



BOY SCOUTS OF AMERICA

# Western Region Newsletter

Delivering the promise...

Through all fifty-eight Western Region Councils

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## 2009 First Edition

### Special points of interest:

- Regional Director's Message
- Centennial Quality Councils
- Marketing Insights
- Sustainable Councils
- Council Audits
- Program News
- Regional News

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## Sustaining Connectivity

*Making use of the resources of the Western Region*

A council able to develop and sustain fiscal strength has the opportunity to fulfill its purpose.

But we know of course, this isn't enough. Without constant attention to building volunteerism, programs suffer; and without sustained strength in program, donors will soon direct their dollars elsewhere.

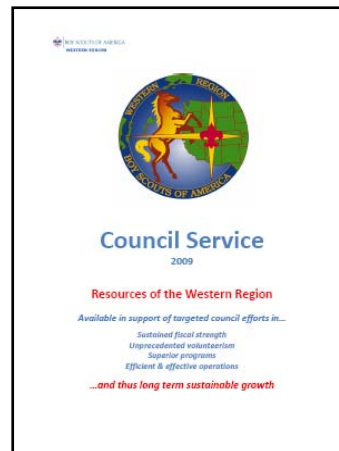
It would be no surprise given this scenario, that the chances for success would be dubious for even the most comprehensive membership marketing plan. The council would likely go the way of any business that invests heavily advertising a poor product.

Fact is, the status of "Financially Sustainable Council" is unachievable without some level of sustained program strength. Fact is, strength in program requires funds to deliver it. Fact is, neither financial strength nor quality program can be sustained without constant attention to volunteerism. We can go on: Ever increasing volunteer strength won't be realized without the program to attract them, the funds to support them, and the membership base from which to draw.

So, if we find ourselves working only on finance; forsaking critical attention to volunteerism, or to

program, or to our Scouts themselves, we will ultimately fail. But we will also fail just as surely, if for even a short time we divert attention from revenue and expenses to focus on program enhancement. The connectivity is undeniable; compelling. And we know it.

It's simple to talk about connectivity, but it's a different thing altogether to practice it: Hitting hard on finance, program, volunteerism, and



membership—all of them, all of the time. Many councils already do this—and it shows. For others, past practices or current circumstances may seem to have conspired against us. But even in the most difficult scenarios councils taking advantage of available assistance can still be successful.

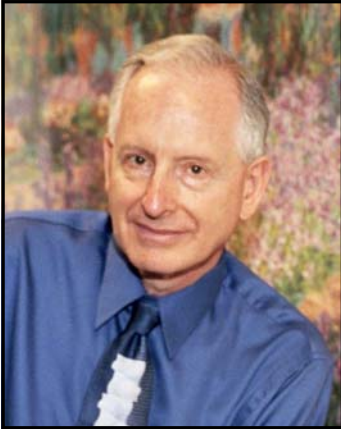


Tom Fitzgibbon  
Regional Director

In the Western Region we're taking our Chief Scout Executive's words to heart: A commitment to "boots on the ground" is a serious matter. Every member of the regional staff is available to lend a hand, and we have cataloged more than 50 resources, sessions, or services they can provide.

Your area director has your copy of *Council Services 2009*. Ask him how the process works, and look for opportunities where your regional staff can help you maintain the connectivity between finance, program, volunteerism, and membership. Let us know how we can help you hit hard with all of them all of the time.

## DO WE SPEND MONEY ON MARKETING IN TOUGH TIMES?



Dave Berkus  
Vice President, Marketing  
Western Region

Most every council is dependent upon events and contributions to balance the council budget. As we know from the many council reviews already held and expect from those about to be held, this recession is proving to touch even the most financially stable councils in our region.

One of the areas most often “under the knife” in the council budgeting process is marketing. Sometimes painful cuts in personnel, travel and benefits follow directly behind. These recognize the reality of reduced contributions from the endowment, our constituents and foundations as well as a reduced expectation for the net proceeds from events during the coming year.

Many of our council volunteers are business people and face the same kind of decision-making process based upon reduced expectations for revenues. Yet, you’d be surprised at how many of them fight to retain most all of their marketing budget even in the toughest of times.

Recessions end sometime, and the survivors with the most resources have unusual opportunities to gain market share in business at the expense of competitors who cut visibility and outreach during the downturn. In Scouting, a gain in market share is at the expense of no competitor other than free-time decisions by our youth. And that’s a gain for Scouting, families and our youth.

So I am a fervent advocate of maintaining the marketing budget during tough times. Such expenses as publication of the annual report (even in a less glossy format), billboards (already cheap at least in California with the ‘free’ billboard program), web site updates including electronic commerce, camp brochures and more are defensible and contribute to the continued ability to attract both new Scouts and money to the council.

In business, it is an axiom that we do not save our way out of a recession, but rather sell our way out and up. There is a point where cuts are so painful that an enterprise cannot continue to compete or worse yet, carry out its mission. A number of our councils are at that point today, and we should all support their efforts to turn around their deficits and balance their budgets.

In business, good management often responds to downturns with the mantra, “Everyone sells”, meaning that all stakeholders in the enterprise turn outward to reach new “customers” or support those who do.

And how are these additional sales people supported? By good and continued marketing to lead their way into the marketplace. Good marketing brings quick recognition for the organization and for its mission. Great marketing paves the way for pre-sold prospects, in our case new kids and adult volunteers as well as new donors and renewed pledges from past donors.

The question is: Are you responding to the current crisis by withdrawing to survive, or by reaching out using your resources including your marketing to slay the dragon? You know my predisposition. This issue deserves at least a heated debate in your council executive committee, or at the very least, an affirmation of importance by your Scout Executive. Marketing is not optional, and certainly not at the top of your “cut list” at budgeting time.

No-one knows how deep this recession will be or how long it will last. But the winners in the end will be those who found new energy, resources and marketing techniques to “sell their way” out of the depths. Your regional staff and volunteers are all behind your efforts, supporting especially your renewed pledge to expand your reach, find new resources and sell your way out of this recession.

For your individual efforts, we volunteers and professionals at the regional level thank you. For all of us, I wish only satisfaction that we will look back and know that we have each and collectively done all we can to promote and support and build this fine program of Scouting in America.

### 2009 Local Council

#### Direct Support Performance Award

The corner stone of a financially sustainable council, is its ability to increase its direct support. Councils will be recognized who have shown growth in Total Direct Support [Friends of Scouting (net), Project Sales, Special Events (net), Legacies and Bequests, Foundations and Trusts, Other Direct Support] on June 30, 2009 over June 30 2008. This achievement recognizes the total staff and volunteers in the cultivation and direct solicitation of donors in support of council programs.

## Western Region 2008 Centennial Quality Council Achievers

### Area I

#### **Blue Mountain, Washington**

*W. Mark Griffin, SE*

#### **Far East, Toyko**

*Derek Hartley, SE*

#### **Midnight Sun, Alaska**

*Clifford Crismore, SE*

#### **Oregon Trail, Oregon**

*Michael Quirk, SE*

### Area III

#### **Alameda, California**

*Jerry Wells, SE*

#### **Greater Yosemite, California**

*Robert Dees, SE*

#### **Marin, California**

*Michael Dybeck, SE*

#### **Monterey Bay, California**

*Albert Gallegos, SE*

#### **Nevada Area, Nevada**

*Marty Baldwin, SE*

### Area III cont.

#### **Pacific Skyline, California**

*Kent Downing, SE*

#### **Piedmont, California**

*Jo Pegrum Hazelett, ED*

#### **Santa Clara County, California**

*Jason Stein, SE*

### Area IV

#### **Catalina, Arizona**

*Joe Daniszewski, SE*

#### **San Diego-Imperial, California**

*Terry Trout, SE*

#### **Ventura County, California**

*Tom Thomson, SE*

#### **Verdugo Hills, California**

*Jon Maeda, SE*

#### **Yucca, Texas**

*David Jones, SE*

### Area V

#### **Conquistador, New Mexico**

*Guy Eichsteadt, SE*

#### **Montana, Montana**

*Gordon Rubard, SE*

#### **Pikes Peak, Colorado**

*Dustin Shaver, SE*

#### **Rocky Mountain, Colorado**

*Rene Monarez, SE*

#### **Western Colorado, Colorado**

*Keith Alder, SE*

### Area VI

#### **Aloha, Hawaii**

*Jeff Woolsey, SE*

#### **Chief Seattle, Washington**

*Brad Allen, SE*

#### **Orange County, California**

*Leslie Baron, SE*

*Continued on page 4*

## 2008 Distinguished Learning for Life

### Area I

#### **Midnight Sun, Fairbanks, AK**

*Clifford Crismore, SE*

### Area III

#### **Santa Clara County, San Jose, CA**

*Jason Stein, SE*

### Area IV

#### **San Diego-Imperial, San Diego, CA**

*Terry Trout, SE*

#### **Western LA County, Van Nuys, CA**

*Jim Rushton, SE*

### Area V

#### **San Fran Bay Area, San Leandro, CA**

*Bill Dalton, SE*



**Linda with her Silver Beaver Award**

### Recognition spans 15 years

Linda Rogers, Office Assistant, with the Western Region Office shares her enlightened past. Linda started her Scouting as a Tiger Cub parent in the Sunset District of the Old Baldy Council in Walnut, CA. She completed her training, tenure and knots for Den Leader, Cub Scouter, Webelos Den Leader, Scoutmaster I, II & III, Venturing Advisor's Key, Commissioner's Key and received her participant beads in Wood Badge. Linda has been a volunteer with the Girl Scouts and Scouting For Food drive. She received a volunteer of the year award from the Arizona Cactus-Pine Council, as well as Outstanding Leader of the Year from her Venturing Crew. Linda's son, Andrew, achieved his Eagle Rank and daughter, Jessica, achieved her Girl Scout Gold Award.

## 2008 Council audit requirements

Local Council Guide to the 2008 Audit can be found on MyBSA. This is a complete guide for Scout executives, audit committees and auditors to assist in the auditing process. Three copies of the 2008 council audit are due June 1, 2009 along with 4 attachments to the Western Region office. The attachments are:

1. **The Management Letter** from the auditor that identifies material weaknesses and makes suggestions for improvements.
2. **The Response Letter** from the council addresses the suggestions in the management letter. This document should be drafted by the audit committee, council treasurer, and Scout executive. The response to the management letter should be presented to the Executive Board and approved.
3. **The Representation Letter** from the council management to the auditing firm indicating full disclosure and passed adjustments identified through the audit is required to be submitted to the regional office.
4. **Minutes of the Audit Committee** is required to be submitted to the regional office. The minutes must list those in attendance, those absent, actions taken, and have the signature of the audit committee chairman and Scout executive.

The audit will not be complete without the required 4 attachments.



### Form 990 (New for 2009)

Along with the other required documents for the 2008 audit, council will submit one copy of their IRS-Form 990. The filing deadline for their form is normally May 15, but if the council has filed for an extension it should indicate this when submitting the other audit documents. The copy of the Form 990 may be submitted at a later date, when it is completed.

### IRS Form 990 Revised for 2008

The new Form 990 may no longer be viewed primarily as a financial reporting form because of its focus on governance and the input that will be required from local Boy Scout council staff and executive board in its completion. Significant information will need to be collected that might not have been tracked in the past. Here are some suggestions to facilitate the process:

- Create a review team made up of a few board members, finance and/or audit committee members, fund development, communications, finance, and the Scout executive to look at the return wholly to ensure it is not only completed accurately, but communicates your story to the public and donors.
- Review board practices, including having written board and committee meeting minutes, to determine if an active role is being taken in fulfilling the governance section disclosures in Part VI of the return.

- Determine which of the following policies and practices need to be reviewed and which ones need to be created

Conflict of Interest Policy  
Whistleblower Policy  
Record Retention Guidelines that include a Document Destruction Policy  
Gift Acceptance Policy  
Executive Compensation and Benefits  
Public Inspection Procedures—

Ensure the organization's documents and other reports are readily available for view by the public as required and the organization is ready to meet the demands for transparency to current and potential funders/donors, charity watchdogs, and the general public.

The 2008 form asks if the board has reviewed the return prior to its filing and to describe the organization's tax exempt mission.

Centennial Achievers continued from pg. 3

**Area VI cont.**  
**Pacific Harbors, Washington**  
*Tim Garber, SE*  
**San Fran. Bay Area, California**  
*Bill Dalton, SE*

**Area VII**  
**Denver Area, Colorado**  
*Jeffrie Herrmann, SE*  
**Grand Canyon, Arizona**  
*Larry Abbott, SE*  
**Grand Teton, Idaho**  
*Clarke Farrer, SE*

**Area VII cont.**  
**Great Southwest, New Mexico**  
*Christopher Shelby, SE*  
**Trapper Trails, Utah**  
*Rick Barnes, SE*  
**Utah National Parks, Utah**  
*Steve Royster, SE*



## Cub Scouting National Camp School leadership

**T**hanks to our Cub Scouting National Camp School Leadership

Eleven locations in six states, from early February through mid May—more Cub NCS opportunities in 2009 than ever! We owe our gratitude to the team of 17 professionals and volunteers who are providing the leadership:

Friday – Sunday February 6-8	Atsugi Naval Air Station Tokyo, Japan	Director: Derek Hartley, SE Tokyo Co-director: Mary Ann Price
Friday – Sunday February 13-15	Camp Rancho Alegre Santa Barbara, California	Director: Tim Thomton, SE Camarillo Co-director: Debbie Spohn
Friday – Sunday February 20-22	Yosemite National Park	Director: Michael Dybeck, SE San Rafael Co-director: Jack Sheen
Friday – Sunday February 27-March 1	Camp Josepho Pacific Palisades, CA	Director: David Kline, DFS Van Nuys Co-director: Christina Gables
Friday – Sunday March 13-15	Camp Thunderbird Olympia, Washington	Director: Mike Quirk, SE Eugene Co-director: Cheri Pepka
Thursday – Saturday March 19-21	Camp Kiesel Ogden, Utah	Director: Steve Royster, SE Orem Co-director: Linda Vaughn
Friday – Sunday March 27-29	R bar C Scout Ranch Payson, Arizona	Director: Larry Abbott, SE Phoenix Co-director: Ray Cook
Thursday – Saturday April 2-4	Anchorage Alaska	Director: Clifford Crismore, SE Fairbanks Co-director: Cheri Pepka
Thursday – Saturday April 16-18	Camp Brinkley Monroe, Washington	Director: Tim McCandless, SE Spokane Co-director: Mary Ann Price
Friday – Sunday April 17-19	Peaceful Valley Colorado	Director: Dennis Kampa, Chair Cub Scout NCS Task Force
Friday – Sunday May-15-17	Yellowstone National Park	Director: Clark Farrer, SE Idaho Falls Co-director: Dennis Kampa

Nine Scout executives and one director of field service were selected as directors, and each has a volunteer “co-director” from the Western Region Cub Scouting National Camp School Task Force. The addition last year of this new position has given the professional the opportunity to oversee staff selection, budget, and other preparations more like a “staff advisor.” The volunteer co-directors are Cub Scouting camp school veterans who have been able to take on the primary effort behind the organization of the school.

### Save Planning Time; Use Cub Scout National Camp School Themes.

Cub Scouting NCS themes beginning in 2009, have been standardized in the Western Region. All schools will utilize the same theme as a vehicle for delivering its lessons and message. Councils can choose to implement them to assure theme-specific NCS training for camp leadership. The Western Region NCS Task Force chose the four themes mentioned below and is preparing theme development resource booklets for each one. The first on “Cubstruction” is currently available from Christy Hoban at the regional office. The second, Cub Scout Sports, will be ready in the spring of 2009. Volunteers administering Cub Scout camping programs will find each theme essentially ready for implementation at your day camp or resident camp.

2009 “Cubstruction”

2010 “Cub Scout Sports: All American”

2011 “Frontier Days”

2012 “A Jungle Adventure”

Assistance is available to work with your Cub Scout camping volunteers and staff in taking full advantage of this opportunity to save time in “theme development wheel re-invention.”

## BSA 100th Anniversary Tour



On February 8<sup>th</sup> the Boy Scouts of America began its 100<sup>th</sup> year. Numerous national and local activities will be held over the next two years to mark the celebration. Of course the 2010 National Scout Jamboree will be a certain highlight, but there will be much more. One example is “Adventure Base 100: A BSA 100<sup>th</sup> Anniversary.”

### Adventure Base 100: A BSA 100th Anniversary Tour

**Adventure Base 100** is a large-scale, interactive campus that will make the Scouting experience real for millions of Americans. The tour will enable the Boy Scouts of America to directly connect with millions of families across the country and invite them to join us in celebrating the adventure, and continuing our journey. The 18-wheeler will travel from coast to coast, telling the story of Scouting at each stop. After passing through the dramatic entrance with its rustic archway, visitors to AB100 will be greeted by a sprawling campus of BSA-branded structures and activities:

**Traveling Lodge.** This double-wide tractor trailer provides more than 1,000 square feet of immersive, multi-sensory Scout-related experiences.

**Go Dome.** This multi-sensory, surround-sound, surround-vision immersion dome transports visitors to environments that epitomize the Scouting experience.

**Thrill Wall.** Visitors will scale new heights on the outdoor rock climbing wall.

**Information/Recruitment Tent.** This prominently placed opportunity will encourage non-Scouts to join Scouting and recruit adults to become BSA volunteers.

**Sponsor Tent(s).** Key 100th Anniversary sponsors will

be able to promote their partnership with the BSA and showcase products or social responsibility efforts (within defined parameters).

**BSA Store Tent.** Visitors can purchase 100th Anniversary memorabilia and patches.

AB100 will make stops in **30 to 50** of the nation's largest markets. Stops will coordinate with major cultural, community, or Scouting events that already draw large crowds. From the tour's beginning at the Tournament of Roses festivities in January 2010 to the nation's capitol in time for the National Jamboree, AB100 promises a fully interactive experience for millions. **The complete tour schedule will be finalized and announced by the end of first quarter 2009.**

## 2010 National Scout Jamboree

July 26-August 4, 2010  
Fort A.P. Hill, Virginia

*“Celebrating the  
Adventure \* Continuing  
the Journey”*



The 2010 National Scout Jamboree, led by Tom Fitzgibbon, Regional Camp Director, Jim Rogers, Regional Camp Chief and Regional Commissioner Mike Rooney with the guidance of John Van Dreese, Western Region Jamboree Coordinator, will be the host to 195 troops from the Western Region –7020 youth, 160 leaders and 1000 staff will experience this a great celebration.

This will be the 100<sup>th</sup> anniversary of Scouting. Online registration is being offered at [www.scouting.org](http://www.scouting.org) register and don't miss the celebration.

## Regional Wood Badge Task Force Progress

The 2008 Western Region Wood Badge Task Force last year, accepted a number of responsibilities—the first being the development of a purpose statement:

***“The purpose of Wood Badge is to develop skilled leaders who can strengthen Scouting units in achieving the mission of the Boy Scouts of America.”***

This simple statement can bring about a subtle but powerful adjustment in our region's Wood Badge courses. Over time in its short form, “To strengthen units,” it should become a common slogan at every course director conference.

The 2008 group also developed a set of 12 instructional “core elements” that every Wood Badge CDC should present for the benefit of our course directors. This spring, the 2009 task force will shape these into sessions that area volunteers may then adapt.

To order a free copy of the 2008 Western Region Wood Badge Task Force Report, please send a request to Chris Hunt at [christopher.hunt@Scouting.org](mailto:christopher.hunt@Scouting.org)

## Western Region Area Director news—welcome aboard!



Congratulations to Robert Dees, Scout Executive of Greater Yosemite Council in Modesto, California for his promotion to Area I Director for the Western Region effective March 15, 2009.



Congratulations to Rick Williamson, Scout Executive of Detroit Area Council in Detroit for his promotion to Area IV Director for the Western Region effective March 15, 2009.

### Welcome two professionals to the Western Region Office

Congratulations to Robert Dees, who began his career with the Boy Scouts in 1982 in Lewiston, Idaho where he served as District Executive. In 1986, he moved to Seattle, Washington where he was promoted rapidly from Senior District Executive, to Field Director, to Director of Finance Services, to Director of Field Services. In 1997 the Selection Committee in Yakima, Washington promoted Bob to Scout Executive, and then in 2004 he was promoted once again to Scout Executive in Modesto, California.

Bob is an Eagle Scout, Vigil Member of the Order of the Arrow, and past Lodge Chief.

He has a Bachelor of Arts from Emory University.

Bob and his wife, Kyle, have three children, Trent, Morgan and Chelsea.

Congratulations to Rick Williamson. Rick's career path started in 1973 in Cleveland, Ohio where he held the position of District Executive. He was promoted to District Executive Multiple Person in Toledo, Ohio in 1978.

Rick went back to Cleveland in 1981 where he was promoted twice, once to Finance Director, and again to Director of Support Services. In 1987 the council in Wausau, Wisconsin selected Rick as Scout Executive. From 1991 to 1997, Rick served as Scout Executive in Grand Rapids. He was then promoted to Director of the Cub Scout Division. In 1997 he was selected as Scout Executive in Appleton, Wisconsin, then promoted to Assistant Regional Director of Operations in the Central Region. Most recently, Rich has been serving as Scout Executive in Detroit, Michigan.

Rick has been elected by his peers to the Chief Scout Executive Advisory Board. He is a recipient of both the St. George and Bronze Pelican Awards. He is a Three Bead Wood badger and a Vigil Member of the Order of the Arrow.

He earned a Bachelor of Science Degree from Cleveland, State University.

Rick is married to Mary Jo; they have two grown daughters, Meredith and Melissa, and six grandchildren.



**Jerry Hasting retires April 1 as Assistant Regional Director**

### Best Wishes on a Retirement

Jerry Hasting, who joined the Western Region staff in 2007, retires April 1, 2009 after a 34 year career of professional service with the Boy Scouts of America.

Jerry served in the North Central Washington Council and Chief Seattle Council before being selected as the Scout Executive of the Mt. Baker Council, in Bellingham, WA. Later he served as the Scout Executive in

Springfield, MO before moving to the National office. Jerry served diligently in the Information Systems Division, rising to the position of Division Director. For the past two years he served as the Assistant Regional Director/Support.

Jerry's colleagues throughout the BSA extend him best wishes for a long and happy retirement.



Western Region  
Boy Scouts of America

4765 S. Lakeshore Drive  
Tempe, AZ 85282

Phone: 480-752-7000  
Fax: 480-752-0093

[www.wrbsa.org](http://www.wrbsa.org)

## SHARE WITH US

Please send announcements, events, special recognitions, or success stories your council would like published in the newsletter to Susan at [Susan.Ficzeri@Scouting.org](mailto:Susan.Ficzeri@Scouting.org) or fax to (480) 752-0093. We especially want pictures with captions. We will try to accommodate all articles sent in.

**[www.wrbsa.org](http://www.wrbsa.org) is a great website to get the latest information and updates in the Western Region councils. Take a few moments and see what it has to offer, such as:**

- \* About the Region
- \* Events Calendar
- \* Program Offerings
- \* For Professionals

## 2009 Boy Scout National Camp School Directors

### March 28-April 3

#### Philmont, NM

Director: Chris Shelby, SE, Great Southwest Council  
[Chris.Shelby@Scouting.org](mailto:Chris.Shelby@Scouting.org)  
5841 Office Blvd NE  
Albuquerque, NM 87109  
505-345-8603 x13

### April 4-10

#### Rancho Alegre, CA

Director: Joe Daniszewski, SE, Catalina Council  
[Joe.Daniszewski@Scouting.org](mailto:Joe.Daniszewski@Scouting.org)  
5049 E Broadway Blvd #200  
Tucson, AZ 85711  
520-750-0385 x 24

### May 11-16

#### Camp Tracy, UT

Director: Rick Barnes, SE, Great Salt Lake Council  
[Rick.Barnes@Scouting.org](mailto:Rick.Barnes@Scouting.org)  
1200 East 5400 South  
Ogden, UT 84403  
801-479-5460 x225

### May 16-22

#### Camp Lassen, CA

Director: Jim Martin, SE, Golden Empire Council  
[Jim.Martin@scouting.org](mailto:Jim.Martin@scouting.org)  
P.O. Box 13558  
Sacramento, CA 95852  
916-929-1417 x121

### June 6-12

#### Lost Valley Scout Reservation, CA

Director: Mike Marchese, DFS, Grand Canyon Council  
[Mike.Marchese@scouting.org](mailto:Mike.Marchese@scouting.org)  
2969 N Greenfield Rd  
Phoenix, AZ 85016  
602-955-7747 x245

### June 13-19

#### Camp Pigott, WA

Director: Alicia Lifrak, DFS, Chief Seattle Council  
[Alicia.Lifrak@scouting.org](mailto:Alicia.Lifrak@scouting.org)  
3120 Rainer Ave S  
Seattle, WA 98114  
206-725-5200



We are pleased to announce that David Harrell was elected as the new Western Region OA Chief in late December at the OA National Planning meeting in Dallas, TX. David is an Eagle Scout from Longs Peak Council, Greeley, CO where he served in many positions in Kola Lodge including Lodge Chief. David is a student at Colorado State University.