

CAMP SHANE

Compare Camp Shane and you will see:

***The
Difference
is Dramatic***



**A behind-the-scenes look
at how we make
Camp work**

Camp Philosophy:

We are the original, longest running, weight loss Camp leading the industry with expert, cutting edge programs

Camp is safe, structured, and highly supervised.

We make it easy for a child to lose weight and get fit

Yes, easy. We showcampers how to eat healthy. We involve them in lots of physical activity in a way that they enjoy. As a result, the weight losses are amazing, from 15-50 pounds.

But it's not just about weight loss

We don't want our Campers to make being overweight an obsession, so we direct everyone's attention to positive activities and meaningful discussions – and to having more fun than they have ever had before. We do non-stop, crazy, zany stuff to keep kids laughing.

We Are One of a Kindness Camp

We create a total environment of kindness, friendship, and encouragement. Camp is safe, structured, and highly supervised. We are well known for a staff whose maturity and wholesome beliefs are transmitted to your child.

The secret of our success and what no other Camp has...

The Ettenbergs are truly models of dedication to Camping. David is the founder of Camp Shane and a Certified Camp Director with over 47 years experience. Both David and Ziporah eat properly and exercise regularly, serving as an inspiration for the Campers. Ziporah's warmth and caring and David's sense of humor are always there for the kids.

How Much Should Camp Cost?

By David Ettenberg, Camp Shane Founding Director

Shopping one day, I walked into a clothing store and selected a nice shirt. It cost \$195! Whoa - I just saw a shirt like this in Macy's for \$45. Could it really be the same? The more expensive shirt must be better, right? Back to Macy's I went and to my surprise this was the same shirt. So why would a store charge such an exorbitant amount? Marketing. Marketers rely on us, the consumers, to believe higher cost equals higher quality. Yet that's often not so.

The same is true with Camps; pricing is not correlated to quality. Some Camps are run by big corporations that want you to believe their Camp is better quality if they charge absurd prices.

We run a first class Camp and intentionally charge the least we can – not the most, because our top priority is helping kids.

If you want the best Camp AND the best value, choose Camp Shane.

Proven Results:

- The Most Weight Loss Safely Possible
- Remarkable Change In Appearance
- Astounding Improvement In Physical Condition
- Significant Enhancement In Self-Confidence

Weight Loss At Camp:

The Best You Can Get Anywhere!

Average weight loss results are 10-15 lbs in three weeks, 20-25 lbs in six weeks and 30-35 lbs in nine weeks.

For more overweight Campers, it is not unusual to lose more than 50 lbs over the summer.

Weight Loss After Camp:

Our Campers Keep The Weight Off!

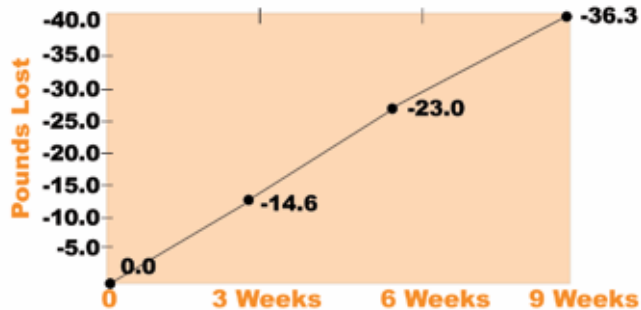
Everyone has significant weight loss at Camp. Thousands of our Campers continue losing weight after Camp and are successful at keeping the weight off. We are happy to provide references from all over the world.

Why Do Campers Return After They Lose Weight?

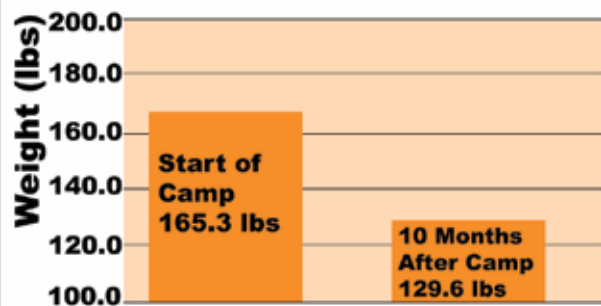
Because Our Campers Are Passionately Happy

Our Campers tell us they love Shane and can't wait to come back. Many tell us they count down the days until Camp starts again.

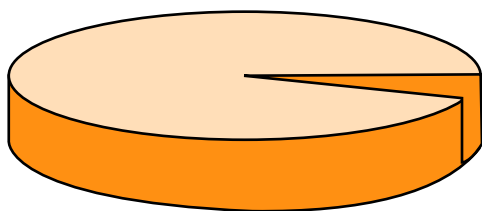
Average Weight Loss Results



Weight Loss in a Typical Camper 10 Months After Camp Started



Camper's Evaluation of Camp Shane

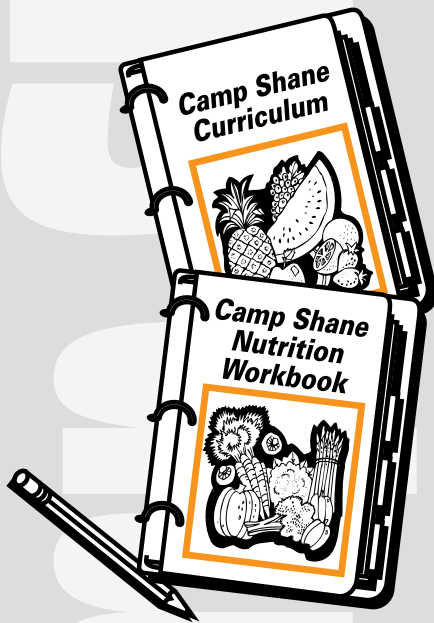


91% of Campers rated Camp from Good to Great

Nutrition Education

During Camp

We give kids the tools to continue losing weight after returning home.



Nutrition Program at Camp

- We serve healthy, balanced, portion-controlled meals and snacks
- We serve foods that kids really like such as pizza, chicken, pancakes, and burgers and also introduce them to new foods they may not have yet tried such as quinoa
- Our menus are prepared using simple, minimally processed whole foods, locally sourced where possible. No fad diets here
- We run fun and interesting nutrition classes twice weekly.
- Each child is given a Nutrition Workbook to use in class and to help them understand nutrition and how it affects them
- Campers are measured and weighed weekly by the Camp nutrition staff
- We avoid extreme weight loss that typically results in re-gaining the weight

Cooking Classes

Kids love to cook. We have a dedicated cooking room where our Campers get to cook meals and snacks and then eat them!

Our nutritionists run fun competitions like Camp Shane Iron Chef and Chopped. Be prepared for your kids to want to cook when they get home!

We Teach Kids:

- What is a calorie and how many should I be eating?
- What proper portions look like. Campers also learn by seeing what we serve at Camp
- How to read food labels. Calorie and nutritional information is posted at each meal
- How metabolism works
- How to keep a food journal
- To eat very, very slowly; research confirms that it takes time for your brain to recognize that you are full
- About fad diets and what might be unhealthy
- How to make healthy choices at restaurants by analyzing menus
- To drink lots of water every day. It's free, it's good for you and minimizes hunger

Weight Loss Success After Camp

We'll Help You

Your kids will come home, changed by our camp. They will be thinner, healthier and happier. They will then need your help to transform that change into a long term lifestyle. We will be there to help you help them!

At Home Nutrition Manual

Each family is sent our Nutrition Manual, filled with tons of nutrition information, hints, recipes, healthful snack ideas – and loads of motivation.

Monthly Newsletter

After Camp we send monthly newsletters to help your child stay committed to fitness and good eating.

Blogs & Social Media

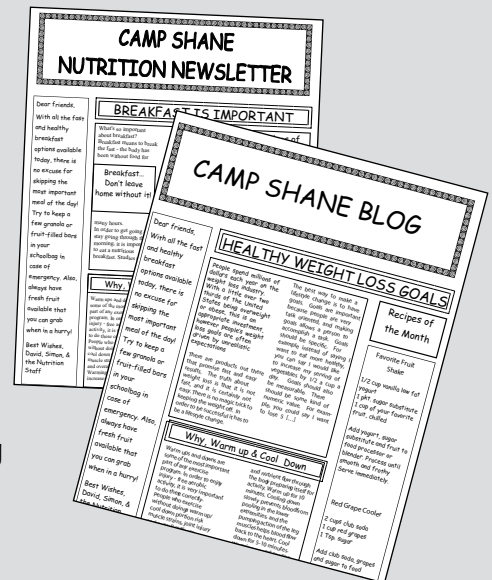


We send frequent e-mails, post blogs, and use social media such as Facebook and Twitter to share the latest trends in nutrition, fitness, and wellness.

When a child comes home looking better and feeling better – and knowing that he or she has the tools to keep up the good work and the great attitude we have put in place a foundation for lifelong success.

We Teach Parents:

- Throw out the junk food
- Do not serve family style
- Use smaller plates and utensils
- Eat out less frequently
- Keep healthy snacks on hand
- Encourage your kids to try new foods
- Ban food from in front of the tv or computer
- Encourage your child to keep a food diary
- Take up family fitness activities
- How to avoid fighting with their child about food
- Recognize warning signs of problem behavior, such as hiding food or sudden weight gain
- Serve healthy snacks to eat in between meals to prevent kids from getting so hungry they overeat at meals



**Our program works -
and we want it to keep working at home.**

Every Last Program Detail

Professionally Planned, Organized,
Equipped and Executed

Camp Shane makes every minute count

We equip our staff with meticulously detailed procedures for every activity and every event.

Here are examples from our extensive procedures manual.

The Result: A full staff of counselors and activity specialists who know exactly what they're doing, no matter what they're doing

A Camp full of children who are having a great summer. No standing around. No hit or miss. No wondering who is supposed to be where, when and doing what.

A staff that is totally prepared is ready to provide the non-stop physical and emotional safety that makes Camp Shane so much fun. And that makes Camp Shane work.

Kids receive valuable instruction and increase their self-confidence

But it is always done in a fun environment. This enjoyable instruction leads to new skills, being able to do more, and to do it better.

We provide our staff with written procedures, adult supervision, and over 47 years of experience

And when regular activities end, we have evening programs, rainy day programs and lots of special events. No matter what is planned, we provide our staff with written procedures, tips and suggestions.

Every summer we watch our Campers blossom in the professionally run program that we call Camp Shane. They lose weight, they gain self-esteem, and they have the time of their life. It just happens – but, if you know what we mean.

It doesn't just happen by accident- we make it happen!



We've been making everything work since 1968 - and we've got it down.

Staff Training

Because A Kid-Sensitive Camp Begins With A Kid-Sensitive Staff

Camp Shane takes training seriously-

And we take training way beyond "routine." On day one, our staff is ready to truly make a difference for your Camper:

- **We hire great people**

Years of experience have shown us how to hire great role models and instructors.

- **We make them even greater**

Our time-tested training program prepares everyone for your Camper, by teaching specific, effective tools to positively direct children.

- **We lead most of the training sessions ourselves**

Staffers feel our "top-down kid commitment" and are impressed with Head Staff skills.

- **We add professional trainers**

Some issues that kids face are complicated, so we bring in the experts – and the process continues all summer long.

We equip our staff with meticulously detailed procedures for every activity and every event that takes place at Camp. Everything is fully planned, organized, equipped and well executed.

Our intensive training topics include:

- **Using Positive Reinforcement**

We reinforce positive behavior. We do it with loads of smiles, hugs and pats on the back – whenever desired behavior happens. We replace comments like "Your problem is..." with "Way to go!" and "That's great!" As a result, our Campers respond positively and grow in favorable, appropriate and productive ways.

- **Listening Effectively**

A child feels important when he or she knows that someone is listening. We establish a tight rapport with our Campers by letting them know that what they have to say matters. We teach our staff to listen with acceptance and without judgment, so the kids feel understood and accepted. It opens doors to meaningful communication and positive change.

- **Building Children's Sense of Self-Worth**

What others think is so important to the building of self-image. We remove the fears of rejection and humiliation by creating a "safe" environment. We encourage kids to see just how much they really can accomplish, with all the instruction and support it takes to succeed. We show our staff how to prove to Campers what is really inside of them.

- **Reacting Positively to Negative Camper Behavior**

Understanding why Campers act out helps staff to respond appropriately. Our training focuses on getting beyond that behavior. We teach our counselors to understand the motivation for such negative behavior and to quickly and effectively present alternatives.

Guidance Program

A Caring Camp plus Heaping Servings of Self Esteem

Our years of experience have taught us that there can be other issues besides poor eating and exercise habits that contribute to a weight problem.

Our unique Guidance Program, create by Camp Shane's experts, is designed to help your child *feel better about him or herself*.

Commitment to Care

All Campers sign our Commitment to Care agreement, promising to do their part to create a warm, supportive environment that treat everyone with kindness, bans bullying, and makes Camp a safe place filled with "put-ups" and not "put-downs."

Next, we back up our Commitment to Care by hiring full-time Guidance Counselors who live on Camp and blend in with the non-stop fun atmosphere that is 100% Camp –and 1,000% Camp SHANE.

Being part of the Camp action allows our Guidance Counselors gain our kid's trust and help them open up and discover their own self-worth.

Our Guidance Counselors help Campers:

- Learn that no person is defined merely as a physical presence
- Understand that learning to love yourself is really about self-image
- Take pride in their own individuality
- Accept both strengths and weaknesses
- Recognize that nobody is perfect
- Set realistic goals
- Develop their own abilities
- Practice self-encouragement
- Take great joy and pride in their achievements

Our Campers go home very different people – trading unwanted pounds for priceless helpings of learning to care for others and self-esteem. (We dish out unlimited quantities daily!)

COMMITMENT TO CARE

We the undersigned agree to do our part to
make Camp SHANE a caring community.

Camper Signature

Guidance Program

Some Of Our Techniques

Running a caring Camp and building self esteem happens through a host of activities run by our Guidance Counselors.

Bunk meetings - where Campers discuss issues like getting along well together, setting rules, sharing tasks, working together, and including everyone in activities. It's all about creating a caring Camp.

One-on-one conversations - where any Camper who feels the need can spend time talking about anything of concern, getting some advice or simply getting close. Everyone at Camp feels they gain a lot from this one-on-one time.

Rap sessions - where we use a Camp Shane-developed curriculum, developed with input from leading child psychologists, to provide specific methods for children to change their own lives long after Camp has ended.

This is our own unique program, invented right here at Camp Shane.

Self Esteem Games - we play fun games such as:

Learning about Ourselves: The Positive Plus and Minus Game.

We identify what we like and don't like when we "look in the mirror." This is followed by a discussion about positive steps after returning home to better like ourselves.

Focusing on the Positive: The Compliment Game. We share what we like about each other. Each cabin member says something positive to the other bunkmates. Compliments from peers are great esteem builders, so this game builds friendships and cohesiveness in the cabin.

Finding Specific Ways to Improve: Role Playing. Campers act out confrontations they face at home with their peers. As a group we find specific ways to successfully handle these stressful situations. We build the confidence and identify the tools to successfully deal with the real world.

**When we attend to every child's real issues
- it really works.**

Cognitive Behavioral Therapy

Learning What Is Driving Us To Over Eat

- CBT is short term group counseling that focuses on self-monitoring, stress management, healthy eating, exercise strategies and education. These are the tools necessary for long term success.
- Cognitive refers to the way we think about ourselves, identifying and changing our attitudes about our weight and shape and keeping our focus positive and realistic.
- We teach our Campers to gain real control of their behavior. We recognize unhealthy eating patterns and come up with alternatives to help Campers get through any social situation.

How Does CBT Work at Camp Shane?

Our CBT program is a non threatening, group session offered three times a week. A sample session includes:

- A summary of our Camper's self monitoring progress such as identifying triggers, cravings, hunger and learning to maintain a food diary
- Discussion of topics such as rationalizing poor food choices and coping with behaviors that trigger a desire to eat outside of hunger
- Reading and writing tasks that incorporate learning from the session
- Individual goal setting and adjustments to reflect what is important to each child

Will My Insurance Company Pay?

- You pay a minimal registration fee and there are no other costs
- A bill for services, at customary retail prices, will be provided by a licensed therapist and sent to your insurance company
- Camp Shane pays the therapists and behavior coaches
- Typically, insurance pays 60% of the amount billed and the billing company is paid 10% of any checks received from insurance
- How much you will receive depends on your insurance company, the type of coverage you have, your co-pay and deductibles
- Camp Shane does not retain any money paid by insurance
- There is no guarantee that you will get any payments. In that event, you are getting comprehensive services, paying only a registration fee at about 7% of its value

Meet Our Experts

Our expert advisors include Physicians, Psychologists, Registered Dietitians and Fitness Specialists. This highly qualified source of expertise enables us to be certain that our weight loss programs are safe, scientific, effective and comprehensive.

Medical Advisor

Meet Dr. Stephen Pont

Dr. Pont has dedicated his medical career to childhood obesity. Dr. Pont is the Medical Director for the Texas Center for the Prevention and Treatment of Childhood Obesity and for the Austin Independent School District's Student Health Services. He is also a Professor of Pediatrics with UT-Southwestern, Austin, Texas.

Dr. Pont serves as the Chair of the American Academy of Pediatrics' Provisional Section on Obesity and has made frequent appearances as a childhood obesity expert on TV, print and radio.

Cognitive Behavioral Therapy

Meet Dr. Michelle Maidenberg

Dr. Maidenberg is a leading therapist whose practice focuses on changing behavior to achieve long term weight loss. She created the Cognitive Behavioral Therapy (CBT) Program at Camp Shane and supervises our therapists.

Dr. Maidenberg is President and Clinical Director of Westchester Group Works therapy center and an Adjunct Professor at New York University teaching graduate courses on CBT. She is a frequent contributor to media on behavioral therapy for weight loss.

Registered Dietitian & Culinary Expert

Meet Diane Hendriks, RD

Diane supervises the Camp Shane menu to make sure that the food is not only nutritious, but also delicious. She designs and certifies three balanced meals and two snacks every day.

Diane's specialty is creative, healthy cooking. As a Registered Dietitian, fitness expert and culinary educator, Diane is on a mission to teach American how to cook and eat well! Diane hosts live cooking shows and children's workshops, is the contributing chef/R.D. for Prevention Magazine, and is a regular on-air contributor for Good Morning America, The Chew, and many TV and radio programs and magazines.

Camp SHANE

A Letter From The Founders



Dear Parents,

You love your child. You are concerned about their weight and health. Perhaps they are being bullied in school. Perhaps they cover their shame at being overweight with jokes or insist they don't care. We know from over 47 years of experience that they do care, as do you. Deeply.

We are here to help.

Since 1968, Camp Shane has been owned by one family; our family - the Ettenbergs. We have one focus working with our campers - to give them better and more effective year after

after year. We run a safe, happy, and caring Camp. Our kids lose weight and learn how to keep it off. We teach you how to help your child keep what they learn at Camp as a lifelong healthy habit. And, just as important, our kids gain self confidence and lifelong friends. We hear regularly from many of our thousands of alumni who tell us how Camp Shane is one of the best experiences they have ever had, bar none.

We ask a lot of you; that you trust us with your precious child. In this booklet we have shared what makes the difference between Camp Shane and other Camps dramatic. We invite you to call us to discuss your child's situation and address any questions you have. We hope to show you what we've shown so many other families - how Camp Shane can make your child happier, healthier, and smarter about how to stay that way!

Learn, Laugh, Lose

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Visit our website at: www.Campshane.com



Certified Camp Director

National Camp Association Member

Approved by New York State Department of Health

New York State Camp Directors Association Member

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