



ORDER OF THE ARROW BOY SCOUTS OF AMERICA  
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## National Chief presents Report to the Nation



BSA Report to the Nation delegates with House Speaker John Boehner.

By **BOB BROWN**  
 Staff Writer

In February, National Chief John Rehm served as part of a nine-person youth delegation that traveled to Washington, D.C., to present our nation's leaders with the Boy Scouts of America's annual Report to the Nation.

The Report to the Nation is the Boy Scouts' annual message to Congress and the country on Scouting's impact. This tradition began in 1910 when President William Howard Taft invited the BSA to the nation's capital to make the presentation.

The report details the organization's 2011 accomplishments, including the fact that over 50,000 Scouts earned the Eagle Scout rank, providing 6.7 million hours of service to communities. The Order of the Arrow SummitCorps project, which brought 1,400 volunteers

together over four weeks to build 13 miles of hike and mountain bike trails, was featured in the report.

Rehm, along with the rest of the delegation, presented the official Report to the Nation to Speaker of the House John Boehner on February 15. He also met with several members of Congress and their staff, including House Minority Leader Nancy Pelosi, Rep. Pete Sessions, and Sens. Pat Toomey and Bob Casey of Pennsylvania.

During the five-day trip, the delegates traversed the nation's capital seeing the U.S. Capitol, Goddard Space Flight Center, the Supreme Court, the Pentagon, Arlington Cemetery, the CIA, and more. The highlight of the trip, Rehm said, was the laying of the wreath at the Tomb of the Unknowns, which he described as a "truly bone-chilling moment to be a part of such a long-standing tradition of honor."

## OA Program Specialist Carey Miller retires

By **DWAYNE FONTENETTE**  
 Editor in Chief

Order of the Arrow Program Specialist Carey Miller, who championed the Order's involvement in Scoutreach Mentoring, high adventure, and Cub Scouting, retired on May 1.

Miller, a Vigil Honor member and Distinguished Service Award recipient, served as Order of the Arrow associate director and program specialist for the last 14 of his 36 years as a professional Scouter. He stepped down to spend more time with his family and to pursue personal endeavors.

"After 36 years, it's time," Miller said. "It's been a good run—a mountaintop experience—however, I have other things that I still want to do."

Miller is a native of Eastover, South

Carolina, and holds a bachelor's degree in business administration from Benedict College, Columbia, South Carolina. Through the Boy Scouts of America's approved graduate program, Miller earned a master's degree in human services and leadership from Murray State University, Murray, Kentucky.

While teaching in the Philadelphia, Pennsylvania, school system, Miller was recruited into professional Scouting by the Cradle of Liberty Council in 1971. Miller then began his professional Scouting career as an assistant district executive in Roanoke, Virginia. He left the profession in 1973 to work in advertising sales with Bellsouth but returned in 1977 as a senior district executive in St. Thomas and St. John, U.S. Virgin Islands, where he served until 1980. He was also a second lieutenant with the U.S. Virgin Islands

Army National Guard. From 1981 to 1997, Miller served as senior district executive and field director in Columbia, South Carolina, and as senior district executive, field director, and urban-rural director in St. Louis, Missouri. Miller joined the national staff in January 1998.

"Miller guided the Order to further align our programs with the Boy Scouts of America's vision," said Ray Capp, national Order of the Arrow committee chairman.

"He was always encouraging, not only for us to 'hold it in the road' but to take it to the 'end of the road,'" Capp said, quoting Miller's well-known metaphors.

"I'm particularly appreciative of Carey's leadership, as evidenced by his service as Merit Badge Midway director for the 2005 and 2010 National Scout Jamborees and his advising of the Indian Summer program

last summer, which were both tremendous successes," Capp said. "He quietly and methodically used a very supportive strategy of helping other people be and look good."

Miller's storied Scouting career will be remembered for his transformative service to the Order of the Arrow. During his tenure in the national office, Miller oversaw the 2011 Indian Summer, the development of the Canadian Odyssey and Ocean Adventure high-adventure programs, the publication of the *National Bulletin*, the creation of the Order of the Arrow Mentoring program, and the Order's support of the "little men in blue" with the production of the OA Cub Scout support toolkit.

"These are legacies that we wouldn't have without his personal leadership and involvement," Capp said. "We are grateful for Carey Miller."



Carey Miller (left) with his wife and son.

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 Alex Wziontka of Lakota Lodge made solar ovens for his Eagle Project.



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 Read about the Servant Leadership movement and how it works.



## 2012 National Planning Calendar

### June

- 2 OA Ocean Adventure begins
- 6 Northern Tier OA Voyage begins  
Northern Tier OA Odyssey begins
- 8 Philmont OA Trail Crew begins
- 17 - 23 Philmont OA Adviser Training
- 30 NOAC late fees due

### July

- 24 Northern Tier OA Wilderness Voyage ends  
Northern Tier OA Odyssey ends
- 26 OA Ocean Adventure ends  
NOAC staff arrival
- 27 Philmont OA Trail Crew ends
- 27-30 NOAC Trade-O-Ree
- 30-31 NOAC Michigan State University, East Lansing, Michigan

### August

- 1-4 NOAC Michigan State University, East Lansing, Michigan

### September

- 14-16 NLS/NLATS, Davis, Oklahoma - Southern Region
- 21-23 Gathering of Leaders, Alpine, New Jersey - Northeast Region

### October

- 1 OA Charter renewal kits released
- 5 - 7 NLS, Delaware, Ohio - Central Region
- 12 - 14 NLS/NLATS, Estes Park, Colorado - Western Region  
SOS, New Braunfels, Texas - Southern Region
- 15 OA Steering Committee Meeting
- 26 - 27 SOS, Western Region, Phoenix, Arizona
- 31 OA Service Grant application due

### November

- 2-4 NLS/NLATS, Parkville, Missouri - Central Region  
NLS/NLATS - Northeast Region
- 16-18 NLS/NLATS, San Francisco Bay Area, California - Western Region  
NLS, Germany - Northeast Region  
NLS, King, North Carolina - Southern Region  
SOS, Islamorada, Florida - Central Region

### December

- 27-30 National Planning Meeting, Dallas, TX

## National Trails Day

By **JACOB SCHLIES**

Staff Writer

Last summer, many Arrowmen gathered together in West Virginia to build trails as part of SummitCorps. If you enjoyed SummitCorps or if you weren't able to participate, you will probably be interested in participating in the 2012 National Trails Day on June 2, 2012. The Order of the Arrow is teaming up with the American Hiking Society once again to offer our Scouts and Scouters more opportunities to enjoy the outdoors.

For years, it has been a purpose of the Order to enjoy the outdoors as well as to be its stewards. Now, we have a chance to build upon the great work that our high-adventure programs and SummitCorps have been able to accomplish.

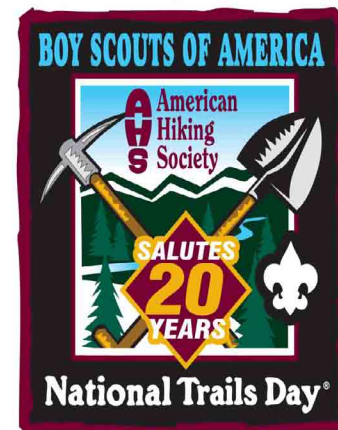
The National Trails Day is an opportunity to develop community service partnerships with local organizations National Vice Chief Preston Marquis said.

"The National Trails Day initiative allows the Order of the Arrow to build critical partnerships in the community, utilizing service as a means to bring people and resources together," Marquis said.

June 2, 2012, is National Trails Day.

It's an opportunity for communities to organize local events to improve outdoor trails. Lodges can participate in National Trails Day by hosting an event or joining with local project organizers, and projects can be completed any day of the year. Past projects include trail construction and maintenance, hosting astronomy outings, and coordinating educational workshops. This project is a great way to earn service hours for your lodge or chapter to use toward the Journey to Excellence program.

Lodge leaders should visit the AHS website, [www.americanhiking.org](http://www.americanhiking.org), to find out how to become a part of the American Hiking Society's National Trails Day activities.



Arrowmen participate in a 2011 National Trails Day project, the OA's SummitCorps program.

## NATIONAL UPDATES

### NOAC registration still open

Lodges may continue to add participants to their NOAC contingents through June 30. Starting May 1, 2012, a late fee of \$50 will be assessed.

### Eagle congratulatory letter

The 2012 Eagle Congratulatory Letters from the national chief, national vice chief, and national chairman have been posted to the national OA website.

### Four new best practices

Additional lodge and chapter program tools have been posted to the national Order of the Arrow website.

### 2012 Conclave training initiative sessions

The 2012 Conclave Training Initiative sessions are available. Visit the website to download both the Servant Leadership and Journey to Excellence program sessions for use at upcoming conclaves.

### Ask the Chairman questions answered

Go to [www.oe-bsa.org](http://www.oe-bsa.org) to check out questions that are being answered by the national chairman, Ray Capp. The most recent questions were regarding OA unit elections and an old sash passed down to a new Arrowman.

### National website

Check out the OA's national website at [www.oe-bsa.org](http://www.oe-bsa.org) for more information.

## 2012 National Officer Directory

### National Chief

John Rehm  
Turbotville, PA  
[nationalchief@oa-bsa.org](mailto:nationalchief@oa-bsa.org)

### National Vice Chief

Preston Marquis  
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[nationalvicechief@oa-bsa.org](mailto:nationalvicechief@oa-bsa.org)

### Central Region Chief

Marty Opthoff  
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[chief@central.oe-bsa.org](mailto:chief@central.oe-bsa.org)

### Southern Region Chief

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### Northeast Region Chief

Eric Bush  
West Newton, PA  
[chief@northeast.oe-bsa.org](mailto:chief@northeast.oe-bsa.org)

### Western Region Chief

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The *National Bulletin* is published quarterly. If you have an article and/or photo (with caption) for submission, please e-mail it to [Dwayne Fontenette](mailto:Dwayne.Fontenette@oa-bsa.org) at [bulletin@oa-bsa.org](mailto:bulletin@oa-bsa.org).

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# It's all in the unit

By **MATT ROSENDAHL**

*Staff Writer*

To be elected national chief of the Order of the Arrow is no small accomplishment, and John Rehm proudly serves at the helm of our organization this year. Uniquely, however, Rehm shares something with a past national chief that is very rare: the same troop.

Both Rehm and the 1990 national chief, John Meckley, started their Scouting careers with Troop 623 of Milton, Pennsylvania, in the Susquehanna Council. While Meckley was national chief before Rehm was born, they would both grow through the bonds of the same troop.

As Meckley reflected, "Troop 623 was always a unit in which we supported one another and understood that together we were stronger; that the troop was something much greater than the sum of its parts."

Neither of them were able to share

any memories as Scouts together, because Meckley was already an established adult when Rehm joined Boy Scouts, but the two have experienced a unique relationship within their council.

When Rehm became lodge chief, Meckley was serving as the Susquehanna Council president, and, through a professional relationship, the two discussed how to advance Scouting and the Order of the Arrow in the Susquehanna area. Meckley always saw the potential for a great chief in Rehm.

"He was so very well liked and respected by the youth and adult members of our organization and it was great to watch him grow into a leader," Meckley said. "It was only a matter of time until he was elected section chief."

Rehm would indeed go on to become a section chief, and—after a casual conversation with a young Scout about how much the Scout enjoyed camping—Rehm would aspire to be a national officer of the Order of the

Arrow.

After his election to national chief, Rehm turned to Meckley to seek advice on how to deal with being the leader of such a prolific organization.

"After talking with him, I knew that all the great and amazing stories of John were true. How he spoke from the heart and maintained being himself," Rehm said.

When asked whether there was something to be taken from the unique circumstance that two national chiefs came from the same troop, both Arrowmen reflected on the importance of the unit to the strength of both Scouting and the Order of the Arrow as organizations.

Meckley said, "Whether you're a new inductee in the OA or a national chief, it's the Scouting foundation built in your troop that seems to matter most. And because of that, it's easy to remember where you came from, and it's what drives you to give something back."



Photo courtesy John Meckley

**John Meckley (center) with Lou Monville (left), 1991 Western Region Chief, and Jeff Posey (right), 1991 National Vice Chief.**

## MailChimp, one giant leap for your lodge

By **PATRICK BURTCHAEHL**

*Staff Writer*

Today, in the age of information, almost everyone uses email, Facebook, Twitter, and other communication sources constantly, if not every day. Of course, we all still use standard mail, but why make your lodge pay for increasingly expensive postage rates and have them deal with printing and folding letters when they could be sending out an e-newsletter every month instead? That's where MailChimp comes in.

MailChimp® is a no-cost (as long as you send under 12,000 messages per month to under

2,000 subscribers), contract-free e-newsletter service that many lodges are finding out is the next step for easily communicating with Arrowmen. It is painless to set up and, once everything is flowing, can be managed directly from an iPhone or Android with MailChimp Mobile.

The system works in these steps:  
1. Set up your free MailChimp account. Next, you import the email addresses from your lodge's database, which should be in LodgeMaster.

2. Study the guides that MailChimp developers offer online, then design your newsletter from any of the free templates, or use elements from your print newsletter. Fill in the blanks with lodge information,

articles, and other content.

3. Click Send! Your subscribers will receive a copy of the newsletter in their inbox, along with fully interactive Facebook/YouTube integration, links, pictures, and more. Plus, iPhone and Android users can also view the newsletter on their devices without any problems.

4. Notice your numbers increase at lodge events, and watch as Arrowmen become more aware of what's going on in your lodge. Why? Well, because they read an e-newsletter that was sent to their phone.

This simple process allows lodges to create modern, professional newsletters for free.

## Chiefly Speaking



Brothers,

These past few months have been a whirlwind of excitement, enjoyment and brotherhood. I have had the great honor of meeting Arrowmen from all across the country, from Amengamek Wipit Lodge in Washington, D.C., to Tahosa Lodge in Denver, Colorado. I have experienced National Leadership Seminars in Nashville, Tennessee; Alpine, New Jersey; and Orange County, California; where the thirst to better oneself and Scouting was quenched.

However, as spring comes to an end, more opportunities arise. Those who seek adventure and excitement can participate in the various Order of the Arrow High Adventure programs that take place at the three high-adventure bases. Each program has its own unique adventure. You'll hike across jaw-dropping mountains during Philmont Trail Crew, serve the beautiful Florida Keys with OA Ocean Adventure at the Sea Base, and my personal favorite, explore the vast waterways in the wilderness of Ely, Minnesota, during Northern Tier's Canadian Odyssey and Wilderness Voyage. I am attending the Wilderness Voyage program, so maybe I will see you there.

The 2012 National Order of the Arrow Conference preparation is well under way, with the section chiefs and their lead advisers cheerfully working to ensure that this year's NOAC experience is better than any before. I remember attending the 2009 conference and being inspired by all the Scouts gathered in the arena, realizing that I was a part of something truly amazing and bigger than just my lodge.

I encourage all of you to take advantage of what the Order has to offer. Use these mountaintop experiences to strengthen the ties of brotherhood in your own lodge, and create a legacy that others would be proud to follow.

Cheerfully yours,

John Rehm  
2012 National Chief

# 2012 Josh Sain Memorial Scholarship recipients

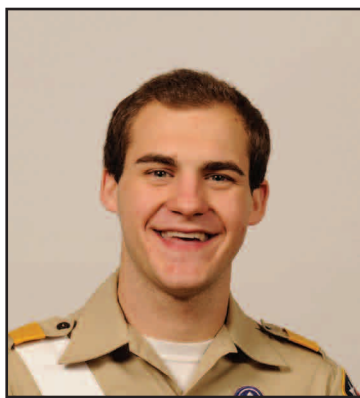
The national Order of the Arrow committee is pleased to announce the recipients of the 2012 Josh Sain Memorial Scholarship. This scholarship was established in 1998 to honor the spirit and the memory of Josh Sain, a former national vice chief of the Order of the Arrow. This scholarship is provided to immediate past national officers (chief, vice chief, region chiefs, or section chiefs) based on exceptional service and scholarship achievement. The recipients for 2012 include the following:

Jonathan Hillis of Austin, Texas. Hillis is a member of the Tonkawa Lodge, Capitol Area Council. He served as the 2011 national chief of the Order of the Arrow and is a junior majoring in political science and environmental studies at Carleton College.

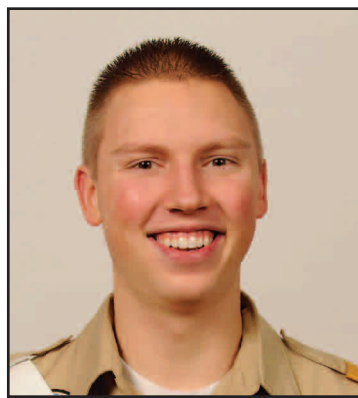
Daniel T. Dick of Lena, Illinois. Dick is a member of the Wulapeju Lodge, Blackhawk Area Council. He served as the Order of the Arrow's 2011 national vice chief and is a junior majoring in communications at Carthage College.

Collin P. Huerter of Topeka, Kansas. Huerter is a member of the Dzie-Hauk Tonga Lodge, Jayhawk Area Council. He served as the 2011 Central Region chief and is a sophomore majoring in political science at Kansas State University.

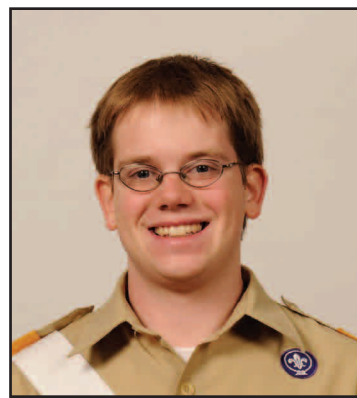
Dwayne A. Fontenette Jr. of New Orleans, Louisiana. Fontenette is a member of the Chilantakoba Lodge, Southeast Louisiana Council. He



Jonathan Hillis



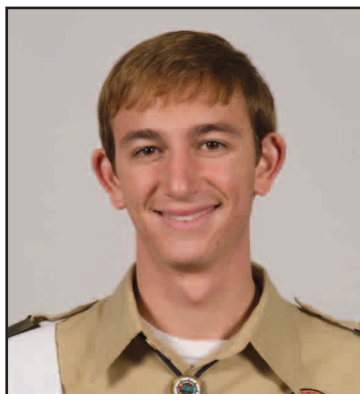
Daniel T. Dick



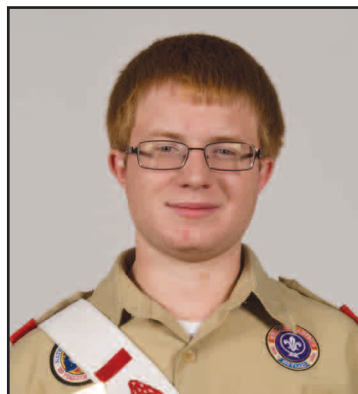
Collin P. Huerter



Dwayne A. Fontenette Jr.



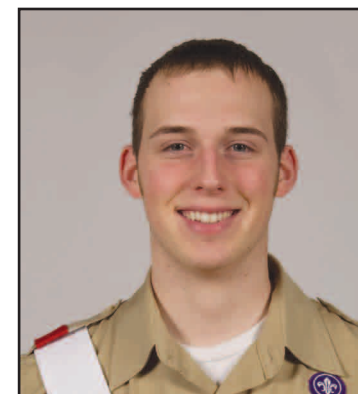
Robert C. Orr



Brent Wessel



Mark W. Ishizu



Spenser M. St. Louis

served as the 2011 Southern Region chief and is a junior majoring in public relations and political science at Loyola University.

Robert C. Orr of Elon, North Carolina. Orr is a member of Klahican Lodge, Cape Fear Council. Orr served as the 2011 SR-7B section chief, and

he is a junior majoring in business-finance at Elon University.

Brent Wessel of Cape Girardeau, Missouri. Wessel is a member of Anpetu-We Lodge, Greater St. Louis Area Council. He served as the 2011 section C-3B chief and is a junior majoring in mathematics at Southeast

Missouri State University.

Mark W. Ishizu of Waipahu, Hawaii. Ishizu is a member of Na Mokupuni O' Lawelawe Lodge, Aloha Council. He served as the 2011 section chief of W-6, and he is a sophomore majoring in airport management at the University of

North Dakota.

Spenser M. St. Louis of Fort Wayne, Indiana. St. Louis is a member of Kiskakon Lodge, Anthony Wayne Area Council. He served as the 2011 section C-6B chief and is a sophomore majoring in philosophy at Josephinum.

## Lodges honored with national awards

The E. Urner Goodman Camping Award was established in 1969 as a tribute and testimonial to the Order's founder. Its purpose is to encourage and challenge Order of the Arrow members and lodges to increase their effectiveness in promoting and increasing Scout camping in each council.

Awards are presented to two outstanding lodges in each region annually. The following lodges are being recognized for their 2011 accomplishments.

The Order of the Arrow is also pleased to announce the selection of eight lodges for the National Service Award. Established in 1999, the National Service Award recognizes up to two lodges in each region that have performed outstanding qualitative and quantitative service for their council. The following lodges are being recognized for their 2011 accomplishments.

### E. Urner Goodman Camping Award

#### Central Region

Michigamea Lodge  
Calumet Council  
Munster, Indiana

Mischigonong Lodge  
Lake Huron Area Council  
Auburn, Michigan

#### Northeast Region

Octoraro Lodge  
Chester County Council  
West Chester, Pennsylvania

Kuskitane Lodge  
Moraine Trails Council  
Butler, Pennsylvania

#### Southern Region

Bob White Lodge  
Georgia-Carolina Council  
Augusta, Georgia

Tsoiotsi Tsogalii Lodge  
Old North State Council  
Greensboro, North Carolina

#### Western Region

Yowlumne Lodge  
Southern Sierra Council  
Bakersfield, California

Toloma Lodge  
Greater Yosemite Council  
Modesto, California

### National Service Award

#### Central Region

Illinek Lodge  
Abraham Lincoln Council  
Springfield, Illinois

Ku-Ni-Eh Lodge  
Dan Beard Council  
Cincinnati, Ohio

#### Northeast Region

Madockawanda Lodge  
Pine Tree Council  
Portland, Maine

Witauchsoman Lodge  
Minsi Trails Council  
Lehigh Valley, Pennsylvania

#### Southern Region

Mikanakawa Lodge  
Circle Ten Council  
Dallas, Texas

O-Shot-Caw Lodge  
South Florida Council  
Miami Lakes, Florida

#### Western Region

Cahuilla Lodge  
California Inland Empire Council  
Redlands, California

Wiatava Lodge  
Orange County Council  
Santa Ana, California



Photo by J. Groves

Aidan Dougherty, Moswetuset Lodge vice chief of committees, runs a unit election.

## The art of Unit elections

By **RAYMOND CHEUNG**

Local Features Editor

Over 170,000 members are at the heart of our Order—honor campers who have proven their willingness to face ordeals, irksome tasks, and weighty responsibilities. How did they get there? While adults may be selected for membership in the Order of the Arrow, youth members all follow a unique election procedure of members and non-members electing candidates for potential membership. For many Scouts and Scouters alike, an election may be the only time during the year that all unit members receive a direct connection to the OA. That being said, lodges always stress the importance of the unit elections season and develop many plans to ensure that as many Scouts become candidates as possible.

Moswetuset Lodge of Boston Minuteman Council and Noquet Lodge of Great Lakes Council are from different areas of the country, and their members rarely ever interact with one another. However, both use strong unit election processes that produce great results.

Moswetuset Lodge uses an effective election team packet to keep things uniform and to make data collection simple. The 11-page packet is given to every team when they travel to units, and consists of useful information such as to-do lists for the election, a flexible election script, and contact information sheets. Training is also given to election teams beforehand, and the lodge leadership continuously provides guidance and feedback during the process. Lodge Vice Chief Thomas Satham-Fisette oversees unit elections, and believes the packet makes things a bit easier to manage.

"All that the election team needs to do is conduct the election, record the information, and send

it to us. The packet really helps to speed up the process," he said.

Lodge Chief Zac Gunther agrees with and fully supports the use of the election team packet, stating that "it is a resource that will be helpful for many years to come."

Noquet Lodge further expands on this system, organizing electronic documents and using graphs and charts to keep track of past years' performances. Election team training is provided as well, and the lodge uses incentives such as inter-chapter competition to fully deliver their program. Their lodge officers set their goals early, and each of them has specific tasks for the election season and beyond that timeframe. For the election itself, the team uses carbon copy forms to keep things simple for both the unit and the lodge. A comprehensive plan is used to properly plan for the election season, and all parties understand their roles. As a member of Noquet Lodge, Central Region Chief Marty Opthoff compliments the "organization and thoughtfulness that has gone into developing this unit election process, and looks forward to seeing future improvements."

Take advantage of the opportunity to perform unit elections in your council's troops and teams. They are the backbone of your lodge's membership success. Set your unit election plans and goals early and make sure they are properly backdated. Prioritize the gathering of contact information, and keep the process uniform and organized. Train and orient your election teams beforehand so they will be professional and effective in their work. Review the history and seek to improve. Remember that youth membership is crucial to the OA's success, and unit elections are the only way that they will be able to fully experience this brotherhood.

## The one and only #SectionConference

By **JACOB SCHLIES**

Staff Writer

Anyone who is a Twitter follower or Facebook friends with an Arrowman from Florida has likely heard about the Section S-4 Conference. For those who are unaware of the conference, S-4 Chief Frank Gamez explains that the S-4 Conference is "a section conclave, S-4 style." S-4 stands apart from typical conclaves in many ways, including the utilization of social media to promote the conference.

The section officers posted promotional videos and pictures to Facebook and tweeted #SectionConference on Twitter regularly. Effective social media event promotion required planning ahead, Gamez said.

It's important to release the event date, venue, and theme first. Then periodically tease your targeted audience with photos of past events, trailers and videos, details of events/competitions, etc.," Gamez says

The 2012 S-4 Conference was held April 20–22, 2012, at Wallwood Boy Scout Reservation in Quincy, Florida. Conference attendees participated in unique games and fellowship activities, including the King's Cup Competition, the Festival

of Feathers, and the golf tournament. Lodges participating in the King's Cup Competition create large and sophisticated historical displays. Lodges are so enthusiastic about the King's Cup that some even host smaller competitions at their lodge events for their chapters to compete against each other, Gamez said.

The Festival of Feathers is "a pow wow times five," Gamez said. At the festival, participants can find some of the best American Indian dancers from Florida and from around the country. The annual

S-4 Golf Tournament is hosted early on Friday, and the proceeds go toward the S-4 National OA High Adventure Scholarship Fund.

These programs were featured in S-4's "100 days, 100 reasons" section conference social media promotion campaign. For 100 days leading up to conference, events, giveaways, and special features were highlighted on Facebook and Twitter to promote the conference. "Take advantage of social media; it's free and powerful," Gamez said.



Arrowmen participate in a game of Tug-o-War during the afternoon of fellowship at the 2011 Section S-4 Conference.

## Survival of the fittest: inbox edition

By **ALEX CALL**

Communications and Technology Editor

With the days of the Pony Express long gone, the world now communicates through a maze of inboxes, recycle bins, and, of course, spam folders. Email communication is considered one of the largest and most efficient means of communication today. Email is a great way for chapters, lodges, and sections to communicate with a diverse audience in an easy way. However, according to Boomerang Email Scheduling, the average adult receives 147 emails each day, but only spends two and a half hours attending to them. In order for email communication to survive the daily purge, you'll need to use the best tools and resources to make it effective.

If your lodge uses OA LodgeMaster (OALM), a membership database software created by the national Order of the Arrow committee, you may already be familiar with the Email Communications Center. You can use this tool to communicate directly with a small or large group of Arrowmen from within the software. Lodges can remind Scouts and Scouters about events and dues, and can send out important updates and announcements.

Email broadcasts may be scheduled for a later time and date, and administrators can change the sender and reply-to addresses. Head to the OALM webinar series (<http://connect.scctv.net/p43903882>) to see the Email Communications Center in action with OALM development team member Mike Card. For more information about LodgeMaster, head to <http://lodgemaster.oa-bsa.org>.

Still firing up the typewriter and pasteboards for your newsletter? By emailing your newsletters, you are able to reach multiple audiences with powerful links, informative and brief articles, and customized content. Be sure to read staff writer Patrick Burtchell's story about Chilantakoba Lodge's successes with MailChimp, an email campaign service with powerful tools anyone can use.

No matter what outlet your group uses, check out these tips for effective and safe email communication.

When communicating with a small group of individuals or one person:

- If youth and adults are communicating together, ensure that the conversation is two-deep. Always CC another adult adviser, the Scout's parent(s), or another adult in your conversations.

- Make your subject line

relevant to the conversation.

- Never transfer secure information, such as databases with Social Security numbers, via email.

- Be clear and concise with your message. Organize it topically.

- Indicate if a reply is necessary.

When communicating with a large group (an email campaign):

- Specify a sender and a reply-to address. Arrowmen may be more comfortable with opening an email from their lodge or chapter than from a name they don't recognize.

- Make your subject line relevant and "non-spammy."

(Bad: "We've got a deal for you!" Good: "Are you ready to go BIG? -X Lodge Fellowship")

- Follow Guide to Safe Scouting standards when including photos or information about youth members.

- Be sure to check out the OA Branding and Style Guide and the Language of Scouting for appropriate references and usage of terms.

- Be clear and concise with your message. Don't bombard your membership's inbox.

- Always give the option for people to "opt out" or to stop receiving communications from your group.

# The solar service project

By **MATTHEW ROSENDAHL**

Staff Writer

Alex Wziontka, a Vigil Honor member of Lakota Lodge of the Northwest Suburban Council, recently received notoriety for his Eagle Scout project making solar ovens for distribution by nonprofit organizations working in Haiti.

Wziontka was inspired by an article he read in the March 2009 issue of Parade magazine that discussed the need for resources, such as solar ovens, in the Darfur region of Sudan—what is now the country of South Sudan. Unfortunately, however, the risk of the ovens being stolen during shipment made Wziontka reconsider his options, and he reached out to international organizations that worked with solar ovens elsewhere. Both Solar Household Energy (SHE) and Divine World Ministries responded to Wziontka, and

promised to use his ovens for training programs, as well as charity work in Jamaica. Wziontka began working on building his ovens, but Mother Nature would change his project forever.

“The earthquake [in Haiti] happened about a week before I turned in my ovens,” Wziontka said, “The need for them was greater in Haiti, so they went there.”

The devastating earthquake that struck Port-au-Prince, Haiti’s capital, on Jan. 12, 2010, called for a massive, international relief effort, and Alex Wziontka’s project was part of the response. In Haiti, where fuel sources were badly damaged by the earthquake, solar ovens provided a stable source of heat energy for cooking. Moreover, the ovens are eco-neutral, and reduce both deforestation and air pollution in underdeveloped countries. The sun is all that is needed for cooking, and the reflective foil is the important factor in magnifying the heat and cooking

whatever is put inside the oven.

As part of his project, Wziontka constructed and sent 40 ovens to Haiti through SHE and Divine World Ministries—who covered the cost of sending the ovens. Many local companies donated the cardboard, foil, tote boxes, and other materials used to construct these simple, yet life-changing devices.

Wziontka experienced some setbacks over the course of his work, but he nevertheless remained cheerful in his service and in pursuing his end goal. He worked with many other Arrowmen from his lodge, Scouts from his troop, and other close friends to complete a project that helped better the lives of those devastated by the earthquake in Haiti.

“Although the Eagle project is in its nature a service project,” reflected Wziontka, “I wanted to do something that would benefit the global community.”



Alex Wziontka and the volunteers who helped him showing off one of the ovens.

## Nentico Lodge Mentors Struggling Troops

By **MIKE GRAY**

Staff Writer

Although Scouting exists in many different types of communities around our nation, some geographical areas require more support than others. In the Baltimore Area Council, Nentico Lodge has implemented the OA Mentoring program in order to reach out to urban troops throughout their service area.

Some cities, such as Baltimore, experience lower troop growth and participation due to factors beyond their control. These outside factors can make it difficult for troops to sustain membership. Youth members are hard to recruit, as is adult unit leadership. In order for troops to avoid this downward spiral, Nentico Lodge is providing resource sharing.

Arrowmen exemplify Scouting’s best attributes and provide the support that urban troops need, said Paul Plymouth, former Thurgood Marshall chapter adviser, who advised Nentico’s mentoring program.

“Members of the Order of the Arrow who are also Eagle Scouts or hold a high rank in Scouting offer the ever-important guidance and wisdom that the inner-city Scouting program currently has at insufficient levels,” Plymouth said. “I think the most rewarding result is that more Scouts

will stay in the Scouting program.”

The OA Mentoring program has taken off in the Baltimore Area Council. The lodge creates a “pool” of OA members who are willing to mentor a specific troop. These mentors are (ideally) between the ages of 18 and 25, Eagle Scouts, and Brotherhood members.

These dedicated mentors have begun marketing the Scouting program to parents. Mentors are also asked to visit their troops at least once a month and attend campouts. Their duties include assisting with Scout skills and rank advancement, as well as assistance with useful life skills.

The first part of the Order of the Arrow’s purpose is for members of the OA to inspire others to follow their example, and that example is founded in the Scout Oath. By working with troops that often lack ample adult male role models, Nentico Lodge truly demonstrates Wimachtendienk by recruiting brothers who serve as servant leaders.

The impact of the OA Mentoring program has helped strengthen the Scouting spirit in the Baltimore Area Council. Does your area struggle maintaining membership? Visit [www.oa-bsa.org/programs](http://www.oa-bsa.org/programs) to learn about the tools your lodge can use to make a difference.

## A Special Camporee

By **JOE DONAHUE**

Staff Writer

It takes a community to put on a huge event for a lot of people.

Echokotee Lodge of the North Florida Council knows all about this. They host a day of service for children and young adults with special needs. The event is called, simply, “Special Needs Camporee,” and over the course of its existence has grown to be the signature service event of the lodge: a weekend-long fellowship and service event attended by more than 500 families that has shown significant growth over the past seven years.

Lodge Chief Alex Williams was pleased with this year’s festivities: “This is just a really fantastic event and is a true example of how the BSA through the Order of the Arrow gives back to the community.”

In addition to the lodge and the council Learning for Life

program, many other organizations participated in staffing the event, including the Girl Scouts, Explorers, and several corporations, all of whom pay to perform service in order to keep participation in the event cost-free. “It’s worth it. We pay to do service, because it means that much to us,” said Williams.

Williams also recalls a time when he was reminded why the lodge does this kind of event. “I remember a participant coming up to me and saying, ‘Thank you very much, I really wish I could do this again.’ When I mentioned that he could come back any time, he told me that he was diagnosed with leukemia and was likely to die within the next four months,” Williams said. “To be able to give him the opportunity to have a smile on his face means the world to many of us, including me.”

Arrowmen arrive on Thursday evening to begin the process of

setting up, which includes pitching more than 500 tents, establishing booths, and more. Setup naturally continues into Friday, and concludes with a night of fellowship. Activities include a “game midway” featuring carnival-style booths manned by Arrowmen. After dinner, there is an evening show featuring skits galore and the lodge’s dance team. S’mores are then given to the participants for cooking over the campfire. After breakfast on Sunday, Arrowmen help pack up the participants’ gear. For many of the guests, this is their first campout, and each of them took great pleasure in the experience.

One hundred lodge members provided over 1,300 hours of service during this year’s camporee. Williams was more than pleased with the turnout of dedicated Arrowmen. “This is really a testament to the OA being a Brotherhood of Cheerful Service,” he said.

### National Order of the Arrow Conference Registration

If you have not yet signed up for NOAC, it is not too late!

Contact your lodge leadership to see how you can attend. Hurry, you have until June 30th.

# The National Leadership Seminar experience

By **BRENT WESSEL**

Staff Writer

Michael Bray was the Wah-Sha-She lodge vice chief of program, and at the Section C-5B Conclave, he was elected section vice chief. After being elected to this section position, he knew he needed to develop his leadership skills to best serve his lodge and section. That drive for improved leadership led him to attend the National Leadership Seminar. Bray, an Eagle Scout and Vigil Honor member, attended the NLS hosted by the Central Region in Parkville, Missouri, on November 4–6, 2011.

The National Leadership Seminar is a weekend training program focusing on leadership development. It is open to all Arrowmen, youth or adult. Each seminar is led by the region chief and his staff, including current and past national, regional, and sectional officers. NLS's counterpart program is the National Lodge Adviser Training Seminar (NLATS). This program is specifically geared toward adult advisers to teach them ways to

better develop youth leadership in Arrowmen such as Michael Bray.

Bray's first impression of NLS was one of an excited staff, ready to host a great seminar. He notes, "I showed up and was greeted warmly; the staff made everyone feel like they belonged there and provided insight on the great adventure to look forward to that weekend." The weekend continued with many training sessions, fun, and fellowship. The one thing that was constant though was the emphasis put on the value of leadership in the OA and in our everyday lives.

Attending the seminar is also a great chance to meet Arrowmen outside of your lodge, section, or even region sometimes and develop friendships that can last a lifetime. Michael came out of the experience a "changed person" he said. "I learned valuable skills to use even in my everyday life."

"I learned a lot about the development levels of leaders," Bray said. "An effective leader uses each of those levels to help those he leads to accomplish tasks, while making them better people,

and possibly inspiring them to hold an office and follow his footsteps."

Bray left the seminar ready to help and improve the Order using the skills he learned at NLS. "Right now I'm working with the local chapter in Columbia, Missouri. I'm using my personal experiences as a chapter chief as well as what I learned at NLS to help them," he said.

Michael Bray's NLS experience is just one of many examples of how this seminar has changed lives and improved leadership capabilities for Arrowmen. Every Arrowman can have this same experience and unlock their potential to impact the Order. For more information on NLS and NLATS or to sign up for an event, visit your region website. Each region offers three or four seminars per year at locations throughout the region.

Bray concluded his NLS remarks by adding, "I had high expectations going in, having participated in training at NOAC. My expectations were exceeded. I only wish I had participated in NLS earlier! I encourage any Arrowman to go to this training. You won't regret it!"



Photo by Kevin Montano

**An Arrowman finishes working on his tower during the 2012 March Northeast Region NLS.**

## Powhatan chapter preserving history through service

By **TAYLOR BOBROW**

Staff Writer

The Powhatan Chapter of the Blue Heron Lodge has been providing and facilitating service to Fort Boykins Historic Park for several years.

The service project began in 2008 after several chapter members noticed the overgrown, unkempt nature of the park while camping there. The chapter has been providing groups of approximately 20 Arrowmen consistently, and just recently hit a

mark of 2,000 hours of service given to the park. The Isle of Wight County presented the Powhatan Chapter with a proclamation formalizing the county's appreciation for the chapter's efforts.

When the chapter began their service at Boykins, they did not know the impact it would have on Scouting and the community. Many troops have chosen to support the project by traveling to Boykins for a weekend because of the local chapter. The local county has increased its interest in the park now, and many locals have

begun to volunteer at the park. The chapter has taken the role of directing and educating volunteers at the park on how to assist in the projects. It is widely believed that this support would not have been gained had the chapter not taken the initiative. "The support of the county and park has been astounding," said Chapter Adviser John Matroni. The park created t-shirts and patches for those who dedicated time to work at the park.

The chapter's service at Boykins has consisted of projects such as

painting, building displays, and clearing trails or brush. The Scouts have currently cleared roughly 16.5 acres and have even built a replica cannon for placement in the park. Powhatan Chapter member Joe Maniscalco said, "This is a hands-on project where Scouts can learn." The Scouts that volunteer are not only learning the power of helping others, but also gaining an appreciation for the history that exists in the park. "You could see the park coming alive as you made improvements," said

Maniscalco. Fort Boykins was built in 1623 and saw many revisions leading up to the Civil War. Scouts have found a variety of historical items in the park, ranging from cannonballs to swords.

"The Boy Scouts and the Order of the Arrow have really made a name for themselves in this community," Matroni said. "The citizens know who we are, and what we are about." The chapter looks forward to their continued service, and will next be designing and constructing a display for the fort's cooking area.

## 50-Miler a feat for hikers and lodge

By **JORDAN HUGHES**

Staff Writer

Fifty miles is a long way to walk. How about 50 miles in one day? Now that's another story. This task, which may sound impossible, is actually the basis of an incredible fundraiser conducted by the Occoneechee Lodge of the Occoneechee Council, Raleigh, North Carolina.

The Charley Sullivan Holiday Challenge was organized to help the lodge defray the cost of

renovating the Charley Sullivan Training Center. The training center was once an old dining hall at Camp Durant in northwestern Moore County, North Carolina. The lodge intends to convert the space into its new headquarters and summer camp training venue.

The idea for the project came from Occoneechee Lodge Adviser Tom Wells, who was inspired by a past council event. The Occoneechee Council previously held a 50-mile hike in the Uwharrie National Forest in Montgomery

County, North Carolina. That event was held over four days at the end of December during the winter holidays. Unfortunately, the four-day event was unable to attract participants who could afford to set aside the time for the hike. Wells and the lodge decided to reinvent this project as a 24-hour endurance challenge, with much success.

The one-day 50-miler was held on the Saturday after Thanksgiving, 2011, and was open to all Scouts and Scouters. Individuals could enter for \$50 per person, while

groups of up to four could register for a reduced fee. The hike unfolded over 24 hours along the Raleigh stretch of the North Carolina Mountains-to-Sea Trail, the maintenance of which the Occoneechee Lodge has adopted as a service project over the past few years. Youth and adult volunteers from the Neusiok Chapter served as service staff at the event. They provided refreshments, manned first aid stations throughout the day and night, and directed traffic at intersections. After recovering

costs, all proceeds were donated to the training center project.

"We raised a total of \$7,000," said Todd Goldfarb, vice chief of program for the Occoneechee Lodge.

Of these proceeds, over \$5,000 will go directly to the renovation project, said Lodge Chief Will Allen.

The lodge plans to continue with the event, holding another 50-mile challenge this Thanksgiving. The event has been an amazing feat for hikers, as well as a successful fundraiser for the Occoneechee Lodge.

# Servant Leadership: how it works

By Rob Orr

*Servant Leadership Taskforce Chairman*

Servant leadership is often considered a complicated concept, unreachable for most people. Through my study of servant leadership I have come to a conclusion that is quite the opposite. I believe that anyone can become a servant leader, and that most Scouts already practice this leadership method on a daily basis. It all starts with the scout slogan of “Do a Good Turn Daily,” and from there, it is as simple as 1, 2, 3.

To better prove this point, I am going to relate an experience I had just the other day. I was standing in a convenience store, impatiently waiting in line to make my purchase, when I noticed an elderly woman moving towards the door with her hands full. After a quick moment of consideration, I gave up my spot in line and moved to hold the door for the elderly woman. As she slowly made her way through the door, I noticed a younger kid staring at me. I didn’t think much of it, and returned to the back of the line to begin the foot-tapping wait all over again. A few moments later, I saw the same small kid pull away from his mother’s grip, and begin to run towards

*“The servant-leader is servant first... It begins with the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead.”*

- Robert Greenleaf

the door. When he reached the door, he began to struggle mightily against the door’s weight, and slowly pushed it open. To my amazement, instead of continuing out the door and running from his mother as it appeared he was doing, he stood, holding the door open. As I shifted my eyes to the side, I saw the same elderly lady that I had helped moments before heading out the door. The realization of what was happening hit me—my action,

the effortless fulfillment of the Scout slogan, had inspired this young boy to do something that was, for him, much more difficult.

As I left the store and continued on my journey, I began to think of how little effort it really takes to inspire others to do good, and that we are always—whether for good or for bad— setting an example. It was not until later that I made the connection between that experience and servant leadership. That example, to me, epitomizes the ideals of servant leadership in scouting. Step 1: A Scout does something to fulfill the Scout slogan: He serves. Step 2: He leads through service by influencing others to unleash their power and potential to impact the greater good (Ken Blanchard’s definition of leadership). Step 3: He is now a servant leader!

While figures such as George Washington, Abraham Lincoln, Jesus Christ, and Baden Powell are all outstanding examples of servant leadership in Scouting, it is important to remember that you don’t have to be famous to act as a servant leader. Each and every person has within them the ability to do good; it is the servant leader’s job to empower others to exercise that ability.

# The idea of cheerful service

By Nelson R. Block

*National Committee*

The Order of the Arrow has a special brand of servant leadership – “cheerful service.” The idea that our service should not just be given, but given cheerfully, is a hallmark of our work. This spirit infuses our efforts with a special spirit and enthusiasm. It causes us to focus not only on the task at hand, but the greater good we will accomplish in completing that task – to build something lasting, to make someone else’s life easier, or to help someone in need.

This feature can be traced directly to the example of Billy Clark, the assistant scribe of Troop 1 in Philadelphia, under the leadership of Scoutmaster E. Urner Goodman. The aspect of cheerfulness in service came from an incident during Troop 1’s summer camp at Treasure Island in 1914, the year before the Order was

born. As Goodman told the story many years later:

“One time during our stay there, one of our charges came down with a minor sickness. There was no medicine, no hospital on the island at all. So he had to stay in his tent and he had to be taken care of carefully. Billy volunteered to be our live-in nurse for the two or three days he had to be there. And he did a good job of it.

“Came to a crisis however the next morning. It had rained during the night. Now, there is a vessel used in hospitals they call a bedpan. And it was time to take that to the latrine and Billy, of course, cheerfully took on the assigned visit. However, in going from the tent to the latrine carrying this thing, he had a little upset. It was the wrong kind of bath, to be put lightly. But Billy got up smiling from it all, if you can imagine. Now, that’s the picture of cheerful service.”

## Servant Leadership: not new for the OA



E. Urner Goodman exemplified servant leadership as Scoutmaster of Philadelphia Troop 1, shown above in 1913 (courtesy of OA Digital Archive)

In 1915, E. Urner Goodman founded the Order of the Arrow to recognize those Scouts who provided exemplary service and leadership to their fellow campers. Since that point, the concepts of cheerful service and leadership development, which to an extent would seem to form a paradox, have been the foundation of our Order. For many years there was no clear way to define or combine these attributes. In 1970, however, Robert Greenleaf coined the term “servant leadership.” This concept does an outstanding job of bridging the gap between cheerful service and leadership. Greenleaf, and others after him, have defined servant leadership as leadership through service. In this definition, leadership is dependent on service, not the other way around.

The premier leader is one who leads not for personal gain, but in selfless service and devotion to those around him. However, this does not imply that personal ambition or growing personally while in a leadership position is necessarily wrong—it simply means the best leaders put those they serve ahead of themselves. Examples of this can be found in the likes of George Washington, Mahatma Gandhi, and E. Urner Goodman.

Where does all this fit within the OA’s program and purpose? As seen above, the OA has been practicing the principles of servant leadership from the very beginning, whether or not by name. It teaches servant leadership by first giving its members opportunities to serve, then by providing opportunities

to lead, and finally, by encouraging Arrowmen to realize that the two are inherently connected. Servant leadership in the OA is not necessarily the teaching of another “leadership method,” but rather instilling a set of values that promotes using leadership as a way to help others. In fact, the final tenet of the OA’s purpose is simply a rewording of this: to “crystallize the Scout habit of helpfulness into a life purpose of leadership in cheerful service to others.”

The easiest way to see that servant leadership has always been, and will continue to be, fundamental to the OA, is through our admonition. Not only is this concept at the heart of our Order, but the very same concept is also at the heart of servant leadership.

## The servant leader task force

Over the last two years, the servant leadership task force, a group of section chiefs, advised by several national committee members, examined the relationship between the Order of the Arrow and servant leadership and studied ways to further implement servant leadership into the OA program.

The task force submitted a resolution to the national Order of the Arrow committee

last December. The national committee approved the resolution, which included the development of a servant leadership Conclave Training Initiative.

The Order of the Arrow has adopted as a program feature the philosophy and practice of servant leadership, as first defined by Robert Greenleaf and now widely supported by an ever-growing list of noted scholars and writers. The practices

of servant leadership are generally consistent with the Order of the Arrow’s values, beliefs and teachings, beginning with the words in the Scout Oath in which a Scout promises “...to help other people at all times...” and reinforced in many of our activities, including national events like ArrowCorps5 and SummitCorps.

The committee also approved a definition of servant leadership:

“Servant leadership is the Scout habit of helpfulness crystallized into a life purpose in unselfish, cheerful service to others.

A servant leader’s attitudes and actions are ever and always focused on the worth and welfare of other people, their needs and growth toward realizing their full potential. The commitment to serve others comes first, and is followed by leadership,

as a tool to be more effective in one’s service. It is a concept that can be easy to understand, yet may require a lifetime to master. Members of the OA are students of servant leadership.”

Because servant leadership must come from within, the national OA committee desires to continue to look for ways to improve the development of young people into servants of others.