Sign Up Today
Summit Bechtel Reserve
October 25 - 31, 2020

Register at:
https://reservations.scouting.org/
profile/129201

Cost: $495.00

For more information, contact
Frank Reigelman
at Frank.Reigelman@scouting.org
or 972-580-2074

Course being held at:
Summit Bechtel Reserve
Thomas G. Pigott Training Area
2550 Jack Furst Drive
Glen Jean, WV 25846
Phone: (304) 465-2822

Timely Topics

The Strategic Analysis conference is provided for professionals and volunteers who have planning responsibilities for council properties. The conference explores the content and nature of our Outdoor Program in the context of a product that we intend to sell. Equally important are the tactics we use to deliver the product. Those tactics include price, promotion, and position. By taking a “deep dive” into these concepts, the attendees will develop the tools and understanding to analyze camping operations and fully understand “what it costs to run a camp.”

On completion, the attendees will be able to create a sound plan for the business of running a camp.
Course Highlights

- Stewardship: Todd McGregor - keynote speaker
- How camps are supposed to support the council’s well being
- Targeting strategic outcomes with capital investment
- Marketing and promotion
- How quality drives success
- Capital planning and best accounting practices
- Market assessment
- Risk versus reward and strategic choices
- New! Family Adventure Camping
- ½ Day to explore the Summit Retreat Activities

Students Analyze Their Own Council

This is an interactive course: part lecture and part presentation.

Students are asked to bring data from home to analyze and share.

In addition, the course directors will provide data on each student’s council to work into real-life case studies. The case studies are presented to the class to discuss challenges, issues, and concerns.

Students Work with Subject-Matter Experts

Students who attend the Strategic Analysis conference will have a full week’s access to camp property experts. The faculty is open and available to explore issues and plans with the students. There will be plenty of time to share experiences and gain insights from fellow students as well.

The material is essential to delivering a best-in-class program ... one of the most productive PCS courses I have observed over the past many years.”

- Dr. David E. Setzer
  Patriots’ Path Council

FACULTY

Bob Walton
Cape Fear Council. Bob sits on the Southern Region Board and is often called upon to address financial and operational issues with councils in the Southern Region. Bob sits on the Steering Committee of the Area 7 Market Analysis task force, now in its second year. A 67 year veteran of the BSA and Properties Course Chair for 9 years.

Ralph Voelker
Scout Executive, Tacoma, WA. Ralph has served as the Camping Director in Denver, CO and as the Director of Camping and Properties in Portland, OR. He has 11 summers of camp experience including two summers as the Ranch Director in Denver, CO. He was part of a team that built camp attendance from less than 500 campers to more than 2500 in three summers. He has navigated a board decision to close a Scouts BSA resident camp and was able to sell the camp into a conservation easement. He is an author of Scouting stories, mostly based on his camp experiences, published at the Voice of Scouting. He spent five years as a corporate trainer for the BSA at the Center for Professional Development.

Andrea Watson
Team lead, Camping Services. Enterprise project manager, Family Adventure Camp. Provides leadership for National Camping School, NCAP and the Outdoor Programs Team. Andrea previously served as the director of Outdoor Adventure in Orange County Council, Director of the Philmont Training Center, Program Director in Spokane WA and District Director and District Executive in Kennewick WA. A Vigil Honor member of the Order of the Arrow, Andrea has served on the staff for Jamboree, Wood Badge and National Camping School.