



BOY SCOUTS OF AMERICA®

NORTHEAST REGION



TO: Local Council Volunteers and Staff

SUBJECT: 2019 SPRING AREA TWO KEY LEADER CONFERENCE

DATE: Saturday, March 30, 2019

TIME: 8:30 am - 9:00 am Registration, Breakfast and Fellowship
9:00 am - 2:30 pm Program

LOCATION: Iona Preparatory School ~ 255 Wilmot Rd., New Rochelle, NY

The Area Two Committee extends to you a most cordial invitation to attend the upcoming **Area Two Key Leader 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 include topics important to successful council and district operations. Additionally, this is a great opportunity to join in Scouting fellowship and network with other Area 2 Scouters.

We will offer 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. We will be offering "breakouts" specific to:

- Membership - Family Scouting, Scouts BSA and Exploring
- Program - NCAP, Resident Camping, Training, Sea Scouting, Venturing and OA
- Commissioner Service
- Leadership & Performance - Board Development & Engagement, JTE and District Operations

We are also excited to welcome several guest speakers who will present at our opening session and during lunch. **Scott Berger**, chairman of the National Scouts BSA Committee will serve as our keynote speaker. We will also be welcoming our Northeast Region president, **Scott Christensen** and Northeast Region director, **John Mosby**. We will also be welcoming back **Dan Warren** who serves as the BSA's resident expert on youth development at the BSA National Service Center, to share his latest findings and trends, as well as **Amy Hutcherson**, who serves as our Northeast Region membership growth coach.

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

The following pages provide the details for our conference. Please use 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, March 25th**. 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.



AREA 2 KEY LEADER CONFERENCE

Saturday, March 30, 2019

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:

The conference fee of \$30.00 includes continental breakfast, lunch, commemorative recognition and all materials.

CONFERENCE ATTIRE:

BSA field uniform or "executive casual" are appropriate. (No ties or jackets required!)

GETTING TO IONA PREPARATORY SCHOOL:

Address: 255 Wilmot Rd., New Rochelle, NY 10804

Iona Preparatory School is conveniently located in southern Westchester County NY, just off several major highways including the Hutchinson River Parkway. For Google Maps directions please click below:

<https://maps.google.com/maps?gl=us&hq=iona+preparatory+school&daddr=255+Wilmot+Rd,+New+Rochelle,+NY+10804>

Mass Transit:

To check current Metro North schedules and fares to the New Rochelle station, a 10 minute taxi ride from Iona Prep, please click here: http://as0.mta.info/mnr/schedules/sched_form.cfm

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

If mailing your payment, please include a copy of this sheet with your check and mail to:

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

Account # 62005-9250



BOY SCOUTS OF AMERICA®

NORTHEAST REGION

KEY LEADER CONFERENCE AGENDA

8:30 am **Registration, Breakfast and Fellowship**

9:00 am **Opening Comments and General Session with Area & NER Leadership**

9:40 am **Breakout Session I**

- 1. Membership - Social Media Strategies**
Amy Hutcherson & Andy Zilnick

This session will focus on how to use social media to grow membership within your council's traditional programs. Learn about successful strategies to market your council, districts and units. Hear about geo-fencing pilot results in four of our councils and get easy step-by-step instructions to get started in attracting new families to Scouting.

- 2. The Commissioners Role with Online Re-Chartering & Registration**
Rick Hillenbrand

National Commissioner Service Team Technology Chair, Rick Hillenbrand will join us to provide information and insight on what our role as commissioners should be with the BSA's online re-chartering and registration processes.

- 3. General - Youth Development & BSA Research**
Dan Warren

Dan Warren is the resident expert on youth development at the BSA National Service Center. In this role, he uses both current theory and research methods to help councils and parents understand and improve the value and the experience of Scouting. Before joining the BSA, Dan coordinated the Tufts University Study, a three-year longitudinal study of Scouting's impact on character development. We look forward to Dan sharing with us what else we can look forward to seeing in this area as well as how we can utilize the research to grow Scouting.

KEY LEADER CONFERENCE AGENDA - CONTINUED

4. Camping - Best Practices for Council Resident Camps / Preparation for Scouts BSA Female Troops
Jeromy Nelson & Chris Philp

Is your council's Scouts BSA resident camp ready for the summer of 2019? Come participate in a frank discussion of the potential challenges and opportunities presented by welcoming our newest campers – girls. This will be an opportunity to learn from other councils and to discuss program and infrastructure modifications which may be necessary to accommodate these members.

5. Sea Scouts, Seamanship & Science
Noel Guzman & Sal Ciampo

Sea Scouting is the oldest youth nautical program in the United States, second in the world and a division of the BSA. Likely topics include: Sea Scout STEM, nautical marksmanship, barque Eagle, SEAL, Seabadge, Koch Cup, Bridge of Honor, new Northeast region and area structure and new uniforms! Did you know our US Coast Guard seeks out Sea Scouts? Does the US Navy see a future in Sea Scouts? What did Sea Scouts achieve at the West Point Camporee? What records do Sea Scouts hold at Northern Tier?

6. Leadership & Performance - Effective Board Development and Engagement
Bill Poole & Chris Coscia

Does your executive board reflect the communities your council serves? Will it in the future? How involved and engaged are your board members? This session will consider ways to develop and transform your board and to improve its members' active engagement in the work of the council.

7. Enterprise Risk Management - Making It Work at All Levels of Scouting
Al Relyea & Paul McClain

This session, a continuation of the presentation from last year, will explain the risk management tools that are employed at the national, council and unit level. Through the use of case studies, we'll explore how risk control adequately prevented an adverse outcome to incidents – or didn't (and why). Our goal is to better understand what the BSA needs for every leader to know and work with. It's more than just safety, and safety is more than just common sense.

10:50 am **Break**

KEY LEADER CONFERENCE AGENDA - CONTINUED

11:00 am **Breakout Session II**

1. Membership - Family Scouting
Amy Hutcherson & Dan Warren

Family Scouting in our Cub Scout packs is off and running. Hear about best practices and success stories from around Scouting. Additionally, Scouts BSA is rolling out and we will share the best tools and methods of launching this once in a BSA lifetime opportunity.

2. Membership - Exploring
Dick Davies

Exploring membership has been stable and more recently growing with limited commitment of BSA resources. Does your council have a strategy to expand service to teenage youth through career-based leadership programs? This session will review techniques and organizational structures to grow Exploring membership while tapping into new sources of volunteer leaders and funding from organizations not previously involved with our traditional programs.
This session will also be offered in Breakout III.

3. Camping - NCAP Updates for 2019
Cheryl Izyk / John Willemain / Jeromy Nelson / Chris Philp

Join members of the Area 2 NCAP Committee for discussion of NCAP updates and pointers for efficient and effective preparation of the Declaration of Readiness and related documentation as well as the pre-assessment meeting and camp assessment visit. Intended for council NCAP Chairs, camp directors and professional advisors.

4. Order of the Arrow and Scouts BSA
Bob Walz & Glenn Greubel

Learn how the Order of the Arrow will support and integrate the Scouts BSA program into the lodge as well as the role of young ladies in the Order of the Arrow.

KEY LEADER CONFERENCE AGENDA - CONTINUED

**5. Leadership & Performance - A Prospective Approach to Journey to Excellence
Joe Case & John Zseller**

JTE tools gauge a council's well-being through a monthly monitoring of status. This session will explore ways of using JTE tools proactively for planning and not simply as a passive reflection of current status, and also consider how JTE and the council's strategic plan can intersect.

**6. Fundraising - Popcorn Fundraiser Strategies
Gary Rosenfeld**

The Popcorn Fundraiser has been a key funding model for units and councils for more than 25 years. This session will focus on strategies your council can utilize in planning your 2019 sale. Share successful practices and hear about what is driving successful councils to annual growth.

**7. Venturing
Matthew Sherman & Francesca Imbrogno**

Discussion will include what is new and exciting throughout Venturing within the BSA. A focus on how to develop and improve your council's Venturing Officers Association and discussion to help enhance program and ultimately grow your councils Venturing base. An opportunity to learn more about our May 2019 APEX and the ability to provide input for this event and future initiatives.

12:10 pm **Lunch and Keynote Speakers - Scott Berger & Dan Warren**

KEY LEADER CONFERENCE AGENDA - CONTINUED

1:15 pm

Breakout Session III

1. Membership - Traditional Recruiting

Julio Garcia & Amy Hutcherson

Being able to enhance how we recruit youth is essential. Learn how to engage both new and current chartered partners to create new units and enhance existing relationships. We will also focus on partnering with churches and schools to grow traditional recruiting opportunities.

2. Commissioner Self Assessments & JTE

Rick Hillenbrand

A session to review Self Assessments and Unit Service Plans to ensure we are doing our best to help units and districts succeed. Discussion on JTE and evaluating key tools we need, including Commissioner Tools 2.0.

3. Membership - Exploring

Dick Davies

Exploring membership has been stable and more recently growing with limited commitment of BSA resources. Does your council have a strategy to expand service to teenage youth through career-based leadership programs? This session will review techniques and organizational structures to grow Exploring membership while tapping into new sources of volunteer leaders and funding from organizations not previously involved with our traditional programs.

This session will also be offered in Breakout II.

4. Camping - Partnering to Minimize Camp Costs

Chris Kristensen & Rich Stockton

This working session is designed to encourage councils to share resources and partner to achieve greater budgetary efficiency. Council outdoor program chairs, as well as properties chairmen and professionals with outdoor program responsibilities are encouraged to participate.

KEY LEADER CONFERENCE AGENDA - CONTINUED

5. Program - Strategic Training Plans for Councils

Darlene Kihlberg & Patricia Bain

The goal of the Strategic Training Plan for Councils and Districts is to help training teams improve their current training plans or develop a cohesive plan for the first time. This session will give trainers a better understanding of why this plan can be such an effective tool to help council training teams.

6. Leadership & Performance - Enhancing District Operations

Gene Sidoti / Lenny Arcuri / Andrew Nam

The district is the public face of the council to unit leaders - through the work of the district executive, district committee, and commissioner staff. Discussion will focus on broadening volunteer engagement in the district and improving the district's key functions of membership, program, finance, and unit service.

7. Religious Relationships and how they can Strengthen your Council

Ken Hood & Dave Walsh

Engaging our existing chartered organizations and having the ability to expand into new faith-based organizations is our most critical step in growing Scouting. Promoting and involving our youth in their faith's religious awards programs is a largely untapped resource for program and retention. Learn about the benefits of having a vibrant religious relationships committee in your council and pick up on some great resources to fuel your efforts.

8. Sea Scouts - Old Salts and Scuttlebutt

Noel Guzman & Sal Ciampo

So, you know all about Sea Scouts, now try a Q&A for ideas and program. This session will provide you with the opportunity to question the program, generate ideas, network and see where the OA and Sea Scouts meet. Enter deeper into the program but stay out of the bilges. Join us to unmask the abilities and mysteries of the Sea Scouts.

2:25 pm

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