

# The Informer

The Official Voice of the Eight Councils of Area 6, Northeast Region, Boy Scouts of America

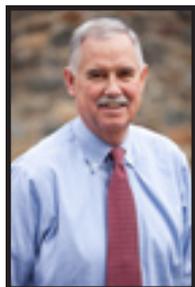
Volume 5, Number 3

Area 6 website: <http://ner6-bsa.org>

September/October 2015

## President's Message

Cliff Berg, [cliff0917@aol.com](mailto:cliff0917@aol.com)



It is hard to believe that this summer is over and we are already into fall. What a summer it was for Scouting! The World Jamboree, The Order of the Arrow Anniversary

Celebration, and the Boy Scouts of America's change in Membership Standards for adult leadership probably highlight the summer, but least we not forget, thousands of Scouts and Cub Scouts enjoyed a summer camp experience, many for the first time. We constantly should remind ourselves of why we serve this great movement, called Scouting.

I am happy to report that Barry Williams, Baltimore Area Council President, has agreed to serve as the Area's first Vice-President for Diversity. The Boy Scouts of America has appointed its first Chief Diversity Officer and we felt it was important to lead the pack in this important effort at all levels of our organization, District, Council, Area, Region and National to finally begin to expand our leadership to reflect the face of our community and to be all inclusive. This will allow us to reach even more young people from the diverse communities we serve.

A big thank you to all of our Camp Assessment Team for the outstanding job they performed this summer in making shore our Council Camps were prepared to provide the safest and best experience for our kids attending camp.

Please put Saturday, November 14th on your calendar for our Fall Key

Please see **PRESIDENT**, page 2

## Venturing - Connect

Earl Baker, [BakerEW@verizon.net](mailto:BakerEW@verizon.net)

### October 31st - November 1st



The Area 6 Venturing Officer's Association welcomes Venture adults and youth to Camp Bashore for **Connect!** A new training initiative by the Area 6 VOA,

**Connect** is an interactive training opportunity that offers sessions in networking, communication, marketing, self-branding, and many skills that are applicable not only in Venturing but in life as well. Our goal is to provide you with relevant and fun information focusing on the application of the skills taught in the Venturing Program along with new skills being taught by the excellent staffers of **Connect**. **Connect** has been planned by Venturers for Venturers, and we aim to demonstrate and present to you a wide variety of ideas and examples that can help you serve the Venturing program in a manner that meets the needs of Venturing age youth, the BSA, and your local community. At **Connect** we will be able to provide a more in depth and personalized introduction on the following topics:

- 1) Connecting the Dots
  - a) Introduction - Developing Your Personal Elevator Speech
  - b) Keeping Their Attention
  - c) Maintaining a Lasting Connection
- 2) Social Media
  - a) Applications
  - b) Differentiation

Please see **VOA**, page 2

## Outdoor Program Update

Ken Davis, [daviskenjared@aol.com](mailto:daviskenjared@aol.com)



Outdoor programs from all eight of the Area 6 councils were successfully visited and assessed according to BSA national standards while they were IN

operation this summer. This annual "Assessment" phase requires that all outdoor programs are reviewed by a team of trained assessors from outside the council to ensure adequate program and especially health and safety of the facilities. All properties in operation were certified for operation and any suggested improvements were discussed with the council personnel during the visit. Area 6 continues to offer a large number of high quality outdoor opportunities for Cubs, Scouts and Venturers and the variety available usually means some units will try camps outside their own councils from year to year. Many thanks to the dozens of volunteers who annually take updated training and travel to the camps to observe and assess the challenging programs that all our councils offer. Many thanks, as well, to Nick Adams, who led our assessment efforts for three years and is now assisting the new Assessments Chairman, Glenn Achey. Plans are under way to again offer two dates and locations for camp assessment training next spring. Questions and suggestions can be directed to Glenn at: [glennachey@comcast.net](mailto:glennachey@comcast.net)

Please see **OUTDOOR**, page 3

**PRESIDENT**, continued from page 1

Leadership Forum at Cecil College in Northeast, MD. This should be a great opportunity for all Scouters to experience a learning opportunity, share ideas, and enjoy fellowship with fellow Scouters from our Area Councils. Registration forms and details should follow shortly.

Here are some updates thru the end of August for our Area:

**Youth Protection Training** - the Northeast Region and Area 6 lead the country in leaders trained. Chester County Council leads the Northeast Region. Congratulations Chester County for leading the way. Bruce Swayze, our Area YPT Chairman, will be communicating and sending to all of our Councils, a Youth Protection Pledge. I hope all of our Councils will join in committing themselves to this pledge and closing the gap in achieving 100% of our leaders being trained.

**Membership** - We are starting to see the light at the end of the tunnel. The Area is still down over last year in membership, but only 1.7%, which ranks 7th in the country. Three of our Councils are showing growth. They being PA Dutch, Reading, and Baltimore. Congratulations to these Councils for an outstanding effort. Although a small number, Exploring continues to show great growth. I know many of our Councils are excited about their fall recruiting efforts and hope to show growth by year end.

**Key Performance Indicators** - Area 6 shows good performance in all measurable categories compared to National and Northeast Region and leads the region in most categories. Congratulations to all of our Councils for continuing to show progress in providing the best Scouting experience for our young people.

Just one final note, our Chartered Partner Relationships will become an ever important relationship for us in Scouting and I would encourage all of our Councils to pay attention

**VOA**, continued from page 1

- c) Purpose, Place and Risk
- 3) Event Planning
  - a) Advertizing
  - b) Public Relations During the Event
- 4) Real World Communications
  - a) Communication within Your VOA
  - b) Communication Between VOAs
- 5) Advisor Training
  - a) Venture Advisor Specific Training
  - b) Crew Committee Challenge
  - c) Summit Board of Review Process
  - d) Area VOA Panel

**Registration:** All persons attending this event **MUST** pre-register by October 23rd. Registrations will not be taken after October 23rd, please have all those in attendance register before the deadline. Registrations may be completed at <https://www.tentaroo.com/padutch/?sel&EventTypeID=461>

Earl W. Baker  
NER A6VOA Advisor  
H: 410-997-7046  
C: 443-253-0323



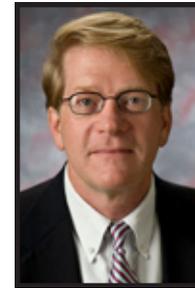
and cultivate these relationships as we move forward in serving our young people. Fran Hensen, our Area's Chartered Partner Relationship Chairperson, stands ready to assist our Councils with this important effort.

That's all for now, see you in November at our Key Leadership Forum.

**Marketing Report**

Jim Castanzo, [jgc@godfrey.com](mailto:jgc@godfrey.com)

Unit communication via the use of social media, specifically Facebook



is growing in popularity. Unit engagement is the use of social media is an excellent way for units to increase membership and retain members – both youth and

adult volunteers.

When using Facebook, units can create either Pages or Groups. Both have their benefits. While a Group is an excellent tool for units to use to distribute internal communications, event reminders, individual recognition, etc. Following is a description from Facebook:

Pages allow real organizations, businesses, celebrities and brands to communicate broadly with people who like them. Pages may only be created and managed by official representatives.

Groups provide a space for people to communicate about shared interests. Groups can be created by anyone. Other differences include:

**Pages**

**Privacy:** Page information and posts are public and generally available to everyone on Facebook.

**Audience:** Anyone can like a Page to connect with it and get News Feed updates. There is no limit to how many people can like a Page.

**Communication:** People who help manage a Page can publish posts as the Page. Page posts can appear in the News Feeds of people who like the Page. Page owners can also create customized apps for their Page and check Page Insights to track the Page's growth and activity.

**Groups**

**Privacy:** In addition to a public

**MARKETING**, continued from page 2

setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members.

**Audience:** You can adjust group privacy to require members to be approved or added by admins. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know.

**Communication:** In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events. Depending on your needs, you can create a Page or create a group.

Many units are already using social media for both internal and external communications. Other units have not ventured into the social media realm. Those units don't know how to set it up nor do they understand the value. Councils should consider conducting information sessions either at Roundtables or as a separate event in order to educate units on the value of social media for membership growth and retention. Recently, the Pennsylvania Dutch Council conducted the first of a two-part social media workshop. The first session covered very rudimentary information about Facebook. The turnout was very good and the discussions was lively. The evaluations indicated the information was very worthwhile. The second session scheduled for October will cover more advanced items related to Facebook.

If you have any units in your districts or councils whom you think are using social media effectively, send their information to me. I think I would be very valuable to share those results and findings with the rest of our Area.

**OUTDOOR**, continued from page 1

In the ongoing National Camp Accreditation Program (NCAP), Pennsylvania Dutch and National Capital Area Councils submitted applications for authorization to continue to operate camps for the next five years. Baltimore Area Council has begun the NCAP process in order to request accreditation by next spring. As with any new programs, NCAP continues to evolve as it is implemented and areas and regions assess its utility and how to make it serve councils. The portion of the accreditation program called Continuous Camp Improvement is being revised and will be announced on the national website as soon as it is available (see [www.scouting.org/NCAP](http://www.scouting.org/NCAP)). Councils which have already received initial accreditation for five years and are at the mid-point of that process are required to submit a mid-process analysis about their outdoor programs, but the format for that process is not yet been determined. Questions about NCAP can be addressed to Bill Evans at: [wmcevans@att.net](mailto:wmcevans@att.net). General outdoor questions can be sent to Ken Davis at: [daviskenjared@aol.com](mailto:daviskenjared@aol.com), or Dan Palenscar at: [danpalenscar@gmail.com](mailto:danpalenscar@gmail.com).

**Leadership Forum**

Charlie Myhre, [CMyhrej@aol.com](mailto:CMyhrej@aol.com)



Yes School Night for Scouting has taken a hit in recent years. Chester County Council has begun an initiative to make multiple contacts with school principals and school administrators to resurrect the School Night concept. We have had some success in getting back into some schools where we were previously denied access. It seems to me a matter of building relationships with those at the schools. Most see the value in Scouting and we are hoping that the revised membership policies will lessen resistance to letting us in. Success of this initiative will have to be measured over the next several recruiting seasons.

I am putting together an advancement breakout session for the 2015 Fall KLF. Depending on whether we are allowed 1 hour or 1-1/2 hours we will try to address the following subjects:

**KLF Session Topics:**

“Implementation of the new Boy Scout requirements for Jan 1, 2016”

“How Scout Book will affect advancement recording and reporting”

**An open discussion on the following council issues and experiences:**

Advancement reporting problems

Eagle Scout projects including approvals, use of Eagle Project Coaches, etc.

Rank age extension requests.

General advancement issues and how other councils have handled them.



Date: October 6, 2015  
To: Council Key 3s and Area 6 Volunteers  
From: Cliff Berg, Area 6 President and Chuck Dobbins, Area 6 Director  
Subject: Area 6 Key Leadership Forum

You and your council's key leadership are cordially invited to attend the next Area 6 Key Leadership Forum. Arrangements have been finalized and information about this Forum is included in this announcement.

**Area 6 Key Leadership Forum**  
Saturday, November 14, 2015  
Cecil College, One Seahawk Drive, North East, Maryland  
Registration Opens at 7:30 AM  
Program Begins at 9:00 AM and Ends at 3:30 PM  
Cost: \$40.00 per Person (\$45.00 at the door)

### **The Purpose of the Area Meeting**

The Area 6 Committee was established and is organized under the format adopted by the BSA to better serve and support our Area 6 Councils. Although electronic communications are incredibly useful, there is no better way to share information and ideas than the occasional face-to-face meeting.

We know your time is valuable so we designed this meeting to provide useful and valuable information that you can use. The contacts you make and the resources you receive will help you provide better programs to the youth we serve. We arranged the facilities in as central location as possible. There will be a \$40.00 registration fee to cover materials, snacks, beverages and box lunch.

The format of the meeting will include several topic-specific breakout sessions. We are very pleased that our own Gary Schroeder, Vice President, Marketing for the Northeast Region will be our keynote speaker. Gary is the architect of our current national marketing strategy related to membership and will speak in depth about Growing Scouting.

### **Who Should Attend**

- Council Key 3s and District Key 3s
- Assistant Council Commissioners and Council Vice Presidents of Operations, Program, Outdoor Program, Marketing, Finance and Endowment, Membership, Administration, Journey to Excellence, Voice of the Scout and Learning for Life
- Council Training and Advancement Chairs
- Exploring Chairs
- District committee chairmen for program, activities, membership, fund development, training, advancement etc.
- Venturing Chairs
- **All Council and District key volunteers who might benefit**

### **What You Can Expect**

- Receive updates, information, and materials produced by our National BSA Office.
- Discuss your Council's most pressing needs and develop ways in which your Area's committees can better serve you.
- Discover what we can learn from each other by sharing both our challenges and successes.
- Share good fellowship and network with your peers from other councils.

Please refer to the enclosed Conference schedule/agenda for more detailed information.

### **What to Wear**

Scout uniform is requested.

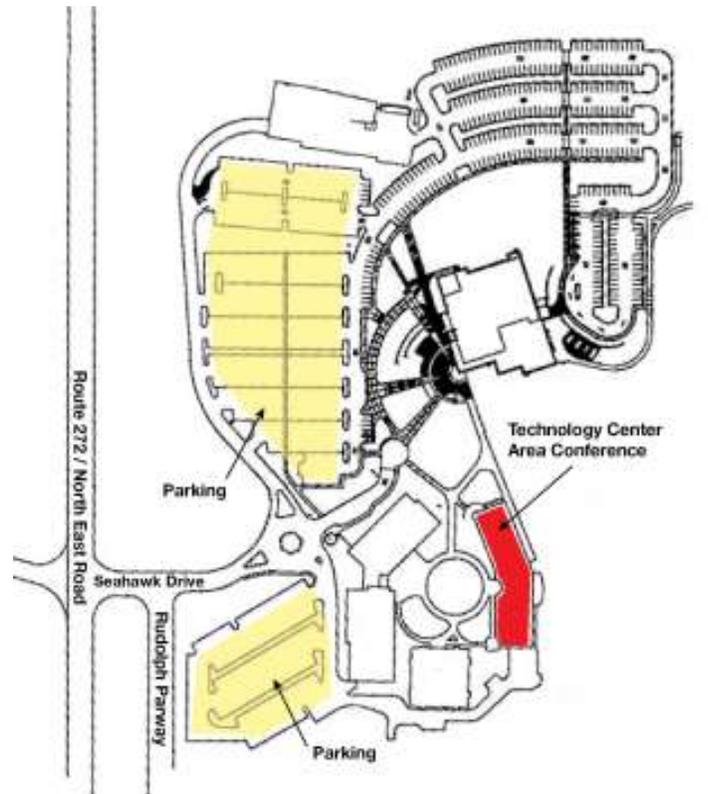
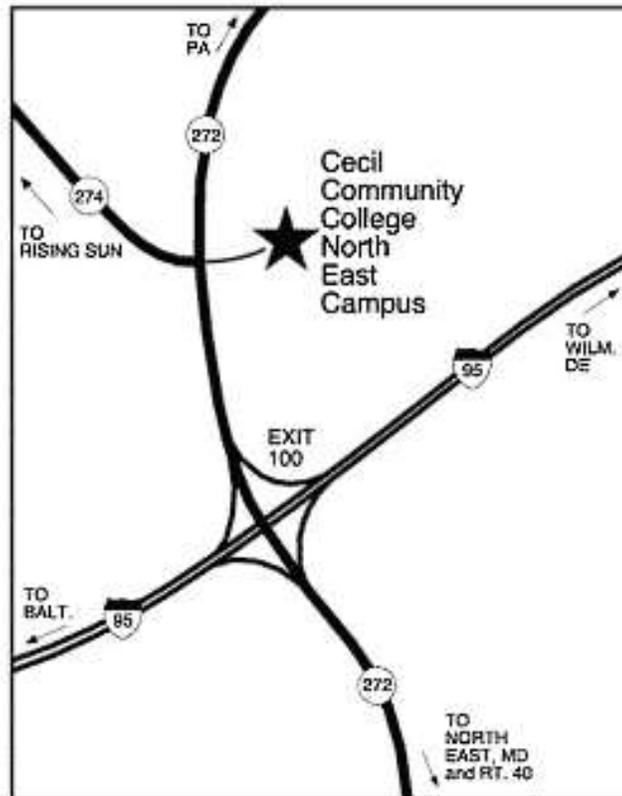
**Prepared. For Life.™**



## Location

Cecil College, North East Campus, One Seahawk Drive, North East, Maryland

<http://www.cecil.edu/Pages/default.aspx>



## Directions

From the north: I-95 to North East, Exit 100. Bear right on to Rt. 272 N. At first light turn right.

From the south: I-95 to North East, Exit 100. Bear left on Rt. 272 N. At next light turn right.

## Overnight Accommodations

Lodging is available for those arriving Friday night or planning on staying over Saturday night at the Best Western, (directly across Rt 272 from the College) rate is \$94.00 for a standard and \$109 for mini-suite. Room rates are based on availability, call 410-287-5450 and request Boy Scout rate.

Best Western  
39 Elwood Road  
North East, MD 21901  
410-287-5450

If you have any questions, please feel free to contact us at any time. Contact information is listed below. We are looking forward to seeing you at our Key Leadership Forum on November 14.

Regards,

Cliff Berg  
Area 6 President  
[cliff0917@aol.com](mailto:cliff0917@aol.com)

Chuck Dobbins  
Area 6 Director  
[charles.dobbins@scouting.org](mailto:charles.dobbins@scouting.org)  
630-957-7940

**Area 6 Key Leadership Forum**

**Looking Forward: The Journey Continues**

**Register On-Line click [here](#) or use link below:**

<https://reservations.scouting.org/profile/form/index.cfm?PKformID=0x49800699d>

**REGISTRATION DEADLINE is November 10, 2014**

Registration Fee \$40.00

\$45.00 at the door

**If you are not registering on-line, please complete the REGISTRATION FORM BELOW**

\_\_\_ Yes, I plan to attend our Area 6 Leadership Forum. Registration fee \$40.00 or \$45.00 at the door.

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
 Council \_\_\_\_\_ Scouting Position \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone No.: \_\_\_\_\_ Email Address \_\_\_\_\_  
 Name Tag: \_\_\_\_\_

**Payment Information:**  Check is Enclosed. Make check payable to: BSA

Mail this completed registration form and fees to:

Myla Epley, Sum 424  
 Northeast Region, BSA  
 1325 West Walnut Hill Lane  
 Irving, TX 75038

A morning snack, refreshments and box lunch will be provided. If you have any special requirements, please let us know and we will try to accommodate your needs. \_\_\_\_\_

**So that we can insure adequate room for each session, please check the sessions you plan on attending. For a brief description of the topics, refer to the enclosed Conference Schedule and Agenda.**

**Time Breakout Session Topic I Will Attend**

Time	Breakout Session Topic	I Will Attend
10:30am – 11:40am	<input type="checkbox"/> Commissioners - Why So Many Changes? / 2016 JTE changes	
	<input type="checkbox"/> President's & Scout Executives	
	<input type="checkbox"/> Training: Wood Badge for the next Generation	
	<input type="checkbox"/> Venturing: Social Media Applications	
	<input type="checkbox"/> Advancement—Implementation of the new Boy Scout Requirements	
12:50pm – 2:00pm	<input type="checkbox"/> Camp Assessments	
	<input type="checkbox"/> Training: Cub Scout Adventure & the new Cub Scout Training	
	<input type="checkbox"/> Growing Scouting	
	<input type="checkbox"/> Venturing: Social Media Purpose & Place: Buyer Beware	
	<input type="checkbox"/> Commissioners – Improving Roundtables / The My.Scouting Tools Millionaire's Game	
	<input type="checkbox"/> Advancement - How Scout Book will affect advancement recording and reporting	
2:15pm – 3:25pm	<input type="checkbox"/> Outdoor Program Updates – NCAP	
	<input type="checkbox"/> Council Advancement – Open discussion	
	<input type="checkbox"/> Training - What's coming in Boy Scouts and the New SM position specific training	
	<input type="checkbox"/> Commissioners - Improving Commissioner Contacts in the District	
	<input type="checkbox"/> Exploring Explosion	

**CONFERENCE SCHEDULE / AGENDA**

TIME	ITEM/TOPIC	PRESENTER	ROOM
7:30-9:00 AM	REGISTRATION / CHECK-IN		
9:00-9:10 AM	WELCOME OPENING CEREMONY INTRODUCTION OF PRESENTORS  AREA PRESIDENT'S OPENING REMARKS	Cliff Berg, Area 6 President	
9:10-9:15 AM	AREA DIRECTOR'S OPENING REMARKS	Chuck Dobbins, Area Director	
9:15-10:15AM	KEYNOTE SPEAKER	Gary Schroeder, VP Marketing - NER	
10:15-10:30AM	TRANSITION/BREAK		
10:30-11:40AM	<i>Commissioners: Why So Many Changes? and 2016 JTE Changes</i>  <i>President's &amp; Scout Executives</i>  <i>Training: Wood Badge for the next Generation</i>  <i>Venturing: Social Media Applications</i>  <i>Advancement—Implementation of the new Boy Scout Requirements for 1/1/16</i>	Charlie Morgan, Area 6 Commissioner Ed Yarbrough, Area 6 Asst. Commissioner  Cliff Berg, Chuck Dobbins  Julia Farr, Training Chair  VOA Youth  Charlie Myhre, Advancement Chair	
11:40AM-12:40PM	LUNCH		
12:40-12:50 PM	TRANSITION / BREAK		
12:50-2:00 PM	<i>Camp Assessments</i>  <i>Training: Cub Scout Adventure &amp; the new Cub Scout Training</i>  <i>Growing Scouting</i>  <i>Venturing: Social Media Purpose &amp; Place: Buyer Beware</i>  <i>Commissioners: Improving Roundtables and The My.Scouting Tools Millionaire's Game</i>  <i>Advancement—How Scout Book will affect advancement recording and reporting</i>	Glenn Achey, Camp Assessment  Julia Farr  Gary Schroeder & Jim Castanzo, Area VP Marketing  VOA Youth  George Costigan, ACC, Roundtables National Capital Area Council Burt Marsh, Baltimore Area Council Commissioner  Charlie Myhre	
2:00-2:15PM	TRANSITION / BREAK		
2:15-3:25PM	<i>Outdoor Program Updates--NCAP</i>  <i>Council Advancement —Open discussion</i>  <i>Training: What's coming in Boy Scouts and the New SM position specific training</i>  <i>Commissioners: Improving Commissioner Contacts in the District and Commissioner Discussions</i>  <i>Exploring Explosion</i>	Bill Evans, NCAP Chair  Charlie Myhre  Julia Farr  Jae Engelbrecht, District Commissioner, Patriot District, NCAC Charlie Morgan, Ed Yarbrough & Dave Short, Area 6 Asst. Commissioner  TBD	
3:30	Adjourn – (NO FORMAL CLOSNG)  Thanks for attending		

## ***Hold the Date!!***

Paul Ware, [pware@wareoffices.com](mailto:pware@wareoffices.com)

### **2015**

Thurs-Fri, Nov 5-6--NER Board Meeting, New Haven, CT

Sat, Nov 14--Area 6 Key

Leadership Forum--site TBD

### **2016**

Sat, Feb 27--Area 6 Workshop -- site TBD

Thurs-Fri, Mar 3-4--NER Board Meeting,--site TBD

Fri-Sun, May 20-22--NE-

6A Conclave, Goshen Camp Reservation

Fri-Sun, June 3-5--NE-6A

Conclave, Camp Tuckahoe

### **The Informer**

Fred Joost

Area 6 President  
Pennsylvania Dutch Council

Charlie Morgan

Area 6 Commissioner  
National Capital Area Council

Chuck Dobbins

Area 6 Director  
Northeast Region, BSA

Kenneth Kulakowsky

Area 6 Newsletter Editor  
Pennsylvania Dutch Council

Submissions for this newsletter or questions about its content should be sent to Ken Kulakowsky at [kkulakowsky@netzero.com](mailto:kkulakowsky@netzero.com).

This newsletter is published four times a year: after the spring Regional Board Meeting in March, after the annual BSA meeting in May, at the end of the summer prior to fall Scouting events and after the Regional Board Meeting in November. This electronic newsletter will be sent to all Area 6 officers, committee members, council Key Three leaders and other interested Scouters who ask to be placed on the mailing list. Additions or corrections to the email address list should be sent to Myla Epley at [Myla.Epley@Scouting.org](mailto:Myla.Epley@Scouting.org).