



## Welcome to the Crossroads District!

July 1st marks the first day of the new Crossroads District in the Longhouse Council! We are excited to continue providing the same quality support for your Scouting programs, and have worked tirelessly over the past month to select energetic and enthusiastic volunteers to maximize their effectiveness in providing you and your unit the best possible support.

### Key 3

Just like your unit, each district is coordinated by a “Key 3” of leadership: an administrator (District Chairman Bob Lombardi), a unit “doctor” (District Commissioner Mark Mossman) and a professional staff advisor (Sr. District Executive Matt Lacy). This Key 3 concept allows us to help you find the resources you need to answer your unit questions, whether in print or in person.

### What is a District?

A Scouting district is a geographical area of the local BSA council, created to help guide delivery of the Scouting program. District leaders mobilize resources to ensure the growth and success of units within the district’s territory. A district is responsible for carrying out four standard functions: membership, program, fund development, and unit service. Going forward, a district nominating committee will be named to handle the responsibility of selecting a slate of competent officers and district members at large.

As the new district continues to grow and evolve, our subcommittees (and Vice-Chair positions) may change to better streamline services and support to our units. We are constantly looking for bright, enthusiastic individuals that will help us change lives on the district committee. Currently, the Crossroads District will operate with the following Vice-Chairs:

- Vice-Chair of Finance: responsible for fund development, including encouraging unit participation in council fundraising activities, the annual product sale, and unit Friends of Scouting presentations.
- Vice-Chair of Public Relations: responsible for and oversees digital communications; works with peers in other areas to craft unified messaging promoting Scouting internally & externally.
- Vice-Chair of Program (District Operations): works closely with subcommittee chairs responsible for direct delivery of support for the Scouting program in local units.

### Here to Help

The local focus of a district helps to effectively pinpoint resources and ensure that local Scouting efforts are managed successfully. The district commissioner staff is made up of seasoned volunteers that have many decades of Scouting experience between them. They can offer tips and guidance on best practices for unit operations, answer your questions, or help find the answers to tougher challenges. They act as mediators, doctors, and above all, friends to each unit to which they are assigned. We are always looking for additional commissioners to fill our ranks and “give back” to the Scouting program.

### District Logo/Patch Design Contest

As mentioned in last month’s announcement, we are looking for youth artists to help us design a new District logo, which will also become the official district patch. Please keep designs to a 3-inch round or square layout, and be sure to also include a fleur-de-lis in your design. Scouts should upload their artwork via our district webpage: [cnyscouts.org/districts/crossroads](http://cnyscouts.org/districts/crossroads). We will announce the next steps in our design contest soon.

### Membership Promotions

With the changes coming to the national membership fee charged by the National Council in Texas later this year, it might be beneficial to promote the financial savings of joining the Scouting program before fall arrives. Please contact us to discuss a July/early August membership drive and your units readiness to accept new Scouts into your program.

Thank you for all you do for Scouting in Eastern Onondaga County. Welcome to ***your*** Crossroads District!

From your District Key 3,

Bob Lombardi  
District Chairman

Mark Mossman  
District Commissioner

Matt Lacy  
Sr. District Executive