



BOY SCOUTS OF AMERICA®  
GREAT SOUTHWEST COUNCIL

# Trailmarker

April 27, 2019

Great Southwest Council, Boy Scouts of America | [Council Website](#)

**COUNCIL OFFICE CLOSED MAY 27, 2019 FOR MEMORIAL DAY**

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## Calendar

**MAY**

**GREAT SOUTHWEST COUNCIL  
MEETINGS & EVENTS  
SCHEDULE**

- May 3-4 [Wilderness First Aid Course](#)
- May 3-5 [Climbing Instructor Training](#)
- May 9 [Executive Committee](#)
- May 11 [Cub Scout Shooting Sports](#)



## Lodge 66 Receives Service Grant!!!

Yah-Tah-Hey-Si- Kess Lodge 66 received a service grant from the National Order of the Arrow for several program area projects at Gorham Scout Ranch.

The Lodge needs your help to complete these program projects before summer camp! This is the perfect opportunity to fulfill service hours and help improve our camp.

Troops, Crews, OA Chapters and adult individuals are needed to help build the new Cowboy Action Shooting area, ATV instruction area, and update the Handicraft Area along with general work around the camp property. Weekends have been set aside to get the job done before the start of summer camp. **ALL SCOUTS AND LEADERS, not just Arrowmen, ARE INVITED TO PARTICIPATE IN CHEERFUL SERVICE TO OUR COUNCIL CAMP!!!**

Use the link below for more information, including dates, and to sign up.  
<https://www.signupgenius.com/go/10c0548aeaf2babf58-gorham>

## Come to Cub Scout Day Camp in 2019!





- May 12 Mothers Day
- May 15 [Council Camping Committee Meeting](#)
- [Council Membership Committee Meeting](#)
- May 17-19 [Order of the Arrow Spring Conclave](#)
- May 18 [CPR/AED/First Aid](#)
- May 20 [Council Training Committee Meeting](#)
- May 23 [Executive Board Meeting](#)

**Service Center and High Desert Scout Shop Hours**

**GSWC Service Center:**  
 Mon-Fri, 9am-5pm  
 Closed Sat & Sun

**High Desert Scout Shop:**  
 Mon-Fri, 9am-5pm  
 Sat 9am-1pm  
 Closed Sunday

**Use Your Smith's Rewards Card to Give Back to Scouting**

Give back to Scouting with the gas and groceries you already purchase every week! Follow these simple instructions to enroll your Smith's Rewards Card and begin earning dividends to help grow Scouting in the Great Southwest Council. Enrollment in the Smith's Community Rewards program will not affect the fuel points you earn while shopping. Don't have a Smith's card? No problem! You can register a digital rewards card when you enroll at their website by clicking [HERE](#).

**Scoutingwire News**

 SCOUTINGWIRE

**The Official Blog of the Scouting Movement**  
 Visit the Scoutingwire site any time for the latest news from around the United States by visiting [www.scoutingwire.org](http://www.scoutingwire.org)

**Scoutbook - Online Record Keeping for your Unit**



**Tracking the Scouting Experience from Tiger to Eagle Scout**

From the first knot tied to final hours of service performed, the Scouting experience is a journey like no

**AREA DATE LOCATION**

Farmington	June 4-6	Taylor Park
Los Alamos	June 5 -7	Los Alamos Sportsmans Club
Albuquerque Metro	June 5-7	Elks Refuge, Tijeras
Albuquerque Metro	June 12-14	Cibola High School
Durango	June 12-14	Old Fort Lewis College
Albuquerque Metro	June 19-21	Cibola High School

Please review the [Day Camp Guide](#) and share this information with parents and leaders in your Den and Pack. It's not too late to sign-up and participate in Cub Scouting's most fun event of the summer.

Registrations received after April 23 will NOT be guaranteed a camp t-shirt or program materials.

*The LATE FEE has been waived until April 30.*

**Register today!!**



Check Out What's Happening at Gorham Scout Ranch in 2019!  
 Visit [www.gorhamscoutranch.org](http://www.gorhamscoutranch.org)

**There is Still Time to Register for Summer Camp @ Gorham Scout Ranch**  
**Openings are available for Troops for Weeks 1, 2, 4 & 5**  
**REGISTER TODAY!!! Early Bird Rate deadline is April 30!!!**

Girl Troops are invited and welcome to attend summer camp @ Gorham Scout Ranch in 2019.

Here are some of the program highlights available at Gorham Scout Ranch in 2019:

- Cowboy Action Shooting is NEW at Gorham in 2019. Shoot .22 pistols, .22 rifles and 20 gauge shotguns like in the days of the Wild West
- ATV Adventure returns for older Scouts

other. Scoutbook ensures not a moment is missed - tracking advancement, milestone achievements and all the fun along the way. Starting January 2019 Scoutbook is free to all units.

[Click here](#) to watch a video of how Scoutbook can improve your Scouting experience.

For more details, visit [www.scoutbook.com](http://www.scoutbook.com)

### My.Scouting Tips

My.Scouting.Org is an awesome resource with many great tools. Below are some of the great things you can do at my.scouting.org

#### Take Training

There are many required and supplemental trainings available at my.scouting.org. You can take Youth Protection training, but there is so much more. Cub Scout leaders can take all required trainings to be considered "trained" for their position. Boy Scout and Venturing leaders can take supplemental trainings such as Weather Hazards, Safe Sw in Defense and Safety Afloat - all from the comfort of your home!

To take online trainings, please

follow these steps:

- navigate to <http://my.scouting.org>
- log in to your account
- in the upper left corner, click home
- click "my dashboard"
- click "training center"

#### Print Membership Cards

Your unit's Key 3 (Unit leader, Committee Chair, and Chartered Organization Representative) have the ability to generate and print membership cards for anyone registered in your unit. No need to call the Council Service Center - this functionality is there any time you need it!

- navigate to <http://my.scouting.org>
- log in to your account
- click "menu" in the upper left corner
- click the ">" next to your unit's information
- click member manager
- below "Roster Details" click one of the options
- click the rectangle icon with a fleur-de-lis below the words "Roster by Person"

- ATV Adventure returns for older Scouts
- Cycling merit badge is back
- Eagle Scout rank merit badges... Camping, Cooking, Emergency Prep, Environmental Science, First Aid, Lifesaving, Swimming & Sustainability
- STEM merit badges, including Space Exploration
- The Bananathalon on Friday afternoons
- High Adventure: Backpacking treks into the Pecos, rock-climbing, whitewater rafting for older Scouts
- Project COPE is the perfect team-building and leadership development program
- Evening programs include hikes, movies, shooting, swimming, Hawaiian shirts, crazy hats, and much more
- Pizza Nights on Wednesday!
- Training opportunities are available for adults, including IOLS, Wilderness First Aid and more

**ZIA - Provisional Camper:** The ZIA program allows Scouts to come to Gorham summer camp individually, or as a small group with one adult. These Scouts are placed in a provisional Troop with trained adult leadership to supervise and guide them for the week. The ZIA program helps get ALL of your Scouts to summer camp and participating in merit badges. The ZIA program is available for all five weeks of summer camp in 2019.

Now is the time for your Troop or Crew to make a reservation for summer camp at Gorham Scout Ranch in 2019. Make your reservation soon to make sure you get into the week of your choice.

### We're Hiring Camp Staff

Looking for a way to earn money this summer while having fun? Is one week of summer camp not enough? Let Gorham Scout Ranch be your home this summer! A camp staff position at Gorham Scout Ranch is an experience that you will always remember.

An adult (age 21+) position is open for Aquatics - National Camp School Certification is a perk that comes with this position. There are also positions open for ages 15 and up.

For more information and the application, click [HERE](#).



### Gorham Scout Ranch has Cub & Webelos Scout Camps, too!

**Cub Scouts and Webelos Scouts have an excellent opportunity to camp at the Great Southwest Council's premier location, Gorham Scout Ranch.**

**Cub Scout Family Camp: Memorial Day Weekend & Labor Day Weekend...**  
**Kick-off or close-out an exciting summer with a family camping weekend.**  
**There are lots of activities, the facilities are excellent, and the whole family has fun.**

**Webelos Week in the Woods: July 15-19...** This resident camping experience is designed to give Webelos Scouts a taste of what summer camp is like for a Troop. Lots of fun adventures, advancement activities and more.  
**Perfect event for a Webelos Den.**

Please take a look at our [LEADERS GUIDE](#) for more information.

Click [HERE](#) for the reservation form and register today.



# POPCORN SALE

## Popcorn Patch Contest

This year's popcorn patch will be designed by one of our own!!  
Submit entries to dawn.kristensen@scouting.org. Entries may also be submitted to the GSWC office.

- Entries due by May 19th.
- Winner will be announced May 21st.
- Winner receives \$50 in gift cards from Amazon or Walmart. Plus, the pleasure of seeing their design on hundreds of scout uniforms!
- Design should be no more than 3" in diameter or 2.5" square, and no more than 9 colors.
- There is no limit to the number of entries per scout.

## 2019 Popcorn Campaign What's New

- Free shipping for **ALL** online orders.
- New Trail's End App functionality
- Every Scout can do credit card sales
  - *Square card readers provided by Trail's End based on 2018 sales volume for the unit*
  - *Credit card fees paid by Trail's End*
- Scout Portal for selling and tracking
- Parents can track their Scout's sales
- Unit leader portal for tracking sales
- Storefront sales (a.k.a. Show-n-Sell) tracking available
- Wagon Sales tracking available (a.k.a. Show-n-Deliver)
- Amazon Gift Card Reward Program - Automatic to all Scouts with at least \$1,500 in total sales. Tiered program starting at \$75 gift card for \$1,500 in total sales.
- Prizes for total sales less than \$1,500 are optional.
- No additional paperwork required for any prizes.
- 4% commission for units meeting growth goal.
- Units joining **Trail's End Popcorn Community** on Facebook by May 31st get a free table banner.

## Key dates and commission info

Max commission = 40% for non-partnership units  
2019 partnership units earn an additional 5% on take order sales for a max commission of 45%.

**April & May**, Council reps meet with top selling units to establish 2019 goals. Will meet with other units upon request.

**June 3**, Commitment to sell deadline for commission incentive

**July 13, Kernel Training for Aztec Area and SDC**  
**July 17, Kernel Training for metro area**  
**August 11, Storefront order due (a.k.a. Show-and-Sell)**  
**August 23 & 24, Show and Sell product distribution to units**  
**August 25, Product sale starts for all methods**  
**October 20, Take-Order orders due**  
**November 1 & 2, Take-Order product distribution to units**



## **Scout Night with the Isotopes Saturday, July 27!!!**

**You're invited to Scout night with the Albuquerque Isotopes on  
Saturday, July 27th!**

**Cost for game ticket is \$12.00 each. Scouts and attendees that are  
members of units that are signed up to participate in the 2019 Trails  
End Popcorn Sale will also receive a FREE meal voucher (provided  
by Trails End Popcorn) for a hot dog, chips and a drink... a \$20  
value!!!**

**People that are in units that are not signed up or selling popcorn can  
purchase a meal voucher for \$10, still a good value!!!**

**First pitch is slated for 6:35pm on game day against the Salt Lake  
Bees. You'll want to stick around after the game as a post-game  
fireworks show is also scheduled for this night!**

**This is always one of the most popular events of the year, so make  
sure to register your unit early for this exciting night!**

**Click [HERE](#) to purchase tickets online.**

**Deadline to purchase tickets is July 17.**

**Sign up for the 2019 Trails End Popcorn Sale today!  
Complete this [FORM](#), and return to the Scout Office or  
[jessica.parsons@scouting.org](mailto:jessica.parsons@scouting.org) by June 3  
to receive free game meal vouchers.**





**BROWNSEA - June 2-8 @ Gorham Scout Ranch**

**Attention Scouts ages 11 to 17 - are you looking for an adventure this summer? Are you looking to have a great week learning Scout skills, following in the footsteps of Lord Baden-Powell and the original 22 Scouts who attended camp at Brownsea Island in 1907?**

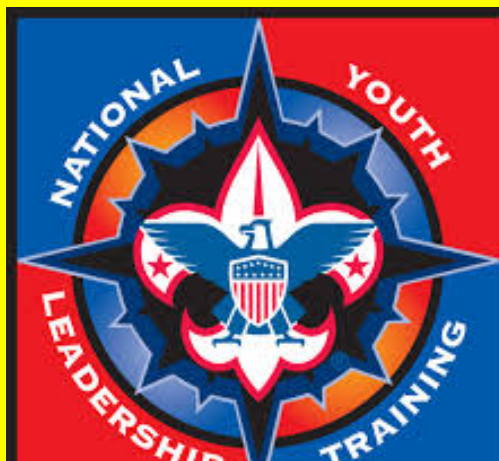
Then the Great Southwest Council has the camp for you! This week-long course packs in leadership training, pioneering projects, navigation skills, challenging outdoor skills and a great experience of the Patrol method just to name a few.

Attending this course followed by National Youth Leadership Training (NYLT) the following year will give you some of the best training opportunities that Scouting has to offer!

So if racing fellow Scouts in knot relays, competing for a coup feather, and making new friends from around the Council sounds like fun to you, then join us at Brownsea - you will not regret it!

Click [HERE](#) for more information and registration.

**Please register by May 15. A late fee of \$50 will be added to registrations received after May 15.**



## NYLT - June 2-8 @ Gorham Scout Ranch

National Youth Leadership Training is a six-day outdoor experience for youth leaders. It supports the Scout leader responsibility to train youth leaders. Participants sleep in tents, prepare their own meals by patrols, learn life skills, and live by the Scout Oath and Law. Training youth leaders is a critical component for helping individual Scouts and Scout Units to grow. The Boy Scouts of America developed the National Youth Leadership Training (NYLT) course, a valuable learning experience for educating youth leaders. The Great Southwest Council offers NYLT annually.

Click [HERE](#) for more information and to register

**Please register by May 15. A late fee of \$50 will be added to registrations received after May 15.**

### Wilderness First Aid & CPR/AED/First Aid Courses



#### Great Southwest Council Offers American Red Cross Courses in 2019

Once again, two essential American Red Cross courses are being offered exclusively to Scouting leaders in 2019. These courses are taught by Scouting volunteers, which allow them to be available to you for a discounted class fee.

Wilderness First Aid is a two-day course that will be taught on: May 3-4. Cost for this course is \$75. CPR/AED/First Aid certification is a required prerequisite in order to take this course.

CPR/AED/First Aid is a five-hour course that will be taught on: May 18. Cost for this course is \$40.

Both courses are taught at the Scout office. You can register for them online at [www.gswcbsa.org](http://www.gswcbsa.org).





## National Eagle Scout Association Expansion Program

The Great Southwest Council (GSWC) National Eagle Scout Association (NESA) Committee is working at re-engaging adult Eagle Scouts while also keeping new Eagle Scouts engaged.

The committee is looking at getting business professionals and civic leaders, young and old, involved in supporting the Council's efforts with young men and women. This is the beginning of the process of creating a more comprehensive NESA organization that will support the Great Southwest Council and help it to continue to grow and prosper.

Some of the ways in which you can help is by being a merit badge counselor, a commissioner, or volunteering to serve on one of the many NESA Board positions.

There are two ways for Eagle Scouts that are interested in getting more information on this process to contact the local NESA committee.

One is by sending a message to the GSWC/NESA email: [gswcnesa@gmail.com](mailto:gswcnesa@gmail.com). You can also contact Skip Brown on his cell phone (505-239-9173).

Once you have left a message, you will be contacted you to set up an initial meeting and get more detailed information forwarded to you.

Once an Eagle, always an Eagle.



### 2019 Friends of Scouting Campaign - Scout Me In!

As Packs and Troops make final preparations for exciting summertime adventures, let's recognize the volunteers that work tirelessly to make Scouting happen for the young people in our neighborhoods and communities. The Great Southwest Council is blessed to have committed people that make a positive impact in our children's lives. Take time to say "thank you" to the leaders and volunteers in your Scouting pathway.

If you believe that Scouting is a valuable part of your lives, please consider making a pledge and gift to the



## 2019 Friends of Scouting campaign.

Scouting volunteers will be attending your Pack or Troop functions in the coming months to ask for your financial support. You'll have the opportunity to complete a pledge card and make a donation. Your consideration is much appreciated.

For more information, or to make a donation, click [HERE](#).  
Thank you!



### Join the Gondola Patrol... NEW in 2019!

Join the Great Southwest Council's recurring gift club, the Gondola Patrol, by contributing \$15 per month via your credit or debit card. Recurring gifts are convenient to donors and provide financial stability to the Council. Enroll today. Complete the [PLEDGE CARD](#) and submit to the Scout Office.

Thank you!

*Join Our Partnership  
for Scouting*



### Will your Pack, Troop or Crew Become a Partnership Unit in 2019?

The Partnership for Scouting was established in 2017 to strengthen the ability for the Council and Units to provide the best Scouting experience possible for participating families. By working together and pressing toward this common goal of better Scouting, the Council and its Units can make best use of limited resources. One of the key factors of this Scouting Partnership is improved communication between the Council and its Units.

The benefits for becoming a Partnership unit are listed below. As you can see, the savings a Unit can receive are significant.

#### Partnership Benefits

#### Savings per Person

- |  |             |
|--|-------------|
| • Free Cloth & Card Rank Advancement     | \$3.00      |
| • 10% Resident Camp Rebate               | \$32.00     |
| • 10% Day Camp Rebate                    | \$8.00      |
| • Free Eagle Kit                         | \$25.00     |
| • 10% NYLT/Brownsea Rebate               | \$32.00     |
| • Insurance Rebate                       | \$25.00     |
| • 10% Wood Badge Training Rebate         | \$30.00     |
| • Pinewood Derby Cars                    | \$4.50 each |
| • Free JTE Patches for Scouts and adults | \$2.00 each |

**Total Potential Savings Per Scout    \$161.50**

Plus -

10% off camping gear purchased at the Scout Shop  
5% Bonus Commission on popcorn take orders

Will your Pack, Troop or Crew qualify as a Partnership Unit in 2019, and reap the benefits in 2020? To qualify your unit must raise a goal equal to \$150 x number of scouts (registered on January 1, 2019), attend Cub Scout day camp or summer camp at Gorham Scout Ranch within the past three years, and earn JTE bronze, silver or gold at recharter.

**One perk of being a Partnership unit is the insurance fee rebate. The insurance fee, \$25 per person due at recharter, is completely refunded to Partnership units. This is a huge savings for your Pack, Troop or Crew.**

Click [HERE](#) for the current Partnership for Scouting status by units. This update includes # youth rechartered and camp attendance. FOS presentation \$\$\$ will be included in the June report.

For more information concerning Partnership for Scouting, please contact Randy Saunders at [randy.saunders@scouting.org](mailto:randy.saunders@scouting.org). Thank you for continuing to support the Great Southwest Council.



## Wood Badge 2019

September 22-27, 2019  
Philmont Scout Ranch

Click [HERE](#) for more information and to reserve your spot in this special course today! Registration deadline is August 23.



## 2021 National Scout Jamboree @ Summit Bechtel Reserve

Scouting's flagship event is one-of-a-kind. The National Scout Jamboree is a gathering of approximately 40,000 Scouts, leaders, and staff that showcases everything that is great about the BSA and its members. Held every four years, the Jamboree is an amazing opportunity for participants, volunteers, and visitors to experience the best of Scouting, all in one place. Features include; one of the longest zip line courses in North America, a world-class skate park, ATV offerings, treetop canopy tours, rock climbing, patch trading, stadium shows, and much more!

The Great Southwest Council will send one contingent Troop to the 2021 National Scout Jamboree, consisting of 36 Scouts and 4 adult leaders. The Jamboree will be held on July 15-25, 2021. Cost for the event, including travel will be \$2,500-\$3,000. More information will be available at the end of the summer. Spaces are limited. Details to make a reservation will be available in the June Trailmarker.

Mark your calendars today!!!

### Flags for Retirement

Council has a small inventory of flags that are ready for retirement. If your unit would like to hold a retirement ceremony as a teaching activity for your scouts, please stop by the council office to pick up a retirement ready flag.

This would be a good addition to your July 4th festivities.



### PRINTING CHARTER CERTIFICATES & MEMBERSHIP CARDS

The BSA is committed to streamlining basic operations by putting tools in the hands of volunteers. For several years now, individuals and unit key 3 have had access to print membership cards through my.Scouting. In addition, functionality will be added to my.Scouting by January 1, 2019 to enable members of the unit key 3 to print their unit Charter Certificate.

This "self-service" functionality allows volunteers to print membership cards and the unit charter certificate in a timely manner and enhances the onboarding experience for new youth and adults.

Click [HERE](#) for directions to print your unit charter certificate via my.Scouting.

For assistance, contact your Unit Commissioner or Randy Saunders at [randy.saunders@scouting.org](mailto:randy.saunders@scouting.org).

# Geofencing



**Using event geofencing through Facebook to support recruitment showed exciting results in the last Cub Scout recruitment season. On average, geofenced units recruited +7.43% more new Cub Scouts than they did the previous year. Whereas non-fenced units within those same councils were down an average of -9.12% in new Cub Scouts recruited.**

### What is Geofencing?

Geofencing is a method of geographically targeting a specific audience using Facebook. In this case, we first set up an event in Facebook to feature a "Join Scouting" night. Once the Facebook event is set up, you can set up a geofence for the event and "boost" it. This means paying a fee within Facebook so that members of your target audience who enter into the geographical area in the real world while they are also on Facebook are shown the event information.

The cost is minimal - we paid \$1 per day, per unit.

In the example of a joining event where we want to reach parents, we set up an event geofence in Facebook with a 1-2 mile radius around the school where the joining night is scheduled. When a parent enters that area, they receive a notification on their Facebook page about the event. It's easy. It's hyper local, and it doesn't rely on someone else passing out fliers or other material.

### Key Learnings:

- Geofenced events held at schools performed the best, followed by events held at parks/community venues, followed finally by events at churches.
- Church-based recruiting events did not perform as well as school-based recruiting events.
- Single-unit events performed better than events with multiple units participating (e.g. events in parks, etc.).

### Frequently Asked Questions:

Does this replace the recruitment flier?

- No. This is simply one additional tactic to strengthen your recruitment efforts.

Can I do this with any Facebook page?

- No. You will need to have an 'organization' page, not a personal Facebook page. Organizational pages have more tools to use for communication and marketing.

How much does it cost?

- It costs as little as \$1 per day, per unit. You can spend more if you like, but we found the lower spend to be effective.

Can I geofence multiple locations?

- Yes, you can.

Can I geofence one location and have the event at a different location?

- Yes

What about timing? How far out should I schedule the geofence?

- Up to 14 days. Time it with your flier distribution.

Do I need permission to geofence a location, such as a school?

Do you need permission to go online a location, such as a school?

- o No. You are simply extending a calendar invitation to those who might be interested in attending.

How else could I use this tactic?

- o Use it to help promote any scheduled event, such as fundraising events, festivals, day camp, resident camp, popcorn sales. The possibilities are endless!

### How do I create a community Facebook page?

Find more information on creating a Facebook page here:

<https://www.facebook.com/pages/create>

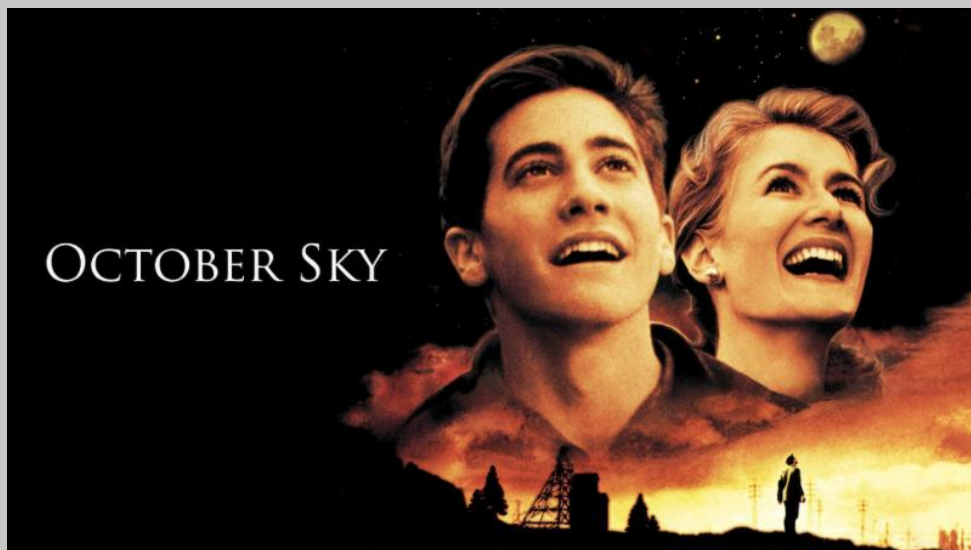
*Note: To create a 'Community' Nonprofit page, at the link above, select the box on the top row, center column titled Company, Organization or Institution, and follow the prompts.*

### How do I Boost an Event on Facebook?

Find more information on how to boost an event

here: <https://www.facebook.com/business/help/1519209995047756>

Boosting an event lets you promote an event to specific people, in a specific geographic area, and at a specific time. Once you have an event set up on your community Facebook page, it's easy to boost the event to even more people.



**SATURDAY JUNE 22, 2019**

DOORS OPEN AT 7:30 MOVIE BEGINS AT DARK

Enjoy this iconic movie underneath the wings of historic planes in Heritage Park!  
bring portable outdoor chairs for seating  
food trucks will be on-site



[www.nuclearmuseum.org](http://www.nuclearmuseum.org)

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You shop. Amazon gives.

**AmazonSmile: Shop Amazon and Support Scouting**

AmazonSmile is a website operated by Amazon with the same products, prices, and shopping features as Amazon.com. The difference is that when you shop on AmazonSmile, the AmazonSmile Foundation will donate 0.5% of the purchase price of eligible products to the charitable organization of your choice.

donate 0.5% of the purchase price of eligible products to the charitable organization of your choice.

Every item available for purchase on [www.amazon.com](http://www.amazon.com) is also available on AmazonSmile ([smile.amazon.com](http://smile.amazon.com)) at the same price. You will see eligible products marked "Eligible for AmazonSmile donation" on their product detail pages.

The Great Southwest Council is a charitable organization that is available for you to support by making purchases on AmazonSmile. For more information about the AmazonSmile program, go to <http://smile.amazon.com/about>.

## Special Thanks to Our Supporters



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[www.gswcbsa.org](http://www.gswcbsa.org)

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