GOLDEN EAGLE LUNCHEON BRINGS ATLANTA’S TOP LEADERS TOGETHER

Ed Bastian, Chief Executive Officer of Delta Air Lines, was hosted at a fireside chat at the annual Golden Eagle Luncheon to support Metro-Atlanta Scouting.

Over 1,500 of the Atlanta Area’s top business and community leaders joined together to celebrate Scouting’s 2019 successes, and pledge our support to its future in Metro-Atlanta at the Golden Eagle Luncheon on December 13, 2019. This annual luncheon is named in honor of donors who pledge to support at the $1,000 level and above. The support raised at the Golden Eagle Luncheon will help provide first-class leadership training and character education for our youth in Metro-Atlanta.

This year’s luncheon raised over $2.3 million and featured a keynote address by Ed Bastian, Chief Executive Officer of Delta Air Lines as well as a presentation by Eagle Scout Jordan Mercure, now a freshman at Auburn University who shared a moving testimony on how Scouting prepared him for life. A special thank you to Golden Eagle Chair Carol Yancey, Executive Vice President and Chief Financial Officer of Genuine Parts Company, our District Golden Eagle Chairs and our table hosts for making this event possible.

Metro-Atlanta Scouts welcome attendees with a flag ceremony and the National Anthem

2019 Keynote Dave Moody, President and CEO of C.D. Moody Construction with Honorary Chair Chief Erika Shields, Chief of Police, City of Atlanta

 Hundreds gather to learn how to better protect the youth they serve at 2019 Youth Protection Seminar

COUNCIL SNAPSHOT:
CONTINUED FOCUS ON YOUTH PROTECTION

Protecting youth has always been a primary focus for the Atlanta Area Council, Boy Scouts of America. From mandatory background checks for leaders to mandatory Youth Protection Training, the Boy Scouts of America is committed to keeping Scouts safe. In addition to protecting youth within the Boy Scouts of America, the Atlanta Area Council is devoted to educating and sharing with other youth serving professionals and organizations in our city.

Save the date for the Atlanta Area Council’s Annual Youth Protection Seminar: Thursday October 8, 2020. For more information and to register visit atlantabsa.org/YPs

Bob Ott, Cobb County Commissioner; Georgia State Senator Kay Kirkpatrick; Ed Bastian, CEO, Delta Air Lines

Tracy Techau, Scout Executive/CEO, Atlanta Area Council, BSA; Carol Yancey, EVP and CFO, Genuine Parts Company; Paul Jacobson, EVP and CFO, Delta Air Lines; Kathy Waller, Retired EVP and CFO, The Coca-Cola Company

Eagle Scout Speaker Jordan Mercure

Title Sponsor

Luncheon Sponsors
Volunteer President of the Atlanta Area Council Board and Chief Executive Officer of Oxford Industries, Tom Chubb, is pleased to introduce you to the newest members of the Council’s Board of Directors.

Welcome Aboard

John Duffy
Director of Operational Marketing
The Coca-Cola Bottling Company, United Inc.

John’s career with Coca-Cola spans nearly four decades with sales and marketing being his focus. Over the years he held various positions within Coca-Cola: Sales Development Manager in Pennsylvania, Market Development Manager in Cincinnati, and Group Franchise Manager in Ohio, Indiana and Pennsylvania. John is an Eagle Scout and both of his sons are active Scouts with Troop 1963 in Peachtree Corners, Georgia.

Chuck Palmer
Managing Partner
Troutman Sanders

Chuck is the Managing Partner of the Atlanta office of Troutman Sanders. A native Georgian, Chuck is grateful to have played a role in the revitalization of Atlanta’s famed East Lake Golf Club. He also serves as Chairman of the Bobby Jones Golf Course Foundation. Chuck achieved the rank of Star Scout. He and his wife Kathie live in Druid Hills. They have a son, James and a daughter, Kate.

Erik Deadwyler
SVP Enterprise Solutions
Westrock

Erik has been with Westrock for the last 17 years, running their recycling business and led regional operations for their folding carton business. Prior to joining predecessor Rock-Tenn in 2002, Erik was a commodities trader at Enron. Erik is an Eagle Scout and both of his sons are active Scouts with Troop 1963 in Peachtree Corners, Georgia.

2020 FOCUS // THE STRENGTH OF SCOUTING

Scouting is thriving in Metro-Atlanta. Within the past 10 years, the BSA has implemented several positive changes ensuring every child has the opportunity to be a Scout. Locally, we serve over 31,000 youth. We proudly camp over 10,000 each year. Our Council has significantly expanded our properties and developed impactful Scoutreach programs on Atlanta’s Westside and South Cobb.

While our Council stays focused on providing leadership programs for our youth, National BSA filed for Chapter 11 bankruptcy to achieve two key objectives: equitably compensate victims who were harmed, often times many decades ago, and continue to carry out Scouting’s mission for years to come. The BSA is outraged there have been times when individuals took advantage of our programs to abuse children. This Chapter 11 financial reorganization is at the National level and does not involve the Atlanta Area Council. Scouting programs in Atlanta will continue.

The safety and protection of children is our highest priority. We continue to implement our strict policies of two adult leaders present at all times, required Youth Protection training for volunteers, mandatory reporting and continuous criminal background checks. Additionally, Atlanta was the first Council to hire two Safe Scouting Directors, and we are proud to lead the Atlanta Youth Protection Seminar in partnership with recognized Atlanta leaders including Atlanta Police Chief Erika Shields. It has always been our goal to ensure we are doing the very best to keep children safe.

We want to assure you Scouting will continue throughout our nation and Scouting in Metro-Atlanta will continue with great strength. Thank you again for your support of Scouting.

Yours in Scouting,
In December of 2017, the Strategic Planning Team developed a plan guided by four principles: an entrepreneurial spirit, encouraging transformational thought, reputation enhancement and ideas that are big and bold. The plan was designed around five red threads, which are woven throughout: Resources, Diversity, Local Impact, Technology and Serving the Whole Family. The Atlanta Area Council continues to grow and enhance our programs and we look forward to another successful year of Scouting.

**2020 FOCUSED VISION // STRATEGIC PLAN**

The plan that will build more leaders in Metro-Atlanta.

In December of 2017, the Strategic Planning Team developed a plan guided by four principles: an entrepreneurial spirit, encouraging transformational thought, reputation enhancement and ideas that are big and bold. The plan was designed around five red threads, which are woven throughout: Resources, Diversity, Local Impact, Technology and Serving the Whole Family. The Atlanta Area Council continues to grow and enhance our programs and we look forward to another successful year of Scouting.

**PROGRAM ENHANCEMENT + PROPERTIES**

**Chaired by: Graeme Payne | Technology Consultant**

**BIG GOALS ACHIEVED IN 2019**

+ Increased total youth at summer camp by 5%, increased Cub Scout advancement to 57%

**2020 FOCUSED VISION**

+ Update restroom and shower house facilities at camp

**COMMUNITY OUTREACH**

**Chaired by: Mark Dent | Turner Construction Co.**

**BIG GOALS ACHIEVED IN 2019**

+ Grew registered leaders and launched several new programs in the Westside

**2020 FOCUSED VISION**

+ Increase registered leaders by 10%, increase number of Scouts attending summer camp through Scoutreach by 12%

**MEMBERSHIP**

**Chaired by: David Vinson | Kids R Kids, Inc.**

**BIG GOALS ACHIEVED IN 2019**

+ Launched 60 new Scouting programs across Metro-Atlanta, including 32 new Scouts BSA Troops for girls.

**2020 FOCUSED VISION**

+ Expand Charter Partnerships; grow Cub Scout programs and increase Cub Scout volunteer leadership

**DEVELOPMENT & RESOURCES**

**Chaired by: Randy Rizor | The Physician’s Spine Rehabilitation Specialists of Georgia**

**BIG GOALS ACHIEVED IN 2019**

+ Raised $5MM through Major Gifts Campaign

**2020 FOCUSED VISION**

+ Raise additional $5MM to build new facilities at camp

**MARKETING + COMMUNICATIONS**

**Chaired by: Alton Adams | Fulton County**

**BIG GOALS ACHIEVED IN 2019**

+ Conducted focus groups to increase insights into the Scouting journey, expanded targeted communication to families and leaders to educate and inform of Scouting opportunities and the road to Eagle

**2020 FOCUSED VISION**

+ Build out strategic communications calendar to key stakeholders for expanded communication

**OPERATIONAL SUSTAINABILITY**

**Chaired by: Dave Crow | Westborne Partners LLC & Degas Wright | Decatur Capital Management Group**

**BIG GOALS ACHIEVED IN 2019**

+ Using non-profit and private sector best practices, refined Council operations to enhance financial and operational sustainability

**2020 FOCUSED VISION**

+ Conduct an Enterprise Risk Management profile and inventory to enhance Risk Management practices
UPCOMING SPECIAL EVENTS
For more information about our upcoming events, visit AtlantaBSA.org/special-events

METRO CLASSIC GOLF TOURNAMENT
MONDAY + TUESDAY, MAY 11-12 // CHATEAU ELAN

The Metro Classic is one of Atlanta’s largest golf tournaments. It kicks off with an auction, dinner and evening of entertainment on May 11th. Guests receive a first class day of golf, including lunch, dinner, beverages and a reception the following day.

EAGLE SCOUT RECOGNITION CEREMONY
SATURDAY, JUNE 6 // RIALTO CENTER FOR THE ARTS

The Eagle Scout Recognition Ceremony will celebrate the accomplishments of the 2019/2020 class of Eagles. Eagle Scouts and their families attend the ceremony free-of-charge due to the generosity of our event sponsors. The 2019/2020 class of Eagles is named in honor Hank Halter, CEO of Delta Community Credit Union.

PEACH OF AN ATHLETE ROLE MODEL BANQUET
TUESDAY, MARCH 17 // COLLEGE FOOTBALL HALL OF FAME

The Peach of an Athlete Role Model Banquet honors collegiate and professional athletes that hold the same values as Scouting. We also recognize a community leader in honor of the late Bobby Jones for exemplifying outstanding character.