



EXECUTIVE **SUMMARY**

The concept of a fully integrated theme at the National Order of the Arrow Conference was several years in the making. For the first time, our elected youth leadership shared ideas through a special blog devoted to the NOAC theme. After narrowing down the options, the winning choice was a simple concept: the notion that one person has the power to make a tremendous difference. It was here that our theme, **THE POWER OF ONE**, was born.

Although **NOAC2009** is over, the theme and the concepts behind it have only just begun. It is because the national leadership feels so strongly about the value of this message that we are making available to sections and lodges a toolkit that could assist with local programming initiatives that reinforce **THE POWER OF ONE**.

NOAC2009 served as a resource to inspire, create and motivate. It was there that we generated ideas to take home to our lodges and councils, and to our own lives. The theme is more than just a tagline...it's a question for deep personal consideration. It's a challenge posed to each of us to make our marks upon the world. In your leadership role, you can utilize these resources and leverage this challenge to deliver a powerful message to Arrowmen in your section and lodge.

The toolkit includes branding materials used to communicate the theme to NOAC guests, as well as resources from both the shows and the National Council of Chiefs. We hope the enclosed will assist you in delivering scouting's message at conclaves, fellowships, and other OA events.

THE **POWER OF ONE** DEFINED

History proves all things of value start with one person who acts to better the world around him. I can be that person. My acts can be creative or courageous, inventive or industrious, ordinary or extraordinary. I can do things great or small that impact one or many.

I imagine the world can be a better place. I believe one person can make a difference. I lead as if I have **THE POWER OF ONE**. I serve with and through others, for the greater good of all.

Some Questions:

- Who, what, how do I impact?
- What makes a difference? What difference does it make?
- How do I succeed? What is success?
- If not me, then who? If not now, then when?
- What is the power?
- Am I the one?

Some Declarations:

- Be the change you wish to see in the world.
- One person can change the world; it happens every day!
- Make a difference: one thought, one action, one person, and one step at a time.



ENCLOSED **RESOURCES**

- **POWERSCOUT** images in JPEG format;
- A list of audio resources, including THE **POWER OF ONE** playlist;
- A list of video resources, including those used in the NOAC**2009** Staff Show, Opening Show, National Council of Chiefs, and to highlight the OA's new Mission & Purpose;
- Theme-related quotes, including those used in NOAC**2009** text messages;
- A poem used in the National Council of Chiefs; and
- The title sequence used at the conclusion of the NOAC**2009** Theme Show, THE **ONE**.