LEADERS OF TOMORROW

SAM HOUSTON AREA COUNCIL
BOY SCOUTS OF AMERICA
ON MY HONOR I WILL DO MY BEST
TO DO MY DUTY TO GOD AND MY COUNTRY, AND
TO OBQUAL THE SCOUT LAW, TO HELP OTHER PEOPLE AT ALL TIMES,
TO KEEP MYSELF PHYSICALLY STRONG, MENTALLY AWAKE, AND MORALLY STRAIGHT.

THE SCOUT OATH
A CENTURY OF SERVICE & DEVELOPING LEADERS

THE SAM HOUSTON AREA COUNCIL HAS CHAMPIONED PRINCIPLED LIVING, SERVICE TO OTHERS, AND LEADERSHIP SINCE ITS INCEPTION IN 1914.

Scouts become confident and accomplished men, strong leaders, upstanding citizens of great character – and they’ve been having fun doing it for more than 100 years.

Men who have spent time in the Boy Scouts of America (BSA) during their formative years have learned to strengthen and expand themselves, their families, their communities, and their country. Scouts are taught to make the right decisions in every capacity and challenge themselves to achieve that which is noteworthy. Every single day across this nation – from the most powerful political offices and Fortune 500 boardrooms, to family dinner tables and schoolyards – the positive principles of the Boy Scouts of America loom large.

Not every Scout goes on to become a CEO or the President of the United States. Not every Scout becomes a U.S. Supreme Court Justice. Not every Scout becomes a Nobel Laureate, or wins the Pulitzer Prize, or earns the Congressional Medal of Honor. Not every Scout gives his life to save another. But all Scouts learn to live principled lives –
to do their best, to be self-reliant, to value work, to be creative thinkers, and to embody humility. A Scout is a person who does the right thing when no one is looking. A Scout gets more out of life and gives more than he gets. An exhaustive study published by Harris Interactive in 2005 confirmed these facts and strengthened the notion that Scouting prepares young men for prosperous lives.

Compared with men who were never Scouts, men who were Scouts for five or more years as youth are more satisfied with their present lives and occupations, have sustained lifelong friendships, and place a higher value on family relationships. Men who were Scouts also earn higher incomes, achieve higher levels of education, and attend religious services more often than men who were never Scouts...their involvement and dedication to Scouting has positively influenced their character development, self-confidence, interpersonal skills, family relationships, and career development.
Scouts are more likely to recognize the importance of staying informed about current events, and men who were Scouts are much more likely to perform their civic duty by voting in elections. Scouts are active members of their communities; they find opportunities to add value and make lasting contributions. "We only have a short time to live," Robert Baden-Powell famously said, "so we must do things that are worthwhile, and do them now."

The Sam Houston Area Council Boy Scouts of America, established in 1914, is now in its second century of service. As we move forward toward the next century, we are encouraged by contributions and leadership so willingly provided by men and women such as you.

**Scouting instills the audacity to do incredible things.**
A man of courage is also full of faith.

-Cicero
LEADING
WITH
IMAGINATION

Stepping onto the surface of the moon took courage. Enthrancing a generation of moviegoers with tales of dinosaurs and extraterrestrials took imagination. Performing the first artificial human heart transplant took leadership. Founding one of the leading technology companies of the 20th century took vision.

Each of these achievements was accomplished by a Boy Scout. The noble qualities of Scouting permeate these momentous feats, as well as tens of thousands of others, because a daring sense of adventure and the ability to imagine are part of the magic of Scouting that has changed lives for generations.
As we set our sights on the horizon in preparation for the Sam Houston Area Council’s next 100 years and beyond, we’ve crafted a Strategic Plan to identify areas for continued growth and development, address changes in demographics and public perception, and to accommodate the addition of thousands of new Scouts. The 2013-2017 Strategic Plan, titled “Leading Youth to Lifelong Values, Service, and Achievement,” identifies strategies, objectives, expected outcomes, annual benchmarks, and tactical plans for the next five years. Our plan focuses our programs on six pillars that will help develop the leaders of tomorrow that our communities, state, and nation drastically need.
Sustainability
Scouting was green long before it was cool. We are the proud cornerstone of America’s conservation and environmental movements. Although we didn’t always have fancy buzzwords for it, Scouting has always had sustainability at our heart. In 2013, the BSA launched the Sustainability Merit Badge – to earn it, Scouts must analyze their family’s consumption of water, food, fuel, and utilities, while offering ways to improve. Our camps will serve as living classrooms that show Scouts how to do more with less.

Healthy Living
The BSA is on the front lines of the fight against childhood obesity. We get kids outdoors and active, while ingraining in them healthy habits. We’ve always trained our youth to recognize and prevent bullying, teaching them to build each other up rather than tearing each other down. The strong peer groups, healthy living habits, and lifetime friendships that Scouts develop help us address issues like teen suicide and mental health.
LEADERSHIP DEVELOPMENT

Successful leadership traits can be taught. Boy Scouts learn how to lead and work in teams through opportunities given at an early age. Character development is essential to the development of leaders and is taught through our Scout Oath and Law, patrol system, and rank advancements. In accordance with the Scout Motto “Be Prepared,” lessons learned in Scouting prepare young men to accept leadership and its responsibilities in our communities and workforces.
THE FIRE OF YOUTH
BURNS HOT AND BURNS FAST.
IT MUST BE DELIBERATELY NOURISHED
AND CAREFULLY CONTROLLED, BECAUSE
THE SAME FLAME THAT CAN LIGHT
THE WAY THROUGH A FOREST
COULD CONSUME IT AS WELL.

WITHIN EVERY BOY IS
A SPARK OF THE
DIVINE...
And every Scout becomes a beacon of hope for the future.
No matter a boy's circumstance, the heart of a pioneer beats inside his chest.
**Education**

Scouting programs and our camps are where young people develop scientific minds. Years ago, Ohio State University found that more than 85% of our Merit Badges met national science education standards... that number is even higher now. Our camps will have STEM centers and our programs will continue to connect young people to the Science, Technology, Engineering, and Mathematics that are crucial to our lives and our future.

**Urban & Hispanic Needs**

Since its inception, Scouting has embraced hard-to-serve areas and communities. These families need us, and we need them. We help provide what every child craves and deserves: hope, adventure, skills, and opportunity. The excitement of our programs and camps will continue to attract these youth and their families.

**Workforce Development**

Scouting has introduced millions of young people to their future careers. From unit activities to camping adventures, Scouting has fostered personal initiative, team spirit, and a hardy work ethic in young men. Every serious employer desires workers with initiative, and what employer wouldn’t want employees who have taken an oath to be trustworthy, loyal, helpful, and so on?

*We recognize that to achieve our vision for the Leaders of Tomorrow, we must lead with imagination.*
Leading with Imagination includes unleashing the potential of our programs and our camp properties to best serve the needs of Scouting families in the 21st century. When the Sam Houston Area Council was chartered in 1914, there were 250 Scouting members in about a dozen troops. Houston had a population of 100,000 with 42 public, private, and parochial schools. Today, as the Sam Houston Area Council begins its second century, it serves approximately 60,000 youth through its Scouting programs, including Exploring and Learning for Life. The Scout membership and Learning for Life participation is larger than eight of the top ten public universities in Texas. With numbers like these, we are challenged to lead with imagination – which includes renovating our facilities to provide state-of-the-art camping and adventure opportunities for our members.

In the nearly 70 years since the first of these camps was established, so much has changed. Some of the changes reflect new technologies – from cell phones to GPS systems. Other changes include medical technologies that now allow children and parents with chronic illnesses to attend and stay at our camps. Today’s state-of-the-art campsites now provide access to electricity, which not only charges mobile devices to keep Scouts and adult leaders connected with their families, but may also operate a lifesaving nebulizer or breathing machine for a Scout or leader suffering from asthma or acute sleep apnea.
Today’s Cub Scout and Boy Scout camp, troop, and pack management is enhanced with the use of computer-based recordkeeping. Outdoor learning opportunities can be enriched by troop leaders or Scout professionals who have access to the Internet. While maintaining the long-standing rules that outlaw transistor radios, boom boxes, and computer games, there is a need to add camp-wide Wi-Fi access to each Scout property.

In the 1970s, the drive for environmental consciousness was just beginning to take shape in the form of Earth Day celebrations and conservation efforts. Along with this new way of thinking, more thought and priority was given to the placement and structure of restroom and shower facilities. When the number of Scouts visiting a camp on any given weekend only numbered in the hundreds, latrines and common wooden shower rooms made sense.
Today, as the number of Scouts and adults runs into the tens of thousands per year, waste management is a critical element of camp management and conservation. With youth protection being a central concern, the design and construction of separated restrooms with flush toilets, single-unit showers, and designated adult and youth facilities is a critical need.

Beyond electricity and restroom facilities at campsites, the greatest changes Leading with Imagination will bring involve the upgrading and addition of expanded traditional and new program areas at each of the major properties: shooting ranges (sporting clay, rifle, and BB gun), archery ranges, teaching sites, lakes, water parks, BMX trails, climbing walls, and zip lines.
TREAT THE OUTDOORS AS A HERITAGE TO BE IMPROVED FOR OUR GREATER ENJOYMENT.

BOY SCOUT HANDBOOK

LEADING WITH IMAGINATION
The impetus behind Leading with Imagination stretches back to the mid-1990s. As such a seismic shift had occurred in our society and in Scouting, it was determined that the camping and facilities model that served the Sam Houston Area Council since the WWII era had to change. One of those changes was the explosion in the growth and development of Cub Scouting, which led to the creation of the George and Janis Fleming Cub World at Camp Strake and the construction of the wonderful Bovay Scout Ranch facilities for Cub Scouts. The addition of high-adventure Scouting led to the creation of the exciting new zip line at the Hamman High Adventure Base at El Rancho Cima.

Boy Scout camps, like schools and homes, need adjusting and updating from one generation to the next. In part, this is required by good stewardship practices that recognize the significant wear and tear on any area utilized by tens of thousands of people – both youth and adults – in a given year. In part, this constant need for updates results from changes in what fuels the imaginations of children... science, technology, environmental knowledge, and even games change quickly with the passage of time. In the end, the Leaders of Tomorrow Campaign is about so much more than facilities, restrooms, maintenance, or property stewardship. It is about the role that the camps of the Sam Houston Area Council serve in producing caring, productive citizens and leaders.

These camps are where boys find themselves, where they discover not only the wonder of the world around them, but the potential contained within. The wisdom that’s learned in the woods is indispensable, because it prepares these young men to become what the world needs them to become...
LEADERS OF
SAM HOUSTON
AREA COUNCIL BOY SCOUTS OF AMERICA
TOMORROW

ABRAHAM LINCOLN 1859

LEADERS OF TOMORROW