

**Bob Mazzuca  
Great Salt Lake Council  
100<sup>th</sup> Anniversary Gala  
February 25, 2010**

Thank you for that kind introduction.

And thanks to the Great Salt Lake Council for inviting me to speak at your 100<sup>th</sup> Anniversary Gala.

What a terrific turnout we have to commemorate this important milestone in Scouting history.

I welcome the opportunity to share my thoughts on the values of Scouting ... the BSA's vision for the future ... and how the Great Salt Lake Council is making that vision a reality.

(Pause)

February 8, 2010, officially marked the hundredth anniversary of the BSA's founding.

We are 100 years old ... and what a remarkable opportunity that is for the Boy Scouts of America to reclaim its destiny and its future.

Our story harkens back to 1907, when Lord Baden Powell, a decorated British general, took 22 boys on a campout to test his ideas about Scouting.

Lord Baden Powell founded what became the modern Scouting movement, helping to fill the lives of British youth with value and purpose.

Two years later, American newspaper publisher W.D. Boyce – lost on a foggy street corner in London – was approached by a Scout who was able to lead him to his destination.

When offered a tip by Boyce, this unknown Scout refused to accept it, saying that he could not accept money for a good turn.

This “Good Turn” gave birth to the Scouting movement in America in 1910.

That’s how we got started.

(Pause)

Today, scouting is strong, vibrant and on the move. Outdoor and High Adventure programs continue to enjoy record participation.

We have nearly 3 million youth members and 1.2 million adult volunteers.

And for the fourth year in a row, the Boy Scouts of America produced a record number of Eagle Scouts: 52,470 in 2009 ... many of them right here in the Great Salt Lake Council.

All total we’ve honored more than a quarter million Eagle Scouts in the past five years.

Behind all of these Eagles stands a crowd of people who cared enough to help them succeed.

The Great Salt Lake Council is also right on the doorstep of its first century.

What great accomplishments have been made since then.

I would like to thank **Scout Executive Rick Barnes** for the wonderful job he's doing.

(PAUSE)

Our centennial celebration gives us a once-in-a-century opportunity to capture America's attention ... to tell our story our way ... and to show Scouting is as vital and relevant today as it was when our journey began.

Our theme—Celebrating the Adventure/Continuing the Journey—demonstrates this celebration is as much about our future as it is about our past.

During our first hundred years, we created a strong foundation of leadership, service and community.

Through our centennial celebration, we are reaffirming our commitment to inspire and prepare future generations.

Earlier this month we held a kickoff celebration in Washington, D.C. ... which will culminate in late summer with the National Scout Jamboree at Fort A.P. Hill, Virginia.

We are launching a number of Anniversary programs to help get everyone involved.

Two of our core programs are Adventure Base 100 and Pitch for Scouting.

**Adventure Base 100** is an interactive tour now traveling the country. It gives visitors an exciting and inspiring view of the history and future of the Boy Scouts of America.

When the tour comes to town, what was once a tractor-trailer, quickly unfolds into 10,000 square feet of immersive Scout-related experiences.

These include a high-tech museum ... ropes course ... interactive kiosks ... a ceremonial stage ... multi-sensory “Go Dome” – and much, much more.

The Adventure Base 100 will continue its journey throughout America, including a three-week stay on the Mall in Washington, D.C. in conjunction with the 100th Anniversary Jamboree.

It will be right here in Salt Lake City, September 24<sup>th</sup> through the 25<sup>th</sup>.

Through our **Pitch for Scouting** program, we aim to create a long-term relationship with Major League Baseball.

For the 2010 baseball season, we hope to create major in-stadium events during peak summer/fall recruitment in every team location.

The goal of this program is to build a meaningful bond between baseball and young Scouts, providing a positive outlet for winning the hearts and minds of American youth.

We even have our own **Boy Scout Indy Car** in partnership with Dale Coyne Racing!

Beyond the nationwide events and programs, our centennial celebration will reach every community across America in ways both large and small.

Local councils are planning special camporees and other events, while Scouts and Scouters will be able to earn patches related to the five pillars of our celebration: leadership, achievement, community service, character, and outdoors.

The Great Salt Lake Council is on board with a long list of 100<sup>th</sup> Anniversary events.

From the Alumni Connection – (have you signed up yet?) – to the Hall of Leadership, where you can nominate the great leaders that have made a difference in your life.

Further, the US Postal Service is issuing a special Celebrate Scouting postage stamp ... and the US Mint is coining a commemorative silver dollar.

(Pause)

As you can see, things are shaping up this year to put the spotlight on the Boy Scouts of America.

And what better time for this organization to set itself up on a lamp stand so the good it does may be seen by all.

Perhaps never before in our history has Scouting been more desperately needed.

It's time for us who run the program and deliver the promise day after day to ensure the continued integrity and vitality of Scouting ...

To ensure that Scouting is rooted more strongly in its core values ... and prepared to carry out its mission in the 21<sup>st</sup> century.

(Pause)

As you well know, we're living in a time when the line between right and wrong is often blurred ... and moral confusion abounds.

We're living in a time when our youth are being hit from every side by forces that would make them objects of prey.

Today, kids are an audience for broadcasters ... a market for retailers ... and a target for pedophiles.

They become adults too soon without quite growing up, absorbing words and images they're not at all ready to comprehend.

Movies and music ... television and the Internet ... all send a million different messages about how to live their lives.

They're always connected – yet strangely disconnected. They can be texting one another – even while sitting side-by-side.

This is their world.

Those who are fortunate enough to have found the Boys Scouts have found an additional support to help them navigate these difficult times.

The ideals and virtues of Scouting provide a moral compass that points them to “true north.”

Ideals like being physically strong ... mentally awake ... and morally straight.

And virtues like being trustworthy ... loyal ... helpful ... friendly ... courteous ... kind ... obedient ... cheerful ... thrifty ... brave ... clean ... and reverent.

There aren't many places left in America where kids can learn what these values mean and, just as importantly, put them into practice.

The Scouting program puts values into action.

When Scouts complete service projects, they learn what it means to be helpful.

When they elect leaders from among their peers, they get to practice loyalty and obedience.

When they share in an interfaith worship service at a camporee, their sense of reverence toward God deepens ... as does their respect for the beliefs of others.

When they live out the values embodied in the Scout Oath and Law, these values sink into the very marrow of their bones.

Scouting can't solve all the problems facing kids today, but we can partner with parents, schools, and churches to tackle some of these issues.

After all, that's just what we've been doing for a hundred years.

(Pause)

Let me share with you our vision of what lies ahead in Scouting.

First, to grasp that vision, we had to dig deep down into the Scouting soul and understand what we really believe and stand for.

Based on that understanding, we had to redefine ourselves as a relevant resource.



And we had to redefine ourselves for all Americans as a touchstone for values and vision.

We needed parents to see that they need Scouting.

We needed boys and young men and women to see that Scouting offers excitement and adventure with a purpose – bringing order, direction and meaning into their lives – all helping them discover their full potential.

And to do that, we needed to make scouting better ... ourselves better.

What's really been an inspiration...is finding out how many people are out there to support our mission to serve America's youth.

People like you.

Our goal is to reach out to millions of Americans, especially our alumni, who have been wondering for some time now:

“Whatever happened to the Boy Scouts?”

(Pause)

Our dream for the next 100 years also includes reaching out to neighborhoods and families who have not had the opportunity to experience Scouting.

We know the demographics of this nation are changing...and it is our responsibility to keep pace with where our service to America's youth needs to grow.

Through our Hispanic Initiative, we have established pilot programs in six Hispanic cities around the country.

And we will soon be launching similar programs in another three dozen communities.

Through our **Scoutreach Division**, we are emphasizing and developing leadership for urban and rural Scouting programs.

Scoutreach is the BSA's commitment to make sure all young people have an opportunity to join Scouting, regardless of their circumstances ... neighborhood ... or ethnic background.

Its primary goal is to recruit strong adult leaders ... and build relationships with organizations ... that can help bring the Scouting program to youth in urban and rural areas.

As such, it reflects the diversity of the neighborhoods and communities that it serves.

(Pause)

*(optional story)*

Before I close, let me share with you what Scouting did for one young man who almost slipped through the cracks for good.

I'd like to read excerpts from his own account:

“I was raised in a rough part of Baltimore's east side. My dad was not around much because he was in the Navy, and we lost my mom when I was only 4 or 5.

“A car from social services came to pick my siblings and me up after my mom died and take us down to the Social Security offices. There's no feeling quite like feeling you're out there alone and no one cares.

“The social services people found places for all of us to stay - except me. It looked like I was going to wind up in foster homes for good, but I was able to live with a couple of different family members for a while.

“I tried doing all the right things at home and in school. But things weren't working out for me. I just couldn't see any progress.

“For me, I have to see results now, or I think I'm not getting anywhere, and I just give up.

“And that's what happened. I gave up. I'd still go to school, but I wouldn't care what was going on. I'd get in trouble and wouldn't care about consequences. I just didn't care and didn't see any way out.

“That's when I found Scouting.

“Things had gotten bad at home, and I was locked out of the house. I had nowhere to turn, so I went back to a friend's house, and her mother was a den leader. And it all clicked. I found out about Scouting, and I liked it right away.

“I knew I could achieve the things I wanted to once I got into Scouting.

It taught me how to think on my own and think fast. It gave me ways to see progress. By earning merit badges and moving up through the ranks, I could see myself accomplishing things every week or two.

“Scouting got me around people who think right and work right and act right. And you just feel you're a better person by being with them, and then you start to act like that too.

“So many people in Scouting helped me when I needed it, and now their effort is paying off because I can help myself and others.”

That account was written by **Arnold Mears**, a 17 year-old Eagle Scout who will graduate from high school this June.

What a success story.

And not just for Arnold. But also for all those Arnold will help in turn.

(Pause)

Our 100<sup>th</sup> Anniversary Celebration is more than a just mark on the calendar.

Our 100<sup>th</sup> Anniversary Celebration tells the world how Scouting is more relevant than ever.

I am so proud to be working alongside so many wonderful, talented and inspiring people to serve America's youth.

And I am equally proud to take part in this once-in-a-lifetime opportunity to celebrate 100 years of Scouting.

Thank you for all the support you provide to the Boy Scouts of America.