

PHILMONT AMBASSADOR UPDATE

PAGE 1

SERVING BOTH SIDES OF THE ROAD

September 2022

Councils Have First Choice of Treks

Fall is always an exciting time for Scout units as they crank up their programs for the coming year. It's also time to look beyond the immediate year for those units hoping for a high adventure trip to Philmont in 2024.

Councils get a head start on the process. Philmont sends letters to each Council's Chief Executive in September inviting them to put in for Council Contingents. About 40% of all crews are made up of Council Contingents. Councils can divvy up

their slots by a number of means. Some go to single units who can put together a full crew with adult advisors and others go to ad hoc crews with scouts and advisors from several units or with council volunteer advisors. There are other variations as well.

Ambassadors should familiarize themselves with their Council's process. This will help them advise units and scouts how they can get on a Council Trek. If they know of units which are too small to field a full crew on their own, a Council Contingent could make their Philmont dreams come true. Getting several units to put together a contingent under the aegis of their Council may be a viable way to enable them to have a Philmont experience.

Councils have until October 31 to put in their request for contingents. After that, the remaining slots all go into the Philmont Lottery.

This year's Philmont Lottery for individual units opens in the late fall, though dates have not yet been announced. Check the Philmont web site for details. Make sure that the word gets out to all units throughout your council.

Phillips' Portraits Restored



Thanks to the donations from Ambassadors, the faded portraits of Waite and Genevieve Phillips displayed in the PTC dining hall have been beautifully restored. The portraits remind diners of the generosity of the Phillips' in creating Philmont Scout Ranch. A plaque noting the Ambassadors' contribution will accompany the restored portraits. *(Philmont photos)*

Promoting BSA's Adventure Bases

Synergy happens when different things come together to make something greater than the individual parts. The BSA's four high adventure bases: Northern Tier, Summit Bechtel Reserve, Sea Base and Philmont Scout Ranch can produce a synergy that accomplishes more than any one of them can.

Retaining both youth and adults is key to a strong scouting program. Providing a variety of experiences is one way to keep things fresh. Just as the prospect of one high adventure trip can entice senior scouts to stay active, offering a variety of adven-

tures can keep the whole unit engaged for years to come.

Some units decide to rotate their adventures by going to one base one year and a different base the next. The important thing is that they are making use of all the resources available to them, just as they should.

Ambassadors may be called upon to give a presentation to a unit or at a conference on all the BSA high adventure bases so that Scouts can get an idea of what is avail-

Synergy (Continued on page 7)

P2

Ambassador Survey Needs Your Input

The survey should take no more than 10 minutes to complete.

You must complete the survey by 1/1/23 to continue being an Ambassador.

[Click Here](#)

Philmont! Scouting's Best Kept Secret?

By Danny Tucker,
PTC Director

Years ago, Philmont was at the top of every Scout's wish list. To experience a backcountry hike in the pristine Sangre de Cristo mountains was an adventure that called to every Scout's dreams.



Scouters added the Philmont Training Center to their must do summer events. Whether it was attending a conference or serving on faculty, Scouters took pride in their continuous attendance.

Today, marked by years of challenges, Philmont has lost its place in the minds of our members. We need to recapture the

imagination of our members. We need a cultural reset.

Far too few new Scouts, their families, and volunteers know very much about Philmont. They may recognize it as a destination like any other amusement park, but we all know Philmont is so much more. Too many Scouters have added Philmont to their bucket list, not as a place to rekindle their Scouting spirit or received valuable lesson to strengthen Scouting, but a place to mark off their Scout journey wish list. Philmont cannot be sustained on bucket lists. Now is the time to put Philmont back on the adventure map!

I hope you will join me in sharing the Philmont experience with even more people. Your creativity in finding new ways to communicate with new families is most appreciated. We need to show Scouts and Scouters that Philmont is an important part

of the Scouting solution to growing and retaining membership, to inspiring and teaching volunteers, and to strengthening program delivery across the country. As Ambassadors, we all know this, but your Scout units, new families, and especially new volunteers do not. Now is the time to get more people excited about Philmont.

Whether it be attending a trek, conference, or family adventure camp, I welcome your innovative thoughts on how you are reaching more people in your local council. Please share your ideas via the Ambassador Facebook page or send me an email. This is a team effort that will move Philmont from being a best kept secret, to reestablishing Philmont as the must attend destination for all Scouts, Scouters, and units for many years to come.

Thank you, Team!

P2

Ambassador Webinar

September 22, 2022
8:00 PM EDT
Link will be emailed

Ambassador Seminars at PTC
June 18-24, 2023

Enhance your display with a large Philmont Map and colorful banners.

Order by
September 14.

See form
on Page 8.

Who's Who at Philmont

Reyna Myers' Wide-Ranging Duties Keep Philmont In Order



Title: Executive Administrative Assistant to the General Manager, Team Lead Administration and Housekeeping

Duties at Philmont: My job duties range from A to Z. I oversee the Housekeeping Staff as well as the Switchboard Operator. I am

also the Administrator to the General Manager of Philmont. And among many of the "other duties as assigned," I help run the hunting program at Philmont.

How did you come to work at Philmont?: My parents made their careers here and retired from Philmont (Dad with 38 years in Maintenance and Mom with 35 years in Housekeeping) and both of my older brothers worked here seasonally while I was growing up. Philmont is what I have

always known. I grew up getting to experience Philmont as a Phil-Kid and always wanted to move back to Cimarron to raise my family here. This is HOmE!

Number of Years at Philmont: Nine, six full-time

Prior Positions at Philmont: Switchboard Operator: October 2016-November 2020
Assistant Accounting Clerk: April-August 2004, May-August 2005, May-August 2006 (summers only; seasonally)

Most Memorable Experience at Philmont: During my first Ranch Committee meeting in the Spring of 2017, Mark Anderson stood in front of everyone (including committee members, guests, my husband, my parents and fellow employees) and introduced me as "THE Voice of Philmont." Talk about pressure!

Most Humorous Experience at Philmont: I would have to say it was the one time that a troop rolled up to Philmont for their trek in a party bus. The kind you literally rent

Myers (Continued on page 4)

Ambassador Profile

Kerry and Maryann Cheesman Experience Philmont To The Fullest as Staff, Participants, Ambassadors

Hearing laughter of children playing gaga ball, seeing scouters engaged in learning, catching glimpses of baby deer, and feeling the thunder of Philmont horses running along the highway during the early summer roundup – these are the moments that keep Philmont Ambassadors Kerry and Maryann Cheesman coming back again and again and again. “We love to see more individuals experience the amazing programs and beauty of Philmont Scout Ranch,” they say.

“We have significant experience on both sides of the road – as participants and faculty and staff at PTC (combined >20 years), and as participants and staff on the camping side (14 years). Since we continue to be on staff each summer, it allows us to interact with both sides and to have intimate knowledge of the entire camp and its history.”

Over the years, Kerry and Maryann have been on Treks, attended PTC, taught conferences, served on staff, participated in the Philmont Leadership Challenge, and been chaplains and assisted with many other roles.

Becoming Ambassadors seemed only natural in in 2013 when the program started. Their involvement goes well beyond just encouraging Scouts to attend Philmont. “We do our best to determine who from our council are attending Philmont each summer (PTC, NAYLE, trek, staff) and interact with them while they are at Philmont. Thus, for us, the role of Ambassador has evolved to much more than just recruitment – it is a holistic approach that involves doing information campaigns, recruiting trek crews and individuals, working with youth that turn 18 to encourage them to become staff members, helping individuals from our council to become members of the Philmont Staff Association, and serving as both faculty and staff each summer where we can continue to interact with both young people and adults from our council.”

Kerry and Maryann are from the Simon Kenton Council in Ohio serving 18

Cheesmans (Continued on page 4)



Kerry and Maryann spent the summer of 2022 on staff once again at Philmont and connected with participants from their Council while there.

Active Ambassadors Can Get Access to 2023 Crew Lists

Ambassadors who have returned their input survey (See box on Page 1) can get access to the lists of crews going on 2023 Treks by calling Amanda at the Philmont office at 575-376-2281.

Contacting crews to assist them in planning and preparing for their Trek is one of the biggest ways that you can be the bridge between Philmont and your home council. Unprepared crews facing the rigors of an extended backpacking expedition pose numerous challenges to Philmont - from having to spend additional resources to assist them on the trail to trying to accommodate them at Camping HQ if they cannot complete their itinerary.

Completing the Ambassador Survey is one way you maintain your important commitment to being a key part of the Philmont family.

PE

Philmont Ambassador Newsletter

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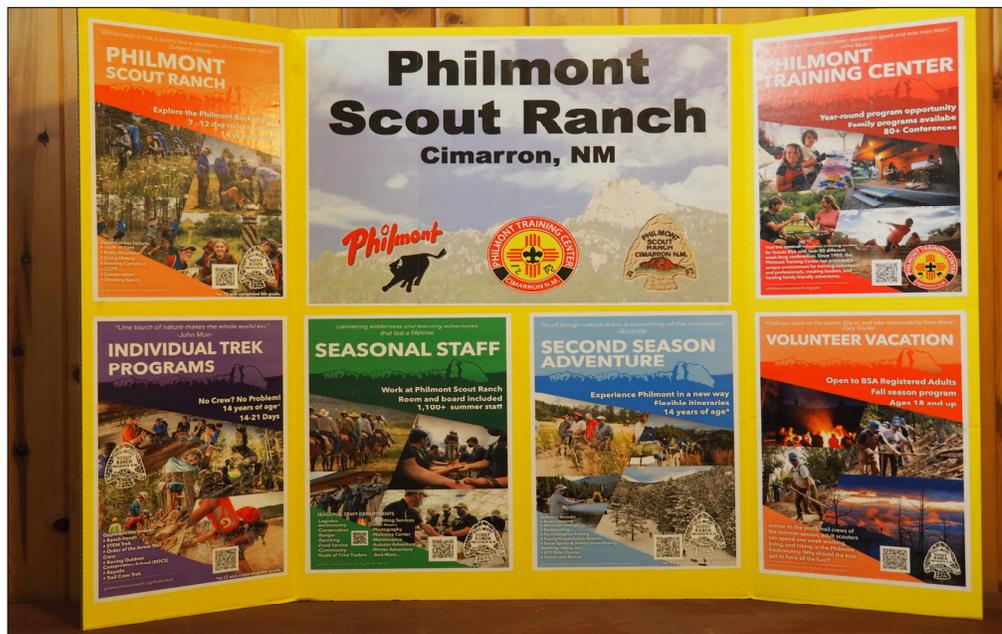
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This display uses tabloid (11 x 17) prints of Philmont posters to show many of the programs available at Philmont Scout ranch. (Tom Baltutis photo.)

Use All Available Resources to Promote All Programs

Fall provides Ambassadors with numerous opportunities for getting out to tout the wonders of Philmont Scout Ranch. The University of Scouting, fall camporees, OA conclaves, and join Scouting nights are all occasions where a Philmont display or presentation can reach many people.

The first and only thing that most of them associate with Philmont are Treks. If your display is dominated by a large Philmont map, backpacking equipment, and a tent, it only reinforces this impression.

However, there is a lot more going on at Philmont, and the challenge Ambassadors have is to get people to broaden their perspective. Ambassadors need to get people enthusiastic about participating in all the other programs like Individual Opportunities, training center conferences, Family Adventure Camp, Philmont Leadership Challenge, National Advanced Youth Leadership Experience, seasonal job opportunities and volunteer positions.

So how do you steer the conversation toward these other programs? What other options for a display are there?

Using photos from the Philmont web site can provide you with the visual aids you need. Graphics are available under the tab marked "Stories" on the Philmont site.

Posters are also available on Philmont web site [here](#). Although these graphics were designed as 24 x 36 inch posters, you can print them as letter size or tabloid on your home printer. Alternatively, you can download them and send them to a local print shop.

Aside from your display graphics, there are other items that you can display. Do you have a craft item that you or one of your family made at PTC? Bring that along and talk about all the fun activities at the Craft Center. What about your own photos you took during your time at the Philmont Leadership Challenge or at a conference?

Did you drive to Philmont? What about sharing your travel maps and postcards of the interesting stops you made along the way?

Did you have your belt, hat or boot branded? Displaying those items can add interest to your conversations.

Colorful banners are available that show the Philmont Training Center, Family Adventure Camp, Individual Opportunities, and Fall/Winter Adventures. See the order form on Page 8.

Whatever it takes, don't let someone walk by your Philmont display thinking only about Treks.

P2

Cheesmans Fully Involved in Philmont

Cheesmans (Continued from page 3)

counties in central and southern Ohio and Greenup County in northern Kentucky. The council has more than 4,500 adult volunteers delivering the Scouting program to nearly 9,000 youth.

They wear as many Scouting hats back home as they do at Philmont. They are active in their Council as Campmasters, Leave No Trace Educators and Trainers, Wilderness First Aid Instructors, the OA Lodge, Venturing Committee, International Committee and Messengers of Peace.

Like many Ambassadors, they find that one-on-one interactions with other Scouters at the University of Scouting, camporees, roundtables and other events are the best way to promote Philmont back home. They also use email to keep in touch with people they identify as being interested in a Philmont experience.

Even with their extensive Philmont experience, they have attended Philmont Ambassador Seminars and used techniques learned there to promote Philmont and to create materials for their displays and presentations. At the core of it, though, is the simple motivation. "Share your love of Philmont with everyone in your Council." **P2**

Myers (Continued from page 2)

for a wedding party. They passed by the Administration Office with windows down, enjoying their time.

What do you like most about working at Philmont?: The atmosphere and the people. Philmont truly is God's Country. There is no other place like it.

What's your favorite off-duty activity?: Spending time with my husband, our daughter and our 4 pets (dog-Zia, cats-44, Sir Meow, and Mr. Kitty Cat). We enjoy cuddling up to watch movies and cartoons, spending time outside playing, going out of town, and just being in each other's company.

P2

Focus on the Backcountry

Wild, Woolly Events Await at Miranda Camp

Elevation: 8900 feet

Water: Potable spigot

Activities: Mountain man rendezvous ,
tomahawk throwing

The Miranda staff portray a mountain man/fur-trappers rendezvous and display various trappers and traders wares in the cabin and the teepees in the meadow. Miranda is noted for its evening activity, Mountain Ball, a variant of baseball with five bases and two teams in the field at any one time. After a Mountain Ball game, it is tradition for all participants to yell "We are the finest Mountain Ball players in all the land! Bring us your finest meats and cheeses!" towards Head of Dean camp. As it is uncommon for crews to beat the staff in Mountain Ball, crews that do defeat the staff earn prizes such as pudding or powdered donuts.

In the summer of 2016, the staff introduced a "Mountain Man Tall Tales" evening program centering around the backstories of their bombastic characters and received critical acclaim. Miranda has pivoted between Mountain Ball and Tall Tales depending on the Camp Director, the weather, and evening programs around the ranch. After 2015, the number of baseball-type evening programs was overwhelming, so Tall Tales was introduced as an alternate living history evening program.



Crews learn the proper way to care for their burros before loading them with gear for the next leg of their trip. (Philmont Photo)

P2

Burro Packing Gives Authentic Western Experience

Everyone knows you are allowed a maximum of 12 on your Philmont trek, but there are exceptions for four-legged members. Indeed, after spending a couple of days with a burro, their four legged companion becomes a beloved crew member who is hard to part with.

Burro-packing is a unique aspect of some Treks where you get to experience travelling with one of Philmont's personable pack animals. Many old prospectors and trappers traveled with burros through the Old West, so this is another opportunity to experience life as it was back then. Selective itineraries pick up burros at Miranda and head to Ponil or vice-versa. The crew

gets to lighten their loads of some gear which can be a welcome relief.

Wranglers at Miranda and Ponil will teach crews the basics such as the diamond hitch needed to secure gear on the burro, packing the pannier bags, and caring for your burro. Once crews are orientated, they get to select a burro from the pen and put a halter lead on them which is not as simple as it sounds.

It appears that burros do not have a good memory, so crews get to name theirs for the duration of their time together. Being a little stubborn, no matter what you name them, burros won't pay attention anyway. Some can be as cooperative as can

be, while others will not respond to any amount of cajoling or encouragement to move. That's all part of the fun of working with the burros. This can prove to be the most valuable life lesson learned at Philmont when working with others back home.

Your overnight between Miranda and Ponil will be spent at one of several trail camps that have pens called burro traps with stores of hay to feed your companion.

It won't take long for Philmont's burros to work their magic and become essential crew members that are hard to part with when the time comes.

P2

Winter Camping Adventures at Philmont Provide Ultimate in Solitude and Beauty

Cold-weather camping is the ultimate test of your ability to camp and travel in the backcountry and learn to live in harmony with the environment. Training in winter camping will prepare you to safely enjoy many winter adventures and to teach others to enjoy these unique experiences.

Participants in Winter Adventure learn to camp comfortably in cold weather and enjoy Philmont's beauty in a way few others have. Crews snowshoe to their camp, sleep in tents or snow shelters, and participate in a variety of activities. Offerings include cross country skiing, snow shelter building, and earning either Search and Rescue or Snow Sports merit badge.

Winter Adventure expeditions take place from late December through March, with discounted rates on holiday weekends and Spring Breaks. Opening weekend and holiday weekends fill up fast due to their discounted rates.

Winter Adventure is open to crews of 6 to 12 participants accompanied by a Winter Adventure guide. Larger groups will be organized into multiple crews (please call for approval). A crew may be assembled from a Boy Scout troop, Venturing crew, Sea Scout ship, Varsity team, Exploring post or an adult group of Unit, District or Council committee members.

Crews must meet the following requirements:

- All participants must be registered members of the BSA.
- All participants must have completed the BSA Annual Health and Medical Record within the previous 12 months and meet physical condition requirements.
- Youth participants must be at least 14 years of age OR 13 years of age and in the eighth grade at the time of participation.
- Each group must have at least two adult advisors, both of whom must be over 21 years of age.
- Coed groups must have at least one male and female advisor (both over 21 years of age).
- Each group must have at least one member certified in CPR and First Aid



(may be met by two separate people).

After completing the Winter Adventure orientation, crews work directly with trained guides to tailor an adventure that considers both weather and the interests of the group. All overnight adventures take place in the backcountry.

Program activities may include:

- Quinzee (snow shelter) building
- Snow and avalanche safety training
- Snowshoeing
- Sledding and snow tubing
- Cross-country skiing
- Snow sports merit badge
- Search and Rescue merit badge

Note that availability of all programs may vary due to weather and space. Contact Philmont for information about rates and availability.

A typical Winter Adventure trek lasts three days, scheduled over a weekend, but the length of the trek can be adjusted to fit the schedule of the group. Of course, shorter treks will have limited time for program activities.

- **Winter 7 Day Treks:** Come explore the backcountry of Philmont on a winter 7 day backpacking program! Modeled

after the summer 7 day program, crews will hike over 25 miles and enjoy the beauty of Philmont in the spring, complete a conservation project, and earn the arrowhead award at the end of the trek.

- **Casita Camping Package:** This new program allows for crews to camp in the comfort of backcountry cabins and still enjoy the variety of winter adventure programs during the day. Indoor programs, specialty meals, extra comfort and more are a part of this unique package.
- **Cold Weather Camping Program:** Participants learn how to camp comfortably in the snow and are able to participate in various winter activities. A fun adventure for Scouts new to winter camping, and for those with plenty of experience!
- **Holiday Weekend Package:** Philmont offers a reduced rate for Winter Adventure during several periods—between Christmas and New Year's; Martin Luther King, Jr. weekend; President's Day weekend; and Spring Break weeks.
- **Downhill Skiing Package:** Spend one or more days learning to ski or snowboard at a nearby partner ski resort (available through March 20), including a lesson and gear rental.
- **Cross Country Ski Package:** Spend one or more days cross-country skiing at a local resort with trained instructors.
- **Ice Fishing Package:** Try your hand at ice fishing on Eagle Nest Lake, just 25 miles from Base Camp. All necessary fishing gear is included.

Sessions are available from December 28 to March 31. Reservations are accepted on a first-come, first-served basis. Reservations are confirmed upon receipt of a non-refundable deposit of \$500/crew and a completed reservation form. The balance of fees is due upon arrival.

Contact Philmont to request a reservation form and determine when space is available.

Promoting High Adventure Bases Has Synergistic Benefits

Synergy (Continued from page 1)

able to them. If you do get the invitation, take the opportunity to learn about the other bases even if you have not been to all of them. Not many have been. Links to the three other bases are here:

- <https://www.ntier.org/>
- <https://www.summitbsa.org/>
- <https://www.bsaseabase.org/>

You do not have to go into a lot of detail about what each base offers. Leave that research to the youth making the decision. What you can talk about is your high adventure experience at Philmont and the impact it has made to your Scouting career. Better yet, bring along a youth that you know who has been on a Trek to talk to the group.

The BSA has materials available that can help you put together a display featuring all four high adventure bases. In fact, the BSA Brand Center has tons of material for promoting all aspects of the Scouting Program.

You can access the material at the BSA Media Center web site at scouting.webdamdb.com where you regis-



Using BSA's graphics to promote all four high adventure bases can make a more inclusive high adventure display. There are multiple versions of graphics on the BSA Brand Center website for all four bases. (Tom Baltutis photo)

ter for a free account. Once at the site, go to the Marketing Library at the top left tab. Select the folder for **Organizational/Corporate**, then select the folder for **High Adventure Bases - Social Media**. There

you'll find a series of graphics for the high adventure bases.

Each file has several options for download using  arrow. Before processing the download, the site will ask you to confirm that you are a registered BSA volunteer using the material to promote Scouting. Once downloaded, you can print the files at home or send it to a local print shop.

There is also a synergy that comes from promoting the many different programs at Philmont besides Treks. Scouts who may only think of Philmont as a place for backpacking crews may not realize that they can go on a STEM trek, wrangle livestock as a ranch hand, or get a head start on a career in resource conservation at Philmont.

Likewise, Scouters only thinking of Training Center Conferences may not realize that they can enhance their Wood Badge skills at the Philmont Leadership Challenge or enjoy a family vacation at Family Camp. Those with more free time can even be on volunteer Staff for a few weeks. With so many programs available, there's a lot of synergy going on at Philmont itself.

P2

CHEERS TO ANOTHER GREAT SUMMER AT THE TOOTH OF TIME TRADERS

SUMMER MIGHT BE COMING TO AN END BUT OUR STORE AND WEBSITE WILL BE OPEN TO GET YOU ALL YOUR GEAR ALL YEAR LONG!

Philmont Banners / Maps



ORDER MAPS



North Sectional Map



Full Wall Map



South Sectional Map

!! NEW ITEM- TABLE RUNNER - NEW ITEM !!



30" x 90"

ORDER BANNERS



[Click Here to purchase Philmont Promotional Materials.](#)