



Impacting Lives for Christ  
Through Camp Experiences

## New Directions at Covenant Hills

Covenant Hills was founded in 1978 and has been a place for families to camp and retreat. Retirees have been calling this their summer home and children have been meeting Jesus and ringing the bell every year. What was once a large empty plot of land is now a beautiful summer camp complete with auditoriums, RV sites, and cabins. Covenant Hills has so much potential and those who have helped build this place want to see it thrive.

The past few years have been a tougher season for the camp. We have seen a decline in customer satisfaction, RV camping and user group activity. Our overnight programs, day camps and events have all seen decreases in participation. After praying about the direction of the camp, the board made difficult staffing choices and began planning a new direction for Covenant Hills.

With the help of the conference and our existing year-round staff, we were able to start 2025 with money in the bank and an opportunity for change. Our board, led by Mark Orwig, buckled down and saved every penny to end 2024 in the black. They spent time recruiting a new executive director and had a successful transfer of leadership in March. By the grace of God, all full-time staff remained with the organization.

Covenant Hills needs to embrace new ideas, capitalize on existing strengths and move forward with energy around our mission to **Impact Lives for Christ**. We are going to focus on hospitality and retention in our RV Park. We are offering free activities and well maintained sites and cabins. We will put a large emphasis on marketing and promotions as well as financial development. We will renew trust with existing user groups and partnerships by going above and beyond in hosting them. Our programs will encourage healthier staff, organized schedules, better training and a constant reminder of our goals for campers to meet Jesus.

Everything begins with Jesus. We will pray more, learn more, and not be afraid of sharing who we are and what we do. We will make this camp better every day we work and we will collaborate with one-another to share in our strengths. We will hold loosely to the way things have "always" been done while respecting and honoring tradition. Our team will set the example by leading with integrity and avoiding opportunities to slip into negativity. Most importantly, our team will operate with kindness to our guests and offer grace whenever possible.

Our new culture at Covenant Hills should be visible the moment you step onto our beautiful site and we are eager and excited to welcome our guests to this place we call home. **Will you join us on our mission?**

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# New Leadership at Covenant Hills



Kevin Eichhorn began serving as the Executive Director of Covenant Hills in March of 2025. Kevin began his career as a youth director after graduating from Concordia Chicago in 2008 and served in Illinois and Ohio. In 2014 he accepted a job as a Marketing Coordinator for Lutheran Outdoor Ministries in Ohio. In 2018, the Eichhorn's took a leap of faith and moved to Cle Elum, Washington to serve as the Executive Director at Camp Koinonia in the Cascade Mountains. During his tenure, he grew the camp in size and maturity and launched several new initiatives including day camps and mid-week programming.

His wife Jackie will serve as the Guest Services Manager and we welcome here organizational skills and hospitality. Jackie and Kevin have 3 children Miles, Theo, and June and, they will be living on-site as they serve Covenant Hills.

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## An Incredible Partnership with EMC

In 2024, planning began to preserve Covenant Hills and prepare them to operate independently in the future. Covenant Hills began focusing on deferred maintenance projects. With the help of the conference, these projects were prioritized, planned and executed. The focus started with updating the heating and cooling of our 4 main river cabins by adding mini-splits, which were completed in April. Later in the month, a well was dug to replace an older system in our Alpine Village. This was tested and finalized in early May and is fully operational. Lastly, our dining hall roof was replaced and updated with a metal roof. Thank you to the Eastern Michigan Conference for helping financially plan and implement these critical steps for our future.



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**COVENANT HILLS**  
CAMP & RETREAT



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