Jack Link

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

Jack Link made his name famous by turning his grandfa-
ther’s old-world family recipe for beef steaks and jerky into a household name. Now that name is linked with the BSA as the move-
ment’s official protein snack. Decades of entrepreneur-
ial success have inspired Link to give back to a worthy or-
ganization. And the BSA, he says, “will take care of
whatever you give them.”

Link is no stranger to Scouting. A Boy Scout in his hometown
of Minong, Wis. — popula-
tion 530. — he was part of a Cub Scout pack and a Boy Scout troop in his hometown
of Minong, Wis. — popula-
tion 530.

“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
gained Link numer-
ous 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 our 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 know,”
Link says. “We appeal to
everybody. It’s not the old
way, but the traditional prin-
ciples are definitely behind
what our programs teach.
And the people you meet
along the way, the camarao-
derie, 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 entrepreneur-
ship through the merit badge
program and troops’ fund-
raising 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-adven-
ture base and training center
in West Virginia, grows
to meet the ever-changing
needs of youth.

“It’s new, and it’s exci-
ting,” he says. “When you’re
new, that means you’re up to
speed with what’s happen-
ing 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
process,” Link says. “It’s what
Mom taught me to do.”

JACK AND MARY JO LINK support
numerous philanthropic endeavors, includ-
ing 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 entrepre-
neur, 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, 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

COURTESY OF THE LINK FAMIL Y (3)