

PHILMONT AMBASSADOR UPDATE

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SERVING BOTH SIDES OF THE ROAD

September 2021

Enthusiastic PTC Staff Delivers Exceptional Programs

By Danny Tucker, PTC Director

"TO BE ENTHUSIASTIC, YOU MUST ACT ENTHUSIASTIC!" shouted the staff all summer long to start their daily activities. "OH BOY, ARE WE ENTHUSIASTIC!"

Since the beginning of the summer, the team at the Philmont Training Center (PTC) and Family Adventure Camp has strived to deliver exceptional customer service for our guests and give them a memorable experience.

As the new Director of the Training Center, I set three immediate goals:

- Improve Customer Service.
- Deliver an exceptional program experience that drives repeat business.
- Increase participation.

The summer started with two classes on customer service during staff training. Our leadership team laid out a plan, set the stage with expectations, and shared the bigger picture of why our guests come to Philmont. It is so much more than the beauty of the location. Each week we reviewed our evaluations with staff and kept up the enthusiasm that guests expected. I am happy to report that our team performed at the highest level.

A big part of customer service was learning about the Ambassador program. Working closely with Jim Ellis and his team, I was able to learn about the needs of our team and have put together a plan for this fall through next year to equip, engage and empower our Ambassadors to help expand the reach of Philmont. Each Ambassador is an important and valuable team player on our customer service staff. I am excited



Danny Tucker started as PTC Director in May and immediately focused on participant satisfaction.

Enthusiasm (Continued on page 6)

Fall Scout Events Provide Promotion Opportunities

After a summer of successful resident camps and outings, Scouts are fired up for a new year ahead. In the coming fall, Ambassadors have numerous opportunities to have an impact on their future plans.

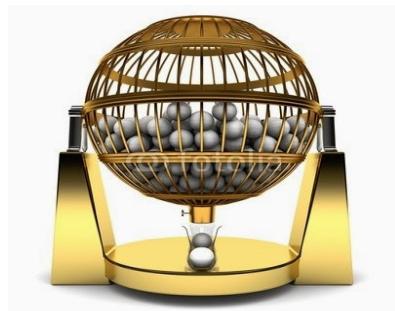
Many districts and councils hold training sessions for newly recruited Scout leaders. These are excellent occasions to introduce them to Philmont. Many new Scouters may have never heard of Philmont or only have a vague idea of what it is about. This gives you as an Ambassador the opportunity to fill them in on all of its offerings.

Some Scouters may recall a Philmont Trek from their youth but have not heard of

Philmont Training Center (PTC). You can be the one to introduce them to the great conferences available. Others probably do not know about Family Adventure Camp, and you can be the one to get them thinking of a summer vacation where they can enjoy God's Country with their spouses, sons, and daughters. Fall Cub events like Webelos adventure days are also great to have a display about Family Adventure Camp.

Fall Wood Badge courses are good occasions to make the pitch to attend PTC as a ticket item. Following up Wood Badge with

Promotions (Continued on page 2)



2023 Trek Lottery Oct 5 - Dec 1

The Philmont lottery for 2023 unit treks will run from October 5 to December 1. Check the Philmont web site for details. Remember, only one bid per crew is allowed.

There is no fee for putting in a bid, and deposits are not due until January. Crews will pick their itinerary in the Spring of 2023 which gives them plenty of time to gear up and train for their desired Trek.

Promotions (Continued from Page 1)

the Philmont Leadership Challenge not only provides Scouters with the opportunity to practice what they learn, but also to imbed the principals of Wood Badge.

Fall Camporees provide a place to set up a Philmont display to reach Scouts and Scouters where they are most enthusiastic – in the outdoors. You can bring a backpack ready for a Philmont expedition which always attracts attention. Even better, you could set up a Philmont wilderness campsite and demonstrate one pot cooking or bear safety measures as a way of educating and enticing scouts about a Philmont Trek.

Order of the Arrow Conclaves offer a place where you can pitch the OA Trail Crew to members, chapter and lodge leaders. Those who never had the opportunity to be on a Trek can learn about individual opportunities to hike the backcountry while

practicing cheerful service.

At all your promotions, it is especially important to highlight the Individual Opportunities for those Scouts who want to get to Philmont but whose Troop may not be able to put together a full crew or have enough adult participation.

Venturing Crews, Sea Scout Ships, and Explorer Posts may also be looking for that special activity that will bind their group together. Offering them the challenge of a

super-strenuous expedition may be just the thing they are looking for.

Check your Council Calendar for occasions where you can speak, set up a display, or provide a backpacking exhibit as a way to promote a trip to Philmont. Planting the seeds this fall can blossom into a summer of Philmont adventure.

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Philmont Scout Ranch

One Philmont - Many Opportunities

Philmont PowerPoint Available

A new PowerPoint titled "One Philmont - Many Opportunities" covering all Philmont's programs is now available for Ambassadors. It is also available as Google Slides. You can download the presentation from the Philmont Ambassador Facebook files. You can also request it from newsletter editor Tom Baltutis at tfbaltutis@gmail.com.

Plans to make the presentation available on the Philmont website are in the works.

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Ambassador Update Needs A New Name

We've changed the format of the Ambassador Update and it will now be published six times a year instead of four. The letter-sized pages will make it easier for you to print off and share.

We invite Ambassadors to submit a new newsletter name to go along with these changes. Send your suggestion to National Ambassador Coordinator Jim Ellis at philmontambassadors@gmail.com.

The winner, who will be announced in the November newsletter, will receive a \$25 gift certificate to the Tooth of Time Traders.

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Promotion Ideas for September-October

Ambassadors have a number of opportunities to promote Philmont in the Fall months. Here are a few activities that you should be working on.

- ⇒ Get an article in your council news about Philmont lottery dates for 2023 treks.
- ⇒ Find out which units had Philmont Treks over the summer and write an article for your Council newsletter or local newspaper about them.
- ⇒ Bring your Philmont display to a District or Council Fall Camporee.
- ⇒ Talk to District Roundtable Commissioners about scheduling Philmont presentations during 2021- 2022.
- ⇒ Have a Philmont display at your Council's University of Scouting or equivalent events.
- ⇒ Set up your Philmont display at your College of Commissioner Service. It's a great opportunity to emphasize the Philmont Training Center Commissioner Week.

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Focus on the Backcountry

Gold Still Glimmers at French Henry

Elevation: 9606**Water: Ponil Creek**

The French Henry camp, named after French gold miner Henry Burell, is in a narrow canyon below Mount Baldy. Visitors can take tours of Burell's mine, built in 1869, which was named the Aztec Ponil 1. An old gold ore processing plant once stood on the site. Mining used many iron tools, and French Henry blacksmiths demonstrate how to make and repair them.

Volunteer geologists provide mining talks and teach how to pan for gold. Crews get to take their hand at panning for the shiny metal in Ponil Creek. You get to keep what you find!

The staff is housed in structures built in the late 1800's and early 1900's. One of the oldest buildings serves as a mining museum. Artifacts from the mining operations are displayed, as well as geologic maps of Baldy country. Until recently, the camp only provided pass-through program to crews because the steep terrain prohibited camping. Beginning in 2021 there are four Appalachian-Trail style shelters that can fit a crew each.

Because so many miners were said to have died in the mines, the staff have picked up on the legends by telling stories about the mine ghosts or "tommyknockers" as they are called.

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Blacksmith Sydney Marie Bascomb removes a piece of hot steel to be forged by a crew at French Henry.

Panning for Gold Has Roots in Antiquity

Gold panning, or simply *panning*, is a form of placer mining and traditional mining that extracts gold from a placer (alluvial) deposit using a pan. The process is one of the simplest ways to extract gold, and is popular with geology enthusiasts especially because of its low cost and relative simplicity.

The first recorded instances of placer mining are from ancient Rome, where gold

and other precious metals were extracted from stream beds and mountainsides using sluices and panning.

Gold pans of various designs have been developed over the years, the common features being a means for trapping the heavy materials during agitation or for easily removing them at the end of the process.

Pans are measured by their diameter in inches or centimeters. Common sizes of

gold pans today range between 10–17 inches (25–43 cm), with 14 inches (36 cm) being the most used size. The sides are generally angled between 30° to 45°.

Pans are manufactured in both metal and high-impact plastic. Russia iron or heavy gauge steel pans are traditional. Steel pans are heavier and stronger than plastic pans. Some are made of lightweight alloys for structural stability. Plastic gold pans resist rust, acid and corrosion. Most pans are designed with molded riffles along one side of them. Of the plastic gold pans, green and red ones are usually preferred among prospectors, as both the gold and black sand stands out in the bottom of the pan, although many also opt for black pans instead to easily identify gold deposits.

The batea, Spanish for "gold pan", is a particular variant of gold pan. Traditionally made of a solid piece of wood, it may also be made of metal. Bateas are used in areas where there is less water available for use than with traditional gold pans, such as Mexico and South America, where it was introduced by the Spanish. Bateas are larger than other gold pans, being closer to half a meter (20 inches) in diameter.

Wikipedia contributors, "Gold panning," *Wikipedia, The Free Encyclopedia*, https://en.wikipedia.org/w/index.php?title=Gold_panning&oldid=995185111

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Roving prospector, Bridger Sadina, teaches a crew how to properly use a gold pan.

Ambassador Spotlight

Vicki and Jeff Jurek Avidly Promote Philmont In-Council and Beyond

It didn't take Vickie and Jeff Jurek long to get hooked on Philmont and even less time to convince them to become Ambassadors.

Both had been involved in scouting from their youth, but at opposite sides of "The Pond". Jeff started as a Cub Scout, earning his Arrow of Light award and Eagle Scout Rank. Across the Atlantic in the United Kingdom, Vicki earned both her Queen's Guide and Queen's Scout award. "We met while working at Many Point Scout Camp in Northern Minnesota in 1999. After taking a few years off, we started volunteering when our oldest child joined Cub Scouts."

Their avid involvement in Scouting led them to the "Membership Growth Strategies that Work" conference at Philmont in 2018. They attended a mini-session on the Ambassador Program by Jim Ellis which got them immediately hooked on the idea of promoting Philmont.

"We have a lot of great memories of Philmont with the best ones being together as a family. We have attended the PTC three times with our kids who are now 13 and 10 years old. Seeing them grow at Philmont and seeing how much fun they have is a big reason we keep coming back," explained Vicki. The Jurek family attended the Ambassador II Seminar just this past June. Their son and daughter, both in Scouts, participated in Family Adventure camp activities during the week.

Vicki and Jeff are in the Northern Star Council, one of the largest in the country, with 25,000 Scouts and stretching from the Northwoods of Wisconsin through metropolitan Minneapolis/St. Paul to the prairies of far western Minnesota. They team up with other Ambassadors to cover neigh-



Vicki and Jeff Jurek with their children Grace and Oliver recently attended the Ambassador II Seminar to learn more about promoting the Ranch.

boring councils who do not have Ambassadors.

Promoting Philmont at the 2019 Area-wide Ripley Rendezvous hosted by the Central Minnesota Council was an especially noteworthy activity. [See article in Summer 2019 Newsletter] This event was held at Camp Ripley, a National Guard base in Minnesota, and was attended by 3,000 scouts from several states and Canada. "Including us, there were 5 Philmont Ambassadors in a wall tent talking to a steady stream of scouts. Besides being a cold, windy day, it was one of our first presentations so it was really memorable!" commented Jeff.

They also promote Philmont within their own district and Council whenever they can.

"The last year has been challenging,

but we promoted Philmont during our Zoom district roundtable. We talked about OA Trail Crew during the OA Winter Fellowship event on Zoom as well. Most of our promotions have been one-on-one over the last year. However, most of those interactions were with people who already knew about Philmont and its programs. We think the most productive events are where we engage face-to-face with people who don't know about all the Philmont programs," they added.

Continuing with helping neighboring Councils, Jeff recently gave a Philmont presentation at the Central Minnesota Council Powerhorn training in July. Jeff and Vicki will be at the neighboring Twin Valley Council's "Scouting Under the Big Top" event in September. In Council, they are already teaming up with other Ambassadors for the Northern Star Council University of Scouting in October.

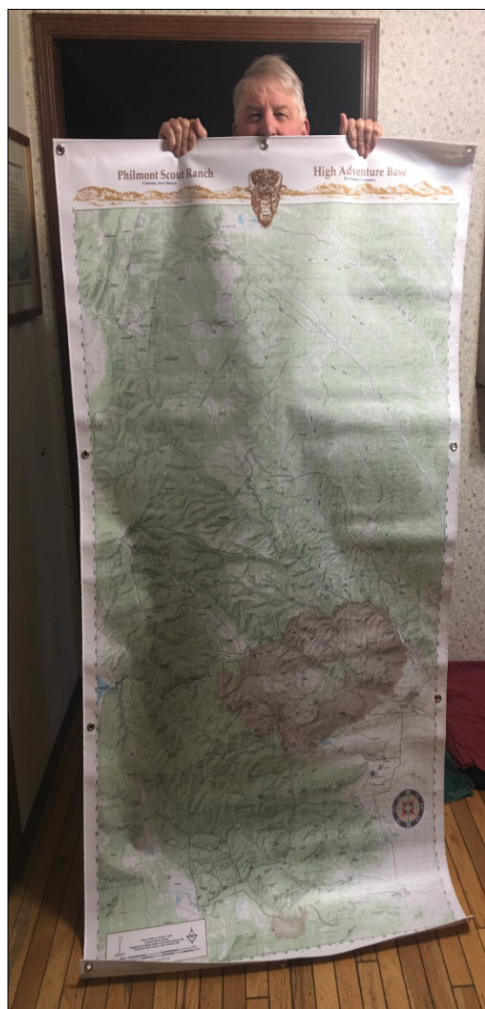
Their advice to Ambassadors: "With things opening back up, people are looking for new experiences and new things to do. This is the time to get out and promote Philmont. Start scheduling events now."

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Share Your Success Stories

Ambassadors are a creative bunch when it comes to getting the word out about Philmont Scout Ranch and its many programs. Do you have a favorite way of getting Scouters interested to attend Philmont Training Center? What approaches have worked for you to excite a Troop, Crew, Ship or Post to put a bid in for a Philmont Expedition?

Share your success story with other Ambassadors by sending it in to the newsletter editor, Tom Baltutis, at tfbaltutis@gmail.com. **P2**



Philmont ID Badge Is Significant Benefit of Attending Seminars

Attending an Ambassador Seminar at Philmont Training Center (PTC) gets you a lot of things. Newer Ambassadors gain insights into ranch history and operations. More experienced Ambassadors hear from key personnel about programs and visit backcountry camps. Everyone gets to spend a week at beautiful Philmont Training Center.

One of the unique things you receive is an official Philmont Ambassador ID badge. The colorful hard plastic photo badge is identical to those worn by all Philmont Staff.

The only way you can get a Philmont Ambassador badge is by attending an Ambassador seminar. Think of it like the coveted Arrowhead patch that you get only by doing a Philmont Trek. The badge identifies you as being associated with Philmont in helping publicize the Ranch within your Council. During your time at Philmont Scout Ranch, it also gets you a 10% discount at the Tooth of Time Traders.

Even if you are not actively promoting Philmont at an event, wearing the badge can spark conversations about the Ranch at a camporee, roundtable or committee meeting. These informal talks allow you to have the one-to-one interactions that can inspire a Scouter to accept the Philmont Leadership Challenge, attend a conference to enhance their training, or think about planning a Philmont Trek. You never know which encounter is the one that gets them



to sign up, so wear your badge often.

One of the performance goals of being an Ambassador is to attend a Seminar every three years. Although coming to a PTC conference also fulfills the attendance goal, only those who attend an Ambassador Seminar receive an ID Badge.

Next year's seminars will be from June 19 to 25, 2022.

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Don't Hide Your Promotions!

Every time that you make a presentation about Philmont or set up your display at a Scouting event, you should fill out an Ambassador Presentation Report. It only takes a few minutes, and your information helps Philmont keep track of our outreach activities.

All you need to do is go to the www.philmontscout ranch.org site. On the top header, click **MORE > Resources > Promote Philmont (Learn More)**. On the left side of the screen click "Ambassador Presentation Report". You can also click [this link](#). Use your best estimate of the number of people you spoke to or contacted. The Philmont website will be modified soon to make finding Ambassador resources easier to find.

In these days of limited resources, data on presentations is valuable. It helps identify areas where more outreach may be necessary.

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Ambassador Seminar Raises \$1100 for World Friendship, Ute Fire Funds



Each year, a silent auction is held during the Philmont Ambassador Seminars. Attendees donate scouting items like patches, camping gear, and Jamboree souvenirs. This year's items included a set of Norman Rockwell scouting prints, a vintage uniform cap, World Scout Jamboree patches, and a classic Daisy BB gun. All PTC attendees and Philmont Staff get to bid on the items during the week.

The total amount collected, about \$1100, was split between the World Friendship Fund and to the Ute Park Fire restoration effort.

Thinking about attending an Ambassador Seminar in 2022? You can make a start by setting aside items to donate for next summer's auction.

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Danny Tucker (right) finds that meeting with families like that of Eugene Chen helps him understand their needs and make the PTC experience much more enjoyable for everyone.

Enthusiasm (Continued from page 1)

that our new plan, details to be shared at the Fall Ambassador webinar, will help make this position more meaningful for you and better appreciated by the ranch and local councils.

Next, our staff learned about why repeat business is good for the ranch. Our team was well prepared to deliver exceptional programs, and it showed weekly in the evaluations that we were achieving our goal. Every week, we had many guests come forward and express their interest in renewing or hosting new conferences in 2022. And families repeatedly expressed their desire to return next year. Yeah, mission accomplished! Now all I need is to do is finish the new online registration portal to allow guests to sign up. Look for more details and a training session on the new system in the next couple of months.

My third goal took a bit of teamwork to get started. Marketing was a big challenge when I arrived. I am happy to report that by prompting conferences to increase their own promotion, increasing ranch marketing efforts, promoting Family Adventure Camp nationally, and even making promo videos, we went from just over 500 guests in April to over 3,000 guests year to date. Yee Haw! With such a fast increase in registration, it kept our staff on their toes in keeping up with all the communication channels. Thank you, Ambassadors, for doing your part to promote the ranch. Between PTC and Camping, we served a rec-

ord of just under 30,000 guests this year.

None of these goals were accomplished because I was here. It was simply a team effort. I am excited to be here, but mostly, I am ecstatic because I have been blessed with a great team to work with including over a hundred volunteer faculty members. Thank you for your warm welcome and your help to carry out my vision for Resort BSA. This was an extraordinary task in an abnormal environment.

We have already begun planning for next year. Every day I add to my book a robust list of new ideas, facility improvements, and a bunch of other ideas on ways to improve the Philmont experience and expand our brand. Every evaluation was closely read and is helping to craft our plan for 2022. I am always looking for input from those willing to share forward thinking ideas. If you have feedback from your council, please contact me at Daniel.tucker@scouting.org. I work best in a collaborative environment. In the coming months you will begin to see changes for 2022. My commitment to you is to make sure you get these changes in a timely fashion. A new communication plan has been developed to help equip you going forward.

Thank you, Ambassador team, for the work you do in expanding the reach of Philmont to more people. Together, we are delivering wilderness and learning adventures that last a lifetime. I enthusiastically stand ready with you to make Philmont a world class experience.

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FAQs

Q: My daughter is the only one in our family who is a registered member of the BSA. Can we still go to Family Adventure Camp?

A: Yes! Only one person in a family group needs to be a registered BSA member. That could be a daughter, son or parent. Everyone in still gets to enjoy the great Family Adventure Camp program.

Q: Is there any internet access at Philmont Training Center (PTC) or in backcountry?

A: Wi-Fi is offered in all meeting spaces at the Philmont Training Center. Staff can assist you in finding a room to access it. Do not rely on getting access in your tent. Internet is not available in Philmont's backcountry. **P2**

Philmont Ambassador Newsletter

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