser Room

AN INNOVATION MODEL FOR CHRISTIAN CAMPING

In these hands on workshop we will start by review the six protocols for a suggested innovation process in a Christian Camping context that has been practiced at Alliance Redwoods for many years with positive results. Followed by an exercise where you will be able to determine where your camp is at and define your current need for innovation. Real world examples will be shared including the good, the bad, and the ugly. You will leave this workshop with a blueprint of where you are and how to move forward bringing your board, donors, and stakeholders along with you for this adventure of faith in action.

Ron Frey
Redwood Room

THE SEVEN DISCIPLINES OF A HIGHLY EFFECTIVE BOARD

What do effective boards do both in and out of meetings? What role do they play and how can each member accomplish more for the organization while staying in their lane? What is effective board leadership, particularly in vision casting, governance, and fundraising? This seminar provides a framework for both board members and executive directors to work as a unified team and achieve more together.

Rob Ribbe
Berry Board

CAMP AS A CATALYST FOR FAMILY FAITH FORMATION

Update on the Rhythms of Faith Research Project on how to extend the impact of youth camps beyond camp into the home and church.

Adam Peacocke
Upper Room

BETWEEN THE FLAGS - COLLABORATIONS SUPPORTING IMMERSIVE EXPERIENCES AND DIVINE ENCOUNTERS

The Camino de Sonoma has used a creative approach to ministry that has utilized the natural environment, historical context, an immersive walking experience, and collaboration with other organizations to offer something unique in the Bay Area. The core elements of this approach are highly valued by many in the hospitality and tourism industry at this time and are also effective for drawing unchurched people. The goal is to provoke the audience to consider how they can utilize some of these same "ingredients" available to them to tell the story of God at work in the world in fresh ways.

Ricardo Silvestre
Fire Circle

KITCHEN TOUR

Tour of the Alliance Redwood kitchen, highlighting the various positions and stations.

*Meet in Gift Shop
Lounge if Raining*

Penny Hunter
Tabernacle

LEAD YOURSELF

One of the hardest leadership challenges you will ever face is leading yourself. Everything will seem to conspire against you focusing on the most important things. Learn why you never seem to have enough time and why you may be sabotaging yourself. Discover tips to make you a better leader of yourself and others.

Josh Anacker
The Groove

MAINTENANCE/FACILITIES CHALLENGES

We have picked some of the top requests about common facilities/maintenance issues, and the goal is to discuss some of the most common challenges that we face as the folks responsible for keeping our infrastructure up and running or affecting our departments. Let's share some of the issues we face and the things that have worked or didn't work. We can put our heads together as a group to come up with some helpful ideas and solutions.



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Seminar Session #2

Tuesday AM 11:00-12:30

Cody Galbraith
Fireside

STEWARD YOURSELF: PERSONAL WELLNESS THROUGH A BIBLICAL LENS

While Physical Wellness is important for everyone, Christians have a distinct advantage in pursuing it. Together, we will explore how God's design for our Spiritual, Emotional, and Relational Well-being forms a foundation for our Physical Well-being. Using this launch point, we will dive more deeply into ways we can best steward our bodies - to the glory of God and the benefit of those around us - through physical fitness, nutrition, and sleep, amongst others. Questions and discussion are strongly encouraged!

Ricardo Silvestre
Maple Room

CULINARY INTERNS AND HIRING THE RIGHT PEOPLE

This topic explores the advantages of bringing culinary interns into your establishment, focusing on the mutual benefits for both interns and employers. The goals include showcasing how internships provide invaluable real-world experience for aspiring chefs while offering businesses fresh perspectives, cost-effective support, and a reliable talent pipeline. The content will also emphasize the importance of mentorship, professional growth, and building a reputation as a leader in culinary education. By creating structured and enriching internship opportunities, employers can invest in the future of the culinary industry and elevate their team's productivity and morale.

Rob Ribbe
Berry Board

YEAR ROUND STAFF DEVELOPMENT

Models for discipleship and development of year round/multi-year impact on your summer staff.

**Jon Mahony,
Jenna Youngs,
Elizabeth
Cummings,
and Ty Flora**
Kinsler Room

RETAIL PANEL: THE WHY, WHAT AND HOW TO MAKE RETAIL WORK AT YOUR CAMP

This panel will cover the core competencies of retail operations in the camp setting and then focus on specific challenges and roadblocks of seminar attendees. The topics will include: revenue and ministry opportunities of retail spaces, Inventory management, point of sales systems, vendor resourcing and relationships, pricing strategy, as well as design and garment selection.

Ron Frey
Redwood Room

SUCCESSFUL FUNDRAISING IN SEVEN SIMPLE IDEAS

What are the essentials for building long-term, sustainable relationships with your ministry partners? The seven simple ideas are easy for anyone to understand and implement if you have the will to do it. This seminar will show you how. Our goal is that you know what to do, how to do it, and where to get started. Or how to improve what you are already doing for greater effectiveness.

Penny Hunter
Tabernacle

GATHERING AND TELLING GOOD STORIES

What makes a compelling story? How can you take a decent camper story and make it stronger, and then how do you tell it as a blog post, a social media post, and a fund-raising letter? This is a hands-on workshop where you will write and tell stories and learn how to get better at it.

**Brandy Wilson
Gunderson**
Fire Circle

ALLIANCE TOUR AND ROUTE 66 REFLECTION

Using Psalm 19 and the idea of God's self-revelation through his creation, Alliance Redwoods takes visitors on an unforgettable journey through the treetops. Along the way, Scripture displayed on distinctive Route 66-style signs (a clever callback to the famous highway and parallel to the Bible's 66 books) creates opportunities for visitors to ask questions and ponder their faith. Join us on a tour of both facilities and our self-guided scriptural journey.

Erin Flora
Upper Room

THE CAMP HEALTH CENTER

Discuss the camp Health Center and what needs to be done to provide excellent care to campers. Discuss legal requirements, best practices, and policy/procedure formation and maintenance. Provide information on working with a Medical Director and hiring/training nurses.

mounthermon

MOUNTAIN BIKE RETREAT



APRIL 11-13, 2025 AGES 16+

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- Skills Seminars
- Daily Devotions

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Soul Talks

Wednesday AM 9:00

TIFFANY STAMAN

Executive Director
Calvin Crest
Conferences

Tiffany's mission is to help people grow as apprentices of Jesus Christ. She has been serving at Calvin Crest for six years after many years of serving in pastoral and non-profit leadership roles. She has a masters degree in Leadership and a doctorate in Spiritual Formation. She has been married to Cam for 33 years and has three adult children and two dogs. In her spare time, she loves to read, paint, hike, and bake sourdough bread.

MIGUEL HILARIO- MANËNIMA

Alliance Redwoods

Miguel Hilario-Manënimá is a Christian believer, minister, and scholar from the Shipibo-Konibo indigenous nation in Peru. Born in the Amazon rainforest, he became the first indigenous Amazonian with a Ph.D. At 11, he accepted Jesus and committed to ministry. Miguel earned degrees from Sonoma State University, Oxford University, and Stanford University. He has served in various roles, including President of Ethnic Affairs in Peru and positions at the Inter-American Development Bank and UNICEF. Miguel is an advocate for indigenous rights and has established several ministries. Miguel has three daughters and continues to work passionately for the betterment of Peru and its people.

BEAUTY IN BROKENNESS

In a culture obsessed with discovering and living from our strengths, we read Paul's words in 2 Corinthians 12:9-10 about boasting in our weakness, for it is in our weakness that Christ's power rests upon us. What is Paul talking about? Practically speaking, how do we meet God in the midst of our brokenness and experience his power made perfect in us? What keeps us from owning our weakness and being honest about our brokenness? What freedom might we discover if we embrace vulnerability and transparency? Come and hear God's invitation to live and lead differently.

A JOURNEY OF FAITH AND PERSEVERANCE

Join Miguel as he shares his inspiring life story, highlighting his journey from his beginnings in the Amazon Rain Forest to where God has him today. Miguel's testimony emphasizes the importance of education, determination, and the transformative impact of faith. He will discuss the challenges he faced, the role of faith in overcoming obstacles, and the importance of perseverance. Miguel's journey encourages each of us to recognize the potential God sees in us and to pursue God's unique paths for our lives knowing He is with us every step of the way.



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Make data-driven decisions with confidence. CIRCUITREE delivers functionality and service with ease and reliability.

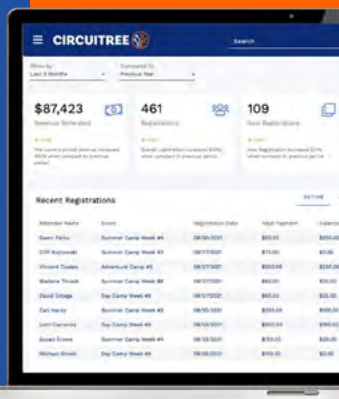
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Seminar Session #3

Wednesday PM 1:30-3:00

Reece Phillips

Fire Circle

Meet in Gift Shop
Lounge if Raining

ADVENTURE TOUR

A tour of the grounds at Alliance specifically the canopy tours, tree houses, ropes courses and rec areas. This session will involve a good bit of hiking and exploration of the property and include quite a bit of question and answer time.

Rob Ribbe

Berry Board

EVALUATION OF MINISTRY

How do you know you are accomplishing your mission? Do you have a program evaluation? Is it effective at measuring the impact of your ministry? How can you use an effective evaluation process to develop a growing/change oriented organization?

Bud Englund

Tabernacle

WILDLAND FIRE MITIGATION AND PREPARATION

Resource camp leadership with information and tools to help prepare and mitigate wildland fire risk for camp facilities.

MJ Stanley

The Groove

THE UNSTOPPABLE “SOFTWAREVOLUTION”

Technology and software innovation is now evolving at an unprecedented speed. We need to come together to ensure that the camping community doesn't get left behind!

Jarrold Coburn and

Kayla Williams

Upper Room

FAITH-BASED HIRING

In an industry with seemingly declining numbers, it's hard to be sure we'll have the staff to faithfully serve our campers. Can we afford to look for ministry partners rather than just employees? We can! God has the desire to bless us with servant-hearted applicants who are passionate about the work they're doing! We must trust Him with every part of the application and hiring process. Pulling from the Word and practical ministry experience, we hope to encourage leaders to not compromise the integrity of their ministry for the sake of the ministry.

Ron Frey

Redwood Room

LESSONS FROM JESUS

Have you ever thought about your marketing and fundraising through the principles that Jesus used to attract large crowds and set the stage for an eventual global movement? God has a marketing strategy to accomplish his purposes, and the life of Jesus Christ illustrates the marketing disciplines that guided that strategy to success. Our goal is to learn and apply these disciplines in ways that bring glory to God and marketplace success.

Andy Warken

Kinser Room

CLIFF JUMPING CHANGED MY LIFE

The Outdoors as Teacher – Transforming Camp Experiences
Camp offers a unique setting where faith is experienced, not just taught. In this workshop, we'll explore how adventure, challenge, and nature-based experiences can deepen spiritual growth. Join other camp leaders to discuss practical ways to use the outdoors as a powerful teacher, creating lessons that last a lifetime.

Joshua Kerr

Fireside

DESIGNING PROGRAMS BACKWARDS

How do we design experiences for campers and staff that will achieve our goals more effectively? How can the different aspects of our programs work together more coherently to achieve a greater impact? How can we generate new and creative ideas that genuinely further the mission of our programs? The goal of this workshop is to introduce the tools of “backwards design” for program development. We will explore a framework for moving from goals to program details in a way that stimulates creativity and maximizes impact.

Alliance Redwood Map

CCCA Sierra Pacific Sectional 2025



ACCOMODATIONS:

- 1 Alderwood Lodge
- 2 Berrypatch Lodge
- 3 Big Rock Lodge
- 4 Canyon Cottage
- 5 Coho Cottage
- 6 Cedar Lodge
- 7 Dogwood Lodge
- 8 Ferns Cabins
- 9 Forest Village
- 10 Hazelnut Lodge
- 11 Hillside Lodge
- 12 Madrone Lodge
- 13 Pineknott Village
- 14 Spruce Cottage
- 15 Tan Oak Village

MEETING AREAS:

- 1 Ball Field
- 2 Berry Room
- 3 Big Rock Fire Ring
- 4 Big Rock Lodge
- 5 Fernside
- 6 FireCircle
- 7 Fireside
- 8 Forest Theater
- 9 The Groove
- 10 Hospitality Lounge
- 11 Kinser Room
- 12 The Lab
- 13 Main Office
- 14 Maple Room
- 15 Outdoor Ed Center
- 16 The PAC
- 17 Redwood Room
- 18 Roundhouse
- 19 Tabernacle
- 20 Tan Oak Theater
- 21 Upper Room
- 22 Welcome Deck

SERVICES:

- Dining Hall
- Gift Shop
- Parking
- Rest Room
- First Aid Station
- Crosswalk

ACTIVITIES

- 1 Archery
- 1 Ballfield
- 2 Basketball
- 3 Canopy Tours
- 4 Climbing Tower
- 5 Climbing Wall
- 6 Flying Squirrel
- 4 Gecko Glider
- 5 Gym / Basketball
- 1 Hatchet Throwing
- 7 Horseshoes

- 8 North Pole
- 9 Piñata
- 10 Playground
- 11 Pool
- 5 Recreation Room
- 12 Redwood Express
- 16 Rope Rocket
- 8 Sky Swing
- 13 South Pole
- 14 Slab
- 4 Vertical Playpen
- 15 Vollyball



Alliance Redwoods Conference Grounds

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AT A GLANCE

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Seminar Leader Bios

CCCA Sierra Pacific Sectional 2025

<p>ADAM PEACOCKE Founder/ Board Chair Camino de Sonoma</p>	<p>Adam was born and raised in Santa Rosa, CA, where he developed a relationship with Jesus at a young age. In 2002, he began pastored a local church and built relationships with community leaders. These connections prepared him to lead recovery efforts during the 2017 wildfires. His commitment to spiritual formation and community healing led to the founding of the Camino de Sonoma, a unique 75-mile pilgrimage between the last colonial outposts of the western (Catholic) and eastern (Orthodox) churches. This six-day experience educates participants about ecological and indigenous tribal history. Since its inception in 2019, Adam and his team have guided hundreds of pilgrims from the U.S. and Canada, using pilgrimage as a tool for drawing diverse individuals into a relationship with God through scripture, prayer, and creation. Adam and his wife, Joanne, are blessed with four children.</p>	<p>CODY GALBRAITH Facilities and Maintenance Manager Mount Hermon - Kidder Creek</p>	<p>While currently serving in camp ministry in Facilities and Maintenance, Cody's education and career before entering Christian Camping included a B.S. in Exercise Science, 10 years of personal training practice, and 2 years of remote health coaching. He believes stewardship is a concept that applies to every aspect of our lives, including our health.</p>
<p>ANDY WARKEN Kidder Creek Camp Director Mount Hermon - Kidder Creek</p>	<p>Andy is the Camp Director at Kidder Creek Camp, guiding campers and staff through outdoor adventures that promote physical and spiritual growth. As a third-generation camp director, following in the footsteps of his father and grandfather who directed camps for Word of Life, Andy's passion for camp ministry runs deep. He inspires meaningful connections through time spent in creation and community living, encouraging deeper relationships with Jesus through shared experiences and adventures. Andy is a Christ follower, husband, dad, and an outdoors enthusiast.</p>	<p>ELIZABETH CUMMINGS Retail Coordinator Hume Christian Camps</p>	<p>Elizabeth and her husband Jackson have served together over 5 years with Hume Christian Camps, the last 3 years Elizabeth has served as the Retail Coordinator for Hume Supply Co. and Apparel. As the Retail Coordinator she specializes in marketing and online sales, product and design, and manages various seasonal and part time staff. Development and invention are some of her core strengths and she utilizes these strengths to bring the retail department growth wherever possible, allowing her to quickly learn and adapt to the market. Her experience and passion have brought her a deep understanding of how to run a successful retail brand within a camping ministry setting.</p>
<p>BRANDY WILSON GUNDERSON Accommodations Manager Alliance Redwoods Conference Grounds</p>	<p>Brandy enjoys making things, whether it's art or something that needs fixing. She loves to travel and swim. As a mom of two young adults, she is enjoying this new season of her life. Brandy is most thankful to be a child of the Most High King!</p>	<p>ERIN FLORA Health Services Manager Hume Lake Christian Camps</p>	<p>Erin has been married to her husband Ty for 11 years. They have two children, Lily and Bobby. She is a Nurse Practitioner and is currently the Health Services Manager at Hume Lake Christian Camps. Erin has served in Christian camping as a nursing student, nurse, and nurse manager for 16 years at both Hume Lake and Mt. Gilead. She grew up going to camp. When she was very young, she became very sick after attending a summer camp. God worked through that experience to give her a desire to help camps have a safe and healthy environment for campers.</p>
<p>BUD ENGLUND Executive Director Mt Hope Bible Camp</p>	<p>Bud and his wife, Rita, have a long history of serving in youth and children's camp ministries. They met in their early 20s at Wolf Mt. Camp in Grass Valley, where Bud was a counselor and Rita was a lifeguard. Bud also worked at Mt. Hope as a maintenance worker. When their four kids started attending church camps, they returned to camp ministry. Bud volunteered as a medic and Rita as a counselor and later as an assistant director. Bud worked with the Oroville City Fire Dept. for 16 years and retired after a successful battle with cancer. During this time, he volunteered at Mt. Hope Bible Camp. Bud is now the Executive Director at Mt. Hope Bible Camp. Bud and Rita currently attend Hallwood Church of the Nazarene and are excited for this new challenge and to see how God continues to work through their lives at Mt. Hope Bible Camp.</p>	<p>JARROD COBURN Program Manager Mt Gilead Bible Camp & Conference Center</p>	<p>Jarrold is an ordained pastor that got the call to ministry at age 14. He graduated from Calvary Bible Institute in 2018. He has been serving at Mt Gilead Bible Camp as a Program Manager for the past year. Most recently, he has served as the Director of SOZO Student Center and Dean of Men at Calvary Bible Institute.</p>



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Seminar Leader Bios

CCCA Sierra Pacific Sectional 2025

JENNA YOUNGS

Food Service &
Retail Manager
Mt. Gilead
Bible Camp &
Conference Center

Jenna has been in camping ministry at Mt. Gilead Bible Camp for over 10 years. She has continually worked in food service, while also taking on roles in accounting, maintenance, and most recently, retail. The retail department has been under her management for the last 3 years and the food service department for the last 2 years.

JOSHUA KERR

Program Director
Calvin Crest
Conferences

Joshua currently serves as the Program Director of Calvin Crest. He taught in higher education for 15 years, pastored a church for 2 years, and is now passionate about pastoral care and discipleship in the context of camping ministry. He is an ordained minister and holds a doctorate degree in philosophy. He enjoys living at Calvin Crest with his wife, Sarah, and their three young children.

JIM BLAKE

Executive Director
Alliance Redwoods
Conference
Grounds

Jim has dedicated over four decades to full-time service in Christian camping. For the past 26 years, he's held the role of Executive Director at Alliance Redwoods in Northern California. Together with his wife Christine, Jim is deeply committed to fostering partnerships with Christian camps all over the world, having supported impoverished youth in South Africa and Nicaragua for many years. As a licensed worker of The Alliance, he and his wife established and contributed to numerous Alliance churches across the USA. He has also served on the National Board of Directors of The Alliance. Jim has been married to Christine, the love of his life, for 40 years and they have two adult daughters: Kate Blake and Emily McNutt - who married Daniel and blessed them with grandchildren, River and Wells!

KAYLA WILLIAMS

Program Manager
Mt Gilead
Bible Camp &
Conference Center

Kayla has been serving in ministry for over a decade. She has an MA in Christian Studies and a BA in Theology from Pacific Rim Christian University. Kayla has been serving at Mt Gilead Bible Camp as a Program Manager for almost three years. She is especially passionate about youth, young adults, worship, and teaching; having helped launch many related ministries.

JON MAHONY

Food Retail
Manager
Mount Hermon

Jon has worked as a barista since 2003, when he volunteered at a church coffee cart. Since then, coffee has become a career, a philosophy, and a ministry. A long-time attendee of Spark Church in Palo Alto, he lives at Mount Hermon with his wife and son.

MJ STANLEY

Co-Founder / CEO
The "ONE" by
Camp Connection

Christian camping found MJ in 1995. He has been working with and for camps of all sizes and shapes all around the country ever since!

JOSH ANACKER

Special Projects
Coordinator
Hartland Christian
Camp

Josh started at Hartland Christian Camp in 2014. He has been involved in camping ministry in one way or another for over 25 years and loves being part of what God is doing in people's lives through camp. His general work background before working at Hartland is in construction and logging. In his current role at Hartland, he leads the Forest Management team and works on new construction projects and larger remodel projects.

PENNY HUNTER

Consultant
Christian Camp
and Conference
Association

Penny has been a marketing consultant for 30 years, working with major U.S. companies and non-profits and leading campaigns for feature films and TV. She is a literary agent and producer as well as an executive advisor. She also served as a vice president for International Justice Mission and created and manages The Power of Camp campaign for CCCA.

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Is your merch set up in a way that makes it easy (and exciting) for campers to buy?	<input type="checkbox"/>
Most importantly—does your merch create real hype and connection with your campers?	<input type="checkbox"/>



**If you didn't check ALL of these boxes,
stop by our table and chat with us!**

APART?



Seminar Leader Bios

CCCA Sierra Pacific Sectional 2025

REECE PHILLIPS
Lead Course Supervisor
Mount Hermon

With over 15 years of camp ministry experience, Reece has worked at 8 different camps, contributing to programs such as outdoor education, summer camp leadership, and ropes course facilitation. For the past seven years, his focus has been in the ropes course industry, where he has specialized in training staff and enhancing safety protocols. One of his favorite aspects of camp life is leading trainings and empowering teams to grow their skills and confidence. Outside of camp, Reece enjoys west coast swing dancing, rock climbing, and snowboarding, combining his love for adventure with a passion for learning new skills that challenge him.

RICARDO SILVESTRE
Kitchen Manager/
Executive Chef
Alliance Redwoods
Conference
Grounds

Ricardo has been a professional chef for the past 25 years. He has done everything from fast casual to fine dining to competitive cooking. Now, his focus is on kosher and camp kitchens.

ROB RIBBE, PH.D.
Director of
Academic Programs
Associate Professor
HoneyRock, Center
for Leadership
Development of
Wheaton College

Rob has been in Christian camp for over 35 years at HoneyRock, 10 as program director and 23 as executive director. He recently transitioned to full-time professor in Wheaton's Graduate program in camp ministry leadership. He received his Ph.D. from Biola in 2011 and recently authored the book "Leaders Yet Discovered" on how to make camps an experiential leadership development and discipleship laboratory for emerging adults. He and wife Jackie have 4 grown children, 3 of whom are married.

RON FREY
President
Frey Resource
Group

Ron Frey is President of Frey Resource Group, a strategic and creative consulting firm that provides strategic planning, board development, branding, donor communications, major donor strategy and capital campaigns. In a career that now spans more than 40 years in donor development, Ron is known for his strategic insights, creativity, and ability to help fundraising leaders achieve their goals. Ron has an MBA in Nonprofit Management from the University of Portland. As an adjunct professor for Trinity Evangelical Divinity School (TEDS) he teaches courses on Money and Ministry, and Fundraising. He is married with three adult children and enjoys golf and hiking scenic trails throughout the Pacific Northwest.

TY FLORA
Manager of
Concessions, Retail
and Activities
Hume Lake

Ty is the Manager of Concessions, Retail and Activities at Hume Lake. He has served in the section since 2009 at Mt. Gilead Bible Camp and Hume Christian Camps. He manages eight concessions and retail locations at Hume Lake Christian Camps. Ty is passionate about using all aspects of camp to create great guest experiences that help to point people to Jesus.

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Local Attractions

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ACTIVITIES

- Western Hills Garden, (tours by appointment, hello@westernhillsgarden.com), Occidental
- Grove of the Old Trees, Occidental
- Armstrong Woods State Park, Guerneville
- Bodega Bay, Beach
- Goat Rock, Beach
- Shell Beach, Beach (tidepooling)
- Russian River, Beach
- Duncan's Mills, Small Town Shops
- EpiCenter, Games, Santa Rosa
- The Barlow, Shops and Restaurants, Sebastopol
- Osmosis Spa, (reservations required) Freestone
- Horse N Around, Trail Rides, Bodega Bay

WINE TASTING/DRINKS

- Korbel, (Tasting and Tours, reservations required) Guerneville
- Selby Tasting Room, Healdsburg
- Bowman Cellars, Graton
- Dutton Estate Winery, Sebastopol
- HopMonk, Tavern, Sebastopol
- Crooked Goat, Brewery, Sebastopol
- Russian River, Brewery, Santa Rosa
- Lagunitas, Brewery, Petaluma
- Golden State Cider, Sebastopol

FOOD/COFFEE

- Hazel, Pizza, Occidental
- Union Hotel, Italian, Occidental
- Negris, Italian, Occidental
- The Altamont, Food and Coffee Shop, Occidental
- Howard's, Brunch and Coffee, Occidental
- Bohemian Market, quick grocery stop, epic sandwiches, Occidental
- Martha's Mexican Food, Sebastopol

HIGHLIGHTS AND DRIVING DIRECTIONS



Notes

CCCA Sierra Pacific Sectional 2025

Notes

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Thanks to all of our exhibitors!

CCCA Sierra Pacific Sectional 2025

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CIRCUITREE + Bunk1

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Mount Hermon

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