



The Knapsack

Inside This Issue:
Thoughts from council president Tim Morgan 2

Trainer Development November 17 2

Esselen Lodge Celebrates 50th Anniversary 3

Local Scouts and Scouters Attend World Jamboree 3

District News 4-6

Catholic Religious Emblem Recipients to be Honored 6

BSA requires Licensing of Vendors 7

University of Scouting /Expo 8



Chief Scout Executive Bob Mazzuca Meets Scouts and Friends at Impact Dinner

Our council was pleased to have the new Chief Scout Executive **Robert “Bob” Mazzuca** attend our 2008 Impact for Scouting Dinner held Friday, October 12 at the Ridgemark Country Club in Hollister. The dinner raised over \$19,000 for the ongoing program support of BSA units in our council.

Over 100 Scouts and Scouters came to a special late afternoon reception to meet Bob, and then we had over 200 people who came to the dinner to support Scouting with their contributions. They heard a wonderful and emotional presentation from one of our council’s most distinguished Eagle Scout Alumni (Bob earned his Eagle in 1964 as a member of Troop 428 in San Juan Bautista). Council president **Tim Morgan** served as our master of ceremonies, and council vice president **Don Chapin** successfully urged all present to give generously. One special highlight of the evening was a presentation by Troop 400 Scout **Alan Camarillo**, who spoke of his many Scouting experiences, and gave us special insights into his experiences at the 100th Anniversary World Jamboree held in Essex, England this past August.

Special thanks go to the Impact Dinner table captains **Cece Johnston, Alfonso Castaneda, Jack Markle, Ron Crates, Mike Grace, Cathy Alameda, Tony Guaracha, Joe Paul Gonzalez, Larry Cane, Annette Giacomazzi, Alfred Chacon** who each secured 9 people to sit with them and asked for their support of scouting.

Internet-based Unit Charter Renewal Begins for MBAC Packs, Troops, Teams, & Crews

Electronic rechartering is here! Internet-based Unit Charter Renewal System (UCRS) is a Web-based method for units to renew their charters from any online location--at home or at the office. Units will love this new method --it’s easy, convenient, and accurate because you enter the information yourself! The new system requires less paperwork, provides for greater accuracy, and is more efficient in matching unit data with council data.

Our council now has a link to the Internet-based Charter Renewal software on our council website www.boyscoutsmontereybayarea.org. The unit receives its charter renewal packet as usual--only now the packet includes information for Internet-based Charter Renewal, including an access code especially for the unit. The unit selects an adult to complete the online process, and the renewal processor uses the access code to log onto the UCRS.

The processor can start the process with current ScoutNET data or data from unit-management software. At any time, the renewal processor can suspend the electronic Charter Renewal process

The Mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

Our council’s vision is to create a brighter future for our diverse communities by sharing Scouting’s positive core values with all the youth and families of our Tri-County area.

Thoughts from Council President Tim Morgan

A Scout troop preparing for a 50-mile hike knows what to do: select the destination; plan the route; plan for emergencies and anticipate problems; and remember to take a map and compass.

A business - or closer to home, a BSA Council - must engage in the same kind of planning if it doesn't just want to go in circles. There needs to be agreement about where we're going - call it the destination. There needs to be agreement about how we're going to get there - call it the route. There needs to be a way to anticipate problems and plan ahead to meet them. And there needs to be a way to make sure we remain on track to reach our objectives and haven't gotten sidetracked (think map and compass).

In the corporate world you'd make a business plan covering all these issues. In Scouting, Councils adopt a Strategic Long-Range Plan (SLRP) that attempts to look 5 years into the future.

Our Council's last SLRP was adopted quite a few years ago and contains forecasts and assumptions that never materialized, one being that by 2007 there would be 12,000 youth members in our tri-county area (in fact, the real number is closer to 3,500). A long-range plan like the one we've had, that's so disconnected from reality, is useless as a planning tool. It would be like hiking Yellowstone

relying on a map of Yosemite. I think you'd agree a lot of luck would be required to find Old Faithful that way.

In many respects that's been the situation here in our Monterey Bay Area Council for some time. The need to deal with countless urgent problems has in a very real sense prevented the Council from making the kind of sustained progress we know this Council is capable of. That's why this past summer our Scout Executive **Albert Gallegos**, our Council Treasurer **Al Freidrich**, and I went to the Philmont Scout Ranch in northeast New Mexico for a week of high-level training in strategic long-range planning for local BSA Councils.

What we learned gave us the tools to work with a group of dedicated and experienced council leaders to wholly revise our long range plan in a way that makes sense in today's world of changing demographics, technologies, and finances, but where Scouting's unchanging values have never been more necessary.

Our Council Board approved our new Strategic Long-Range Plan in September. It provides critical objectives (akin to agreement on our destination) and benchmarks (the route to our destination, as well as our map and compass) for the following areas: traditional membership and unit growth; leadership; marketing

and strategic positioning; financial development, and Scoutreach.

The new SLRP provides incremental guidance for council officers and committee chairs, commissioner staff, district chairs and committee members, and all levels of our professional staff, as well as objective criteria to measure performance over time. As Council President, I expect that we'll be using sections of the new long range plan at most meetings to help us keep our priorities straight and guide us toward our destination. I'll also be encouraging all our officers and committee chairs to do the same.

I'm very excited that, just like those Scouts about to start their 50-mile hike, we now know where we're going, have a plan to get there, and have the tools to keep us on track and measure our progress along the way!

Tim Morgan
Council President

(Editor's note: If you'd like your own copy of the new Strategic Long Range Plan, copies are available at the Council Service Center. The plan will soon also be available on the MBAC website.)

Trainer Development Conference Set for November 17

James E. West, the first Chief Scout Executive of the Boy Scouts of America, was asked in the early days of Scouting to identify the three most important needs of the young Scout organization. After careful thought, Mr. West responded, "Training, more training, and still more training."

Training continues to be a top priority of the BSA today. Scouters responsible for training may be members of district or council training teams who train leaders in Cub Scouting, Boy Scouting, and Venturing. They may also be Scouters who train Venturers and older Boy Scouts, or serve as pack trainers. The Trainer Development Conference is designed to develop and improve the skills of both veteran trainers and those who wish to be trainers.

The Trainer Development Conference incorporates numerous contemporary training techniques and emphasizes the importance of experiential learning, or "learning by doing." In most instances, the training sessions not only demonstrate good training methods, but give participants an opportunity to interact and practice what they have learned. An ongoing learning activity, the "BSA 500" game, is featured and used continuously throughout the conference to emphasize and reinforce the experiential learning.

This year's Trainer Development Conference will be held on **Saturday, November 17, 8:00 a.m. to 4:30 p.m. at the Northminster Presbyterian Church**, 315 East Alvin Drive, in Salinas (just east of North Main Street, and southeast of Northridge Mall). Participants and staff

are asked to please register in advance. A fee of \$10.00 per person, will cover lunch and materials.

For more information, call or e-mail council training chair **Bruce Hearnberger** at (831) 262-1427 or brucehearns@comcast.net

Silver Beaver Nominations Wanted

Silver Beaver nomination forms are available on our MBAC website in both Adobe and MS Word formats. The form should be completed thoroughly, and submitted to the selection committee by December 31, 2007.

Three or more Scouters selected for the Silver Beaver Award in 2008 will be recognized on February 2 at our Council Recognition Dinner.

Order of the Arrow Esselen Lodge has 50th Anniversary

The Esselen Lodge of the Order of the Arrow had a wonderful reunion weekend and 50th anniversary celebration at Pico Blanco Scout Reservation on the weekend of August 18.

During the reunion, over 120 past and present Arrowmen gathered together in friendship and fellowship, to remember times of great service to Scouting and memories of fun, and to plan for the next half-century of service to Scouting in our council. Those assembled enjoyed four great meals featuring programs highlighting our leadership and accomplishments. We also had a Saturday program full of fun activities for Arrowmen and family members, and a commemorative patch for each person attending.

One highlight was the luncheon speech by past district executive and principal lodge founder **Raymond "Ray" Sutliff**. Ray, who grew up in Oakland, graduated from college, and then began his long professional career starting as a district executive in our council, gave a moving speech about how he wanted to

help our Scouts and Scouters benefit from the OA experience like he had in his old lodge, and how in 1957 he helped round up the initial group of adults and worked through them to hold the first troop elections and first Ordeal ceremony where the charter group was inducted into OA membership. It brought tears to his eyes to see so many assembled together 50 years later, and the assembly acknowledged his presentation with a standing ovation.

We were honored by having **Frank Riegelman**, Director of the Camping and Conservation Service, as our keynote speaker at the Saturday night dinner. Frank shared with the assembled group the upcoming plans of the National Order of the Arrow organization, with a special appeal to attend ArrowCorps5, a huge multi-location service project taking place in five locations around the country next year. Other dinner speakers included our council president **Tim Morgan**, vice president for endowment **John Alexander**, and Scout Executive **Albert Galleges**.

Among other special events during the reunion was the induction of a large number of our Ordeal members into Brotherhood membership during the Saturday afternoon ceremony. It was wonderful to see some of our current generation of newer members recommit themselves to cheerful service through the sealing of their membership.

A special note of thanks goes to all who helped put together this wonderful celebration, and special thanks to chairman **Andres Martin** and reunion advisor **Jim Bowles**.



100th Anniversary of World Scouting Movement Celebrated at World Jamboree in Hylands Park, England



Our council is pleased to report that five local Boy Scouts, two Venturers, and two Scouters joined over 35,000 other Scouts and Scouters at the recent World Jamboree held from July 27 to August 7, 2007 at Hylands Park in Chelmsford, Essex, England. This Jamboree included

the 100th anniversary celebration on August 1 of the very first Scout camp organized in 1907 for 22 Scouts by Lord **Robert Baden-Powell** on Brownsea Island on the coast of Hampshire, England.

Andrew Calhoun (Troop 633/Ship 669 of Santa Cruz), **Ryland Callander** (Troop 614 of Scotts Valley), **Alan Camarillo** (Troop 400 of Hollister), **Anthony Campanelli** (Troop 178 of Monterey), and **Mark Gardner** (Troop 232 of Salinas) were members of Western Region Jamboree Troop 421. **Gahr Gardner** (Assistant Scoutmaster of Troop 232) served on the International Service Team. Venturers **Elizabeth** and **Charlotte Howard-Gibbon**, accompanied by Assistant Scout Executive **Charlie Howard-Gibbon**, were among the several thousand day visitors to the World Jamboree. All attending reported

wonderful experiences meeting Scouts and Scouters from around the world and enjoying various activities at the Jamboree, and our five Boy Scouts enjoyed a total of 14 days and nights of the full Jamboree experience plus a tour of London and nearby English attractions. The Jamboree was also attended by many dignitaries including **Prince William** of the United Kingdom, and past president of Poland **Lech Walesa**, as well as National BSA President **Rick Cronk**, BSA Commissioner **Don Belcher**, and Chief Scout Executive **Bob Mazzuca**.

The next World Jamboree will be in 2011 at Rinkaby Fields, near Kristianstad, in southern Sweden. Applications for Scouts, Venturers, and Scouters to attend this Jamboree will be issued by the National BSA Council in 2009.

Loma Prieta District News

District Chairman Mark Tracy
District Commissioner Audrey Kavanaugh
District Executive Brian Russ

Welcome to our New District Commissioner!

We would like to announce that **Audrey Kavanaugh** has taken over as of September 1 as District Commissioner of Loma Prieta District. Audrey was nominated by District Chair Mark Tracy and appointed by Council Commissioner Mike Milligan.

Audrey has served in many roles in Scouting, including Unit Commissioner, Assistant District Commissioner, Assistant Scoutmaster of Troop 614, and Venturing Crew Adviser for the newly-formed Crew 689. We are excited to have someone of Audrey's caliber leading our commissioner team.

If you are interested in helping units as a Unit Commissioner or assisting with our monthly roundtables as part of the Roundtable Staff, call Audrey at (831) 336-3101 or e-mail adckavanaugh@comcast.net

Corralitos Pack 515 Webelos get aboard with the Coast Guard

Second-year Webelos den toured the Coast Guard's 47' "Monterey" rescue boat in September, as well as the Coast Guard station. The Scouts learned about the area of responsibility the Coast Guard maintains, the importance of communication with sea vessels, recreational vessels, fishermen, divers, and the coastal community in general, as well as its role in Homeland Security.

Officers gave the Scouts a hand-on explanation of the rescue suits and gear that officers "suit up" in for the different levels of emergencies, and the importance of the specific equipment used. At the harbor, Scouts learned about the importance of each vessel, and the role each play in lifesaving, fire, distress and towing procedures. "The communication and teamwork the boys experienced between the officers, in our mock rescue scenarios, were quite impressive to all of us. Each officer's role truly reflected how well orchestrated the team is in emergencies," said leader **Doreen Babcock**.

Scouting for Food Underway for November Collection Effort

Loma Prieta packs, troops, and crews are again invited to help our local food bank by collecting food for the needy from your unit(s) local neighborhood during the month of November.

Second Harvest Food Bank is providing units with bags that you can drop off one weekend, and pick up the following weekend. Many units got their bags at the October roundtable, but more can be had. Be sure to attach a note from your unit to the bag indicating which Saturday you are planning to come back to pick up bags of food.

If you have any questions, contact district activities and civic service chair **Arlene Rodgers-Adams** at (831) 728-3083.

District Executive Changes

Council Scout Executive Albert Gallegos is pleased to announce that our council employed a new professional Scouter, **Brian Russ**, on September 1. Brian earned his Eagle Scout Award in a Livermore troop and is a Vigil Honor member of the Order of the Arrow (serving in numerous OA leadership roles). He graduated with a B.A. from University of California, Davis, and recently served for 7 weeks as Camp Director at Pico Blanco Scout

Reservation. Brian's assignment will be as Loma Prieta District Executive (working with chartered organizations and BSA and Exploring volunteers in Santa Cruz County, Pajaro, and Aromas). His phone extension is 14, and his e-mail address is brruss@bsamail.org.

Jeff Woolery, was Ventana District Executive until March 2007, and served as Loma Prieta District Executive for the past two years, became District Executive for the newly formed Santa Lucia District (working with chartered organizations and BSA and Exploring volunteers in Monterey County). Jeff recently left the council October 17 to pursue new career opportunities. He extends his thanks to all Loma Prieta Scouters for working with him on Scouting over the past two years.

Important Dates for unit Scouters in all districts

November 16-17

Popcorn pickups at district locations

December 12

Popcorn money due to BSA Serv. Ctr.

December 31

Charter papers due to BSA Serv. Ctr.

January 26

University of Scouting and Expo 2008



Pack 515 aboard Coast Guard's 47' "Monterey" rescue boat.

Santa Lucia District News

District Chair (to be announced)
District Commissioner Maria Papurello
Asst. Scout Exec. Charlie Howard-Gibbon

King City Barbeque Again a Success!

Bill Casey, past district chairman and barbeque coordinator, once again organized a dedicated group of campaign workers and cooking crew to invite donors and supporters to the annual King City Scout Barbeque, where those attending enjoyed a tri-tip steak dinner. Those attending and others who couldn't join us contributed over \$6,000 in Friends of Scouting donations to support our BSA programs in the South County area.

We wish to acknowledge and thank these fine members of our community campaign who continue to reach out to the local community and secure friends, donors, and volunteers for our BSA programs in the South County area. This is a fine tradition that we plan to continue again next year.

Need Boy Scouts?

Boy Scout troops have three primary sources of new member recruiting, all of which are supported by our Monterey Bay Area Council district membership committees. Consider how your troop can benefit from all three:

No.1 – Troop Open House/ Recruiting Rally. This involves marketing your troop to the local 5th and 6th grade boys at your local elementary school. Troop representations provide an activity or demonstration during the daytime at school to create awareness for your troop's open house a few days later. At the troop open house, Scouts provide one or more activities to get new boys involved. The troop committee, meanwhile, holds a parent orientation to survey new parent volunteer interests, and complete Scout applications that night.

No.2 – Boy-to-Boy Recruiting. Your patrol leaders council could consider having a recruitment campaign within the troop. The troop might offer incentives to each Scout who brings in a friend, as well as an overall prize for the top recruiter. Our council provides recruiter patches at no cost for each Scout who recruits a newly registered Scout. Also remember that this is now a requirement for First Class rank advancement!

No.3 – Webelos-to-Scout Transition.

History shows that more Webelos Scouts join Boy Scouting when an entire den joins the troop together. Invite second-year Webelos dens to meet at your troop location for special activities throughout the program year. Get them involved now, and graduate them into your troop in early spring so that they can come with you to the spring camporee and summer camp.

Contact your unit commissioner, district committee, or council staff member to arrange for a Troop Open House in November that will add new, excited Scouts and parents to your troop family.

Maria Papurello is New District Commissioner

Council Commissioner **Mike Milligan** is pleased to announce that **Maria Papurello** has accepted the role of Santa Lucia District Commissioner.

Maria has a extensive history with the Monterey Bay Area Council, having served as a unit commissioner, district membership chair, and helped with numerous training courses. She served for many years in pack and troop roles, and is currently Crew Advisor for American Legion Venturing Crew 232.

Maria brings great energy and positive leadership to the Santa Lucia District. She looks forward to adding new Scouters to our commissioner staff in the months ahead, and helping to make our roundtables every month a great time value for unit Scouters. Give Maria your thoughts as to how we can improve Scouting in Santa Lucia District.

S.L. District Committee in Formation

We are pleased to report that **Bob Mills** has accepted the position of district training chair and **Ernie Schmidt** will be serving as the district activities and civic service chair. These two fine gentlemen will be joining our current advancement and recognition chair **Jeff Harber** on the district program leadership team.

There are other opportunities for interested adults to help with the district. If you have an interest (or know someone who may), contact Charlie Howard-Gibbon at 422-5338 so we can see how they can become involved in our district.

New Outpost of Scouting – Bradley Cub Scout Pack 007

Charlie Howard-Gibbon and **Jeff Woolery** were pleased to assist **Linda Loebs, Laura Eras, and Earl Russell** in organizing a brand new Cub Scout pack for the small town of Bradley (population 120) which is located just off Highway 101 at the very south end of Monterey County, 78 miles south of Salinas.

Pack 007 consists of eight boys who attend Bradley Elementary School (all eight old enough to join—100 percent of the available youth in town). This is a wonderful achievement that may be a first in the history of the council to have 100 percent of the community's boys in a Cub Scout pack. A bonus is the one boy too old for Cub Scouts signed up to be a Lone Scout, and is serving as their den chief.

Congratulations to the families of Bradley for making the choice to have a pack in their small town. We look forward to hearing great things about you in the near future.

Attend Roundtables — Stay Informed

Roundtable commissioners **Mike McCann** and **Dave Rigmaiden** have been working on providing valuable hands-on program ideas for Boy Scout leaders to benefit from at our monthly roundtables. The November theme will be cooking, the December theme will be wilderness survival, and the January theme will be communications. Our council advancement committee will be providing Merit Badge Counselor Training during the January roundtable.

District commissioner **Maria Papurello** and assistant Scout Executive **Charlie Howard-Gibbon** are providing program ideas for Cub Scout packs at their breakout. The November roundtable will feature the December theme of Celebrations Around the World, and in December, program ideas for the January theme of Cub Scout Car Show.

If you have program needs or ideas you would like included in upcoming roundtables, please let Mike, Dave, or Maria know what they are. Monthly roundtables continue to be held from 7:00 to 8:30 p.m. every third Thursday of the month at Cypress Community Church, on Highway 68 between Corral de Tierra and San Benancio Roads.

San Benito District News

District Chairman Mary Damm
District Commissioner (to be announced)
Senior District Executive Todd Bullman

Great Fall Roundup for Cub Scouting

If you live in Hollister, you may have noticed recently flyers circulating around the city or yard signs inviting boys to join Cub Scouting. The fall campaign goal was to give every boy that wants to be a Cub Scout the opportunity to join a local pack.

Thanks to **Kristy Burchard** of Pack 408 and **John Corrigan** of Pack 455 for their leadership in this effort. So far this fall, San Benito District added a total of 32 new Cub Scouts to its packs.

Scouting has Big Presence at San Benito County Fair

Local Scouters again prepared a wonderful display for the San Benito County Fair held on September 28-30. Representatives from Packs 408 & 455 as well as Troops 436 & 400 exhibited pictures, posters and handicrafts made by local Scouts.

The items on display told the story of the Pinewood Derby, Rain Gutter Regatta, Pack Meetings, Ft. Benito Cub Scout Day Camp and other Scouting Adventures. Life Scout **Alan J. Camarillo** of Troop 400, recently returning from the World Scout Jamboree in England, displayed uniforms and insignia that he traded for, from other countries in the world that embrace Scouting, including uniforms from India and Colombia.

Please visit our website regularly for updates on events, trainings and council news.

www.boyscoutsmontereybayarea.org

Internet-based Charter Renewal Begins for MBAC units, continued from Page 1

and return later to the last completed screen.

UCRS lets you enter new members, renew current members, and update information for any registrant. When completed, the new unit roster is submitted to ScoutNET and a Unit Charter Renewal Report Package is printed. This package includes the Unit Charter Renewal

Cub Scout Leader Basic Training set for Saturday, November 10

San Benito Scouters, assisted by Scouters from our neighboring districts, will be offering New Leader Essentials and Cub Scout Leader Specific Training on Saturday, November 10 at the Latter-day Saints Church in Hollister. These two training sessions are the basic training each Cub Scouter needs to be considered fully trained.

Please RSVP to **Todd Bullman** at (831) 422-5338 or e-mail at tbullman@bsamail.org so that we have adequate handouts and refreshments on hand. Participants will need to bring their own sack lunch.

Turkey Shoot on Saturday, Nov. 17

The annual San Benito District Turkey Shoot will be held on Saturday, November 17 at the San Benito County Sheriff's Range. Scouts will receive instruction on firearm safety and marksmanship from qualified instructors and a chance to test their skills on the range (don't worry—it's not real turkeys). This activity is being chaired by **Mike Biechmann**, and you can call Mike at (831) 628-3092

This will also be the pickup point for popcorn ordered by your Scouts' customers from the efforts in September and October, so bring a large vehicle or two to get your unit's popcorn at the Turkey Shoot.



Catholic Religious Emblem Recipients to be Honored December 1

The Catholic Committee on Scouting of the Diocese of Monterey is holding a special recognition dinner to recognize and honor those Scouts who have earned one of the Catholic religious emblems. The plan is to have this dinner once every three years, and gather together Catholic Scouts and Scouters (both BSA and GSUSA) from throughout the diocese.

The dinner is on Saturday, December 1, 2007 at Saint Rose of Lima Parish Hall, 820 Creston Rd. in Paso Robles. The program will start at 5:00 p.m. and dinner will be served at 6:00 p.m. The cost is \$5.00 per dinner with a \$20.00 maximum per family. RSVP to dinner chair **David Kudija** by e-mail at mrx@thegrid.net

If your parish is interested in starting its own BSA pack, troop, or crew, or you need information on Catholic religious emblems or other Catholic Scouting resources, please contact Diocesan coordinator **Patrick Mooney** at (831) 373-1335 or Catholic Relationships advisor **Charlie Howard-Gibbon** at (831) 422-5338.

Application, which is signed by the chartered organization head and unit leader, and then the application, along with any new youth and adult applications and registration fees, are turned in to the council.

The UCRS linked to our website includes a tutorial and a help directory, so even novices can use the software.

All BSA policies are required with the UCRS, so whatever data you enter is sure to meet all national requirements.

We wish to thank our Friends of Scouting (FOS) donors who have contributed enough this year so that our council could pay for the licensing of this software from the National BSA Council.

National BSA issues standards for Council & unit use of BSA trademarks and designs, and requires licensing of vendors

The Charter and Bylaws and Rules and Regulations of the Boy Scouts of America grant the National Council sole right to use and market the organization's proprietary marks, words, and phrases. Historically, the National Council has allowed local councils and BSA units to use these proprietary marks, words, and phrases for the purposes of facilitating and delivering the program of the Boy Scouts of America. Over the years, many third parties (sometimes working with local councils) have stretched the boundaries of this courtesy and are infringing upon the trademarks of the BSA and illegally commercializing the Scouting movement.

Technology has changed the marketplace and made it relatively easy to create printed materials, embroidery, and other products bearing the proprietary marks, words, and phrases of the BSA without National Council permission and without remuneration to our organization. Perhaps most problematic is that Internet technology has enabled others to capitalize on BSA brand value by buying Internet domain names and search engine keywords which are, in fact, BSA trademarks. These websites are used for a variety of purposes that do not reflect the principles of the BSA.

As the unauthorized use of BSA trademarked words, phrases, emblems, and insignia grows, the National Council has taken action to prevent offensive, inappropriate, and inconsistent use of BSA trademark assets in the marketplace, and to protect these assets for future generations. Beginning in late 2005, the BSA began stringent product licensing to put the National Council in better control of third-party use of BSA trademarks. Although some of these new procedures have provided significant control over BSA brands, conflicts remain with regard to who has the right to grant the use of the BSA proprietary marks, words, and phrases to others.

Many who are infringing have mistakenly believed they were authorized to use BSA trademarks simply by obtaining what they thought was permission from a local council or unit.

Because of this confusion, the National Council seeks to clarify the use of its proprietary marks, words, and phrases to local councils as follows:

"The National Council authorizes a local council to use BSA proprietary marks (i.e., insignia, words, phrases, designation marks, pictorial representations, and descriptive marks relating to the BSA) on materials created solely for the council to use in the promotion and delivery of the Scouting program. Specifically, a local council may use these marks on items such as printed paper materials (e.g., local council brochures, Friends of Scouting materials, and council stationery), council and unit Web sites, and in other appropriate instances to support the Scouting program.

All vendors providing materials to local councils and units that use BSA proprietary marks must be licensed by the BSA to engage in this activity. The license will establish the standards under which BSA proprietary marks may be used. Any vendor seeking to license BSA proprietary marks may request a licensing application by sending an electronic request to licensing@netbsa.org.

A local council may not use BSA proprietary marks for commercial purposes (e.g., selling items bearing BSA proprietary marks to the general public), nor may a local council grant such rights, either actual or implied, to any third party."

The importance and value of this direction by the National Council

These are important changes for the Boy Scouts of America. Protecting our brands and creating stronger controls and programs for licensing our proprietary marks, words, and phrases will yield positive results for our members, local councils, and the National Council:

Scouting values upheld: Customers can be assured that a program exists to prevent the use of BSA marks or words and phrases in obscene, pornographic, or other ways inconsistent with the principles of the BSA.

Product confidence: Products produced under BSA license undergo a stringent review process to uphold quality standards. Official BSA licensees are subject to regular review of their manufacturing processes and must comply with rigid product liability and safety requirements.

Greater range and availability of products and services: Controlled licensing offers the BSA an opportunity to broaden the range of product quality and relevance, as well as services offered to BSA members and alumni. Officially licensed products may be offered in a variety of retail stores, making accessibility to many BSA branded products easier than ever before.

Greater control of the BSA brands and marketing opportunities: Controlling BSA proprietary marks, words, and phrases through licensing and legal actions ensures the continued high value of BSA brands in the marketplace. Working with licensees, the BSA can create opportunities for local and national marketing heretofore unavailable to us.

Effect for council & BSA units

In order to comply with these new standards, our council will only order emblems, patches, and memorabilia from National-licensed BSA vendors through authorized purchase orders. District and council volunteers and staff may not use non-licensed vendors for ordering items, and will not be reimbursed for unauthorized purchases from non-licensed vendors.

BSA units are cautioned to only work with the National Supply Division or licensed vendors when ordering their unit t-shirts, neckerchiefs, and custom-designed patches (worn only on the temporary patch area on right uniform pocket, or else on jackets, vests, etc.). Units should not put non-licensed vendors in danger of legal action for violation of BSA trademark, design, and image protections. Current information about BSA licensing and current listing of vendors can be found on the internet at www.bsalicensing.org

**MBAC-BSA
Council Officers**

President

Tim Morgan

Commissioner

Michael Milligan

Scout Executive

Albert Gallegos

Immediate Past President

Ernie Mill

Vice Presidents

John Alexander

Don Chapin, Jr.

Mary Damm

Bob Evans

Jennifer Evans

Reneé Forrest

Eric LeTowt

Harry Robins

Pete Scudder

Treasurer

Al Friedrich

Assistant Treasurer

Kerry Varney

Council Staff

Scout Executive

Albert Gallegos

Assistant Scout Executive

Charles Howard-Gibbon

Senior District Executive

Todd Bullman

District Executive

Brian Russ

Office Manager

Pam Jenkinson

Office Staff

Desiré Brown

Pat Friedrich

Claudia Sanchez

Camp Ranger

Gordon da Silva

University of Scouting Set for January 26

A number of unit, district, and council Scouters from throughout our three districts have been working since September in planning and organizing the 2008 **University of Scouting and Expo**, set for **Saturday, January 26** in Seaside. The University of Scouting will include a variety of supplemental training courses (the ones you might want that go beyond the basic training offered by the districts).

Unlike in previous years, this coming University of Scouting will totally focus on allowing each Scouter attending to participate in four different supplemental trainings (two in the morning and two in the afternoon). These supplemental courses will range from standard National BSA courses to specialized topics requested by our local Scouters.

During the general sessions, we will have a midway area called the "Expo" where various council committees and sponsors will have information and samples related to various program ideas. The lunch program will feature a guest speaker, and everyone is sure to have some fun during the gathering periods.

Chairman **Joe Tierney** and his committee of "deans", "instructors", and "university staff" have been meeting monthly to get this very

special edition of the University of Scouting ready to inform, inspire, and prepare you for a full year of Scouting program in 2008 and beyond. Registration forms should be out in the mail in early December – be sure to sign up early to get the particular training classes you want most.

Calling All Scouts, Venturers, and Scouters:

Photos Wanted!

Do you have recent Scouting photos that you would like to see in *The Knapsack* or other council promotional materials? For example, photos of Scouts at Pico Blanco, Venturers at a community service project, Tiger Cubs enjoying the Pinewood Derby, etc.?

If so, e-mail your digital photos of Scouts in action to Desiré Brown at debrown@bsaemail.org. Who knows, maybe your photo will be selected for the cover of the next *The Knapsack*.

New Eagle Scouts—July to October 2007

Loren Joseph Green-Silveira, Troop 558
Grant Michael Hadley, Troop 599
James Aaron Seilenbinder, Troop 654
Joshua Clark Deal, Troop 2
Daniel M. Brown, Troop 633
Jared Max Fiorovich, Troop 609
Nicholas Spooet Gasparich, Troop 609
John Haag-Gallin, Troop 123
Samuel William Lyman, Troop 654
Isaac Paul Nikssrian, Troop 43
Brian Anthony Oliva-Hagerty, Troop 515

Blake T. Bennett, Troop 93
David John Bellone, Jr., Troop 504
Christopher John Mork, Troop 633
Paul Douglas Connerton, Troop 455
Zachary Nathan Johnson, Troop 428
Colin William Parsons, Troop 428
Stehly James Barr, Troop 131
Jonathan David Mayfield, Troop 604
Ross Christopher Nichols, Troop 504
Erik William Trudelle, Troop 623
Max Sterling West, Troop 604

Monterey Bay Area Council, Boy Scouts of America

55 East San Joaquin Street

Salinas, CA 93901

Phone: (831) 422-5338

Facsimile: (831) 422-1816

www.boysscoutsmontereybayarea.org

Non-Profit
Organization

U.S. Postage
PAID
Salinas, CA
Permit No. 313