

# Welcome

The Florida Conference of Seventh-day Adventist thanks you for your interest in making a reservation at Stillwaters Lodge. We look forward to working with you to help meet the goals of your event.

## *Our goal for you...*

...is to escape the hustle and bustle, to plan and dream in the presence of beauty and comfort, while Stillwaters Lodge provides the perfect setting. Inside the Lodge you will set your own agenda in impeccable surroundings that meet your every need.

## *How to maximize the use of this guide...*

This guide will walk you through the essential steps in planning your retreat. Regardless of your experience level, we know that you will find these resources a great asset to your planning. Throughout this guide you will find resource tools. It will be very beneficial to you to date the pages every time that you change your numbers to be sure that your information is current. Start out with a pencil and change your figures as you progress through the planning process. **To print out specific pages, instead of printing the entire guide, you can go to File, Print, under the "Page Range" section, type in the page number in the "pages" box.**

## PRELIMINARY QUESTIONS

**1. For whom am I planning this retreat or conference?**

- |                                       |                                       |                                  |                                     |
|---------------------------------------|---------------------------------------|----------------------------------|-------------------------------------|
| <input type="checkbox"/> School Group | <input type="checkbox"/> Church Group | <input type="checkbox"/> Youth   | <input type="checkbox"/> Collegiate |
| <input type="checkbox"/> Adults       | <input type="checkbox"/> Singles      | <input type="checkbox"/> Couples | <input type="checkbox"/> Families   |
| <input type="checkbox"/> Other        |                                       |                                  |                                     |

**2. What are their primary needs and interests?**

- |  |   |                                   |  |
|--|---|-----------------------------------|--|
| <input type="checkbox"/> Prayer Life     | <input type="checkbox"/> Spiritual Growth | <input type="checkbox"/> Unity    | <input type="checkbox"/> Team Building |
| <input type="checkbox"/> Health/Wellness | <input type="checkbox"/> Learning         | <input type="checkbox"/> Seminars | <input type="checkbox"/> Recreation    |
| <input type="checkbox"/> Fellowship      | <input type="checkbox"/> Other,           |                                   |  |

**3. What should the focus be?**

**4. Specific objectives I plan to accomplish are:**

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- 
- 

**5. What measurable results am I looking for in the group after the event?**

\* The answers to these questions will guide you throughout your decision-making. Since your purpose and goals have been established, now you need to evaluate which of our facilities best meets your needs.

## GETTING TO KNOW YOUR FACILITY

### [Lodging]

Please view each potential housing unit's floor plan (which can be found online) carefully. Please check with a Reservationist on the availability of housing because all housing may not be available on your desired date. First let's estimate how many participants you are bringing. Of course, as you get closer to the date, these figures will become more accurate.

Males:		Females:		Families:		TOTAL:		as of:	
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STILLWATERS LODGE LODGING		
Names of Rooms	Bathroom	Type of Lodging
<b>DOWNSTAIRS ROOMS</b>		
St. John's River	Shared Bath	King:
		Roll-away:
Aucilla River	Shared Bath	Queen:
		Roll-away:
Ichetucknee River	Private Bath	Queen:
		Trundle Bed:
Wacassasa River	Private Bath	Queen:
Fisheating Creek	Private Bath	Queen:
		Queen:
<b>UPSTAIRS ROOMS</b>		
Santa Fe River	Shared Bath	Queen:
		Roll-away:
Suwannee River	Shared Bath	Queen:
		Roll-away:
Apalachicola River	Shared Bath	King Bed:
		Roll-away:
Peace River	Shared Bath	Queen:
		Roll-away

\*Please note that the roll-away beds are optional, and they can be placed in the designated rooms upon request for additional charge

Housing confirmed by facility on this date:

## GETTING TO KNOW YOUR FACILITY

### [Meeting Areas, Capacities, Activities & Special Features]

Please view each potential meeting area's floor plan (which can be found online) carefully as they are very different. Please check with a Reservationist on the availability of meeting facilities because they may not be available on your desired date. Consider the following:

- ◆ The atmosphere of the meetings will give your program a certain "feel."
- ◆ Reserving a meeting location that is much too large for your group will automatically reduce the intimacy, but also be sure not to crowd your group into a smaller location.

Go ahead and check which meeting areas you are interested in.

STILLWATERS LODGE MEETING AREAS			
Meeting Area	Seating Capacity	Meeting Area	Seating Capacity
<input type="checkbox"/> Board Room	18	<input type="checkbox"/> Dining Room	40
<b>TOTAL:</b>			<b>58</b>

\*Meeting areas confirmed by facility on this date:

Activities that are **bold** are not available from sundown Friday to sundown Saturday.

STILLWATERS LODGE ACTIVITIES			
Walking Trails	Canoeing	<b>Basketball</b>	<b>Sand Volleyball Court</b>

**Note:** Added amenities at the Lodge include a Ping Pong table, horseshoes, and fishing on the Santa Fe River (you must provide your own equipment).

# SAMPLE Retreat Schedule for General Group

## FRIDAY

7:00-10:00 p.m.	Arrival	
9:00-10:00 p.m.	General Session	Dining Room
11:00 p.m.	Lights Out!	

## SATURDAY

8:30-9:15 a.m.	Breakfast	Dining Room
9:30-11:15 a.m.	Break-Out Sessions	Dining Room/Board Room
11:20 a.m.-12:25 p.m.	General Session	Dining Room
12:30-1:30 p.m.	Lunch & Strategic Planning by Teams	Patio
1:45-5:15 p.m.	Canoes & Hiking	
5:15-6:00 p.m.	Shower and change for supper	
6:00-6:45 p.m.	Supper	Patio
7:00-7:15 p.m.	Church Program	Dining Room
7:30-8:30 p.m.	Prayer Room Open	Board Room/Living Room
8:45-10:30 p.m.	General Session	Dining Room
11:00 p.m.	Lights Out!	

## SUNDAY

8:30-9:15 a.m.	Breakfast	Dining Room
9:30-11:00 a.m.	Basketball, volleyball, and horseshoes	
11:00 a.m.	Departure	

## ORGANIZING YOUR RETREAT

### [Promoting]

Your promotions should communicate for whom the event is designed, the purpose of the event, and pertinent information about the event facilities, costs, and the guest speaker. It should be easy to understand, informative, and attractive.

A general flyer is available on the website in the document titled “Customizable Publications to Plan Your Retreat.” Your flyer should be simple and unique, avoiding wordiness and overcrowding. Simply include the basics: **who** is the retreat for, **what** are you going to be doing there, **when** it is, **where** it is, and **why** are you having it. Unless your flyer grabs their attention, the majority of people will walk by it and never stop to read it.

A brochure is a more appropriate place to have more details. Your brochure **can** include:

- The purpose of the event
- A brief schedule
- Cost of the event
- Optional costs
- Transportation costs
- Registration deadlines
- Early registration discount
- Non-refundable information
- List of items to bring
- Departure/arrival times and places
- Travel information and a map to the facility (available on the website)
- A registration form
- Contact information for someone who can offer further information

**Other Ways to Promote:** Posters, mailers/flyers, bulletin announcements, pulpit announcements, skits during group meetings, emailing, advertisements on your organization’s website, stuffing student/employee mailboxes, telephoning, local newspaper/radio, and ask your organization for help.

**HINT:** Try to personally recruit 3-5 enthusiastic people who believe in the event and are willing to personally contact others. A list of potential participants should be drawn and divided. The event coordinator should periodically meet and encourage these recruiters.

## REGISTRATION TO CHECK-OUT

### [Registration Help]

**General Financial Information:** The event coordinator has to decide which option of deposits to use in order to protect the group's budget from being liable to cover "no-shows" for the event. Below are some examples that group leaders have used for individual attendees.

1. Non-refundable deposit that covers 50% of the cost.
2. Require full payment in advance/ no refund.
3. Charge minimum reservation deposit and cover "no-show" and meals' penalty from group's budget.

It is great idea to give an early registration reduction as an incentive for early registration. You can also give scholarship assistance for selected participants who need partial financial help. Find anonymous supporters who are willing to contribute to fund this ministry.

**Check-In:** Please be sure that you communicate with your facility regarding your check-in time. If you are going to arrive later than your pre-arranged check-in time, please give us a call. Check in at the Main Office immediately upon arriving to camp.

**Check-Out:** Because oftentimes another group may have their retreat shortly after yours, please be courteous and check out at the time that your confirmation letter stated that you would. This will ensure that our housekeeping staff has adequate time to prepare the camp for the next group. Please communicate any requests for leniency regarding your check-out time to the manager as soon as possible. Keep in mind that availability may not allow any change.

It is very important that you check out with the manager on duty before you leave the camp. This is your opportunity to discuss any positive or negative feedback from your group's experience. It is also the time to make the final financial arrangements.

**Follow Through:** If you have diligently planned to accomplish an objective with this event, you should see the impact on people's lives long after the suitcases have been unpacked. Just as a successful event demands planning and execution, so does the follow-up.

Leaders should be assigned to do personal follow-up with individuals who have made decisions, or those who are new to your group. Begin to follow-up at the retreat or conference, and then again shortly after the event. These people should receive literature, phone calls, or a personal visit within a couple of days after the event is finished.

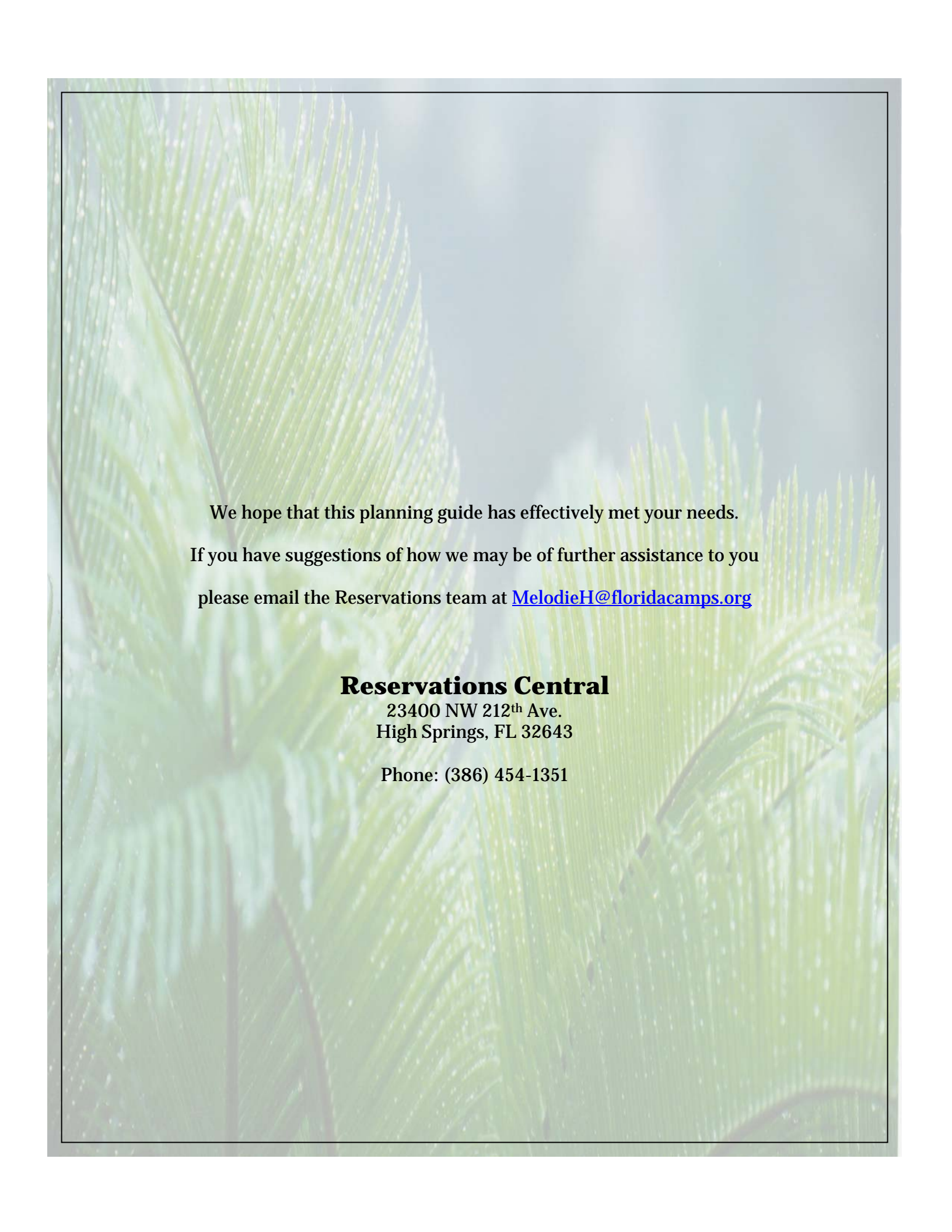
The event coordinator should meet with his/her staff no later than one week after the event. The agenda should include:

1. Discuss how well the objectives were met.
2. Evaluate the facility.
3. Discuss adjustments needed for the next event.
4. Praise and prayer for results.
5. Set a date for the next Event Planning Committee meeting.

**Keep detailed notes and suggestions of the process you followed along with this guide to plan next year's retreat.** Print the next two pages for each member of your planning team or other highly involved individuals to fill out and return to you.







We hope that this planning guide has effectively met your needs.  
If you have suggestions of how we may be of further assistance to you  
please email the Reservations team at [MelodieH@floridacamps.org](mailto:MelodieH@floridacamps.org)

**Reservations Central**

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