

JackLink



A name you know, a commitment to Scouting you'll admire.

Jack Link made his name famous by turning his grandfather's old-world family recipe for beef steaks and jerky into a household name. Now that name is linked with the BSA as the movement's official protein snack.

Decades of entrepreneurial success have inspired Link to give back to a worthy organization. And the BSA, he says, "will take care of whatever you give them."

Link is no stranger to Scouting. A Boy Scout in his youth, he now sponsors a Cub Scout pack and a Boy Scout troop in his hometown of Minong, Wis. — population 530.

"It is really nice to see Scouting come back to this little town," Link says. He credits the units' leadership with doing the heavy lifting to get the pack and troop off the ground. "We have two of the best leaders. It's all about the leaders. We have a great time practicing Scouting ethics."

Those ethics, Link says, are firmly rooted in the Scout Law. The 12 points, he says, are an essential part of developing into an adult.

But there's one more trait that makes you a successful entrepreneur: "getting out

of bed at 6 o'clock in the morning," Link says. "You have to get up if you want something to happen. The early bird catches the worm."

When Link gets up each morning, his drive to succeed and improve our country propels him to action. "It's what I learned in the Scouts and in church and from my mother and dad," he says. "I practiced those values, and overall, I practiced being prepared like I learned in the Scouts."

Being prepared has garnered Link numerous industry accolades. In 2010, he received the Ernst & Young Entrepreneur of the Year Award, which recognizes in its recipients a boldness that propels them to change the world in unexpected ways. Four years before that, Link was inducted into the Wisconsin Meat Industry Hall of Fame.

He's well-respected locally, too. At his annual charity golf tournament to benefit local high school graduates, well-wishers line up next to his golf cart just to say hello and shake his hand. He enjoys visiting with people — and giving out multiple scholarships so high school students can attend college or

vocational programs.

Link likes the direction the BSA is headed, including welcoming girls. "We're not the old Scouts you knew," Link says. "We appeal to everybody. It's not the old way, but the traditional principles are definitely behind what our programs teach. And the people you meet along the way, the camaraderie, the passion — it's just fantastic."

Link gives credit for the BSA's positive strides in program development to decision-making on the national level. "The plans that have been made are pointing us in the right direction," Link says. "We just need time. We're doing the right thing."

He's also thrilled with the prospect of teaching Scouts the basics of entrepreneurship through the merit badge

program and troops' fundraising initiatives.

"It's a huge step in the right direction," Link says. "It will be advantageous to the entire Scouting program. I think we've only just begun to make improvements on every level, and focusing on entrepreneurship will be a big step for the BSA and something to work on for quite a while."

Speaking of big steps, Link is eager to watch how the Summit Bechtel Reserve, the BSA's newest high-adventure base and training center in West Virginia, grows to meet the ever-changing needs of youth.

"It's new, and it's exciting," he says. "When you're new, that means you're up to speed with what's happening in the world, and I like to be part of that new push,



that new passion. Kids are looking for that newness and all the opportunities that come with it."

Passion is what Link says rests at the core of his life. He loves to compete and to explore the outdoors. And he works hard to do the right thing. "It's not a hard

Sasquatch and Scouts joined Jack and Mary Jo Link for the groundbreaking of Jack Link's Scout Pavilion at the Summit Bechtel Reserve this year.

process," Link says. "It's what Mom taught me to do."

WHY WE GIVE

Because it's the right thing to do.

JACK AND MARY JO LINK support numerous philanthropic endeavors, including their own Link Family Scholarship Fund. In addition to their gifts to the Boy Scouts of America, they are active supporters of the Mayo Clinic, the Make-A-Wish Foundation of Wisconsin and the College of Idaho.

Link had six mentors growing up — the most prominent and profound being his father. From those mentors, Link learned that giving back is just the right thing to do.

"It's taught to you at an early age," he says. "The Bible and Scouting and everything else teaches you to share and to give."

Being a philanthropist was difficult at

first, Link says, because as an entrepreneur, keeping up with the daily grind of paying bills and making decisions can be distracting. But eventually, he looked around and found that he had a little extra money and wanted to use that to help people. "I'm learning to like it," he says.

The same goes for Mary Jo Link, who cites a simple reason behind the couple's gifts: "Jack and I love and believe in Scouting."

Today, Jack Link is excited about the prospect of seeing his namesake venues at the Summit Bechtel Reserve come to life. At the 2017 National Scout Jamboree, shooting sports were some of the most popular activities offered. And

now, Link is convinced that Jack Link's Scout Multiuse Field, Jack Link's Scout Sporting Clays Hills, Jack Link's Scout Lower and Upper Sporting Clays Trails, Jack Link's Scout Rifle Range, and Jack Link's Scout Pistol Range — all supported by Jack Link's Scout Pavilion for safety and skills instruction — will just keep growing in popularity.

"Let me ask you," he says. "If you're a Scout and you get a chance to come to the Summit Bechtel Reserve to enjoy those ranges, why wouldn't you?"



LEARN MORE about the BSA National Foundation at bsafoundation.org.



Jack Link's gives back by supporting Team Rubicon, a nonprofit that teams military veterans with first responders to help people after natural disasters. Two Marines founded the nonprofit in 2010 to serve those affected by a devastating earthquake in Haiti. Since then, Team Rubicon has responded to more than 275 operations around the world.

COURTESY OF THE LINK FAMILY (3)