100 YEARS OF SCOUTING
Celebrating the Adventure ★ Continuing the Journey
Scouting’s Anniversary

• The Boy Scouts of America’s 100th Anniversary represents much more than a date on the calendar. It represents a once-in-a-lifetime opportunity to tell the entire Scouting in America story – to celebrate our rich heritage and to instill a deeper appreciation for the important role that Scouting will play in shaping our country’s future.
We’ll cover...

• BSA history
• Scouting Celebrities
• A look to the future
• What Scouting means to you?
1910 – 1940’s

• 1910’s
  – Incorporated on Feb. 8 under the laws of the District of Columbia by W.D. Boyce (what does this mean?)
  – By 1912, Scouts are enrolled in every state

• 1920’s
  – The first World Jamboree
  – A program for younger boys was developed, later becoming the Cub Scouts

• 1930’s
  – The first National Jamboree
  – The 5-millionth copy of the Handbook for Boys is published

• 1940’s
  – With the declaration of war, the government requests Boy Scout service for the distribution of defense bonds and stamp posters; defense housing surveys; victory gardens; and cooperation with the American Red Cross.
1960 – today!

• **1960’s**
  - The U.S. Post Office Department issues a Boy Scout commemorative stamp
  - The BSA’s 40 millionth youth is registered

• **1970’s**
  - Project SOAR (Save Our American Resources) is initiated as an ongoing BSA service project.
  - The Cub Scout Safe Bicycle Driving program and Cub Scout Physical Fitness program are introduced.

• **1990’s**
  - Pope John Paul II is presented with the BSA’s distinguished Citizen of the World Commendation.
  - A focused initiative in Urban Emphasis encourages Scouting in low-income and minority communities. The bilingual publication of Scouting literature is increased to serve Spanish-speaking parents and leaders.

• **2000’s**
  - The BSA’s 100 millionth youth is registered.
  - The BSA launches Good Turn for America, a national initiative to address the problem of hunger, homelessness/inadequate housing and poor health.
  - Feb. 8, 2010, the Boy Scouts of America celebrates 100 years of Scouting.
Scouting Celebrities
Famous Eagle Scouts

- **Neil Armstrong** - astronaut, first man on moon, from Wapakoneta, OH
- **Gerald Ford** - U.S. President (1st Eagle to be President)
- **Mike Rowe** - Star of "Dirty Jobs with Mike Rowe" on the Discovery Channel
- **Steven Spielberg** - Movie producer, from Scottsdale, AZ, made a movie of his troop while getting Photography MB. Helped to design requirements for the cinematography MB
- **Sam Walton** - Founder, Wal-Mart
Famous Scouts (but not Eagles)

- **Jimmy Buffett** - musician and singer
- **Harrison Ford** - Life, taught Reptile Study, actor "Indiana Jones" & "Han Solo"
- **Bill Gates** - Life, founder of Microsoft Corp.
- **Richard Gere** - Actor
- **John F Kennedy** - First US President who was a Scout
- **Paul McCartney** - Rock N Roll, Beatles (UK)
- **George Takei** - actor, Mr. Sulu of Star Trek
A look to the future
The Goal

**FIVE OUTCOMES**

- Continue to position Scouting as critical to our national culture and communities.
- Instill pride within our membership for what the BSA has been, is, and will be.
- Reconnect with and re-engage Scouting entities.
- Strengthen ties between national and local Scouting entities.
- Grow programs, increase membership and volunteers, and raise funds.
Areas of Focus and Key Messages

- Leadership
- Achievement
- Community Service
- Character
- Outdoors
Setting Our Compass

• Impacting Individuals and Communities – “A Year of Celebration, A Century of Making a Difference”

• Recognizing the Value of Scouting, Engaging Alumni – National Hall of Leadership, Values that have Stood the Test of Time”, BSAlumni Connection: “Our living Legacy (The Past Is Present)

• Engaging Scouts…and Having Fun – “Pitch for Scouting”

• Recruitment Goes High-Tech – “Get in the Game”: A National Geocaching Recruitment Program

• MyScouting.org – the Facebook of Scouting, restricted registration that’s safe for Scouting members.
Setting Our Compass

- **National Jamboree** - Scouting at its best! The largest gathering of Boy Scout members, held every four years, that reflects the skills of Scouting.

- **ScoutQuest Jubilee** - The Mid-America Council will be hosting a Jubilee to bring together the Scouts from our Council and beyond. This event will bring attendees from Nebraska, Iowa, Missouri, Kansas and South Dakota.
Proposed 2010 Events by Quarter

• Jan - March
  • District Dinners – 100th Birthday Parties (Centennial Video, Birthday cake, etc)
  • Council and/or District Pinewood Derby Championships

• April - May
  • Scouting for Food
  • “Gathering of Eagles”
  • 5K or 10K Run/Walk

• Summer
  • 100th Birthday Party at Council camps during summer
  • SAC Air show with “VIP” passes for Scouts, special tours, treats, etc

• Sep - Oct
  • Centennial Popcorn Sales
  • ScoutQuest Jubilee

• Nov - Dec
  • University of Scouting
  • Council Awards Reception
Mid-America Council
100th Anniversary Celebration

• **Centennial Quality Award**
  
  Like previous quality programs, the Centennial Award program is for Units, Districts and Councils and will establish annual goals to accomplish in key areas of quality program delivery from 2007 to 2010.

• We need your help to transform ordinary yearly council events into extraordinary yearly council events.
Mid-America Council  
100th Anniversary Celebration

• Vision
  • Provide a purpose driven celebration – a sustained and coordinated effort that will allow us to share our powerful story in every community we serve.
  • Continue to position Scouting as critical to our national culture and communities.
  • Install pride within our membership for what the BSA has been, is and will be.
  • Reconnect with and re-engage Scouting alumni.
  • Grow programs, increase membership and volunteers and raise funds.
  • Organize and conduct memorable BSA events that will make 2010 a “Year to Remember”.
Scouting is...

- Scouting is as vital and relevant today as it was when our journey began. A century of building confidence and character is worth celebrating.

- Learning to lead. Building character. The thrill of achievement. Knowing the value of community service, and appreciation for the outdoors. From 1910 to 2010, these values are at the core of every scouting activity.

- For 100 years, the Boy Scouts of America has created a strong foundation of leadership, service and community for millions of America’s youth. We celebrate this legacy as we inspire and prepare future generations.

- Scouting has brought families and communities together for 100 years preparing America’s youth to live, work and play with character and integrity.
What does Scouting mean to you?