Many Cultures—One Mission... 

2010 is off to a great start, and our 100th Anniversary Celebration includes exciting events scheduled throughout the country.

The Boy Scouts of America, thanks to work by the San Gabriel Valley Council with Scout executive Marcus Mack, entered a float in the Tournament of Roses Parade. It was the first time in 60 years that the corporate BSA had participated. The float won the National Award, which is an annual award presented to the float that has the best depiction of life in America—past, present, or future. The float’s theme was “Celebrating the Adventure, Continuing the Journey.” It was preceded by 300 Eagle Scout recipients proudly marching in the parade. Other Eagle Scouts carried the trophy banners in front of all other award-winning floats, as they have done every year since 1966.

New Member Joins the Multicultural Markets Team

The Multicultural Markets Team is proud to announce the addition of John Fitzpatrick. John previously served in the Southern Region, and brings with him a wealth of experience and knowledge of Scouting and working in the multicultural market.

Multicultural Markets Symposiums

2010 brings a new era for the Multicultural Markets Team. We have brought back the symposiums as national events, and they will be held in the Northeast Region and Central Region. The Western Region and Southern Region will play host in 2011.

This is an excellent opportunity for local council professionals, program specialists, and volunteers to gain a wealth of knowledge and resources.

Resources

The Program Delivery System resource manuals have been a big hit with local councils. Year one has been implemented in many councils with great success.

If your council has implemented our year one program and you are having success, feel free to share it with us and the rest of our councils. You can e-mail your highlights and successes to john.fitzpatrick@scouting.org. We would love to hear from you.

Calendar of Upcoming Events

March 1–2, 2010
Multicultural Markets Workshop
Atlanta, GA

April 9, 2010
Multicultural Markets Workshop
Tacoma, WA

April 23, 2010
Cultural Diversity Training
Shreveport, LA

May 5–7, 2010
Northeast Region Multicultural Markets Symposium

May 14, 2010
Cultural Diversity Training
Sacramento, CA

Contact Information
Phone: (972) 580–2119
Fax: (972) 580–7870
multicultural@scouting.org
http://www.scouting.org/scoutsourcing/MultCultural/Resources.aspx
Boots On the Ground
The Multicultural Markets Team stands ready to help your council. If you have a membership need or strategy development plan, feel free to call us!

Multicultural Markets Workshops to be Held in Atlanta, GA—
March 1–2, 2010, at the Atlanta Area Council Service Center
The workshop will focus on the new Program Delivery System and Program Aide/Specialist Management System. Cub Scout 2010 will also be on the agenda.

If you haven’t signed up, there is still time. Call Jan Winters at (972) 580-2119 or e-mail her at jan.winters@scouting.org and she will send you the information on the workshop.

Multicultural Markets Awards
Judge Carl E. Stewart, chairman of the Whitney M. Young Jr. Awards Committee, reported that there were 131 Whitney M. Young Jr. Awards presented in 2009. Updated applications may be found online at http://www.scouting.org/scoutsource/MultiCultural/Resources.aspx

The Asian American Spirit of Scouting Award was presented to 11 recipients in 2009, as reported by Ki Lee, chairman of the Asian American Spirit of Scouting Award Committee. Applications may be found online at http://www.scouting.org/scoutsource/MultiCultural/Resources.aspx

Ron Coleman, chairman of the Multicultural Markets Task Force, reported that only one Dr. Frank “Tick” Coleman Service Award was given in 2009. More information may be obtained about this award by calling (972) 580–2119. The Dr. Frank “Tick” Coleman Service Award recognizes exemplary service performed by select full-time paraprofessionals working in an urban and/or rural community. Dr. Coleman is one of Scouting’s first African American Eagle Scouts, a dedicated community leader, and an outstanding role model.

http://www.scouting.org/scoutsource/MultiCultural/NationalServiceAward.aspx

Multicultural Markets Philmont Scholarship Application
The Multicultural Markets Philmont Scholarship is given to make up the difference that a Scout, his family, and the unit can’t cover toward his Philmont fees. Generally, the scholarship grant is 40 to 50 percent of the Philmont cost. The scholarship committee believes that it is important for a Scout to contribute some portion of his fees, thus meeting the spirit of the ninth point of the Scout Law. Applications may be obtained by e-mailing jan.winters@scouting.org or by calling (972) 580–2119.

Philmont Conference: “Many Cultures—One Mission . . .”
To be Held August 8–14, 2010
This course is designed to help participants understand the changing demographics across the country. It explores the many cultures that may be new to a community or have a large percentage of growth within the community. We’ll discuss the commonalities that bind us together, learn to communicate respect for people who are different from us, understand the importance of being open-minded, and accept new ideas and members into Scouting by emphasizing the mission statement of the Boy Scouts of America.