

HELPING KIDS HEAL.



*Friendship, Fun, and Healing for
Children of Fallen U.S. Service Members*

Camp Hometown Heroes was created to provide children of fallen U.S. Service Members the chance to experience friendship, healing and growth – bringing together children who can understand and support each other. It's one week where kids can just be kids.

We will offer traditional summer camp activities like canoeing, horseback riding, swimming, sports and archery. Trained staff from Kyle's Korner will also provide opportunities for children to heal through art therapy, discussion groups and more.

**CAMP HOMETOWN HEROES
IS FOR CHILDREN WHO LOST
A LOVED ONE WHO SERVED
IN THE U.S. MILITARY**

Cost: FREE

Ages: 7-15

Dates: June 22 - 28, 2013

**YMCA Camp Matawa,
Campbellsport, WI**



Art therapy by Kyle's Korner

**For more information, call Co-founder
Neil Willenson at (262) 377-6500, ext 215,
or visit HometownHeroes.org.
Go to matawa.org for more information
on YMCA Camp Matawa.**

YMCA CAMP MATAWA

Located one hour north of downtown Milwaukee, Camp Matawa is nestled in the Northern Kettle Moraine State Forest. Matawa provides a welcoming atmosphere where every child is included. The Spirit of Matawa fosters relationships, builds character and creates memories that will last a lifetime. Safety is of the utmost importance with background checks, extensive training and utilization of many highly experienced camping and mental health professionals.

Presented by:



Operated by:



Referral partner:





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2013 Camp Hometown Heroes Daily Schedule

Saturday		Sunday		Mon, Tues and Wed		Thursday		Friday	
Time	Activity	Time	Activity	Time	Activity	Time	Activity	Time	Activity
12:00 PM	Staff Meeting	7:00 AM	Rise and Shine	7:00 AM	Rise and Shine	7:00 AM	Rise and Shine	7:30 AM	Rise and Shine
2:00 PM	Check In Begins	7:05 AM	Morning Acts	7:05 AM	Morning Acts	7:05 AM	Morning Acts	7:35 AM	Morning Acts
3:00 PM	Cabin Time	7:45 AM	Hoppers Report	7:45 AM	Hoppers Report	7:45 AM	Hoppers Report	8:15 AM	Hoppers Report
	-Behavior expectations	7:50 AM	Flagpole	7:50 AM	Flagpole	7:50 AM	Flagpole	8:20 AM	Flagpole
	-Get to know you games	8:00 AM	Breakfast	8:00 AM	Breakfast	8:00 AM	Breakfast	8:30 AM	Breakfast
	-Dining Hall procedures	8:40AM	Assembly	8:40AM	Assembly	8:40AM	Assembly	9:10AM	Assembly
	-Tour (End in JBL)	9:00 AM	1hr Cabin Teambuilding	9:00-10:00	Activity Session 1	9:00-10:30 AM	Activity Session 1	9:30 AM	All Camp Activity
4:30 PM	The Spirit of Matawa		1hr Village Teambuilding	10:10-11:10	Activity Session 2	10:40 AM	Head to Mauthe	10:30 AM	Cabin Clean Up
	Day Pack		1hr Swim Test	11:15-11:55	Hopi Hari Life	10:50-12:20 PM	Activity Session 2	11:20 AM	Hoppers Report
	Activity Commercials	11:50 AM	Hoppers Report	11:50 AM	Hoppers Report	12:30 PM	Lunch at Mauthe	11:30 AM	Lunch
	Emergency Procedures	12:00 PM	Lunch	12:00 PM	Lunch	1:00 PM	Return to Camp	12:00 PM	Closing Campfire
	-Store Fashion Show	12:40 PM	Siesta	12:40 PM	Siesta	1:15 PM	Siesta		
5:15 PM	Flagpole/Hoppers	1:45-2:30	Activity Session 1 Intro	1:45-2:45	Activity Session 3	2:30 PM	Activity Session 3		
5:30 PM	Dinner	2:35-3:20	Activity Session 2 intro	2:50-3:00	Snack	4:00 PM	Snack		
6:30 PM	Village Time	3:25-4:10	Activity Session 3 intro	3:05-4:05	Cabin Time	4:15 PM	Free Swim		
	Village Cheer	4:10-4:15	Snack	4:15 PM	Free Swim	5:35 PM	Flagpole		
	Cabin Photos	4:15 PM	Free Swim	5:35 PM	Flagpole	5:45 PM	Dinner		
	Bullying	5:35 PM	Flagpole	5:45 PM	Dinner Wednesday	6:45 PM	Pool Party		
	Value Patches	5:45 PM	Dinner	6:00PM	Free Swim Ends Tues	9:00 PM	Closing Ceremony		
	All Camp Activity	6:15 PM	Cabin Time	6:30 PM	Village Ax	9:55 PM	Tuck-in		
7:00 PM	New Games!	7:25 PM	Capture The Flag		Mon: Village Activities				
8:00 PM	Opening Campfire	9:15 PM	Great Reflections		Tu: Campouts				
9:15 PM	Outstanding Reflections	9:55 PM	Tuck-in		Wed: All Camp Activity				
9:55 PM	Tuck-in			7:45 PM	Cabin Time				
				9:15 PM	Fantastic Reflections				
				9:55 PM	Tuck-in				



LEADERSHIP TEAM

NEIL WILLENSON - CO-FOUNDER



Neil Willenson is a national non-profit leader, public speaker, social activist, entertainment industry executive and author. Most notably, Willenson is the Founder of One Heartland (formerly Camp Heartland), a U.S. non-profit organization that greatly improves the lives of children, youth and

families who experience HIV/AIDS and other significant life challenges worldwide. Willenson led this national summer camp for nearly 20 years. Willenson is currently the Vice President of Community Relations for Kapco Metal Stamping in Grafton, WI where he is responsible for raising funds and distributing grants to hundreds of worthy charities. Willenson is also the Vice President of a fast-growing entertainment company called K-Nation Entertainment.

Willenson and One Heartland have been featured on the Oprah Winfrey Show, Extreme Makeover Home Edition, and Dateline NBC. Willenson and Camp Heartland were profiled in a CBS Movie of the Week, in the Disney Channel film "Friends for Life," on Today, Good Morning America, and countless television talk shows. Along with many of Camp Heartland's campers, Willenson authored the award winning book, "A Journey of Hope – Inspiring Stories of Courage and Unconditional Love." In December 2008, Willenson was named one of GQ Magazine's "Men of the Year."

Fundamental in every project Willenson leads is the belief that all people have value and that we should follow all our hearts to work for a brighter tomorrow. ★

JIM KACMARCIK - CO-FOUNDER



Jim Kacmarcik is the President of Kapco, Inc. a national metal stamping and fabrication company based in Grafton, Wis., and the Founder of the Hometown Heroes Charity – the sponsor of Camp Hometown Heroes.

Jim understands that there is no single greater reward than giving back

to the community, which is why the company has been known for its philanthropic efforts and charitable events, donations, volunteering and rewarding quality employees for many years. Jim has a deep belief in "making people our priority" and in "paying it forward." With those themes in mind, Jim is a visionary community leader who has founded a number of non-profit organizations and endeavors. For his work with the Hometown Heroes charity, Jim has been profiled in an hour long special on Dateline NBC with host Ann Curry.

Most recently, Jim has founded K-Nation Entertainment, a company focusing on music recordings, film, performance and publishing. Jim is also the majority owner of the new Lakeshore Chinooks college wooden bat amateur baseball franchise that was launched in June 2012 at Kapco Park at Concordia University in Mequon, Wisconsin.

In all of his leadership and endeavors, Jim has a strong commitment to excellence. ★

JEN FELTZ - EXECUTIVE DIRECTOR - CAMPING SERVICES



Jen has been the Executive Director of Camping Services for the Milwaukee YMCA since October, 2008 and she loves it! She was a "Y brat" and grew up going to camp and being a camp counselor. She can't imagine doing anything else besides working for this great organization and being able to have a positive effect on so many kids and families that the YMCA serve each year. Jen has two great kids, Brady and Ellie, who are both campers themselves!

Before taking on this role, Jen served as the executive director at YMCA Camp Matawa from 2003-2008 and held positions as the Senior Program Director at YMCA Camp Kern in Ohio and as the Teen and Camp Director at the Southwest YMCA in Greenfield, another branch of the YMCA of Metropolitan Milwaukee. ★

WENDY MIESKE - CAMP OPERATIONS DIRECTOR



Wendy joined the Camp Matawa family in May of 2007 and could not be more thrilled and thinks it's an incredible place - natural beauty and fantastic people and she couldn't ask for more.

Wendy has a degree in Speech and Language Pathology and Audiology from Western Michigan University and has been working in the camping profession for 20 years. She and her husband, along with their two amazing children, Wesley and Rebecca, moved here from Michigan where she worked as a Day Camp and School Age Child Care Director for the YMCA of Metropolitan Detroit for six years. Prior to her time in Detroit, she was the Outdoor Education Director for YMCA Camp Potawatomi in Indiana for almost three years. In her free time, Wendy enjoys spending time with family and friends, being outside, watching movies, listening to music and reading. ★

LINDA LINSOTT - BSW, MS - GRIEF COUNSELING SERVICES



Linda Linscott is the Director of Program and Services at Kyle's Korner - The Reiman Center for Grieving Children Teens and their families. Ms. Linscott manages all agencies support groups, Community Collaborations, evaluating group project activities, provides local educational presentations to area schools, community organizations and business on childhood grief. Ms. Linscott knows the challenges facing individuals and families who are dealing with the death of loved one. Her compassion is balanced by a focus on progress and outcomes in the therapeutic environment, encouraging her clients to discover new pathways to address their grief and their journey establishing new beginnings. She has previous experience with working in a residential treatment center and special needs adoption where she developed her individual family and group therapy skills. In her work in special needs adoption she provided psychoeducation groups and support groups for potential adoptive parents.

Ms. Linscott received her bachelor's degree in social work from the University of Wisconsin Oshkosh, and her Master's degree in Community Counseling from Mount Mary College. Her curriculum included classes in Trauma, Couples/Family Counseling, and Grief Counseling. ★

LINDSAY DUSOLD - BS, MSW - GRIEF COUNSELING SERVICES



Lindsay Dusold is the Assistant Program Director at Kyle's Korner - The Reiman Center for Grieving Children, Teens and their Families. Mrs. Dusold manages and facilitates grief support groups and provides informational presentations on grieving children, teens, and families.

With a Master's degree in Social Work from the University of Wisconsin-Milwaukee and Bachelor of Science degree in Psychology from Carroll College, Mrs. Dusold tends toward a holistic and family-systems approach in her work with individuals and families. Her experience has ranged from her current career with grieving individuals, to advocating for children and families within Milwaukee Public Schools as a School Social Work Intern. Her skills range from facilitating several different supports groups, conducting prevention programs in the classroom, completing and writing Individual Educational Plans within the schools, individual assistance with children and advocating for her clients. Her true passion remains with working with children to help them succeed and become active members of their community. ★