What Did You Do Last Weekend?

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To the Doctoral Candidate Review Board:

I am submitting herewith a Dissertation written by Bonnie Everard, entitled "What Did You Do Last Weekend?". I have examined the final copy of this report for format and content and recommend that it be accepted in partial fulfillment of the requirements for the Degree of Doctor of Commissioner Science.

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Anna L. Booher

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ABSTRACT

In this paper, I am developing a guide for creating and/or recruiting new Venture Crews. This document states what the problems are that new participants face when one is trying to recruit them. It explains how to recruit for high adventure, how to assist interested individuals in starting new Venture Units, and how to provide them with the necessary guidelines, materials, training, and support. In addition, it will provide options for these programs, which will allow the unit to function effectively as a high adventure program.

CHAPTER I

INTRODUCTION

Swamp Fox District started out with six Venturing Crews. In two years' time, we are down to one. What has happened? Swamp Fox is the biggest district in the council, yet we are struggling to keep our youth.

There are a number of possible explanations for the reduction in units. One of these might be leadership burnout. Another might be non-participating adults. If the unit has a functional committee of adults, but they are unwilling to step up with the logistics of an activity, there will most likely be limited success for a high adventure program. Poor program planning is another reason for a reduction in units. Venturing youth should be planning these adventures, but there are areas that both youth and adults might need help. Transportation, food, and equipment are all areas where assistance may be needed. Any high adventure activity requires qualified instructors for youth and adult participation. Sometimes this requires going out of state to have someone qualified or to find a qualified person to assist with an activity. There is a wide range of Scout programs that allow both youth and adults to get quality training. Over the last few years, BSA has made a number of changes regarding fees, sexual orientation, girls in all Scouting programs, and the type of required training to be considered fully trained, to mention only a few. These national policies have discouraged many individuals and they have dropped their involvement in Scouting.

CHAPTER II

RECRUITMENT

When asked what you do to recruit and keep your youth, answers could include bring a friend to a meeting, host an event like a chili cook-off, fundraisers, make a commercial, put information in the newspaper or local magazines, and through word of mouth. All of these suggestions show that the youth are active. Groups that should be targeted might include Girl Scouts, home school, or college students. If you just want to have fun, don't forget to include that the ages are 14-21. There are numerous examples that have been used effectively - fliers, billboards, posters, yard signs, web banners, e-blasts, PSAs, print ads, door hangers, postcards, bookmarks, peer-to-peer cards, social media images, and videos are just a few.

Building a Plan for Venturing Marketing

Most individuals wouldn't think of taking a long trip without proper planning. Every trip plan should have some basic parts and so should every Venturing marketing plan. The first step is to know where the program is currently. Second, it is very important to ask, "what is the final goal?". The final component is how this might be accomplished.

Step One: Analysis

Some research should be done ahead of your first meeting with the crew to answer some of these questions. A group discussion is a healthy way to understand where you are before setting your goals and identifying your challenges. Table 1 is a list of possible questions that could provide a starting point for discussion.

Table 1. Goup discussion questions for use in analysis of a Venturing program.

What are our Venturing program's strengths and weaknesses? Where are our existing crews located? With troops? At religious institutions?

How much does our community know about Venturing?

What is our district or council's Venturing history?

What is our relationship to local school districts?

Do religious and school authorities really know about Venturing and its benefits to them and to youth?

How much do teenagers know about Venturing?

How much do businesses know about Venturing?

How much do local council board members and other volunteers know about Venturing?

How much do our packs and troops know about Venturing?

What marketing resources do we presently use (e.g., newspapers, radio, TV, trade journals, etc.)?

Step Two: Marketing Objective Statement

The formation of a marketing objective statement should be clear and simple and should relate to your mission statement. In order to accomplish this, one must first identify the goals and objectives in such a way that it becomes clear when they have been completed. In marketing, two types of goals exist. The first type is an image goal. You either want to be perceived a certain way, or you want to change the way others perceive you. If either of these perceptions is important to you, be sure to set image goals.

For example:

• We want to be seen as the leading youth development program for teenagers.

• We want to change our image to show Venturing's positive impact on the lives of teenagers.

The second type of goal is an action goal. Action goals are measurable goals. In other words, they have results that can be stated and seen using numbers.

For example:

- We want to have Venturing crews associated with 100% of our troops.
- We want to conduct 15 service club presentations.

Goals should be ambitious but achievable. You may set image goals, action goals, or both. Because situations continuously change, goals should be revised from time to time. An annual review of the goals is a good suggestion.

Step Three: Plan of Action

Once the first two steps have been accomplished, then it is important to develop a plan of action that uses a variety of different approaches that are tailored to a community and a district. Crews need to have a public relations plan and be willing to modify it as needed. Writing articles about Venturing for the council newsletter, website, or committee/board meetings is a great way of informing both parents and Scouters of the Venturing program. Develop a Venturing age-oriented newsletter that would appeal to youth, especially if the articles are written by youth. Publish articles regularly about Venturing and crew activities in school newspapers that will target the desired age group. Placing articles in local newspapers and newsletters about Venture crew recognitions and accomplishments lets members of the community know what the crew is doing and gives the Venturer a sense of accomplishment. The

distribution of informational brochures, posters, or leaflets in local businesses that support Scouting allows the business to show their support for the program.

Face to face meetings provide a great opportunity for Venturers to present information to others about their activities and allow Venturers to polish their presentation skills. These opportunities might be at council and or district meetings, Roundtables, Scout Shows, annual banquets, or any other Scout event. Participation in school assemblies provides the opportunity to tell the Venturing story to students. It is important for presentations to tell what Venturing is and what types of activities local crews are doing. Another way of allowing Venturers to be visible is to have them give the invocation, presentation of the colors, or other openings at district, council, and public functions. Have Venturers visible at all Scouting events, which should never be limited to one type of unit. Scouts BSA units are a valuable source for new crew members since youth can still work on rank advancement in either setting.

Displaying Venturing pictures at council service centers and at camps allow other Scouts to see the high adventure opportunities that Crew members are participating in throughout the council. It is also a very good idea to maintain a bulletin board with pictures of Venturing activities where the group meets and in a prominent location of the Chartered Organization. Display Venturing posters at schools. Have Venturing displays and demonstrations in hallways and lunch areas in both public and private schools is a great idea. Display Venturing posters or exhibits where students hang out when they are not in school. All of these are ways to put a real face to the programs. Always be sure to provide contact information.

The uniform affords a great opportunity to develop recognition of another branch of Scouting. Wearing it makes it possible for individuals who might be unfamiliar with the

program to ask questions and for the Venturer to display their awards and rank advancements (Appendix G). By using the Venturing Awards and Recognition Plan for Venturers and Leaders as a way of awarding and recognizing the aims and methods of Scouting and the core values of Scouting, a sense of pride is developed (Appendix H). Whether at summer camp, volunteering in the community, or working on some type of promotion, the distinctive green shirt will attract attention. Volunteering for Scout activities such as Pinewood Derbies, service projects (Appendix B), making one of the many presentations required for any of the elements, or teaching a merit badge allows the Venturer to become more visible.

Training for both youth and adults is important. Youth Protection is required for all individuals over the age of 18. Youth may choose to take that training any time prior to 18 as well. All youth and adults are eligible for Powder Horn training. This training allows exposure to a wide range of outdoor skills and activities. Youth can then take their leadership knowledge to assist with Cub Scout packs as a Den Chief or to serve as an officer in a school-related club or athletic team (Appendix C). The leadership might consider using a survey related to hobbies or other activities to develop a list of future activities. The Crew might then publish the results of the hobby interest survey in order to seek out adults who have expertise in some of their chosen activities.

An important way of being visible is to provide adequate Venturing resources at the Scout Shop and camp trading post. Since both parents and youth shop in these locations, having a display of Venturing items might prompt questions directed to the store clerk regarding the program. Good salesmanship would center around selling items for camping, hiking, and other

outdoor activities, which may be used in any Scouting program. The store should be encouraged to have posters depicting Venturing activities.

Your marketing plan can produce amazing results if well executed, and you will have a great time along the way. Remember that your marketing efforts must be consistent and sustained. A month-long marketing campaign will probably have a positive impact, but not one of the magnitude of a coordinated, consistent three-year effort. Once results can be seen, you will start looking for the marketing potential in everything you do. Marketing can have a powerful influence on your district or council's success as well. Make marketing a part of your style.

CHAPTER III

BENEFITS

A major benefit of Venturing is that because of the program, crew members learn to get along with people different from themselves. They practice skills of cooperation and teamwork (Appendix F). There is an adult to talk with about important issues. They talk with their parents about things learned in the program. The middle school through high school years are the last opportunity for young people to prepare for the challenges of adulthood. For those facing the task of providing structure and resources through which teens make their final preparations for their adult lives, Venturing provides the very best foundation. Whether a teen is preparing for high school or getting ready for college, the program is flexible enough to meet their needs. Venturing is time well spent for your youth (scouting.org)

By the time they enter their teens, young people have established their attitudes, interests, and opinions about many of life's issues and choices. However, they need opportunities to evaluate their beliefs, goals, and abilities. Specifically, teens need to test their capacity to:

- Accept and meet new challenges
- Make independent decisions and choices
- Make important contributions to a team effort
- Make sound ethical, moral, and spiritual decisions
- Contribute something of value through service to a community or family

School, sports, part-time jobs, religious activities (Appendix A), family commitments, homework, and just taking time to "hang out" with friends results in many teens having no time

for anything else. People concerned with meeting the needs of busy teenagers today often merge a variety of resources or develop their own programs to accomplish their goals. Venturing is a comprehensive program developed with the needs of teenagers in mind. It offers teens an opportunity for investing their time in their futures. Time in the Venturing program is truly time well spent. The Venturing program is unique because it utilizes extreme outdoor adventure as the method for building character, peer-to-peer bonds, and independence.

A recent research study by Louis Harris & Associates determined that through activities such as camping, hiking, boating, snorkeling, and mountain climbing, a majority of Venturers receive the following benefits:

- I made new friends (96%).
- I had opportunities to go places and do things I had never experienced (93%).
- I was encouraged to share my ideas and opinions (91%).
- Being a Venturer has taught me to have more self-confidence (89%).
- The activities in Venturing helped me prepare for the future (89%).
- My crew faced ethical and moral decision-making choices (79%).

Another value of the Venturing program is its design for encouraging youth to provide service to others (Appendix B). Most Venturers (56%) participate in a service project in their community, such as cleaning up property, organizing food and blood drives, and working with the elderly (Harris).

The importance and benefits of service projects are threefold. First, they help meet important physical and emotional needs. Second, they communicate the value and importance of

other people. Third, they allow young people to develop empathy with those who are in need. Loneliness is perhaps the largest factor contributing to a growing degree of disconnectedness between teenagers and their families. One outcome of this is a growing incidence of depression in the lives of teens. A combination of greater time demands on family members and expanded options for individual activities has led many teens to spend significant time alone. Venturing is a catalyst for interaction between peers with like interests and gives crew members and parents common ground for communication.

CHAPTER IV

IMPORTANCE OF TRAINING

The key to any success is the amount of effort one puts into training. Venturing is no exception to the rule. A Venturer with some type of training is more likely to work as a staff member at a summer program or be involved in peer training (Appendix D). There are several types of training programs that youth and leaders may take. These include: National Youth Leadership Training (NYLT), National Advanced Youth Leadership Experience (NAYLE), Kodiak, Powder Horn, Trainers Edge, ALPS (Adventure, Leadership, Personal growth, and Service), Wilderness First Aid, Leave No Trace, and Youth Protection, the latter of which is required for all individuals over 18 but which Venturers must take until 21 even if they are still in the youth program.

National Youth Leadership Training (NYLT)

National Youth Leadership Training is an exciting, action-packed program designed for councils to provide youth members with leadership skills and experience they can use in their home troops and in other situations demanding leadership of self and others. It is the first level of training youth must have who want to advance in rank and leadership. An advantage of leadership training goes beyond Scouting. Many employers look for leadership skills. Our council has this program for two weekends in March every year, and we offer it to Troops, Crews, and Ships.

National Advanced Youth Leadership Experience (NAYLE)

Young men and young women may participate in NAYLE when hey have completed Introduction to Leadership Skills for Troops or Crews (ILST or ILSC) and National Youth Leadership Training (NYLT). It is important for them to be in top physical condition and they have to have the newest BSA Annual Health & Medical Record Form (2020). The health form changed in 2020 and earlier forms will not be accepted for participation in high adventure programs. Scouts must be 14 years of age or 13 years of age and have completed the 8th grade, but not yet 21 (Note: for Sea Base, the minimum age is 14). In addition, they must hold a unit leadership position. Leadership is required for rank advancement. Our council has had several youth participate in this training in the last two years.

Kodiak

Kodiak is designed to be an adventure that pushes the boundaries of every participant one that will encourage you to try new things that may be out of your comfort zone. It is an experience and an application of the leadership skills learned in the Introduction to Leadership Skills for Troops or Crews, NYLT, and NAYLE. It is, as is all of Scouting, an adventure with a purpose. We have not had a Kodak opportunity in our council or anywhere close to our council.

Powder Horn

The Powder Horn course is designed to help the troop, team, or crew by exposing older Scouts, Venturers, and adult leaders to safely conducted outdoor/high-adventure activities of a fun and challenging nature. The course provides an introduction to the resources needed to successfully lead youth through a program of outdoor adventure and is based upon giving participants exposure to some outdoor/high-adventure activities. The real advantage of this

training is that you can take this course more than once. During the course, the director and the staff provide opportunities to learn about a wide range of high adventure experiences. Also during the course, each participant develops a library of resources for use with a Scouting unit later. Our council does not provide this training so we have had several youth and adults go out of council to complete it.

Trainer's EDGE

The Trainer's EDGE replaces the Trainer Development Conference (BSA 500) as the required train-the-trainer course for Wood Badge and NYLT staffs. The purpose of the Trainer's EDGE course is to provide and develop the needed skills of a trainer. It is meant to supplement the practice offered through Wood Badge and NYLT staff development, with a focus on the participant. As is the case with all training, this training allows the participant to improve their skills in the area of teaching and to enhance the staff experience. Teaching skills are improved with practice and this course is designed to help the trainer recognize learner behaviors and make use of a variety of resources while at the same time offering a hands-on experience in different teaching methods and the use of different media. This training is offered two times a year in our council both to youth and adults. All NYLT youth are required to have this before participating on staff.

ALPS Youth Training

The Venturing ALPS program stands for Adventure, Leadership, Personal growth, and Service. It is a flexible program of a youth-led adventure that provides Venturers with a benchmark of their progress. These Venturing-specific trainings provide opportunities to learn

and apply leadership during youth-led and youth-mentored adventures. Venturers can model their training experiences and improve their skills. The following training courses are those training opportunities for each award level (scouting.org).

- Adventure is the key to Venturing, for this reason developing outings with a sense of adventure is important for the crew to have fun and at the same time learn something new about yourself. You will participate in and lead outings and adventures. At some point you will become a mentor to other Venturers as they take on the role of leading an adventure or activity. The most important thing is what the adventure looks like is up to the crew.
- Leadership is what allows the crew to plan its adventures. Leadership in Venturing is not just a position; it is an action. All leadership skills begin by observing crew officers and more experienced members of the crew as they lead an adventure.
- **Personal Growth** helps you identify and develop your talents and abilities so you can be prepared for life's challenges and opportunities. Much of this growth comes from experience and one of the strengths of Venturing is having a wide range of experiences.
- Service is the gift we give to others. By identifying and targeting community needs, Venturing provides a wide range of community services. A sense of civic responsibility allows a crew to develop a program full of opportunities to serve others.

Wilderness First Aid (WFA)

Wilderness First Aid courses are designed to meet the needs of those who go into areas that are beyond the reach of urban EMS. There are several different organizations that offer a course with a certification process. Most courses require 16 hours of training for situations when

help is delayed. If the crew is planning a trip to Northern Tier or Philmont Scout Reservation, it is required training. It is also recommended for any high adventure backcountry camping, hiking, canoeing, or horseback riding (scouting.org).

Leave No Trace (LNT)

The Boy Scouts of America is committed to Leave No Trace, which is a nationally recognized outdoor skills and ethics awareness program. Its seven principles are guidelines to follow at all times (lnt.org). The seven principles are:

- 1. Plan ahead and prepare
- 2. Travel/camp on durable surfaces
- 3. Dispose of waste properly
- 4. Leave what you find
- 5. Minimize campfire impact
- 6. Respect wildlife
- 7. Be considerate of other visitors

BSA uses this course throughout the country to introduce the practice of leaving no trace to their members. The LNT course is one of the elements found in the Venturing program.

CHAPTER V ACTIVITIES

There are several opportunities for Venture Crews in and around the Swamp Fox District. This section will provide information on some activities which crews might use to encourage youth participation and improve retention. Some of these activities might be combined with additional activities to plan a Tier 2 or Tier 3 activity. The information is broken down into tables with a sample of possible activities. Kayaking (Table 2) provides a wide range of ability levels and types of trips (Appendix E).

Table 2. Kayaking opportunities in the Coastal Carolina Council area.

Name	Address and Phone Number	Type of Activities	Cost
Charleston Outdoor Adventures	1871 Bowens Island Rd. Charleston, SC 843-795- 0330	Fossil Hunting, 4.5 hours	\$75.00
		Kayaking both guided and renting	\$47-\$57 up to 3 hours

Name	Address and Phone Number	Type of Activities	Cost
Sea Kayak	118 May Lane, Mt. Pleasant SC, 843-352-2267	Custom Kayak paddling trips to some of the barrier islands	Starting at \$80.00 a person. Ask about group rates.
		Scheduled Kayak Trips	

Zip line activities with ropes courses, treetop zips, and challenge courses are expensive but are monitored by certified instructors (Table 3).

Name	Address and Phone Number	Type of Activities	Cost
Hilton Head Ziplining Tour	33 Broad Creek, Marina Way, Hilton Head Island, SC, 843-682-6000	Zip Line Tours 8 ability courses with 50 in-the- trees activities	\$89.00
		Aerial Adventure Challenge 2 hours	\$49.00
		Racing Zip	\$20.00

Table 3. Zip line activities in the Coastal Carolina Council.

Name	Address and Phone Number	Type of Activities	Cost
Charleston Zip Line Adventures	1152 Guerins Bridge Rd., Awendaw SC, 843-928- 3947	Zip Line Canopy Tour 7 zip lines	\$79.00
		Climbing Wall with 3 levels	\$15.00

Name	Address and Phone Number	Type of Activities	Cost
Wild Blue Ropes Adventure Park	1595 Highland Ave, Charleston, SC, 843-225- 1555	Challenge Course with 3 difficulty levels 2 hours	\$45.00
		NINJA-FIT Course with a wide range of obstacles 1 hour	\$19.00

Whitewater rafting is a great activity to couple with some other type of high adventure activity like caving. By doing the caving first you can then wash off in the river. Our crew did this combination last year (Table 4).

Name	Address and Phone Number	Type of Activities	Cost
Wildwater	3555 Hartford Rd, Hartford, TN, 423-487-3307	Big Pidgeon River	Varies
	1251 Academy Road, Long Creek, SC 864-647-9587	Chattooga River	Varies
	10345 Highway 19 South/74 West, Bryson City, NC 866-488-2384	Nantahala River	Varies

Table 4. Whitewater rafting opportunities.

Hiking and camping are at the very heart of outdoor activities. One of the most economical options is to visit a state park (southcarolinaparks.org). The location and range of activities is wide and the experiences are varied. Both South Carolina and North Carolina have great park experiences. The table below is just for parks in South Carolina (Table 5

Table 5. Camping in South Carolina State Parks.

Name	Address and Phone Number	Type of Activities
Croft State Park	450 Croft State Park Rd, Spartanburg SC 864-585- 1283	45 miles of trails, mountain biking, fishing
Dreher Island State Park	3677 State Park Rd, Prosperity SC, 803-364- 4152	Little Gap Trail on Lake Murray, fishing

Givhans Ferry State Park	746 Givhans Ferry RD, SC 843-873-0692	Tent campground, Edisto River, River Bluff Trail, Old Loop Trail
Kings Mountain State Park	1277 Park Rd, Blacksburg, SC 803-222-3209	Kings Mt Living History Farm, 30 miles equestrian trails, hiking
Poinsett State Park	6660 Poinsett Park RD, SC, 803-494-8177	Singleton Grist Mill, hiking and mountain biking on the single- track system
Sesquicentennial State Park	9564 Two Notch RD, SC, 803-788-2706	Pedal boating, Sandhills Hiking trail, Mountain biking trail

CHAPTER VI

RESULTS, DISCUSSION, AND SUMMARY

In order for a Crew to be sustainable, they must continually draw in new members. Luckily, this isn't a chore. A larger crew can lead to more activities and more fun. Often, Crews lose members as their youth grow older and either move to a different location or age out. One of the best ways to prevent this is to ensure that your Crew membership always represents a variety of age groups. A Crew that is constantly bringing in new members will not only positively impact more youth but will also offer a better program to the Venturer's already involved. Sharing your experiences of the amazing adventures you have completed and posting exciting pictures on social media can definitely help to get the word out to Crew peers. To assist with this effort, a Venturing Recruiting Toolbox (scouting.org) has been put together with helpful resources you may need to recruit new members. They are intended for an individual Crew member to hand out flyers or brochures to prospective members. Councils and Crews may use these materials to promote recruitment.

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APPENDIX A

SCOUT SUNDAY



Boone Hill United Methodist Crew 314

APPENDIX B

SERVICE PROJECTS



The River Beach Sweep Service Project Crew 314 and Crew 1776

APPENDIX C

YOUTH TEACHING SKILLS



Teaching Webelos Pack 79how to start a fire Crew 314.

APPENDIX D

STAFFING



Crew 314 staffs Cub Scout events like Mom & Me, Cub & Dad, Cub Haunted, day camps, camporees, and become Den Chiefs. This also shows there is more to Scouting than just earning merit badges as a Boy Scout.

APPENDIX E

HIGH ADVENTURE







Crew 314 tubing, caving and hiking adventures.

APPENDIX F

TEAM BUILDING





Cope course with Crew 1776

APPENDIX G

AWARDS



APPENDIX H

AWARDS PRESENTATIONS



Venturing Award



Bronze Award