

NEWSLETTER



Exploring

Volume LXXXVII

www.learningforlife.org

October 2010



REGISTRATION FEE

Early Bird Special thru January 15, 2011

\$375.00 per person

After January 15, 2011

\$425.00 per person

HOTEL REGISTRATION FEE

\$79.00 per night

(Rate expires February 14, 2011)

INCENTIVES

(Limited to 1 incentive per Council)

Workshop Presenter + 1 = 2 nights hotel free for 1 paid participant (all must be paid participants)

Any combination of 5 new Posts or Groups in 2010 = 2 nights hotel free for 1 paid participant

Professional + 2 = 1 waived registration fee with two paid registrations

WHO SHOULD ATTEND?

This conference is designed for anyone with a stake in the character education, workforce development, and Exploring with youth from pre-kindergarten through the age of 21.

CONFERENCE HIGHLIGHTS:

Experts in character education and workforce development will be on hand to share the latest trends. The conference will feature workshops, Exploring training, and informational keynote speakers.

EXPLORING TRAINING:

Do you know the 25 most popular careers according to youth in your town? Are your Explorer Posts full of youth? Do you have a fun event for all Explorers? Are all your sales calls to CEO's, CFO's and company presidents? Do your sales calls result in a new Post at least 33% of the time? Are 90% of your youth signing up at Firstnighters? If you didn't answer "yes" to all these questions, come to this session

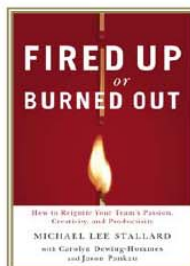
WORKSHOP TOPICS:

- Growing Exploring
- Grant Writing
- Learning for Life Foundation
- Exploring Cluster workshops
- Fundraising
- And many more

KEYNOTE SPEAKERS:



Michael Lee Stallard



FREE copy to all participants!



Jason Pankau



Grand Prize Winner

Eric Magendantz

Scout Executive
Chester County Council
West Chester, PA

Eric has won **FREE** conference registration and hotel accommodations for 2 nights at the Peppermill Resort & Casino, Reno, NV, March 9 & 10, 2011

Winners

Connie Bowes

Scout Executive
Daniel Boone Council
Asheville, NC

Tim Cooper

Scout Executive
Greater Alabama Council
Birmingham, AL

Connie and Tim have each won **FREE** hotel accommodations for 2 nights at the Peppermill Resort & Casino, Reno, NV, March 9 & 10, 2011

(This drawing was conducted from entry forms received at the BSA National Meeting in Dallas, Texas, May 2010.)





October 1, 2010

TO: Friends and Co-Workers of Cliff Takawana
FROM: Dr. Diane E. Thornton, National Director
SUBJECT: CLIFF TAKAWANA RETIREMENT



After 38 years of dedicated service to Boy Scouts of America and Learning for Life, Cliff Takawana will retire on November 1, 2010.

Cliff entered professional Scouting on February 3, 1973 in the Last Frontier Council Oklahoma City, Oklahoma. He served for 14 years as an Assistant District Executive, District Executive and Field Director. In 1987 he was promoted to Scout Executive for the Westark Area Council, Ft. Smith, Arkansas and in 1992 assumed the position of Scout Executive for the Arbuckle Area Council, Ardmore, Oklahoma.

In June of 2000, Cliff was appointed to the staff of Learning for Life at the national office. Cliff has served in numerous roles while on the Learning for Life staff which include: Special Needs Advisor, Risk Management, Outdoor Education, and advisor to Law & Government, Fire/Emergency Services, Social Services, Skilled Trades, and Aviation Exploring. He has helped to bring Learning for Life programs and Scouting to Native Americans throughout the country and other diverse populations.

Cliff is a member of the Comanche Nation, a U.S. Navy Vietnam Veteran, and a graduate of the University of Central Oklahoma with a Bachelor of Science Degree.

Cliff is married to Cheryl, a middle school English teacher. Cliff and Cheryl have two grown children Maya Tuh-vah-tsee Takawana, a Licensed Social Worker and Graduate of Oklahoma University with a Masters Degree, and Clifford Nom-seve-tah Takawana, a graduate of UNT in Denton and completing his Masters from Oklahoma University. Cliff is active with the Comanche Nation Tribal Organization, where he has served on the Election Board and currently serves as chairman of the Otipoby Comanche Tribal Cemetery, and Vice President of the Itanaha Indian Alumni Association. He loves to hunt, fish, and golf and will fill his time with these activities.

Please join us in celebrating Cliff's retirement at a reception on Friday, October 22, 3:00 PM in the Scouting Museum front lobby. Refreshments will be served.

Learning for Life Names New Director of Communications and Marketing



Camille Travis has been named the new Director of Communications and Marketing of Learning for Life. Camille is a native of Cleveland, Ohio. She attended college at Wilberforce University. She was very active on campus as a Student Ambassador, Student Government association Secretary, Resident Advisor and treasurer for Alpha Kappa Alpha Sorority, Inc. Camille graduated with a BS in Marketing. Camille also earned a MA in Communications (Organizational Communications and Public Relations) from Wayne State University.

After graduation, she went on to work for EDS, Chevrolet Motor Division, Pontiac school District and SPX in various customer service, teaching, and finance related positions.

While attending graduate school, Camille started an illustrious career with the Boy Scouts of America in November 1999. For eleven years Camille worked in the Detroit Area Council. She held numerous Learning For Life positions before she was promoted to Finance and marketing Director. She excelled and enhanced her fundraising and marketing skills. She has received national, regional and local recognition for her creative marketing initiative which included an Annual Report that was a replica of the original Johnson and Johnson BSA First Aid Kit. From 2002-2010, she was responsible for raising nearly \$4 million dollars for the council.

Camille joined the National LFL staff August 16, 2010 as the Director of Communications and Marketing.

National Law Enforcement Exploring Leadership Academies

2011

NATIONAL LAW ENFORCEMENT EXPLORING LEADERSHIP ACADEMIES

THE DRUG ENFORCEMENT ADMINISTRATION

June 25 — July 2; Location: Washington, DC

THE FEDERAL BUREAU OF INVESTIGATION

July 2 — July 9; Location: Washington, DC

THE U.S. MARSHALS SERVICE

July 9 — July 16; Location: Washington, DC

THE U.S. ARMY MILITARY POLICE

July 9 — July 16; Location: Fort Leonard Wood, MO

THE U.S. SECRET SERVICE

July 17 — July 23; Location: Washington, DC



PREVIEW

During the summer of 2011, Law Enforcement Explorers will have the unique experience of participating in the National Law Enforcement Exploring Leadership Academies. The National Law Enforcement Exploring Committee will select thirty Explorers for each Academy. Explorers will list their top five Academy choices and the Committee will make the Academy assignments for the selected Explorers.

APPLICATION

Each Explorer must complete the application (see note below) and submit a statement of "What Law Enforcement Exploring Has Meant to Me". The applicant must be a current participant of Law Enforcement Exploring for no fewer than 12 months.

PROGRAMS

The Academies will feature programs on the dynamics of leadership, physical training, and law enforcement practices. The Academies will begin with a group meeting on the arrival date. All Explorers will be assigned a roommate and will be housed in the Marriott Crystal City, Quantico, or Fort Leonard Wood.

FEES

For the FBI, DEA, US Marshals Service, and Secret Service Academy, participants will personally pay for transportation to and from Washington, D.C. (Ronald Reagan National Airport). In addition, the participants will pay an administration fee of \$275.00 to the National Law Enforcement Exploring Office. For the U.S. Military Police Academy, participants will personally pay for transportation to and from (Lambert-St. Louis International Airport) and the participants will pay an administration fee of \$100 to the National Law Enforcement Exploring Office. Explorers attending the academies in Washington, DC will be expected to cover costs for some of the meals. Explorers arriving early or staying late will be responsible for early/late costs and chaperones. Also, spending money and uniform costs are the participant's responsibility.

UNIFORM

Each Explorer **must** bring one and preferably two post dress uniforms.

DEADLINE

The completed nomination form with the appropriate certifications must be **RECEIVED**, not postmarked, in the national office no later than **February 4, 2011**. Late or incomplete applications will not be considered.

SELECTION PROCESS

Each application will be reviewed by a selection process using law enforcement executives composed of members of the National Law Enforcement Exploring Committee

Note: Go to www.learningforlife.org/exploring/lawenforcement to download the application.

You asked for it... here it is... the new Learning for Life Info site



By popular demand, the Learning for Life Info site has been completely overhauled and launched on October 1, 2011.

The site has been divided into two sections: Curriculum-based Learning for Life and Exploring. The sub-sections are organized into functional areas and topics most used by LFL and Exploring Executives: Committees, Forms, Marketing, Program, Fund raising, Service, and a brand new “Best Practices” section.

At any time executives can return to the home page through the navigation bar at the top. The navigation bar also includes a “Hot Spot” which includes new items to the website and a revolving LFL and Exploring national calendar.

The LFL Info site can be found by going to MyBSA/Resources/LearningforLife (located on the left side bar). The Learning for Life public website is undergoing an overhaul, too, and is expected to be launched early in 2011.



Fastest Growing Jobs in America

How will the job market evolve in the next decade? FORTUNE takes a look at some of the fastest growing professions in the U.S.

1. Nurses



The number of registered nurses is expected to swell to 3.2 million by 2018, accounting for approximately 581,500 new jobs, according to the Bureau of Labor Statistics. That's up from 2.6 million today, and it represents the largest overall growth projection out of all occupations in the U.S. economy, for good reason. Americans aged 65 and older will make up 19% of the population in 2030, up from 12.4% in 2000. As the population ages and the growth of the working-age population slows down, there will be an increased demand for health care services in general, and home health care services in particular. In the past year, the home health care services industry has experienced sales growth of 11.2%, making it the fastest growing industry in the U.S., according to Sageworks, a financial analysis company.

Along with registered nurses, Sageworks projects that home care aids, physician assistants, pharmacists, and other medical professions will be in high demand for the foreseeable future.

2. Network Systems and Data Analysts



This occupation's full title is "network systems and data communication analysts." And while it's a mouthful, it is worth remembering as it's the second-fastest growing occupation in the U.S., according to the Bureau of Labor Statistics. In simpler terms, these analysts are the folks who design and build the systems that we use to connect to the web, from work or home. In many ways, these are the folks that make communication possible in our Internet-centric world. So perhaps it's not so surprising that they are in high demand, and will be for the foreseeable future. BLS's latest employment outlook report estimates that the profession will grow by 53.4% to almost 448,000 workers between 2008 and 2018.

3. Software Engineers



What would all that planning and design by network and data analysts be worth without software? Not a whole lot, which explains why the BLS expects the cadre of software engineers and application developers to swell to 689,900 by 2018 (up from 514,800 in 2008). Whether they are building business software, constructing an operating system, developing games, or designing mobile apps, software engineers have a wide array of career avenues to consider.

And it surely does not hurt that the worldwide Smartphone market grew by 50% between the second quarter of 2009 and 2010, according to the market research firm IDC. The impressive growth of the smart mobile industry over the past few years will only add fuel to the fire of the impressive job prospects for application developers, as Smartphone users have come to expect increasingly advanced software applications to justify the increased expense of their phones.

4. Biomedical Engineers



Biomedical engineering is expected to be the fastest growing occupation, with a whopping growth project of 72% between 2008 and 2018, according to the Bureau of Labor Statistics. It's not much of a surprise, given that this field lies at the nexus of technology and health care, two ballooning industries within the U.S. economy. The immense growth of biomedical engineering will be driven by the demand for new treatments for diseases and the increasingly higher expectations of aging patients to maintain an active lifestyle. Indeed, the pharmaceutical and medicine manufacturing industry experienced 11.1% sales growth in the past year, according to Sageworks.

From developing artificial organs, medical devices like pace makers, or refining imaging technology that allows doctors to examine patients in more precise ways than ever before, biomedical engineers will have plenty to work on in the coming decade.

5. Accountants and Auditors



While number crunching and bean counting has certainly not fallen out of style in recent memory, the economic fallout of the past few years has placed renewed focus on financial regulation. And with the passage of the federal financial reform bill in June, companies will need an even larger cohort of auditors and accountants to parse through new regulations to make sure they are in compliance.

The accounting profession is poised to experience 22% growth between 2008 and 2018, with an anticipated 279,400 new jobs in the field by 2018, according to the BLS.

6. Veterinarians



Our love for the dogs, cats, and fish in our lives truly knows no bounds. Pet care was one of the only sectors of the retail industry that grew during the recession. According to the 2009-2010 National Pet Owners Survey, 62% of U.S. households owned at least one pet in 2008, accounting for approximately 71 million households. And the American Pet Products Association estimates that pet owners will spend almost \$48 billion on their pets. Just under \$24 billion of that will be spent on medicine and veterinary care, as more Americans than ever before open their wallets to spring for treatments for an ailing animal family member.

It's no surprise, then, that veterinarians are listed as one of the fastest growing professions in the U.S. -- the number of vets is expected to expand by 36% between 2008 and 2018.

What Is Exploring?

Exploring is Learning for Life's career education program for young men and women who are 14 (and have completed the eighth grade) or 15 to 20 years old. Adults are selected by the participating organization for involvement in the program. Color, race, religion, gender, sexual orientation, ethnic background, economic status, or citizenship is not criteria for participation.

Exploring's purpose is to provide experiences to help young people mature and to prepare them to become responsible and caring adults. Explorers are ready to investigate the meaning of interdependence in their personal relationships and communities.

Exploring is based on a unique and dynamic relationship between youth and the organizations in their communities. Local community organizations initiate an Explorer post by matching their people and program resources to the interests of young people in the community. The result is a program of activities that helps youth pursue their special interests, grow, and develop.

Funding Your In-School Learning for Life Program

9-1-10

Adam Cassady

In Indianapolis, IN the Learning for Life in-school character education program has been able to successfully bring in funding for the program for the past few years. Three years ago we received only \$776 from our schools paying for the program. Last year we received \$11,026 from schools and this year we are projected to receive over \$13,000. None of this money was from grants the council received. We would like to share our success in getting alternate funding and motivating your units to be self sufficient.

The first key to our success was with new units. When making a sales call, we made sure our units knew up front they would be responsible for paying a fee for the program. Our fee is \$5 per student. As Learning for Life Executive, we know that funding is usually the reason for an unsuccessful sales call.

We offer them an alternative by suggesting options. The first is Title One money. This may be called something different from state to state, but this is money the school receives from the state for supplemental education. Secondly, we suggest they check with their school foundation. Almost every school has a foundation and a lot of the time, they have BSA volunteers on them. Thirdly, we suggest a presentation to the parent groups (PTO, PTA). Finally, we offer to send a letter to the students requesting this money.

If this does not work, there is one other option. We offer the school a payment augmentation over a period of time. Usually \$1 the first year, \$3 the second year and \$5 the third year. This gives the school time to find the funding for the program. I also say this is a good opportunity for the school to "give us a chance". By next the second year, there is usually no problem getting them to return and pay \$3.

Another key to our success has been done through billing. This can be tricky, but if you stick to it, it can be very rewarding. The first key to successful billing is finding the appropriate person to get the bill. **The main reason a school does not pay is because the person who writes the check has never seen the bill.** You would assume this would be the principal or the organization head (person that signs the memorandum). It is almost never that person. Usually it is a secretary, teacher or through the administration. Simply calling the school and asking them who handles the billing can make you more successful.

You also want the bill to be a hard copy bill. The outside of the envelope should say invoice enclosed. Including a cover letter with the bill is also important. The cover letter should have information about the program and what teachers are participating. Finally, you want your bill to be sent multiple times. Send one in October, November and December.

If anyone would like to hear more about unit funding, please feel free to contact me at any time. My number is 317-813-7083 and my email is acassady@crossroadsbsa.org

Adam Cassady

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