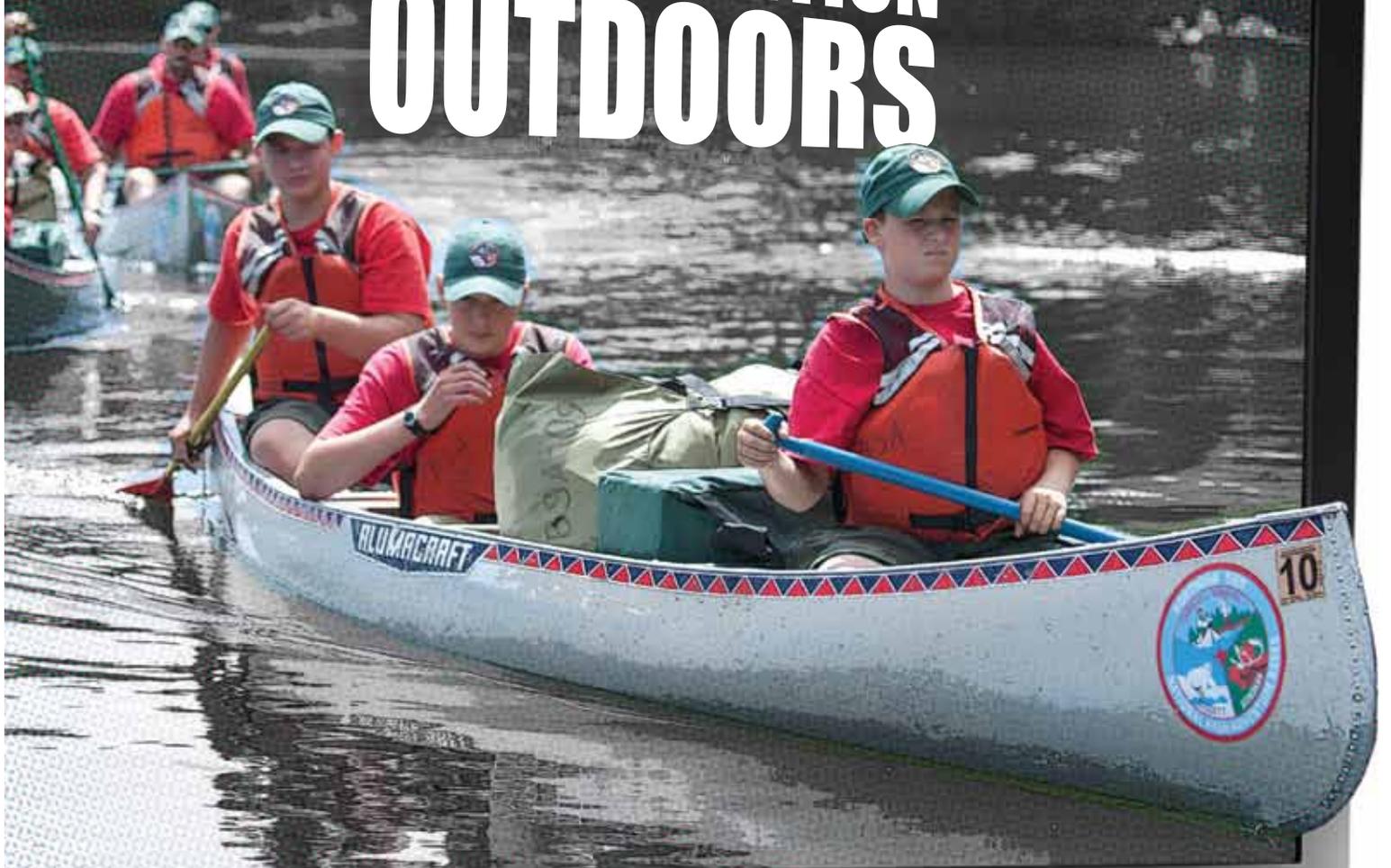


2011 NATIONAL OUTDOOR CONFERENCE

HIGH-DEFINITION OUTDOORS



BOY SCOUTS OF AMERICA®

OVERVIEW ▶▶▶

The purpose of the National Outdoor Conference (NOC) is to provide an opportunity for professional and volunteer Scouters responsible for outdoor programming a forum to learn about new programs and techniques to expand local council outdoor programs. Participants will receive new ideas for facilities, equipment, programs, management, and marketing designed to increase youth and adult participation in camping and outdoor programs for Cub Scouts, Boy Scouts, Varsity Scouts, and Venturers.

WHO SHOULD ATTEND ▶▶▶

The National Outdoor Conference will have valuable information for a wide range of participants, including Scout executives; directors of support service; program directors; rangers; camp directors; council presidents; council vice presidents-program; camping, conservation, aquatics, COPE/climbing, and shooting sports committee chairs; properties chairs; and any other professionals or volunteers responsible for outdoor programs.

HOW TO REGISTER ▶▶▶

[Registrations will be accepted online here.](#) Participants will receive a confirmation email.

HOW MUCH DOES IT COST? ▶▶▶

Register early! The registration fee for the 2011 National Outdoor Conference is \$300. A discounted early-bird fee of **\$235** is available until midnight Aug. 7, 2011. The full registration of \$300 becomes effective at 12:01 a.m. Aug. 8. The fee includes meals, conference materials, and related supplies.

Lodging is **NOT** included in this fee and **MUST** be selected from one of the options outlined in the "Lodging" section of this brochure.

CANCELLATIONS ▶▶▶

A \$100 cancellation fee will apply if reservations are canceled after Sept. 1, 2011, regardless of the reason for the cancellation.

LODGING ▶▶▶

Options for lodging vary. Please read this information carefully before making your selection.

These facilities are on or near the Northern Tier base. Descriptions for each are listed. Housing will be assigned on a first-come, first-served basis at each resort. Beds will be filled at each location based on time of arrival. We cannot guarantee you will occupy the same room and/or cabin with a specific person; however, we recommend that parties from the same council select the same lodging option in order to make transportation easier.

Payment will be made directly to the facility by you upon checkout. Specific information (directions, etc.) will be forwarded as reservations are confirmed. Read each description carefully. Amenities vary by location.

Note: Limited accommodations for married participants are available at Smitty's on Snowbank. If you and your spouse register for the conference, you must select this resort for your lodging.

Northern Tier Base Camp Yurt—\$15 Per Person Per Night

Go rustic! The yurts are on the Northern Tier High Adventure Base. The yurt originated centuries ago and is still used today—although not quite the same as the original versions! The yurts have electricity. The bath house is nearby. Four people will be assigned to each yurt. You will need to supply your own sleeping bag/bedding, towels, and toiletries.

Northern Tier Base Camp Cabin—\$15 Per Person Per Night

The cabins on base are rustic. Each cabin has four sets of bunks, electricity, and heat. Four people will be assigned to each cabin. The bath house is nearby. You will need to supply your own sleeping bag/bedding, towels, and toiletries.

Williams and Hall—\$25 Per Person Per Night

Williams and Hall is on Moose Lake just five miles from the Boundary Waters Canoe Area and approximately one mile from Northern Tier. Each guest will have a bunk with a sleeping bag and a pillow. Bathrooms are shared. Visit www.williamsandhall.com for more information.

Smitty's on Snowbank—\$35 Per Person Per Night

Smitty's is on Snowbank Lake, approximately seven miles from the Northern Tier High Adventure Base. Accommodations at Smitty's are in motel-like rooms with knotty pine interiors. Each room has a different bed combination. Rooms have their own bath and shower. Linens and towels are included.

Northwind Lodge on Jasper Lake—\$40 Per Person Per Night

Northwind Lodge is approximately seven miles from the Northern Tier High Adventure Base. Each cabin is configured differently. Cabins are equipped with bathrooms and kitchens. All bed linens are provided. **Towels are not provided.** Visit www.visitnorthwind.com for more information.

Vosburgh's Custom Cabins—\$40 Per Person Per Night

On Moose Lake, less than one mile from the base camp, Vosburgh's Custom Cabins offers fully furnished cabins with kitchens and baths. Each cabin is arranged differently. **Bedding is furnished, but bath towels are not.** Visit www.customcabins.com for more information.

CENTER FOR PROFESSIONAL DEVELOPMENT AVAILABLE ▶▶▶

Professionals attending the National Outdoor Conference will receive credit through the Center for Professional Development. The course, designated F506, will appear on the professional's official training profile.

SCHEDULE ▶▶▶

Registration opens at 1 p.m. on Wednesday, Sept. 7. The exhibit area will open at 3 p.m., and dinner will be served in the exhibit area at 5:30 p.m. Refer to the "Schedule Overview" for the daily schedule of activities. The NOC concludes on Sunday, Sept. 11, after breakfast.

CONFERENCE ATTIRE ▶▶▶

Casual dress and outdoor attire is perfect for the conference. Layers are recommended.

CLIMATE ▶▶▶

September in northern Minnesota offers crisp nights and warm days. An early season snowfall is not out of the question, but generally is a rare occurrence. Bring layered clothing that will allow you to adjust for daytime temperatures in the 60s and nighttime temperatures in the 20s.

TRANSPORTATION ▶▶▶

The Northern Tier High Adventure Base is 23 miles from Ely, Minnesota. Airports are in Duluth (116 miles—a 2.5-hour drive) and Minneapolis (270 miles—a five-hour drive). Carpools are recommended, and a ride-sharing tool will be available to participants to facilitate transportation.

Ride Share

Facebook group. A special Facebook ride-share group will be activated to facilitate car pooling from the Duluth and Minneapolis airports to the base. Check the "ride share" button when you register, and you will be added to the group. Members of the group can post their travel information and attempt to share rental cars with other participants.

NATIONAL OUTDOOR CONFERENCE HIGHLIGHTS ▶▶▶

Keynote Address by Assistant Chief Scout Executive/ Chief Financial Officer Jim Terry

Jim Terry serves as assistant Chief Scout Executive and chief financial officer of the Boy Scouts of America. He reports directly to the Chief Scout Executive and gives leadership and direction to the following groups and departments of the National Council: Outdoor Adventures Group; Supply Group; Controller Department; Treasury Department, which includes Risk Management; and the Health and Safety Team. Also, he is responsible for government and community relations and manages congressional relations as well. He chairs the Youth Protection Committee.



Jim began his Scouting career in 1969, serving as a district executive and Exploring executive in Charlotte, North Carolina. Over the next 18 years, he served as Scout executive in High Point, North Carolina; Columbus, Georgia; Richmond, Virginia; and Jacksonville, Florida. In 1994, he was named assistant regional director/operations in the Western Region, where he served until 1999, when he was named Scout executive in Kansas City, Missouri.

In April 2005, he joined the National Council as director of the Administration Group. Since March 2006, he has served as assistant Chief Scout Executive and chief financial officer.

Jim received a Bachelor of Science degree from Davidson College in North Carolina. He is active in its alumni association and received the Distinguished Service Award from the college in 1994. He was a member of Phi Gamma Delta and Alpha Phi Omega, as well as earning letters in football and baseball.

Thomas H. Fitzgibbon, Western Region Director

Tom Fitzgibbon started his Scouting career at the age of 15 as a counselor in training at a Boy Scout summer camp north of Detroit, Michigan, where he worked for three summers.

After graduating from Hillsdale College in 1977 with a degree in public relations, Tom went to work for the Detroit Area Council as an associate district executive. While on the Detroit staff, he also served as Exploring executive, district executive, district executive multiple person, district director, Exploring director, director of Exploring, and director of marketing and program services.

In 1991, Tom was selected as the Scout executive in Davenport, Iowa, and in 1995, he was promoted to Scout executive in Rochester, New York.

In 1999, the council in Rochester was recognized by New York's governor with the Governor's Award of Excellence, bestowed for deploying outstanding business practices.

In January 2000, Tom was selected as the Scout executive in Denver, Colorado. During Tom's tenure as Scout executive in Denver, the council earned the Quality Council Award every year and enjoyed a 19 percent balanced growth increase in membership, 20 percent increase in units, and a 59 percent increase in balance sheet assets.

Tom became the director of the Western Region on Oct. 1, 2004. As regional director, Tom provides leadership to the successful operation of the 59 councils in the Western Region. He is also responsible for maintaining standards, rules and regulations, and the bylaws of the Boy Scouts of America.



Tom is an Eagle Scout with a Gold Palm. He was awarded the Gold Hornaday Medal for Conservation by the National Council of the Boy Scouts of America. He has directed several courses at the Philmont Training Center and was selected by the regional director to serve as chairman of the 2002 Western Region's Leadership Training Conference.

Tom received a bachelor's degree in public relations from Hillsdale College and attended the Harvard Graduate School of Business Nonprofit Leadership Program. He is a Vigil member of the Order of the Arrow and is a three-bead Wood Badger.

Tom and his wife, Mimi, live in Southlake, Texas, and have four children: Katey, Kim, Dan, and Christine.

James D. Rogers, CEO and Chairman, Kampgrounds of America Inc.

Jim Rogers' career in the hospitality industry started nearly 40 years ago when, as a new graduate from the University of California-Berkeley, he joined Kampgrounds of America Inc. as a management trainee in 1972.

In 1974, Rogers pursued additional training in finance and accounting, earning an M.B.A. from UCLA in 1976. KOA sponsored his master's thesis on corporate family vacation centers.

In 1978, Rogers went to work for Harrah's Entertainment Inc. At Harrah's, he served as senior financial analyst, the vice president of marketing in Atlantic City on the Harrah's Donald Trump development team, and vice president of marketing for Northern Nevada. In 1994, he was named senior vice president and general manager of Harrah's Reno.

He received Harrah's Corporate Management Excellence Award in 1994.

Rogers took a few years away from Harrah's to pursue entrepreneurial interests and became CEO of Curtis + Rogers Inc., a full-service advertising agency in Nevada, serving clients in the gaming, hospitality, medical, and education sectors.

Rogers returned to KOA in January 2000 to become the president and chief executive officer of the company, which with nearly 475 campgrounds is the largest network of franchised family campgrounds in the world.

Rogers now focuses on strategic partnerships and corporate growth as KOA's chairman and chief executive officer. KOA was founded in Billings, Montana, in 1962; offers more than 55,000 recreational vehicle, tent, and Kamping Kabin sites in the United States and Canada; and hosts nearly 14 million guest nights each year.



Rogers and his three sons, Ben, Judd, and Tyler, have all achieved the rank of Eagle Scout. In fact, there are 10 Eagle Scouts in two generations of the Rogers family. Rogers served as president of the Western Region of the Boy Scouts of America from 2008 to 2010. Upon nomination by the Nevada Area Council, he received the Distinguished Eagle Award on Feb. 9, 2002. In 2010, Rogers was awarded the Western Region's prestigious Silver Antelope Award.

Michael Brandwein

Camp and youth development expert Michael Brandwein (michaelbrandwein.com) will present a dynamic half-day session on tools and techniques you can use right away to increase the quality of the Scout experience and boost the appeal of our programs to new and returning families. Michael's reputation is international: He's presented in every one of the 50 U.S. states and on six of the seven continents. His position as the No. 1 bestselling author in the camp field continues with his new 2011 staff training book, *Skill of the Day: What Great Leaders of Young People Do and Say*.



Michael really knows Scouts. He is a former Cub Scout, Boy Scout, and den chief; his parents were Scout leaders; and he has served as the adult leader presenter at the National Order of the Arrow Conference. Michael wrote and presented three Emmy Award-winning television programs on communicating with young people. He is a frequent national keynote speaker for organizations that serve youth, including the American Camp Association and the National Recreation and Park Association. Michael has served on the national board of directors and executive committee of the American Camp Association and has received two national honors from ACA. Michael's Juris Doctor degree is from the University of Chicago.

This exciting session, presented in Michael's trademark "use it immediately," creative, highly entertaining style, includes:

- New, outstanding, nationally acclaimed staff training tools to make sure staff really learn excellent skills with increased attention, participation, and motivation
- A curriculum of exactly what skills are essential to teach during your training
- Easily implemented, step-by-step, "just add water" lesson plans and specific scripts that teach staff skills that are vital for program success
- How to get staff to practice what they're learning during the training so they are ready to use important youth leadership skills

- Get returning and new staff up front doing parts of the training themselves, to maximize buy-in and dramatically increase staff attention and retention
- “Curb appeal” and first impressions: Teaching staff to build positive relationships right away with young people and parents, and easy-to-add elements you can use at camp to showcase the power of our programs
- Effectively communicating to parents the true value of what we are offering and why it should be an essential part of developing young people to be their best

GENERAL SESSIONS ▶▶▶

The conference will feature general sessions on Thursday and Friday. Veteran professional and volunteer Scouters will lead sessions on marketing and other topics important to the BSA. Thursday will include a “think tank” session where we will tackle topics key to marketing outdoor programs in the BSA. This will be a platform for every council to have input on key issues. A detailed summary will be provided to all participants following the conference.

WORKSHOP ELECTIVES ▶▶▶

More than 30 electives will be offered. Be sure to review the schedule and select the sessions that will benefit your council. Select your sessions when you register online.

Electives Session 1

Thursday, 1:30 p.m.–2:30 p.m.

- Action Programs: What Is Next?** Personal Watercraft and ATV programs are now being tested, but what should or could be the next new idea?
- Camp Food Service.** Should you use an outside food contractor or do it yourself?
- Cub Worlds.** Look at the pros and cons of Cub Worlds and how to make the most of them.
- Grant Writing.** Gather ideas on where others are getting grants and how to improve your odds.
- Green Camps.** It’s not easy being green, but it can save you in the long run.
- I’m Not Insured for That?** Review claims that come from camps and insurance you should have for protection.
- Second Century Camping.** Every council has properties and facilities, but do we honestly recognize the value and need of each of these areas? Learn how to do this and why it is important.

Electives Session 2

Thursday, 2:45 p.m.–3:45 p.m.

- Accommodating Special Needs in Camp Facilities.** What do we need to think about to make all of our facilities accessible to everyone wanting to come?
- Camp Staff—Where Do You Find the “Good” Ones?** Everyone wants to have the best staff possible, but how and where do you find them?
- Canoeing Tips.** When in Rome, do as the Romans. We are in “canoe country,” so get as many canoeing tour tips as you can.
- Construction—From Inception to Ribbon Cutting.** Make certain you plan for everything in the building process, and don’t skip a step.
- First- and Second-Year Camper Programs.** Discussions of successful first- and second-year programs that make a difference.
- Good Conservation Practices Through Partnership Building.** As good stewards of the land with which we are charged, how can we partner with other agencies to make the most of our land?

Reaching Our Culturally Diverse Populations.

If we want to grow our membership, we need to reach all populations in the United States. Learn techniques on how to tap into these various markets.

Electives Session 3

Thursday, 4 p.m.–5 p.m.

- Camp Legal Issues.** The BSA is known for its camping programs, but if the administration of these programs is not done right, it can result in costly legal actions.
- Camp Staff and Customer Service.** Camp staff members can make—or break—your attendance, so learn how to develop training programs to get them to understand their role in keeping the units coming back.
- Connecting Children With Nature.** The BSA is the answer to connecting children with nature. Learn the importance of getting this information to your communities.
- Creating Camp Staff Alumni Groups.** Discover how you can harness the energy of your summer camp staff for your benefit years later.
- Cub Scout Resident Camps and Their Potential.** How to make the most of your Cub Scout resident camps to strengthen your year-round programs.
- Design and Development of Facilities.** Meet the BSA’s Design & Development Team and see what it can do to help councils.
- Trading Post—Making the Most of It.** Learn a few tricks of the trade to achieve success.

Electives Session 4

Friday, 7 p.m.–8 p.m.

- Camp Promotions for Small to Mid-Size Councils.** Promotion in a smaller council is just as important, if not more important, than in larger councils, but with fewer funds. Examples of these promotions will be discussed and shared.
- Camp Usage: Making Your Facility Pay Year-Round.** Explore ideas on how to use your facility year-round so the summer programs aren’t the only income producer.

Family Camping: Parent and Son Programs.

Know the importance of seeing a parent discover what Scouting can do for his or her son by spending special time with them.

Incident Command System—Tabletop Exercise (Part 1 of 2).

How you react to emergencies makes a huge difference. Learn a strategy on how to be prepared for various challenges.

- International Staff.** Learn how you can utilize Scouts from other countries to enrich your camp’s staff.
- Outdoor Ethics in Camp.** You always hear about ethical behavior while in the backwoods, but find out what can be done in camp, too.
- Utilizing Order of the Arrow.** All lodges want to help, but get some ideas on how national Order of the Arrow leadership wants to help your camps succeed.

Electives Session 5

Friday, 8:15 p.m.–9:15 p.m.

- American Camping Association Accreditation.** How ACA accreditation can benefit your camp.
- Crisis Preparation.** To ensure a successful outdoor program, you must prepare for that rare crisis situation. Learn the value of proper communication in minimizing the damage to your program.
- Developing Outdoor Program Committees.** Councils that support their camps with the necessary committees can make a huge difference in the programs provided.
- Developing Programs for Older Youth.** Providing new events for older, returning Scouts can make a difference. Learn about what is being done, and share your ideas.
- Incident Command System—Tabletop Exercise (Part 2 of 2).** How you react to emergencies makes a huge difference. Learn a strategy on how to be prepared for various challenges.
- STEM/NOVA Award.** The BSA’s newest program that integrates the STEM/NOVA Award into your summer programs and beyond.
- Winter Camping.** Learn some ideas how to promote winter camping from one of the premier winter camping programs.

U.S. SPORTSMAN'S ALLIANCE ▶▶▶

Join representatives of the U.S. Sportsman's Alliance for a special reception following the Ely service project.

EXHIBITS AND DEMONSTRATIONS ▶▶▶

New for 2011, the vendor show and exhibit show will open the conference! Join vendors for dinner and a show! Do you see something you like or want to spend more time discussing products and services with one of our vendors? No problem, many will be staying for several days, so you will have plenty of opportunity to explore your options.

BSA SERVICE PROJECT ▶▶▶

We all know the value of leaving a campsite better than we found it, and the National Outdoor Conference will take this to the extreme! On Saturday, September 10, we will descend on Ely, Minnesota, and conduct a morning service project for the community. Following the project, we will have lunch in Ely before returning to the base for the afternoon session.

IDEA EXCHANGE ▶▶▶

An area will be available for councils to share literature and materials. Be sure to show your council's best program ideas, and pick up something new from another council.

HIGH-ADVENTURE HOSPITALITY ▶▶▶

The national High Adventure Department will host a special hospitality area with backcountry refreshments and all the information you could want about the high-adventure bases.

CERTIFIED ANGLER INSTRUCTOR COURSE ▶▶▶

One of the newest activity awards for Boy Scouts and Venturers is the Certified Angler Award. Youth who have earned the Fishing and Fly Fishing merit badges, or two of the three Fishing sections of the Ranger Award, can go online to take a test that can show their expertise in angling skills. Upon satisfactory completion, they will earn the Certified Angler Award, including a patch and certificate sanctioned by the International Game Fish Association.

Your council will need instructors for the Certified Angler Awards and for the angling merit badges. We have developed a program to qualify instructors as Certified Angler Instructors for the purpose of teaching fishing and fly fishing to in-council Scouts as well as helping instruct in Powder Horns, summer camps, Cub Scout day camps, University of Scouting events, camporees, etc. We will also be calling on CAIs for our national events such as the national jamboree and NOAC. We urge you to join the ranks of CAIs.

We will be offering a one-day pre-conference session at Northern Tier on Wednesday, Sept. 7. Participants must arrive on Tuesday, Sept. 6. Participants must demonstrate their ability to teach fishing and fly-fishing skills to Scouts. Instruction will include hands-on practice, instruction, and an exam. Completion will earn participants a special Certified Angler Instructor patch and certificate from the International Game Fish Association. The fee is \$40, which includes meals and materials.

WILDERNESS PHOTOGRAPHY WORKSHOP ▶▶▶

We will be offering a brand new one-day pre-conference session at Northern Tier on Wednesday, Sept. 7. Participants must arrive on Tuesday, Sept. 6. Led by BSA professional photographers, this course will give you basic knowledge in digital photography to take great wilderness and outdoor photographs. Not only will you learn tips for taking great pictures, you can put this to good use on your website and marketing materials. As a special bonus, world-famous photographer Jim Brandenburg from *National Geographic* will pay a visit to the workshop. The fee is \$40, which includes meals and materials.

SUPPLY GROUP WORKSHOP ▶▶▶

Representatives of the Supply Group will offer a workshop on Friday, Sept. 9, from 4:30 p.m. to 5:30 p.m. on trading post operation and camp ordering. Be sure to register for this session when you complete your application.

FACILITATORS ▶▶▶

The facilitators for the conference are leading professionals, volunteers, and consultants that have been carefully selected based on their expertise in the sessions offered. These knowledgeable subject matter experts will share important information in an open forum style that offers ample opportunities for questions and answers and networking.



SCHEDULE OVERVIEW ▶▶▶

Wednesday, Sept. 7	Thursday, Sept. 8	Friday, Sept. 9	Saturday, Sept. 10
Breakfast	Breakfast	Breakfast	Breakfast
Certified Anglers Instructor Photography workshop	Keynote: Jim Terry	Northwood Adventures	Service project
	Tom Fitzgibbon		
	Marketing our programs/facilities		
	Marketing breakouts 1, 2		
Lunch	Lunch	Lunch	U.S. Sportsman's Alliance luncheon
Registration opens at 1 p.m.	Electives: Sessions 1, 2, 3	Northwood Adventures (cont.)	
Certified Anglers Instructor (cont.)		Supply Group workshop	Michael Brandwein
Photography workshop (cont.)			
Exhibits open at 3 p.m.			
Dinner/Exhibits open	Dinner	Dinner	Dinner
	Marketing wrap-up	Electives: Sessions 4, 5	Closing and recognitions
Welcome	Keynote: Jim Rogers		
	Task force updates and camp standards update		
Cracker barrel	Cracker barrel	Cracker barrel	Cracker barrel

RECREATIONAL ACTIVITIES ▶▶▶

A selection of interesting and informative recreational activities are available on Friday, Sept. 9. Some are daylong adventures, and others are shorter and allow time for visiting local museums or sightseeing. Be sure to select your activity when you register online.

CANOE DAY TRIP WITH GEAR	\$10
KAYAKING DAY TRIP WITH GEAR	\$10
CANOE DAY TRIP WITH FISHING LICENCE	\$20
NORTH AMERICAN BEAR CENTER	\$15
INTERNATIONAL WOLF CENTER	\$15
DOROTHY MOLTER MUSEUM	\$15
HALF-DAY DOG SLED KENNEL VISIT OFFERED MORNING AND AFTERNOON	\$25
HALF-DAY GUIDED FISHING TRIP TWO PERSONS PER GUIDE TIP NOT INCLUDED NEED 60 DAYS' NOTICE TO BOOK	\$150*
DAY HIKE	FREE

* \$150 per person; two people per boat

NEED MORE INFORMATION? ▶▶▶

Contact Susan Fitzhugh, 972-580-2434; Brian Gray, 972-580-2288; or Frank Reigelman, 972-580-2421.



BOY SCOUTS OF AMERICA
1325 West Walnut Hill Lane
P.O. Box 152079
Irving, Texas 75015-2079
www.scouting.org

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