

All at once I understood. I was here to help kids, to make this happen for them. That was my spark, my personal Aha. At that moment my own passion went quantum.

Youth and Learning Become My Dynamic Focus

The premise of SuperCamp was that every kid has a hidden genius; the goal of the camp: to help them find it and bring it out. The idea was that genius and magnificence would naturally surface when kids were immersed 24/7 in an atmosphere that supported it. On top of that, we'd help kids discover *how* to learn, not *what* to learn.

Though I had seen these kinds of transformations happen to adults, I wasn't sure if it would happen the same way for kids. I was determined to see if we could make it work.

I began making calls to friends, associates, and graduates of our business school (many of whom had said they wanted a similar experience for their children) and spreading the idea around. The concept took off almost immediately. We planned our very first SuperCamp for the upcoming summer. We funded the first camp on a shoestring. I found a banker who was willing to give me a loan on my car—he is still our banker twenty-four years later. I set up the camp's "office" on a card table in my bedroom. Everything fell together spontaneously. We even hand-colored parts of the brochures.

Parents loved the idea; their teens weren't too sure about it. At first suggestion, it seemed to them like something grownups were imposing on them, kind of like the broccoli that their parents made them eat. My son and daughter agreed to try it, but with hesitation: "This better be good, Mom." Involving them was a risk. If they didn't like it, they'd probably be less likely to try anything else I suggested in the future. I wanted them to like it.