



# The Samoset Voice

Fall Issue 2022



**A Newsletter for LEADERS of Samoset Council**

## FALL EDITION - BUILDING OUR MEMBERSHIP

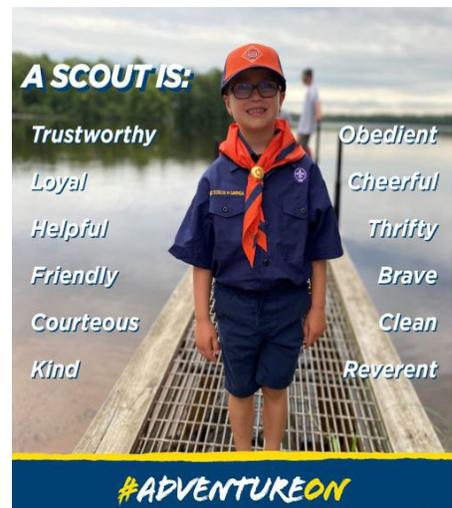
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Did you know?  
Compared to non-Scouts, Scouts are more likely to:

- Embrace positive social values.
- Develop kindness, helpfulness, and cheerfulness.
- Have a greater sense of hope for their future.

It's Fall recruiting time and we're all working hard to see that we offer more youth the opportunity to develop the skills mentioned above.

A big Scout shout out to all the leaders, volunteers and Scouts



We want to thank Aaron for helping with our Fall marketing social media recruiting campaign! Learn more about the campaign on page 5.

working hard to build the Samoset Council membership!



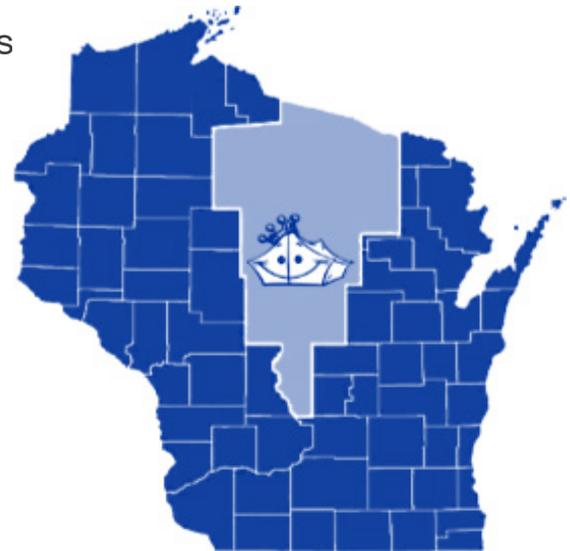
## SAMOSET COUNCIL STAFF

READY TO SERVE OUR SCOUTING VOLUNTEERS & FAMILIES

John Overland - Scout Executive/CEO  
715-490-2734 | john.overland@samoset.org

Michael Vangelov - Development Director  
715-409-6486 | michael.vangelov@samoset.org

Lisa Satayut - Assistant Development Director  
715-409-9526 | lisa.satayut@samoset.org



## FIELD SERVICE TEAM

Jeffrey Ogurek - Field Director  
715-409-0819 | jeffrey.ogurek@samoset.org

Kristin Woller - Unit Serving Executive  
715-490-0450 | kristin.woller@samoset.org

Robert Jacoby - Unit Serving Executive  
715-409-9525 | robert.jacoby@samoset.org

Phoenix Bise - Unit Serving Executive  
715-409-6487 | phoenix.bise@samoset.org

Abi Glaum - Unit Serving Executive  
715-409-6637 | abigal.glaum@samoset.org

## CAMPING TEAM

Brit Burmeister - Camping Director  
715-383-5201 | brittany.burmeister@samoset.org

Elvis Bauman - Crystal Lake Scout Reservation  
Facilities Director  
715-490-1742 | elvis.bauman@samoset.org

Ron Stange - Camp Phillips Ranger  
ron.stange@samoset.org

## SERVICE & SUPPORT TEAM

Makenna Brown - Customer Support Associate  
715-301-9820 | makenna.brown@samoset.org

Lanette Lemmer - Accounting Specialist  
715-301-9825 | lanette.lemmer@samoset.org

Hannah Guerrero - Scout Shop Associate  
715-355-9680 | scoutshop@samoset.org

## UNITED WAY PARTNER



Community Partner

## THANK YOU SPECTRA PRINT

Samoset Council thanks Spectra Print Corporation for their very generous donation of printing *The Samoset Voice*. It is because of this support that Samoset is able to provide such a high quality publication to our Scouting families and supporters.



Dear Fellow Scout Leaders,

As we transition into fall, children head back to school, and the new program year begins with excitement of what lays ahead for Cub Pack, Scouts BSA, Venturing, and Sea Scout meetings!

Rally your unit leaders and parents to take advantage of all the fall youth recruitment support materials that Samoset has to offer for your Scouting unit. Go to <http://www.samoset.org/recruitment> to see the overview of items available. Contact the Scout Office at 715-355-1450 if you need resources.

Ensure to handout your program calendar during your joining event so that all the new Scouts and parents know the fun and adventure that awaits them!

Thursday, September 22 is Join Scouting night. This is to ensure we have a single marketing message as we promote fall recruiting, and all resources can point to this culminating event. We know not all Scout units can have their event on this evening but having it on or before this date is important to ensure we take advantage of the marketing and social media blitz that is supporting recruitment efforts. You know how Scouting has positively impacted you, your family and your community. We want to draw your attention to how all our registered members... Scouts, Adults and Parents can positively impact the fall recruitment campaign:

- Ensure at least 2 volunteers in your Scouting unit are trained for fall youth.
- Place a Scouting yard sign at your local elementary or middle school and posters in them with the date/time/location of the recruiting event.
- Communicate with your unit families on how they can help promote your Scouting unit. Reference the unit recruiting materials as well as the "bring a friend" recruiting incentive recognition for current Scouts to earn when they recruit their friends.
- Facilitate a positive relationship with the local schools your Scout unit recruits from. Foster an atmosphere of collaboration through a service project for the school. Have your unit represented for more than just the August Open house/Back to School Event. Is there a fall festival/carnival? Does the School have a food shelf that Scout unit parents could volunteer at?
- Can you connect with religious institutions in the unit service area to seek out promotional opportunities... posters, flyer distribution?
- What type of Social Media Campaign can your parents and members send out on the Scout units' behalf?
- What does your unit have for a website? Can you post simple activity photos or YouTube videos of your Scouts in Action to help promote your unit?
- Do you have connections with businesses in town that may allow a Scouting recruitment message on their digital marquee? Coordinate with other Scout units in the area.
- Tell the parents you know with Scout age children how much the program impacted you, and your family. There is nothing better than a heartfelt testimonial!
- Ask for help if you need it by contacting your unit serving executive at the Scout office.

As a volunteer in Samoset Council, you are never alone. Your excitement and enthusiasm for Scouting combined with the help and resources available from Samoset Council is the winning combination we need to be the best thing going for youth in our communities. We simply cannot achieve our mission without you, the volunteer leaders in our movement. THANK YOU for your selfless service on behalf of youth.

Yours in Scouting,

Thad Brockman  
Council President

Dave Schult  
Council Commissioner

John Overland  
Scout Executive/CEO

## OUR FALL MEMBERSHIP CAMPAIGN STARTS NOW

### JOIN NIGHT IS SEPTEMBER 22

All Units are requested to provide location, time, and details for their respective Join Night events as soon as possible.

As we approach our Fall 2022 Membership Campaign, it is critical that all Unit Leaders are familiar with the latest information regarding registration of new youth as well as new adult members.

There is a ton of great information available online both at [Samoset.org](http://Samoset.org) and [Scouting.org](http://Scouting.org) under the “resources” tab.

#### Information About online registration for Councils and Unit Leaders

The Boy Scouts of America offers an online application process for youth and adults that can be completed from start to finish without a single piece of paper changing hands.

This allows prospective members and leaders to register and pay in a way that’s convenient for them, and it creates a more efficient and user-friendly registration experience for units, districts, and councils.

All Units are highly encouraged to visit [Samoset.org](http://Samoset.org), under Resources and Recruiting for valuable information and to find answers to many common questions. The Recruitment Resources link also lists



A targeted social media recruiting ad that is running on Facebook and Instagram. This is one of several recruiting ads that are, were or will be running.

additional recruiting incentives for both current and new Scouts as well as information on the recruiting “toolkit.”

### UPDATE YOUR ‘BE A SCOUT’ PIN FOR SUCCESSFUL MEMBERSHIP GROWTH

BeAScout is an online site that prospective members can use to find a unit near them.

Updating your BeAScout.org “pin” is simple, and it’s a good way to make sure your information is current.



It’s called a “pin” because when families search [BeAScout.org](http://BeAScout.org) and ask to find Scout units within a certain number of miles around their address, the answers are listed next to a map with what looks like pins marking the location of each unit.

All unit leaders and committee members have access to update your unit’s pin. To update your pin:

- Go to [My.Scouting.org](http://My.Scouting.org)
- In the drop-down menu, select your unit, then Organization Manager.
- On the next screen, select Unit Pin on the left-hand side to see the fields you can update.
- Enter all the updated information for your unit and then click save at the bottom of the screen.
- Note that it may take a few hours, or up to overnight, for the updated information to show up.
- If you’d like a more detailed step-by-step guide, scan the QR code.

## MARKETING COMMITTEE FOCUSES ON SOCIAL MEDIA, RADIO CAMPAIGNS TO BOOST FALL MEMBERSHIP

The Samoset Council's Marketing Committee has been hard at work planning and executing a Fall marketing recruiting campaign that includes targeted radio commercials as well as targeted social media ads and video.

With a spend match from NRG Media, the Council is able to expand the radio campaign to include more airtime and a longer commercial.

Starting September 12 (leading up to Join Night September 22), 30 second ads will air on 107.9 Big Cheese and Y106.5 Today's Best Country.

### Blast Off!

In addition to the radio commercials, a Unit Serving Executive will be visiting the radio station in Ste-

vens Point to shoot off rockets and talk about joining Scouts. This piece will appear on the Facebook pages of Hot 96.7 and 103.3 Classic Rock in addition to 107.9 Big Cheese and Y106.5 Today's Best Country on September 22 – Join Night.

Please visit these pages and share one of the posts!

### We Need Your Help for a Successful Campaign

In order for this campaign to work successfully for your Join Night event, **we are asking all units to get their Unit Serving Executive the time and location for your event as soon as possible.** The radio commercials will direct listeners to our Join Page on the Samoset website where we will list information for each unit. Join Night information will also be posted on the Samoset Council calendar.



Pictured above is a social media ad focusing on family.



Caleb Wissbroecker from Pack 438, Rothschild.



## Samoset Council 2022 Membership Fees

### ANNUAL MEMBERSHIP FEE

EFFECTIVE

**AUGUST**  
**1**  
2022

FOR ALL  
**NEW**  
MEMBERS

NATIONAL <b>\$75</b> /YR	Participants in kindergarten through age 20.
COUNCIL <b>\$0</b> /YR	
NATIONAL <b>\$45</b> /YR	Participants age 10 - 20.
COUNCIL <b>\$0</b> /YR	
NATIONAL <b>\$45</b> /YR	All registered adult volunteers in unit and non-unit positions. (Volunteers with multiple registrations will continue to pay for only one position).
COUNCIL <b>\$0</b> /YR	

### NEW-MEMBER JOINING FEE

ONE-TIME  
**\$25**  
TO JOIN

Same flat fee no matter when you join during the year. (no prorating)  
New members pay joining fee in addition to membership fee.



No joining fee for adult volunteers, Exploring participants, participants previously registered in any BSA program, or those transferring from one program to another.

### UNIT CHARTER FEE

**\$100**/YR

For all new and rechartering units.

### SCOUT LIFE MAGAZINE FEE



**\$15**/YR\*

\*The Scout Life increase from \$12 represents the magazine's first price increase since 2005.



## POPCORN SALES, IMPORTANT DATES TO REMEMBER

The 2022 Popcorn Sale is almost here! Our Program and Popcorn kickoff events were highly attended, but if you did not get your popcorn material, please reach out to your Unit Serving Executive.



This year's theme is: "Rocket into Scouting – Fuel your Adventure" through popcorn. The Samoset Council is excited to provide a great fundraiser for all units (Packs, Troops, Crews) to raise the needed funds to support their adventures throughout the year. Units can earn anywhere from 32% to 36% commission on what they sell. Plus, we have exciting prizes for those participating in the prize program.

In addition, selling popcorn provides Scouts with

great skills in the way of salesmanship, networking, business, personal management, community involvement and family participation. These skills lead to a sense of strong self-worth, leadership, and a basic understanding of how money works.

### KEY DATES:

August 30	Show and Sell Unit Orders Due
September 23	Show and Sell Delivery Pickup
September 24	Popcorn Sale Begins
October 23	Popcorn Sale Ends
October 26	Popcorn Orders and Prize Orders Due
November 11 & 12	Take Order Delivery Pickup
December 5	Unit Popcorn Checks Cashed

For more information you can contact your local Unit Serving Executive or reach out to Michael Vangelov, Council Popcorn Staff Advisor at michael.vangelov@scouting.org

## WE'VE REACHED 76 PERCENT OF OUR 2022 FOS GOAL

The 2022 Friends of Scouting (FOS) annual giving campaign has currently raised 76% of our \$264,000 goal!

With your support we can reach our goal which will allow us to continue to positively impact the lives of youth in our communities. Our programs continue to provide valuable life skills to youth to help them be better prepared for life.

You can feel good knowing that your donations to the campaign stay 100% local and are tax deductible.

Please consider giving to our FOS campaign by visiting:

<https://app.mobilecause.com/vf/SMILEY> or texting SMILEY to 71777.



You can also contact the Samoset Council office at: 715-355-1450.

## A BIG SCOUT SHOUT OUT TO OUR GENEROUS LOCAL FOS SPONSORS



## ‘STEAM EXPLORES’ DEBUTS AT SAMOSET COUNCIL

STEAM Explorers is a brand new program offered to families in North-Central Wisconsin through Samoset Council. We focus on giving children hands-on, exciting STEAM opportunities that they might not get in a traditional classroom.

Our aim is to encourage each child’s curiosity and inspire them to explore the world around them. We work on moving away from memorization towards a more holistic, project-based curriculum that sparks students’ imagination and develops their real-world skills.

Each “Lab” will consist of boys and girls in 2nd-5th grade. The Lab will be led by a trained adult volunteer, who will choose one Module to focus on during the Fall and one Module to focus on in the Spring. The Module choices for the 2022 school year are:

- Greenhouses
- Forensics
- Wind PowerRockets

In addition to activities focused on a specific topic,



*Our aim is to encourage each child’s curiosity and inspire them to explore the world around them.*

youth will also engage in activities that promote the Scout Oath and Law (for example, a service project) and hear from local community experts.

This program is intended to be a fun supplement to a youth already in Scouts, or an opportunity for non-Scouting youth who aren’t interested in our traditional programs. Registration is \$100 for the full year, and Labs will begin in October.

## ROUNDTABLE CHANGES IN THE WORKS AFTER RECEIVING INPUT

There are some exciting new changes coming to the Roundtable format. We created a survey to gather as much of your feedback as possible on what your ideal vision of Roundtable looks like.

The survey was emailed. If you did not receive it, please reach out to your Unit Serving Executive.

We’ve had some excellent feedback so far. If you haven’t had the chance to take a quick look and tell

us what you think, please do so!

Roundtable is meant to be yours and we would love to know what you think it should be. If you have more input you would like to share, please connect with your Unit Serving Executive as we revamp the way in which RT is brought to you.

Please keep an eye out for the upcoming sessions and know that we are listening to your thoughts on the matter.



THERE'S ONLY  
 **ONE**  
**NATIONAL  
JAMBOREE**

**SUMMIT BECHTEL RESERVE JULY 19-28, 2023**

**TEN DAYS. HUNDREDS  
OF ADVENTURES. A**



**ONCE-IN-A-  
LIFETIME EXPERIENCE.**



Learn More & Sign up NOW at [Samoset.org/Jamboree](https://Samoset.org/Jamboree)

Samoset dates with travel are July 16-28

## COUNCIL EXECUTIVE BOARD WORKS TO UPDATE 2022-2023 GOALS

On July 20 the Council Executive Board and Staff participated in a one-day retreat focused on the council strategic plan and updating our goals for 2022-2023.

The plan includes the same two pillars we had in our last plan as they are vitally important:

- **Increase the Number of Youth Served** – within this pillar there are objectives that support units in youth recruitment & marketing, training adult leaders, and safety.

- **Financial Sustainability** – this includes objectives in diversifying our income sources, developing more programs to encourage community youth to participate, as well as evaluating our property program utilization in order to determine needs and improvements to increase Scout and community use.

We will continue to refine the plan into early September with the goal of the Executive Board reviewing the plan at their September meeting for approval.



Front row from the left to right: Brit Burmeister, Lisa Satayut, Chris Nepper, Mark Wood, Marsha Salzwedel, Marcia Tepp, Thad Brockman, Abi Glaum, Makenna Brown, Lisa Brooks, Kevin Janis, Lanette Lemmer, Jeremy Thompson.

Back row from the left to right: Chris Donovan, Mike Vangelov, Dave Schult, Dick Amelse, Karen Rajek, Rick Radloff, Brian Rivet, John Overland, Roger Dillon, Jeff Ogurek, Jesse Tischer, David Visser, John Mabry, Mike Franson.

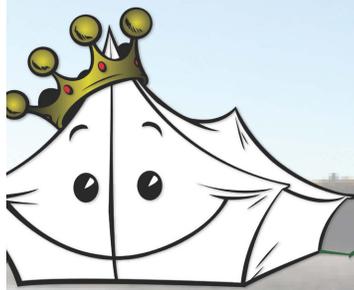
## ARROWMEN GATHER FOR NOAC CONFERENCE IN TENNESSEE

The National Order of the Arrow Conference in 2022, or NOAC 2022, for short, is the Order of the Arrow's premier event, occurring every two years at a select University.

Samoset Arrowmen gathered for fun, fellowship, leadership opportunities, patches, and a once-in-a-lifetime experience July 25-29 at University of Tennessee Knoxville.

The cover photo for this edition of The Voice is the group leaving for the conference.





# FALL CUB CAMP 2022

Experience camp for the first time or as a returning Scout. Choose from one of the dates below. Samoset Council is known as the place "Where Camping is King". Come and see why.

**Saturday October 1**  
Camp Phillips  
Weston, WI  
9:30AM - 3:30 PM

**Saturday October 8**  
Hanna Venture Base  
Rhineland, WI  
9:30 AM - 3:30 PM



## REGISTRATION:

- Register online
- Register by phone 715-383-5201
- Walk-ins welcome

## COST:

- \$5 for new Scouts
- \$5 for adults
- \$10 for returning Scouts
- \$10 for siblings

## PROGRAM:

- Arrive by 9:15 AM ready for a full day of outdoor activities
- Lunch will be served for all
- Be prepared for some hiking, running, ecology and conservation!
- Parents are encouraged to fully participate.

## ED LUND PICNIC SHELTER IMPROVEMENTS GOING STRONG

Improvements at the Tesomas Main Camp Restroom Facility (also known as Ed Lund Picnic Shelter) are expected to be complete for the Summer 2023 camping season.

Since 2020 our Properties Committee has been trying to break ground on our replacement structure in main camp to help with restrooms and improved handwash station.

We are well underway and expect to be completed for the 2023 Summer Season! For more-up-to-date photos of our progress and other projects follow the Crystal Lake Scout Reservation on Facebook.



The project is expected to be completed for the summer 2023 camping season.



## CAMP PHILLIPS SHOOTING SHELTER PROJECT COMPLETE

Another great project ready for our expanded programming at Camp Phillips in Weston.

This new Shooting Shelter will be able to be used for year-round programs offered at Camp Phillips. It features BB guns, Wrist Rockets, and Archery for all ages.

Stay tuned for new events being scheduled throughout the coming years.



## FALL CONSERVATION CAMPOREE SET FOR OCTOBER 7-9

During the Fall Conservation Camporee weekend held at Camp Tesomas, Scouts BSA units can earn the Council Conservation patch by learning about conservation efforts that can take place all around the community.

Special camp-wide conservation projects will be taking place while Scouts learn from experts in their fields on our environment.

Signup online and get more details. Visit the Council Calendar to locate the event to register. Food will also be available for Saturday lunch for

those units that choose to have more outdoor time at the beautiful Camp Tesomas.

The event runs October 7-9.

PS: Bring your fishing poles and catch your dinner! Fishing is a great activity at camp and is also one of our major focuses this weekend for the Conservation Camporee.

For questions about the camporee, or to help volunteer for a Conservation station contact: Elvis Bauman, Facilities Director at [elvis@samoset.org](mailto:elvis@samoset.org). We hope to see you there!



## SCOUT ALUMNI RETURN TO CAMP TO VOLUNTEER, REMINISCE

Former Scout and Camp Staffer Ben Wohlleber hasn't been back to Camp Tesomas since 2010 – that was until this past summer when he decided to return during Alumni Takeover.

Ben was with a group of about 17 alumni who returned to Camp to volunteer, enjoy fellowship, and reminisce.

It didn't take long for Ben to rediscover his vocal cords during lunch as he called on tables and amped the Scouts up.



# Webelos Fall Adventure



**SEPTEMBER 16-18, 2022 | AKELA'S WORLD**

### EXAMPLE SCHEDULE OF EVENTS:

Friday:

- 7:00 PM Arrive and setup camp
- 9:00 PM Leader's Meeting

Saturday:

- 8:00 AM Breakfast
- 9:00 AM Activities/Advancement
- 12:00 PM Lunch
- 2:00 PM Activities/Advancement
- 6:30 PM Dinner
- 7:45 PM Campfire
- 9:00 PM Cracker Barrel

Sunday:

- 8:00 AM Breakfast
- 9:15 AM Pickup and Depart

**WEEKEND: \$25**

**DAY ONLY: \$20**

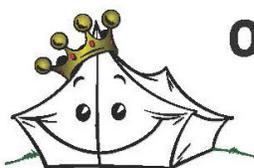


### Activities include...

Into the Woods, First Responder, Game Design, Castaway



## Bring tents and other personal gear.



**SAMOSSET CAMPING**  
**715-365-3111 or [camp@samoset.org](mailto:camp@samoset.org)**

**REGISTER ONLINE**  
**[CAMPINGISKING.COM](http://CAMPINGISKING.COM)**

## SEPTEMBER

- 1 Winter Camp registration opens
- 5 Scout Office & Scout Shop closed
- 12 Signs, Signals and Codes Merit Badge
- 16-18 Section G10 Conclave
- 16-18 Webelos Fall Adventure 2022
- 22 Council-Wide Join Night
- 23 Show & Sell Popcorn Pickup
- 24 Popcorn Sales Start
- 24 Special Saturday Scout Shop Hours 10-1p

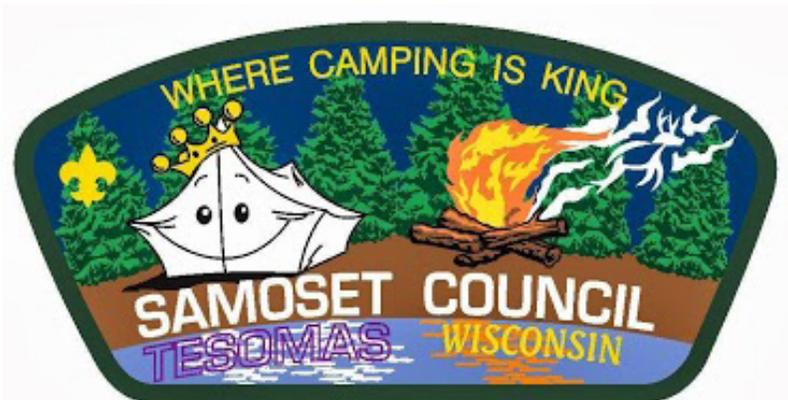
## NOVEMBER

- 5-6 Introduction to Outdoor Leader Skills
- 5 Merit Badge Day Camp
- 11-12 Popcorn Pickup for Take Order Sales
- 12 Wood Badge/NYLT Banquet
- 24-25 Scout Office & Scout Shop closed

## OCTOBER

- 1 Fall Cub Camp 1
- 5 Fall Cub Camp 2
- 7-9 Conservation Camporee
- 8 Special Saturday Scout Shop Hours 10-1pm
- 15 Cub Scout Leader Training Registration
- 15 Cub Scouts Chuck Wagon Skills Day
- 16-18 Webelos Fall Adventure 2022
- 21-23 Scouts BSA Fall Camporee
- 22 BALOO
- 22 Special Saturday Scout Shop Hours 10-1pm
- 23 Popcorn Sales Ends
- 26 Popcorn Orders Due

For additional details and a complete list of council events, visit [www.samoset.org/calendar](http://www.samoset.org/calendar) or scan the QR code below by hovering your cell phone camera on the code.





**BOY SCOUTS OF AMERICA®**  
**Samoset Council**  
3511 Camp Phillips Rd | Weston, WI 54476

NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE  
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PERMIT NO 293  
WAUSAU, WI

## **WAUSAU HOMES SCOUT CENTER HOURS**

9:00 AM - 5:00 PM (Monday - Friday)

## **SCOUT SHOP HOURS**

10:00 am - 5:00 pm (Monday - Friday)

[WWW.SAMOSET.ORG](http://WWW.SAMOSET.ORG) | 715-355-1450



The mission of Samoset Council is to prepare young people for life by providing opportunities to live in the Scout Oath and Law through safe, accessible, and inclusive educational programs.



**Prepared. For Life.™**

