



# BOY SCOUTS OF AMERICA®

## NORTHEAST REGION

**TO:** Local Council Volunteers and Staff

**FROM:** Paul McClain, Area VP, Program & Key Leader Conference Co-Chair  
Patricia Bain, Area Key Leader Conference Co-Chair  
Scott Christensen, Area President  
Ron Hathaway, Area Commissioner  
Marc Andreo, Area Director

**SUBJECT:** 2015 AREA TWO FALL KEY LEADERSHIP CONFERENCE

**DATE:** Saturday, October 17, 2015

**TIME:** 8:30am - 9:00am Registration & Fellowship  
9:00am - 2:45pm Program

**LOCATION:** New York Life Insurance Company ~ 1 Rockwood Road, Sleepy Hollow, NY

The Area Two Committee extends to you a most cordial invitation to attend the upcoming **Area Fall Key Leadership Conference**. This conference is designed to meet your needs in the important leadership position you hold with your council. The sessions that will be held are outlined below, including some great topics important to successful council and district operations. Additionally, this is a great opportunity to join in Scouting fellowship and network with other Area Two Scouters.

The Conference has a history of offering the latest information, support tools, and know-how to help you be successful in your Scouting responsibilities. Presenting the latest methods, materials and best practices will be various national, regional and local volunteers as well as BSA professionals. This fall's program will place special emphasis on the BSA's recruiting and program development efforts. We will also be offering "breakouts" specific to membership, commissioner service, district operations, and a variety of general interest areas. Another highlight of the conference will be a keynote address from our Regional Director, Don McChesney who will share his insight into recent BSA happenings as well as a look forward to exciting opportunities that are on the horizon for 2016 and beyond.

**[Ctrl + click here to register online for the Area 2 Fall Key Leader Conference](#)**

The following pages provide the details for our conference. Please utilize our fast and easy on-line registration system which includes the ability to pay on line. On-line registration **needs to be completed by Monday, October 12, 2015**. To register, please click on one of the two links in this document. If you have any questions, or want to coordinate your trip with other council Scouters, please contact your Scout Executive or the staff advisor you typically work with.

BOY SCOUTS OF AMERICA  
AREA TWO

Prepared. For Life.™



# AREA TWO FALL KEY LEADERSHIP CONFERENCE

Saturday, October 17, 2015

## WHO SHOULD ATTEND:

All Council and District level volunteers as well as our professional staff teams. All other active key leaders are encouraged to attend as well. With a large variety of topics and breakouts, we recommend a council send a large contingent that way you can divide and conquer; sending your volunteers and staff teams to all of the sessions in order to take advantage of the variety of information that will be available through the conference.

## THE COST:

Saturday, October 17<sup>th</sup> Conference Fee.....\$ 30.00

Includes continental breakfast, lunch, and all materials.

## CONFERENCE ATTIRE:

BSA Field Uniform or "Executive Casual" will be appropriate. (No ties or jackets required!)

## GETTING TO NEW YORK LIFE:

**Address: 1 Rockwood Road, Sleepy Hollow, NY 10591**

New York Life's campus is conveniently located in central Westchester County NY immediately north of Phelps Memorial Hospital, just off several major highways including the Saw Mill River Parkway and Taconic Parkway. For Google Maps directions please click below:

<https://www.google.com/maps/dir//1+Rockwood+Rd,+Sleepy+Hollow,+NY+10591/@41.114441,-73.8639238,17z/data=!4m8!4m7!1m0!1m5!1m1!1s0x89c2c06b07fb8bd1:0x1caa2586c89f8140!2m2!1d-73.861778!2d41.114437>

## **Mass Transit:**

To check current Metro North schedules and fares on the Hudson line to Philipse Manor or Harlem line to Hawthorne, which are both ten minute taxi rides from New York Life please click below:

<http://www.mta.info/mnr/html/planning/schedules/>

**[Ctrl + click here to register online for the Area 2 Fall Key Leader Conference](#)**

If mailing your payment please include a copy of your registration with your check and mail to:

Myla Epley  
Boy Scouts of America  
P.O. Box 152079, S424  
Irving, TX 75015-2079

Account # 62005-9250



AREA TWO KEY LEADERSHIP CONFERENCE AGENDA

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8:30 AM Check in, registration and  
Continental breakfast

9:00 AM Welcome & Opening  
Paul McClain, Conference Co-Chair  
Pat Bain, Conference Co-Chair  
Marc Andreo, Area Director  
Ron Hathaway, Area Commissioner

"State of the Area" Scott Christensen, Area President

"Key Note Address" Don McChesney  
Northeast Region Director

The BSA's top priority is getting on a sustainable track with our membership initiatives. Hear more about our "Build an Adventure" campaign as well as the transformational changes that are in store for 2016 and beyond!

Break

Alumni Relations Dustin Farris, Director Scouting Alumni  
Association & NESAs

Greetings from our new Director of Scouting Alumni Association & NESAs. What's new and what's on the agenda for the future that can benefit all councils and volunteers.

2016 Exploring Explosion Marty Walsh, National Director, Exploring

A mission driven, nationwide Exploring growth campaign that will engage more volunteers and professionals and advance local programs, ultimately improving JTE scores and open countless opportunities to our local councils.

Marketing Strategies Bill Corbett, TRC VP Marketing

Successful marketing strategies that raise the visibility of Scouting and provide an environment for membership growth are critical for the BSA. Bill Corbett is a marketing professional who will share some of his secrets for maximizing the opportunities that are available to us.

11:00AM Break

## AREA TWO KEY LEADERSHIP CONFERENCE AGENDA - CONTINUED

11:15 AM

### Breakout Session I

#### **A. Marketing - Successful Strategies**

**Bill Corbett / Jay Garee**

Successful marketing strategies that raise the visibility of Scouting and provide an environment for membership growth are critical for the BSA. A continuation of Bill Corbett's secrets for maximizing the opportunities that are available to us.

#### **B. Membership - Year Round Membership Recruiting** **Julio Garcia**

All too often our Cub Packs participate in a fall rally, then really do not advertise for new members for the remainder of the Scouting year. Hear about what others are doing and share your ideas on year-round recruitment strategies.

#### **C. Commissioners - Unit Service Plan and Commissioner Tools**

**Charlie Blanchette / John Hanks  
Michael Carpenter**

The Unit Service Plan and the role the Unit Commissioner and District play in helping the Unit achieve their goals, and how the Commissioner Tools help in that as well. Discussion focused on your best practices and what we have found to be ours.

#### **D. NCAP Authorization - Working Session**

**Eric Anderson / Cheryl Izyk**

Working session for those working with NCAP assessment and authorization (NCAP Chairs, Camping Chairs, professionals with responsibility for outdoor program). Discussion to include: latest developments, Area 2's plan to conduct assessments in 2016, Intent to Operate, Declarations of Readiness, Continuous Camp Improvement submissions, and Waiver/Variance issue best practices.

#### **E. Alumni Relations/NESA**

**Joe Case / Dustin Farris**

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

12:00 PM

### **Lunch**

1:00 PM

### Breakout Session II

#### **A. Strategic Planning - Support & Execution**

**David Talbot**

How to set and how to calibrate a course for your council. From available tools to available support for your key strategic initiatives.

#### **B. Membership - Exploring Explosion**

**Marty Walsh**

A mission driven, nationwide Exploring growth campaign that will engage more volunteers and professionals and advance local programs, ultimately improving JTE scores and open countless opportunities to our local councils.

## AREA TWO KEY LEADERSHIP CONFERENCE AGENDA - CONTINUED

**C. Commissioner – Collaborative Unit Assessments with Unit Key 3 and Commissioners** Ron Hathaway / Dot Young

Focusing on efforts and successes of Unit Key 3 and Commissioners to collaboratively complete unit assessment goals.

**D. Camping – Resident and Day Camp Planning Promotion and Staffing** John Willemain / Chris Clark

Hear about planning, promotion, and staffing strategies that can make a difference next summer for both Boy Scouts and Cub Scouts in your Council.

**E. Major Gifts Strategies** Tom Bain / Steven Benini

Every council should have a strategy for cultivating and closing major gifts that support key strategic initiatives. Learn how to develop a strong case for support, build the right team, cultivate your prospects and ultimately close major gifts.

1:45 PM **Break**

2:00 PM **Breakout Session III**

**A. JTE - What's New & What's Coming** Cheryl Izyk / John Zseller

Take a look at what is behind the dials and discuss ways to use the Finish Line Report to help your Council and District achieve your goals. Also, get an early look at 2016 bonus point opportunities!

**B. Membership – Engaging Chartered Organizations** TBD

Chartered organizations are the backbone of Scouting and there has never been a more important time for us to engage with current and potential chartered organizations. Hear about how the BSA can provide the tools and resources to support your council.

**C. 2017 Jamboree – Live Scouting's Adventure** Jay Tweed

How to make sure your council is prepared from a manpower perspective, has an understanding of the marketing tool kit that is available and hear about successful recruiting and implementation strategies.

**D. Training – An overview of opportunities and priorities for local councils** Pat Bain

Councils have been requesting this session that will share key dates and steps for your Wood Badge and NYLT programs as well as information on how to support the new Cub Scout program and ideas for strengthening your council and district committees.