“What’s the Point?”
David Weyrick
NST9 Relations Lead

Have you ever been to the Philmont Training Center? If not, then put it on your “Bucket List” because spending time with Scouters from all over the country is a great experience. And, you’ll learn as well.

In June, I had the honor of being on the PTC faculty teaching Council and District Key-3’s about the value of Relationships in the many aspects of Scouting. I covered topics including how relationships are formed through being known, liked, and trusted, and how positive relationships impact Scouting in so many ways.

As so often happens at the PTC, participants share meals with others from across the country. I enjoyed meeting other committed Scouters from the east coast, west coast, and places in between plus Europe and Asia.

The NST9 patch from my uniform drew attention from fellow Scouters and many times our conversations began with questions about the new Territory structure, which I was glad to answer. From these conversations, I surmised some confusion and misunderstandings about the NST’s. My explanations were helpful.

One conversation was eye-opening. I was chatting with a Key-3 and the Commissioner said, “If the Territory isn’t gong to help us grow Scouting in our Council and help us get more Cub Scouts, then what’s the point?”

He was right! If Territories aren’t gong to help Councils grow Scouting, then what’s the point?

The Territories must exist to help Councils grow Scouting, especially now. A Territory helps its Councils grow by having key volunteer Leads work with their Council counterparts to capitalize on their strengths and assist when help is needed.

A Territory helps its Councils grow by sharing successful practices of other Councils spreading the good news of what’s working. Leaders communicate ideas with other leaders so the successful efforts impact more Scouting programs, especially those ideas which can help recruit and retain Cub Scouts.

The Territory helps its Councils grow by providing resources and guidance as well.

This issue of the Niners’ NeST explains how NST 9 is here to help. In this issue you will discover:

• Our New NST9 “NeSTination”
• What the Territory Will and Won’t Do
• Available Commissioner Colleges
• Perseverance
• Program Pods and Initiatives
• Communicating Scouting as a Safe Place
• Pop Up Events
• “Escape the Indoors”
• Advice from a Growing Council

NST9 is committed to helping your Council grow in membership, program, and create a safe place. If not, then what’s the point?
Our “NeSTination”

**The Destination of NeST9**

The definition of destination is, “setting aside for a purpose,” or “a place to which one is journeying.” It is the place one is heading.

Here’s where National Service Territory 9 is heading.

Based on continuing discussions with Council Key-3s, the National Service Territory 9 Leaders are Committed to the following Destination Objective for 2021-22:

- Support to our Councils to:
  - 1. Increase Membership
  - 2. Provide Quality Programs
  - 3. Create Safe Scouting Environments

This NeSTination is consistent with the primary purpose of our NST, which is to support Council efforts to grow and sustain Scouting in their communities. The NST Key-3+2 and functional Leads serve as ambassadors for Councils to assist with obtaining support and resources from the National BSA across all functional areas.

Please feel free to reach out to any of us at any time for advice and assistance.

The National Service Territory 9 Leaders are Committed to Our “NeSTination” to Support our Councils’ Leaders so they can:

1. Increase Membership
2. Provide Quality Programs
   and
3. Create Safe Scouting Environments in order to Grow Scouting.
I Was Wondering . . .

A Niner’s NeST Chat with Bruce Boyle, Territory Commissioner

NST9 Relations Lead David Weyrick recently chatted with Bruce Boyle, the NST9 Commissioner because David was wondering about how NST9 could help Councils grow Scouting.

The former Central Region Area 4 Commissioner, Bruce is an Eagle Scout and a National Outstanding Eagle Scout. Bruce has served Scouting in numerous ways at the Unit, District, Council, and Area levels including Scoutmaster, District Chair, Council Commissioner, Council President, and Area Vice President in Finance and Marketing. He has been awarded the Scoutmaster Award of Merit, the District Award of Merit, the OA Vigil Honor, the Silver Beaver and the Silver Antelope. Bruce is also a James E. West Fellow, 1910 Society, Founders Circle and Second Century Society member. His 40-year business career was in financial management having served as the Chief Financial Officer in several manufacturing companies.

**DW:** Bruce, I was wondering why you agreed to serve as the new NST9 Commissioner?

**BB:** Scouting is undergoing significant organizational changes as we prepare for the next generation of Scouting youth. As we make changes and re-organize, I have the Scouting experience and change management capability that I can draw upon to help Scouting in the territory make this transition and try to make Scouting available in the future to as many youth as possible. The goal is to grow our membership, build the Scouting brand, build trust in Scouting, be a positive image in the community, and create a safe Scouting environment. We have had many challenges in the past several years and now it’s time for us to focus, engage with parents and youth, develop relationships and get our message out.

**DW: I was wondering what the biggest challenges to Scouting are right now, especially with Cub Scouts?**

**BB:** We had a tough year last year with the COVID pandemic which precluded us from being able to recruit new Cub Scouts the way we traditionally have done. The result was that a lot of kindergarten and first grade youth missed the opportunity to join Cub Scouts last year. Consequently, our membership declined significantly.

The challenge for us is to help our Cub Scout Packs develop and implement their recruiting plans, initially for August and September, so they can have as successful a recruiting period at the start of the school year as possible. The goal is to grow our membership, build the Scouting brand, build trust in Scouting, be a positive image in the community, and create a safe Scouting environment. We have had many challenges in the past several years and now it’s time for us to focus, engage with parents and youth, develop those relationships and get our message out.

We know that Scouting is a “game with a purpose” that enhances a Scout’s character and develops a Scout’s leadership ability. Scouts learn new skills, have fun with their friends and build self-confidence. Let’s tell our story as far and wide as possible then invite everyone we can to join and be a part of this great youth organization.

Imagine the possibilities and ways that we can make outdoor adventures available for families so they can build memories of a lifetime. Together we can make this happen.

“**We have had many challenges in the past several years and now it’s time for us to focus, engage with parents and youth, develop relationships and get our message out.**”


**DW:** I was wondering how the National Service Territory can help Councils grow Scouting, especially with these challenges?

**BB:** The National Service Territory structure provides a communication and networking opportunity for our seventeen Councils. We will be able to share ideas and different concepts that work in delivering the Scouting program. The National Service Territory team has subject matter experts (leads) in nine specific disciplines that can help Councils when requested and bring together resources from volunteers in the territory or from the National Council as needed. Our goal is to build relationships with and among the Councils as we deliver the Scouting program to our youth.

What the Territory won’t do is get in a Council’s way. We aren’t here to make rules or regulations, charts to fill out, and more to do. We are here to build relationships and trust with our Councils and communicate and share great ideas among Councils. When requested, we will help facilitate and find the necessary resources to address key issues.

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**The NST9 “NeSTination:”**

Support our Councils’ Leaders so they can:

1. **Increase Membership**
2. **Provide Quality Programs**
3. **Create Safe Scouting Environments**

in order to Grow Scouting.
It’s time for all Commissioners to hone their skills and learn some new ones. Several of our councils have scheduled their Colleges of Commissioner Science and you’re invited to attend!

- Dan Beard Council, Cincinnati, OH – August 21 @ Camp Craig, Loveland, OH
- Hoosier Trails Council, Bloomington, IN – October 30 @ Nashville UMC, Nashville, IN
- Simon Kenton Council, Columbus, OH – November 13 at Camp Lazarus, Delaware, OH
- Great Trail Council, Akron, OH – November 13 at the Great Trail Council Service Center, 4500 Hudson Drive, Stow, OH 44224. Link: GTC CofCS 2021

Why not carpool to the college of your choice?

As Commissioners, we’re dedicated to lifelong learning.

All of our NST 9 Council Commissioners have been reached to establish relationships. Because Commissioners are all about building relationships, we understand the importance of being “Known, Liked and Trusted”. Getting to know each of you is our first step to earning your trust and learning how we can bring the resources needed to help you meet your goals as a council and as a Scouter.

We all need more Unit Commissioners, and former Central Region Commissioner Mike Weber developed a tried-and-true method for accomplishing recruitment goals. It’s not easy to recruit other volunteers into serving, but with the right methodology and tactics, we can identify the best prospects and establish a culture in every district for recruiting Unit Commissioners that are eager to help units grow. We are prepared to provide training for Council Commissioners and district commissioning staff that will help grow the support you can provide to your council’s units. Just reach out and we’ll organize the training, either in-person (when restrictions allow) or via Zoom. Either method works well and gets the results you’re looking for.

We encourage you and your District Commissioners to talk with your Unit Commissioners to have a special focus with our Cub Scout Packs and help them with their recruiting plans and efforts at the start of this next school year. Membership growth is vital to Scouting. Hopefully we can make up some of the shortfall due to the COVID pandemic issues from last year.

Staying in touch is important, so we have arranged to hold a monthly NST 9 Commissioner Conference Call on the Sunday after the National Commissioner Confab. You’ll receive your personal Zoom meeting link directly. Please plan on joining us so we can establish our territory commissioner community.

Bruce Boyle, NST 9 Commissioner
bcb51@aol.com
330-466-4778

Jon Kerr, NST 9 Commissioner-elect
jon.kerr817@gmail.com
513-256-8536
MEMBERSHIP - Everyone’s Business

As we move forward in 2021, I believe that our Membership Initiatives will move forward in a positive direction. We rely on volunteer in every aspect to help Grow Scouting. Our Territory is focused on just that.

Here’s a pretty cool idea to do that; host a “Pop Up Event.” In talking with Fred Norton, National Vice President of Membership, he said these events have been successful in his home council in Texas.

A Pop Up Event can take place anywhere people gather. Being seen and being known will catch an interest in Scouting. Scouts can provide activities to attract attention that are fun for kids to see and try. This gives leaders an opportunity to share with parents which units and activities are available.

A statement like, “Here is what Scouting can do for your child and where you might fit in,” goes a long way.

The Caddo Council in Texarkana, Texas was the only Council that showed positive membership growth for 2020. SE Anthony Escobar recently shared ideas which can help Councils grow:

“There is no secret sauce but there is a plan. The key has been the ability to pivot quickly when adjustments are needed. Get the right people in the right positions. The creation of a membership growth culture has been key. We talk about this every day in our Council.

“We do not follow ‘The Binder’: I threw away the existing binder when I got to the Council. It is a brand-new conversation with a blank sheet of paper. Our School Night Committee is filled with school superintendents, principals, and administrators from around the Council. When we first started this, we invited the local school administrator to review our current plan. She read it, took out a red pen, and made it much better. So, we have no issues at the school since the local administrators helped develop it.

“Classroom talks allow for a specific age directed message. We do focus groups by age and ask for opinions from students. You have not lived until your presentation has been critiqued by an eight year old!

“We have also found that whenever a female adult gives the classroom presentation, we get twice as many girls as boys to sign up. It is the same if a male presents. So, we have a team of two go to the school and whatever the class makeup is, we let the dominant gender number dictate who leads that presentation.

“We also focus on middle school and high school recruiting because these schools put us over our goals. We have had huge growth in Exploring. We had 200 kids from 4 middle schools come to an Exploring open house. Everyone got a t-shirt that was all corporate sponsored.

“Another thing, when a unit sends in rechartering, we review each scout who is not being renewed and ask why they are not renewing? Sometimes we find they had not been at meetings for a while and the unit was just dropping them without asking. So, we call these families to see, what, if any, issue was preventing them from continuing. We have found that because of school or sports activities the pack or troops meeting nights did not work for these activities. We have started additional units to meet on a different night to accommodate these youths who would have stayed if the schedule had worked for them.”

A few Key Notes:

"The Calvary ain’t coming - we are the Calvary".
Recruit Anytime - 24/7/365.
Enable your Volunteers!
Be Membership Champions
Help families find Scout units.
Form New Units.

Our most important customer is The Scout.
Triage Units At Risk
Triage families hanging on

Our Council Membership VP’s are the backbone for Membership Growth. As you each continue in the position you have accepted - move forward with that and as your District and Unit Volunteers accept positions enable them to develop a plan for success. If any volunteer needs help - share your ideas and help them to be effective and GROW membership. Membership and our Volunteers with Professional support are the key’s to the success and continuation of Scouting.
Have a Theme?

As Cubmaster, one of the most powerful planning tips was to begin with a Pack Meeting THEME. This helped focus and the search for supporting content and materials. I believe we have 13 of 17 Councils with a theme, many of them using the nationally-supported theme of “Escape the Indoors.”

Observant Scouters may notice this theme has been altered from an earlier version, (“Escape the Great Indoors.”) Concept testing revealed that people really don’t think the indoors is great at all, so the theme’s been simplified, “great” is gone.

If your council doesn’t yet have a theme . . . SLAM the EASY Button!

Adopt “Escape the Indoors” and gain these benefits:

- Scores of images, pdfs and video provided in the Brand Center. (Left menu, under “Campaigns”)
- A centralized website designed for all things RECRUITMENT.
- A Complete Social Media Calendar – for Councils as well as Units.
- Marketing Sign-up Night Playbooks

There are even more materials in development – like a Do It Yourself Campaign kick (for those with limited marketing background, but a huge love of Scouting).

Somewhere I learned an important life lesson: “Use Your Resources.” Know that the National Marketing Team has resources for you.
The NST 9 Program Team is up and running! In addition to the excellent leadership in our 17 Councils, we’ve added 4 scouters from our territory to work as Program Mentors to a small group of councils, known as Pods.

The purpose of the Pod system and its mentors is to provide a closer relationship to each Council while acting as counsellors and sounding boards for issues and questions. Each mentor is experienced in various avenues of Scouting and have many years of combined service.

Dave Erhlich of Michigan Crossroads Council will serve as Mentor to Pod Alpha. The pod member councils are Michigan Crossroads, LaSalle, Anthony Wayne Area, Black Swamp Area and Erie Shores. dehrich2@gmail.com

Mark Fleck of Buffalo Trace Council will act as Mentor to Pod Bravo, which includes Sagamore Council, Crossroads of America Council, Hoosier Trails Council and Buffalo Trace. mskafleck@msn.com

In Pod Charlie, Elwin Spray of Tecumseh Council will serve as Mentor. The pod members are Dan Beard Council, Miami Valley Council, Tecumseh Council and Simon Kenton Council. elwinspray@gmail.com

For Pod Delta, it is served by Mentor Dale DeGirolamo of Lake Erie Council. The councils in the pod are Muskingum Valley, Buckeye, Great Trail and Lake Erie. dalead@windstream.net

Pod meetings will be offered by our team as needed. Inquires are always welcome.

Some initiatives the NST9 Program team is exploring for 2022 include:

- Advancement Symposium: a one day session to discuss advancement issues and updates with councils around the territory.
- Outdoor Program Conference: a potential weekend long program to focus on the various aspects of Outdoor Programs and council committee operations.
- Property Evaluation Program: not to be confused with NCAP, this initiative would be available to councils who wish to have their properties reviewed by out-of-council scouters for recommended upgrades and improvements.

Areas of interest in our Program Support framework include Outdoor Program, STEM, Special Needs Scouting, International Scouting, Jamborees, Advancement, Council Activities, Alumni, Cub Scouts, and Scouts BSA.

Some areas of Program that benefit your council are supported by a coordinator appointed by the National Council and work within the Territory. While they are not members of the Territory Leadership, their role is to support councils and work in harmony with our Territory Program Team. These areas are:

- Training (all aspects)
- NCAP
- Order of the Arrow sections
- Youth Protection Training
- Venturing
- Sea Scouts.

As coordinators are assigned for the above topics, I’ll share with council program leaders. That’s all for now!

If you want a council activity posted, contact me at: jimkern.bsa@gmail.com
Communicating the Safe Place for Scouts

by David Weyrick

One of the first questions parents consider is, “Will my child be safe?” It’s no wonder. According to USAFacts, there is an increase in child maltreatment cases each year with over 73 billion dollars annually spent dealing with it.

The BSA does its part to be proactive in assuring scouting is a safe place for young people. This is why all adults are required to take Youth Protection Training. But it goes farther. This is why summer camp staffs are required to have first aid, CPR, and safe work place trainings. This is why there are safety trainings in aquatics, shooting sports, and whittling to name a few.

In addition, the very first section of every Cub Scout and Scouts BSA Handbook isn’t dedicated to camping or hiking, but to youth protection.

“The safety of children is always our first priority,” said Michael Johnson, Youth Protection Director for the Boy Scouts of America. “It’s required program content for every youth, parent, and guardian.”

Rochelle Randles, Communications Specialist with the BSA writes, “It is vital that parents are given information needed to understand the BSA’s comprehensive approach to preventing abuse, as well as information needed to recognize, respond and report concerns, from their very first interaction with Scouting.”

But how is that information communicated to brand new parents considering Cub Scouting? That information cannot wait to be communicated at a first Pack meeting. It must be communicated beforehand. Since 80% or more of today’s moms get their information from the internet, where is a mother going to turn to find out about a potential Cub Pack in her area? A Pack website or Facebook page should be considered the very first interaction with Scouting.

Yet, after a scan of 25 websites in my geographical area, not one conveyed the safety information potential parents would be looking for. And they also lacked information about the leaders and what experiences the leaders bring to be able to lead potential new scouts. Any information seemed to be available to “members only.” Any potential parents couldn't get that information.

Councils, Districts, and Units should mention youth safety on the first page of their webpage or Facebook page. A good link is: https://www.scouting.org/about/youth-safety/ A survey of Council websites would show that several don't mention youth safety unless one scrolls down or clicks on a subcategory. Youth safety needs to be “front and center” even more so as we emerge from bankruptcy.

It seems we aren't putting two and two together. Potential Cub parents, especially moms, want to know if their children will be safe. Potential parents, especially moms, turn to the internet for information. However, that information is not available on perhaps the majority of Pack websites. If find any websites that convey this information and information about the leaders, I'll bet those Packs recruit more than the others.

Potential Cub parents want to know if their children will be safe. They turn to the internet for information about a Pack. However, that information is not available on perhaps the majority of Pack websites.
During times like we are experiencing in our scouting movement I recall my late father and a pumper sticker he displayed on his beloved pickup truck, it read “When the going gets tough, the tough get going!” I know the storm is brewing and the head winds are strong, but I have every faith that scouts around our globe will persevere and survive this storm.

When times are tough, we must dig deep and work together to overcome adversity. There is a lot of talent and passion across the scouting movement, these dark days will pass, and we will all will be stronger and better once we get through these dark days.

Many may know I’ve spent the better part of my adult career life working in the trucking industry. Like the scouting movement the trucking industry has been targeted as careless and opportunist in our society. Targeted by trial attorneys with nuclear verdicts with no appreciation for what the industry does for our country and beyond.

During the recent pandemic the trucking industry was imperative for the supplies our country needed. Our society had an awakening of sorts that milk, eggs, and the all-important toilet paper doesn’t miraculously appear on store shelves! A realization that a truck and our heroes a truck driver delivered these goods to our stores, so our lives felt less inconvenienced. I remind my company truck drivers as often as I can, I tell them I knew they were essential long before our government said so.

In this moment, our country appreciates an industry that has been here for a long time. An awareness of a supply chain and how the goods we enjoy and take for granted as Americans arrive on our doorsteps has a heightened appreciation. Sadly, it has taken a pandemic to bring this awareness.

I truly feel there is a close parallel between the two movements trucking and scouting which I have personal passion for. And for both, perseverance can serve both well. Goodness runs deep and good people will gravitate toward it.

The NST structure can be the “conduit” between our national organization and our local councils. One needs the other for future success! I strongly feel our role is to share all our thoughts, from our disgruntlements to our successful practices, our negatives as well as our positives from our Councils to our National Scouting organization.

As the immediate Past President my Council’s Board, I have heard the frustrations of our board members about National during our Board and VP meetings. Often words like, ”They aren’t listening,” or ”They don’t care about us,” have been shared. Our Territory leaders have heard similar concerns as well and we are working to improve that conduit, that flow of information, with the main goal of growing Scouting.

My family business is far from perfect. It is hard to hear and take criticism but you must hear all the bad so you can get better. As an organization you must listen, then act on what you hear. Of course, there is an appropriate way to share criticism and it is my hope in our new roles we can help our councils be successful and persevere.

Sherri Garner Brumbaugh serves as the Chair Elect and offers support duties, provides perspective, and oversees Territory-wide maintenance of the standards of the BSA. She can be reached at: sbrumbaugh@garnertrucking.com

OUT OF THE CHAIR ELECT
NST9 Chair-Elect Sherri Garner Brumbaugh

Perseverance Will See Us Through!

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Our National Service Leadership Contact Information

Bruce Boyle serves as the Commissioner and guides the NST’s support of youth and units by lead and overseeing unit service throughout the NST, working closely with Council Commissioners. He can be reached at bcb51@aol.com.

Sherri Brumbaugh serves as the Chair Elect and offer support duties, provide perspective, and oversee Territory-wide maintenance of the standards of the BSA and can be reached at sbrumbaugh@garnertrucking.com.

Connie Everhart serves as the Membership Lead to help Councils strengthen their memberships and can be reached at everhartcs2@aol.com.

Rich Gargas works with Councils to help their efforts to strengthen marketing and public relations as the Marketing Lead and can be reached at rich.gargas@gargasprojectsolutions.com.

Mike Gotsch presides over the Territory as the Chair and leads strategy development, goal setting, planning, and implementation of the NST efforts and focuses on communication with Council Key 3’s. He can be reached at mggotsch@att.net.

Steve Harris serves as the Council Performance Lead and helps Councils achieve national performance standards and implement targeted improvements in council operations. He can be reached at HarrisSJ@gmail.com.

Jim Kern serves as the Program Lead to help councils strengthen local program and retain youth in Scouting. He can be reached at jimkern.bsa@gmail.com.

Jon Kerr assists as the Commissioner Elect in leading and overseeing unit service by working closely in delegated roles with Council Commissioners and can be reached at jon.kerr817@gmail.com.

Marc Richardson serves as the Territory Director and is the professional advisor and operations guide. He can be reached at marc.richardson@scouting.org.

Edgar Smith helps Councils strengthen all aspects of diversity, equity, inclusion, and community outreach serving as the Diversity, Equity, & Inclusion Lead. He can be reached at elsmith@worldpacpaperllc.com.

David Stowe helps Councils strengthen all aspects of financial management and fund development by serving as the Finance and Fund Development Lead. He can be reached at stowed@ohio.edu.

Lou Terhar serves as the Leadership and Governance Lead and helps strengthen Council Board leadership effectiveness and promotes required governance. He can be reached at louterhar@gmail.com.

David Weyrick serves as the Relations Lead and proactively works to strengthen relationships with councils and provides broad and continuous support for all councils. He can be reached at CRRelates@gmail.com.

Barbara Williams works with Councils to deliver the Scouting program safely and assure youth protection. She can be reached at bcw@bwilliamslaw.com.