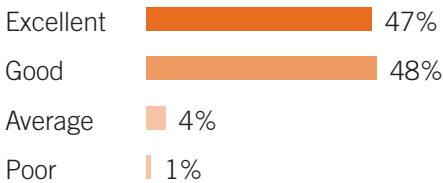


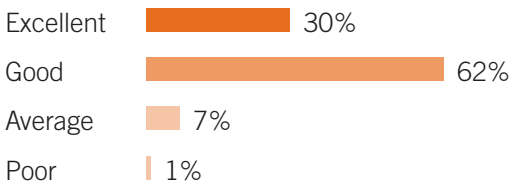
CAMP AMERICA

Responses from camp directors

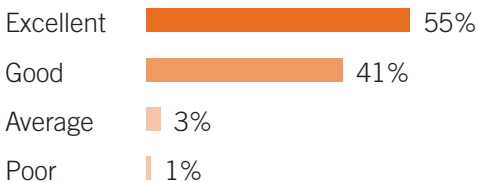
Overall Experience based on 352 responses



Educational/Cultural Content based on 352 responses

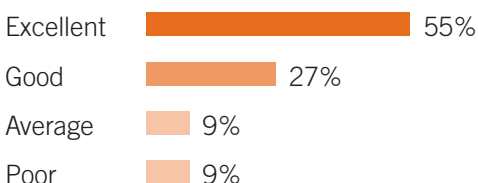


Staff Service based on 352 responses



Responses from resort directors

Overall Experience based on 11 responses



About the program

First designated by the U.S. Department of State in 1969, Camp America conducts a J-1 cultural exchange program for summer camps in the United States and international participants. The counselor program provides camp counselors and specialists in various activity areas. Camppower is a travel/work program that provides support staff in kitchen, maintenance and office positions. Activities include recruitment and screening of applicants, marketing to camps, matching staff positions with suitable applicants, operations and logistics and program support.

The London office of Camp America oversees the recruitment process, while the Stamford office is responsible for placement and implementation of the program in the United States. Camp America's market in the United States includes independent agencies, special needs, Christian, Jewish and Girl Scout camps. Camp America currently places more than 5,400 international participants in 600 camps nationwide.

Would you recommend the Camp America program?

based on 352 responses from camp directors



Camp America overall measurement

Camp Director evaluations

Camp Directors are asked to prepare an evaluation of the services received from Camp America. Evaluated areas include account representative activities, logistics, emergency support and competitive factors. Each participant is rated and commented on. Separate evaluations of Camp Directors' Fairs are also requested and compiled.

Camp visits

Each season, more than 300 camps are visited by full-time staff, interviewers and area organizers. A comprehensive report is filed providing insight into the camp environment. That report covers aspects such as atmosphere, relationship with American staff, suitability of placement, getting out of camp during time off, food and satisfaction with Camp America.

Participant evaluations

Program participants evaluate their experience on two levels:

1. With respect to the service provided by Camp America as far as application, interview, placement, visa, travel, orientation, information and support, and
2. In terms of their overall camp experience. Responses are compiled and necessary components addressed in periodic business reviews. Camps that generate consistently negative responses undergo a thorough review procedure.

Would you recommend the Camp America program?

based on 3,207 responses from participants



Contact drive

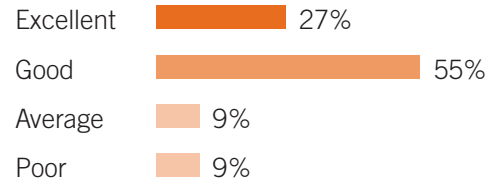
Each autumn, account representatives contact each of their camp accounts for a review of the prior season. Items include discussion of the camp's evaluation of the program and their international staff, evaluations received from participants about their camp experience and camp visit reports. Areas for improvement are identified and appropriate action is planned. Major complaints and problem accounts are referred to Camp America management upon completion.

Board of Advisors

Both Camp America in the United States and the United Kingdom retain active Boards of Advisors. The role of members is to keep the program advised of trends in camping and recruitment and to give advice as to program materials, procedures and strategies.

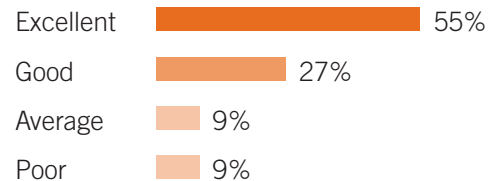
Educational/Cultural Content

based on 11 responses



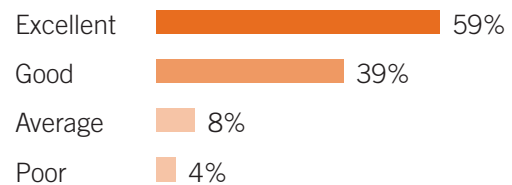
Staff Service

based on 11 responses



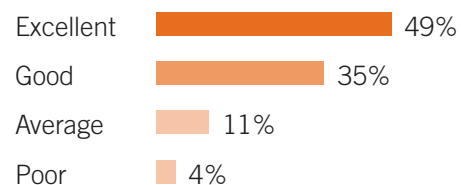
Overall Experience

based on 3,207 responses

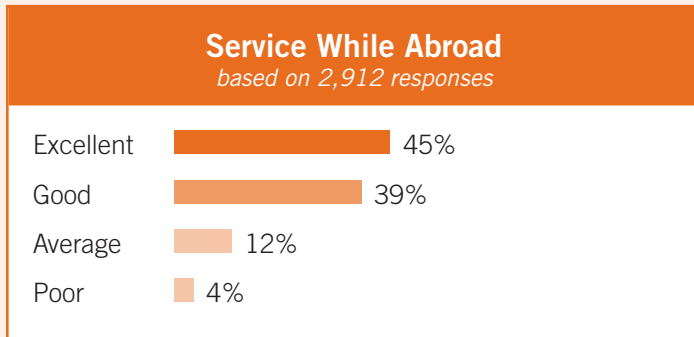


Service Before Departure

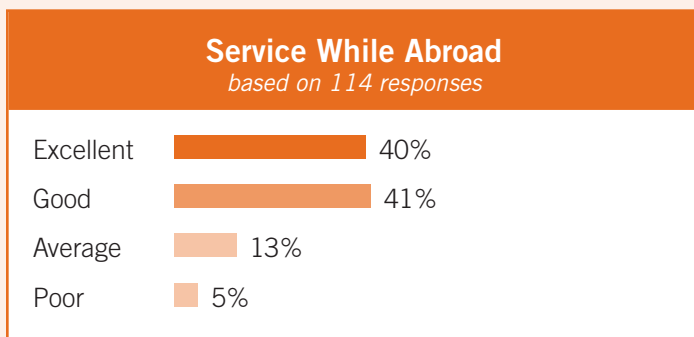
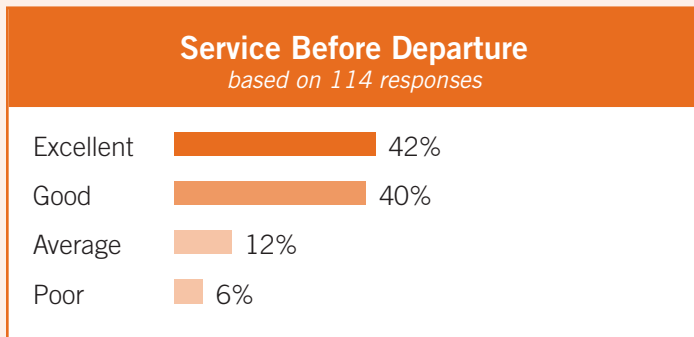
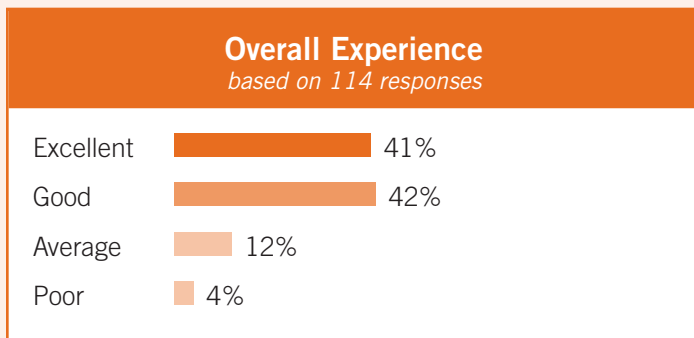
based on 3,207 responses



Responses from camp participants

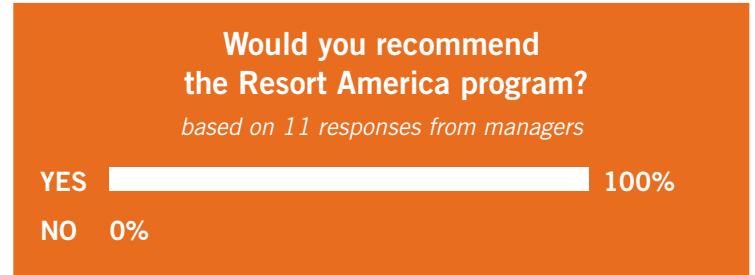


Responses from resort participants



About Resort America

Started in 1997 as an offshoot of the Camp America program, Resort America provides international staff to resorts, hotels and other vacation properties nationwide. Participants are European students on the J-1 Work/Travel visa who are placed in hospitality positions over their summer break.



Other key indicators

Ninety-seven percent of placements were from repeat camps; 35% of applicants were not placed. 21 participants returned early due to medical reasons and the total number of participants that returned early was 216.