

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>Marc McGrain</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/VCs Only <i>David Lippitt</i> | |