



BOY SCOUTS OF AMERICA®
NORTHEAST REGION

AREA TWO KEY LEADERSHIP CONFERENCE AGENDA

8:30 AM	Check in, registration and Continental breakfast	
9:00 AM	Welcome	Pat Bain, Conference Co-Chair & Marc Andreo, Area Director
	Opening	Ron Hathaway, Area Commissioner
	“State of the Area”	Scott Christensen, Area President
	“State of the Region”	Ed McLaughlin, Northeast Region Deputy Regional Director
	“Key Note Address”	Tom Bain, Greater New York Councils Commissioner and Northeast Region Board Member
	“Build an Adventure” Recruiting Campaign	David Talbot Charles Flowers
	<p>The BSA’s new national recruiting campaign, helps parents understand that Scouting provides quality time and irreplaceable experiences for families pulled in a million directions by work, school, sports, church and home.</p>	
	Break	
	BSA Program Changes / 2015 = Cub Scouts	Dan Albert Kevin Bishop
	<p>The BSA is in the midst of implementing transformational changes in our core programs to reflect the results of a thorough program review and assessment that clearly identifies those elements that are appealing, exciting and culturally relevant to today’s youth and families.</p>	
11:00 AM	Break	

AREA TWO KEY LEADERSHIP CONFERENCE AGENDA - CONTINUED

11:15 AM

Breakout Session I

A. **Membership Recruiting**

Tom Foote / Brian Fasci

A multi tiered approach to year round membership recruiting including strategies and success stories within all aspects of recruiting and collaboration.

B. **BSA Shared Services**

Rudy Santoro / David Kruse

The BSA continues to develop opportunities for councils to save valuable financial resources. Shared Services include registration training and advancement inputting, Jitasa accounting services, asset management (BSAAM), auditor referrals and a new rate for credit card processing.

C. **Commissioner Tools**

Eric Anderson / Fred Frohnhoefer
Michael Flanagan

Commissioner Tools are almost ready for our volunteers. Get a preview of the tools and resources that will be available to help support our units from a council that has launched and can share early successes and challenges.

D. **Risk Management**

Mark Dama / David Walsh

Developing a culture of Risk Management within your council is critical. Mark Dama, team lead for BSA Insurance & Risk Management will lead this session with David Walsh whose professional career and BSA experience provide a wealth of knowledge in this area as they present best practices and provide for a Q&A.

E. **BSA Program Changes / 2015 = Cub Scouts**

Dan Albert / Kevin Bishop

A continuation of our general session topic of Cub Scout Program changes. A Q&A on the process as well as what to expect programmatically.

12:00 PM

Lunch

12:50 PM

Breakout Session II

A. **JTE for Districts / Units**

Tom Bain / Justin Rodstrom

The BSA has successfully implemented a JTE culture at the council level. Now a discussion on how to drill down to Districts and Units by highlighting tools and strategies.

AREA TWO KEY LEADERSHIP CONFERENCE AGENDA - CONTINUED

B. **Marketing Tool Box**

David Talbot / Deric Wertz

The "Tool Box" gets better every day! Get a guided tour as well as a sharing of best practices that can assist your council in all areas of marketing.

C. **Risk Management - Insurance**

Mark Dama / Sal Ciampo

Does your council have adequate coverage for properties, auto and directors? Mark Dama, team lead for BSA Insurance & Risk Management will lead this session with Sal Ciampo who completed a dining hall project that required precise strategy throughout.

D. **NCAP**

John Vesey / Eric Anderson

For Scouters with responsibility for the NCAP process in their councils (NCAP Chairs, Camping Chairs, and Professionals with responsibility for outdoor program). An update on the latest developments in NCAP, as well as Area 2's plan to support the program.

1:35 PM

Break

1:45 PM

Breakout Session III

A. **Scouting Tools**

Cheryl Izyk / John Zseller

A look at the new "Scouting Tools" that are on the way and how they can aid in developing a service plan as well as instilling a Key 3 culture at all levels.

B. **Alumni Relations / NESAs**

Joe Case / Bill Johnston

The BSA is providing great new resources to help spark your councils Alumni & NESAs efforts. An opportunity to learn about new initiatives and share proven best practices.

C. **Venturing Program Changes**

Bob Koch / Doug Ryder

A look at this year's programmatic changes in the Venturing Program to include a Q&A that will aid in communications. Also information on what is in the works on an Area level to support the Venturing program.

D. **BSA High Adventure**

Jay Tweed / Frank Bailey

The BSA is providing some great opportunities for our youth. A presentation that will highlight what is new at the BSA's four High Adventure bases as well as a discussion on National and World Jamborees.

2:30 PM

Adjournment