



Dear Friends:

What an incredible time for our organization! For two years now, we have been talking about the significance of our 100th Anniversary Celebration and the fact that we simply cannot miss the opportunity to reflect on our great past and lay the foundation for the **next** 100 years. Now, on the cusp of our centennial year, all of the pieces are in place for a memorable and meaningful 2010! You can feel the energy and excitement all across the country. We could not be prouder!

In just a few weeks we'll take to the national stage with a float in the Tournament of Roses Parade in Pasadena, California. In conjunction, we'll also unveil the truly spectacular Adventure Base 100 on its first stop of a yearlong, nationwide tour. It will be a spectacular beginning to what is sure to be a stellar year.

As you all know, we've become more assertive in telling the Scouting story-**our** Scouting story. And we've only just begun. A great example is the Associated Press story that more than 450 news outlets this weekend. Here's a link to the story, http://www.seattlepi.com/national/1110ap_us_100_years_of_scouting.html. It is another great example of what we can accomplish when we come together around a consistent message.

Just to share a glimpse into the power and potential of thinking outside the box, last week, we had the opportunity to work with Randall Stephenson, Tico Perez, and Jack Furst to deliver the BSA's first-ever, nationwide audiocast. As many as 50,000 Scouts, volunteers, parents, and professionals from every state and U.S. territory and from as far away as Afghanistan, Singapore, Yemen, and Europe came together to hear about the 100th Anniversary and to be inspired. We hope you had a chance to tune in, but if you didn't, you can still catch it at www.audiocast.scouting.org.

Did it make a difference? Take a look at just a few of the hundreds of comments we received real-time through Facebook and Twitter:

-Kenneth L. Reynolds. *Enjoyed the kickoff! Can't wait to be a part of next year's events locally and nationally.*

-John William Herndon. *I am so glad for the BSA!! . . . I just made it to the Eagle Scout rank at the age of 18. I will always be a part of Scouting, until the day I die.*

-Sherif Shicco. *Great presentation & video, good luck BSA in your fabulous 100 year anniversary from your friend and X BSA International Camp Staff from Cairo, Egypt.*

-Jim Belonger. *Just the information I needed to hear to kick-start the next year/century in my part of the Scouting community!*

-Ralph Bustrum. *This is my 75th year in Scouting in the Long Beach Area Council, Long Beach, Ca. 90808 and I am proud of being able to serve such a wonderful organization.*

-Zachary McCarty. Excellent audiocast! Can't wait for 2010 events and especially national jamboree!

-Jennifer Tidmore. Wow-excellent audiocast. We are watching Adventure 100 right now-all I hear is ohhhh, awwwww. Scouting rocks.

-Marjorie Von Guerard Brooks. The audiocast was inspiring and the video was awesome! I am so glad that my 2 boys were part of this wonderful program. They both are Eagle Scouts. I have 4 grandsons, 1 is a Tiger Cub and the other 3 still have a few years to go but they too will become Scouts. I cannot wait!

-Brian Marron. I loved Cub Scouts/Boy Scouts as a kid. Now I'm back as a den leader to some Bear Scouts. I am excited to be a part of this organization during its 100th year and to be able to help our youth of today!!

-Matt Cole. Jack Furst was a great master of ceremonies at "The Summit" dedication on November 18! I was there with my District Chair and 2 of my Scouts! A great memory for what will be a huge part of Scouting in the future!

And, then there were the blog postings and other write-ups, including this excerpt and comment from the father of a Tenderfoot. This is what it's all about.

*Boy Scouts of America 100th Anniversary Celebration
December 11, 12:13 AM Stockton Examiner Chuck Douros*

When an organization the size of the Boy Scouts of America sets out to celebrate its centennial anniversary, it's OK to expect big things. Wednesday night's nationwide audiocast kickoff rally did not disappoint.

The audiocast was hosted by AT&T Chairman and CEO Randall Stephenson from their global headquarters in Dallas, Texas. Think of it as the 21st century virtual equivalent of campfire lore told by Robert Baden Powell in 1910; all in the spirit of spreading the good word of Scouting.

Coast-to-coast, every state in the nation participated in a fast-paced, informative, and lively discussion about the year-long 100 Years of Scouting celebrations planned all across America.

Touted as the largest virtual gathering in BSA history and the first of its kind, it is estimated that a worldwide audience of tens of thousands tuned in.

"We want to show our worldwide audience that Scouting is still here and is as vital and rewarding as ever," said Chief Scout Executive Bob Mazzuca, when asked to state the goal for the rally.

BSA National President John Gottschalk unveiled one of the goals of the audiocast. "With the growing presence of social media sites, we in Scouting are looking at the importance of the 'cool factor.'"

This is our moment to shine. We hope you will join us on this journey, and in the process, set the course for great things to come. Thanks for your friendship. Thanks for your support. And, thanks for all you do for Scouting.

Happy holidays and best wishes for a peaceful and prosperous New Year.

Yours in Scouting,

Bob Mazzuca
Chief Scout Executive

John Gottschalk
BSA National President