

## CampExperience™ Overview

### I. About CampExperience™

- a. Third annual event, September 17-19, 2008, Copper Mt. Resort
- b. 300 maximum guests; attendance was 240 2007; 140 in first year 2006
- c. Educational retreat: 5 keynotes, 16 workshops in four tracks:
  - i. Optimal Health, Success Skills, Leadership, Creative Thinking
- d. Networking/Team Building Adventures and activities: Fly fishing, golf, Psyche-Hike, Self Defense for Women, Climbing Wall, wellness classes
- e. 100% of on-site activities of shopping and Personal Services benefit Charity Partners supporting housing for women and children:
  - i. Denver's Road Home/Mile High United Way, The Denver Rescue Mission, (Denver); Partners in Housing and TESSA (Colorado Springs)

**\$32,000 raised for Charity Partners in 2007; \$19,000 raised in 2006**

### II. The Strategies of CampExperience™

- a. CampExperience™ was created by a volunteer committee of 20 women in September 2005
  - The purpose is to provide 2.5 days of unique education, inspiration and connections for amazing women ages 25-85
- b. The key themes are: **Renew, Recharge, Relax, Refresh, Recognize and Respond**
- c. A uniting major focus for on-site activities is funds raised from "women who have for women who need." Our cause is homeless women and kids.
- d. "Camp" is a metaphor for the opportunity to "get away" to get education, new ideas and connections for personal and business growth
- e. The event is a retreat that attracts the leaders of Colorado's top corporations and organizations
- f. Our feedback is that our annual event is "one-of-a-kind" due to the quality speakers, experiential learning, caliber of participants and impact of the education

### III. Camp Past Attendees

- a. **2007: 142 different business**, from the **Denver area Campers plus** Englewood, Littleton, Centennial, Greenwood Village, Glendale, Lakewood  
**Sample Denver area zip codes:** 80202, 80206, 80218, 80222, 80210, 80223, 80203, 80211, 80220, 80246, 80209, 80229  
**Feedback:** "Best experiences EVER!", "My life will never be the same"  
"Our team enjoyed that fly fishing" "The speakers were fantastic!"  
"WOWOWOWOW!" "What amazing women!" "What a great network!"

**Betsy Wiersma, Founder, [Betsy@CampExperience.com](mailto:Betsy@CampExperience.com) 720-200-0271**