

CST 10 Key Leadership Conference, November 8–9, 2024

Queensbury Hotel, Glens Falls, NY



Friday Sessions

3:00 – 5:00 PM	5:00 – 8:00 PM	4:00 PM
Council Key 3	Conference Check-in, Reception & Dinner Keynote Speaker — Branding & Marketing Strategies – Michael Ramsey, Vice President, Marketing & Communications, National Council	Hotel Check-in

Saturday Sessions – You are free to take any courses, except those marked “only”

Suggested Tracks	Opening & Breakfast	General Session	Session 1	Lunch	Session 2	Session 3	Session 4
	8:00 – 9:15 AM	9:30 – 10:30 AM	10:45 – 11:30 AM	11:45 – 1:00 PM	1:15 – 2:00 PM	2:15 – 3:00 PM	3:15 – 4:00 PM
General Sessions	Marketing <i>Michael Ramsey & Brad VanAuken</i>	What’s Keeping Us From Growing & What Can We Do About It? <i>Linda Baker</i>		Safety & Safeguarding Youth – The Council Program <i>Don Ghee & Cheryl Izyk</i>			
Membership			A Culture of Growth <i>Jerry Case</i>		New Registration System <i>Darlene Sprague</i>		Creating a Campaign to Increase Female Scouts <i>Darlene Sprague & Linda Baker</i>
Program			Range & Target Activity Changes <i>John Vesey</i>		Utilizing Council Alumni & Developing Affiliate & Affinity Groups <i>Bob Koch & AJ Block</i>	Program Updates <i>John Vesey</i>	Building & Leveraging Your Camp Alumni <i>Bob Koch & AJ Block</i>
Finance & Fundraising			Philanthropy <i>John Arico & Paul Goldberg</i>		Property Utilization & the Economics <i>Jim Ganley & John Arico</i>		
Leadership & Governance			DEI Protected Classes & Resources for Recruiting <i>Antonio Del Rosario</i>		Listen to Lead <i>Brian McAuliff & Mark Holtzman</i>		Board Member Orientation & Board Expectations <i>Pat Rao</i>
Commissioners			Future of Unit Service <i>Sal Ciampo & Dot Young</i>		New Ideas of Utilizing Commissioners & Serving Units <i>Bill Levering & Michael Williams</i>	Council Commissioners Only Session <i>Sal Ciampo & Dot Young</i>	Commissioners Power of an Hour <i>John Arico</i>

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Safe Scouting			Making Scouting Work in the Unit <i>Don Ghee & Cheryl Izyk</i>			How Scouting Works Safely <i>Don Ghee & Cheryl Izyk</i>	Youth Protection Resources <i>Cheryl Izyk</i>
Scout Executives			Scout Executives Only				Council Key 3 Sustainability & Shared Services Discussion Council Key 3 Only
Council Presidents, Chairs & Elects					Orientation for New Council Presidents/ Chairs & Elects <i>David Lippitt & Mark Holtzman</i>	Council Presidents, Chairs & Executive VPs Only <i>David Lippitt</i>	