



# 100 YEARS OF SCOUTING

*Celebrating the Adventure ★ Continuing the Journey*

**FOR IMMEDIATE RELEASE**

**Contact: Renee Fairrer  
(972) 580-2205**

## **SCOUTS NATIONWIDE TO COMPETE FOR 100TH ANNIVERSARY LOGO** *Once-in-a-Lifetime Design Contest Celebrates Boy Scouts of America's Coming 2010 Milestone*

DALLAS, Aug. 27, 2007 – Calling all Scouts! Nearly three million Scouting youth from every corner of the country are invited to participate in a special contest launched today by the Boy Scouts of America to design the new logo that will showcase BSA's upcoming 100<sup>th</sup> anniversary.

Centered on the theme "Celebrating the Adventure. Continuing the Journey," the winning logo design will be chosen by a select panel of judges for use as the official symbol of the 100<sup>th</sup> anniversary beginning in 2008 and for the duration of BSA's widespread celebration culminating in 2010.

"As we approach this important organizational milestone we'll be working hard to inspire, engage, and empower the entire Scouting community," said incoming Chief Scout Executive Bob Mazzuca. "What better way to create a logo that signifies the true spirit of Scouting than to go directly to the source—our talented youth? We are inviting every Scout to help us develop a design that truly captures Scouting's rich heritage and the promise of our journey ahead."

The overall winner will work side-by-side with nationally recognized graphic artist and Eagle Scout Kit Hinrichs in his San Francisco office to prepare the design for the variety of formats required for its widespread national use.

Entries are due by midnight, November 30, 2007. In addition to a best overall design winner, judges will select winners in four other categories: best design by a Webelos Scout or Cub Scout, a Boy Scout, an Eagle Scout, and a Venturer.

Winners in each of the five categories will be chosen in January 2008 and will be honored at a special BSA leadership meeting in May 2008. Every registered Scout who enters the contest will receive a special patch and certificate. Additionally, participation in this contest fulfills one of the requirements for a Graphics Arts Merit Badge.

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## BSA Logo Contest 2-2-2

Members of the selection panel have been chosen for their experience and expertise in graphic arts, culture, history, and Scouting volunteerism and achievement. In addition to Hinrichs, panel members include:

- Elaine Didier, director, President Gerald R. Ford Presidential Library and Museum
- Ann B. N'Gadi, BSA volunteer and technical information specialist with the Smithsonian Institution's Museum Conservation Institute
- John Gottschalk, BSA executive vice president and chairman and CEO of the Omaha World-Herald Company
- Joe Csatari, renowned Scouting artist
- Christian Tobler, Eagle Scout and graphic arts student
- Stephen Medicott, director, BSA Marketing and Communications Division
- Jim Wilson, associate publisher and director of BSA Custom Communications Division
- Larry Knapp, director, BSA Merchandising Division
- Ethan Draddy, Scout executive, Jersey Shore Council, Toms River, N.J.
- Kent York, director of marketing, Northern Star Council, St. Paul, Minn.

First incorporated in February 1910, BSA is known for the motto "Be Prepared." In keeping with that spirit of preparation, the organization is planning a broad, purpose-driven 100<sup>th</sup> anniversary celebration over the next few years to "reintroduce" Scouting in America—to celebrate the organization's past and to reinforce the important role Scouting will play in shaping the country's future, Mazzuca said. The goal of the 100<sup>th</sup> anniversary logo contest is to create a memorable design that captures and embodies that message for the nation.

"Scouting has been and continues to be an important part of my life," Hinrichs said. "I am very excited to have been asked to be part of this celebration and contest, but I am even more excited to see what comes from the talent, creativity and teamwork from Scouts throughout this great country."

Submissions may be entered through the BSA's new 100<sup>th</sup> anniversary Web site, [www.scouting.org/100years](http://www.scouting.org/100years), or by mail to: Boy Scouts of America; P.O. Box 152079; Irving, Texas 75015-2079; ATTN: Anniversary Logo Contest.

All contest rules will be included on the Web site, and additional contest information will be packaged and sent to Boy Scout leaders and volunteers in councils, packs, troops, and crews across the country.

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## Boy Scouts of America 100<sup>th</sup> Anniversary Celebration Logo Contest Judging Panel

### JOSEPH CSATARI

#### **Artist and Illustrator**

As a boy, Joseph Csatari re-created *Saturday Evening Post* covers painted by his mentor and hero, Norman Rockwell. Possessing the ability to capture the spirit of life and patriotism in his works, Csatari became an internationally acclaimed portrait artist, watercolorist, and illustrator. Csatari worked with Rockwell for more than eight years and took over Rockwell's role as official artist for the Boy Scouts of America in 1977. He also served as art director for *Boys' Life* magazine, a position Rockwell himself held at the beginning of his career. Csatari studied art at the Academy of Arts in Newark, and also attended Pratt Institute in Brooklyn. In 1953, he was named art director of the BSA's advertising department, a position he held for 22 years. Csatari's work has appeared in the *Saturday Evening Post*, *Reader's Digest*, *Field & Stream*, *Outdoor Life* and *McCall's*. Csatari painted the covers of more than 100 young reader books, and his paintings have been made into two commemorative U.S. postage stamps, collectible plates and figurines. During his career, Csatari received numerous prestigious honors including several awards of excellence in editorial art directing from the Society of Illustrators.

### ELAINE DIDIER

#### **Director, Gerald R. Ford Presidential Library & Museum**

Elaine Didier is director of the Gerald R. Ford Presidential Library & Museum, located in Ann Arbor and Grand Rapids, Mich. Prior to assuming this position, Didier was dean and professor at the Kresge Library at Oakland University. Previously, she was at the University of Michigan for nearly 22 years where she served as interim director of Academic Outreach, associate dean of the Rackham School of Graduate Studies, and director of Information Resources for the Ross School of Business Administration. Didier has been very active in a number of state and national professional associations. She was elected to the board of directors of the Association for College and Research Libraries and served as chair of the University Libraries Section. She is past president of the Michigan Library Association, and was appointed by Gov. John Engler to a three-year term on the Library of Michigan board of trustees. Didier earned her bachelor's, master's and doctorate degrees from the University of Michigan and also studied at Oxford University.

### ETHAN DRADDY

#### **Scout Executive, Boy Scouts of America Jersey Shore Council**

Ethan Draddy is Scout Executive for the Jersey Shore Council of the Boy Scouts of America. He leads an organization and staff that supports 4,000 adult volunteer leaders and serves 15,000 youth. The Jersey Shore Council works in collaboration with 217 community-based, religious, business and educational organizations. Draddy, an Eagle Scout, has a lifelong history in Scouting. After leaving the youth ranks he later served as assistant Scoutmaster and spent eight summers working as part of BSA's summer camp staff. Draddy's responsibilities included serving as reservation director at Ransburg Reservation and program director at Citta Scout Reservation. Draddy also served in a number of troop leadership positions. He has earned numerous Scouting awards through the years including Vigil Honor, Order of the Arrow, Parvuli Dei Award, and the Bronze Pelican Award. Outside of Scouting, Draddy's hobbies include exercising, golf, gardening and American history.

## **JOHN GOTTSCHALK**

***Chairman & CEO, Omaha World-Herald Company***

***Executive Vice President, Boy Scouts of America National Council***

John Gottschalk, an executive vice president on the national board of the Boy Scouts of America, joined the Omaha World-Herald Company in 1989 and currently serves as chairman & CEO. Gottschalk has been a member of its board of directors since 1980. The Omaha World-Herald Company owns and publishes daily and weekly newspapers, magazines and electronic publications. Gottschalk also serves as director of Cabela's, Inc., Election Systems & Software, Inc., and McCarthy Group, Inc. Active in a variety of charitable organizations, Gottschalk serves on the boards of Creighton University, Henry Doorly Zoo, Omaha Symphony, and the Joslyn Art Museum. Currently, Gottschalk serves as chairman of the USO World Board of Governors and the Omaha Performing Arts Society. Gottschalk has been recognized through the Boy Scouts of America as a recipient of the Silver Beaver Award, Silver Antelope Award, Silver Buffalo Award, and James E. West Award. He's also a member of the 1910 Society and the Founders Circle.

## **KIT HINRICHS**

***Partner, Pentagram Design***

Kit Hinrichs has been a partner with Pentagram Design since 1986. An Eagle Scout, Hinrichs is best known for his visual storytelling and 3,000-piece collection of American flags and American flag memorabilia. Hinrichs' inspiration as an avid collector often fuels his work, including serving as the foundation for several exhibitions and two books. Since joining Pentagram, Hinrichs has worked in several New York design offices, including Designers 3 and Reba Sochis design. He also formed an independent design consultancy with Anthony Russell. In 1972, Hinrichs began Hinrichs Design Associates with his wife, Linda, and specialized in the imaginative rethinking of annual reports. Hinrichs emphasized storytelling, rather than statistics, to convey the character of a company. Hinrichs moved to San Francisco in 1976 and formed a bi-coastal partnership called Jonson, Pedersen, Hinrichs & Shakerly. In 1986, the San Francisco office merged with Pentagram. Hinrichs has been honored and published widely, and several of his pieces are found in the permanent collections of the Museum of Modern Art in New York. In 2004, he was awarded the profession's highest honor, the AIGA Medal, in recognition of his distinguished achievements and contributions to the field. Hinrichs is an AIGA fellow, a former AIGA board member, and a member of the Alliance Graphique Internationale. Currently, he is a trustee for Art Center College of Design and serves on the Accessions Design and Architecture committee at the San Francisco Museum of Modern Art.

## **LARRY KNAPP**

***Division Director, Merchandising/Marketing, Boy Scouts of America National Council***

Larry Knapp is the division director for the Merchandising/Marketing Division of BSA Supply Group. A 31-year veteran professional Scouter, Knapp served as a district executive from 1976 until 1986 when he joined BSA Supply Division as a national sales representative. He continued his career in supply as Scout Shop manager, associate director of Sales and director of Merchandising. In his current position he oversees the design, development, purchasing and marketing of all products distributed by the BSA Supply Group. In addition to his Scouting career, he has served in many volunteer leadership positions including Cub Scout den leader, Cubmaster, Scoutmaster, and troop committee member.

## **STEPHEN L. MEDLICOTT**

***Marketing and Communications Director, Boy Scouts of America National Council***

Stephen L. Medlicott, Marketing and Communications director for Boy Scouts of America is responsible for the marketing and research functions of the national council. In addition, he supervises national public relations through Edelman Worldwide. From 1993-2002, Medlicott served as director, Research Service, for the BSA. Prior to joining BSA, Medlicott was project director, Savitz Research Center, one of the nation's top 50 market research firms and account executive at Syndics Research Corporation, a full service marketing research company. Medlicott received his bachelor's degree in marketing and his master of business administration degree from the University of North Texas.

## **ANN B. N'GADI**

### ***Technical Information Specialist, Smithsonian Institution's Museum Conservation Institute Boy Scouts of America Volunteer***

Ann B. N'Gadi joined the Museum Conservation Institute as the technical information specialist in May 1988 after serving as a museum technician for the National Museum of Natural History in Washington, D.C. N'Gadi's responsibilities include managing technical and reference inquiries, providing database searches, reference materials and referrals. She acts as a prime contact with the Smithsonian's Visitors Information and Associate's Reception Center, the Torch, and the Smithsonian Office of Public Relations. N'Gadi also collaborated with the National Museum of American History Hands on Science Center on a *Santos* educational web project and participated in preparing the *Santos: Substance & Soul* exhibit. An active volunteer, N'Gadi has worked with the Boy Scouts of America for more than 10 years, staffing registration tables and trading posts, serving as a booth commissioner at the National Jamboree and co-directing Camp Tomahawk. A recipient of numerous honors and awards, N'Gadi's recently received the Certificate of Appreciation by the Boy Scouts of America, Baltimore Area Council and was elected to Order of the Arrow in June 2006.

## **CHRISTIAN TOBLER**

### ***Eagle Scout and Graphics Art Student at Lindenwood University***

Christian Tobler, a native of Hurst, Texas, is a graphics arts student at Lindenwood University in St. Charles, Mo. He credits the Boy Scouts of America with helping him to gain the respect of his peers and develop a solid grasp of leadership skills. Starting as a Tiger Cub, Tobler has made lifelong friends through his Scouting experience. Inspired by the encouragement of his parents, Tobler continued his quest for Eagle Scout distinction. A proud Eagle Scout, Tobler believes his journey toward this distinction will serve him well in facing daily obstacles, studies in school, future career development, and community service projects. Two of Tobler's Scouting projects of which he is most proud include bringing new and exciting recreational opportunities to youth at a local church and a Scouting for Food event where truck loads of food were donated to those in need. Aside from community projects, Tobler's hobbies include playing basketball, running, and a love for the arts. He is captivated by the endless creative possibilities of graphic arts. After he graduates in May 2008, Tobler plans to pursue a master's degree at Texas A&M University and eventually start his own business.

## **JIM WILSON**

### ***Associate Publisher & Director, Custom Communications Division, Boy Scouts of America National Council***

Jim Wilson is associate publisher, Magazine Division, and director, Custom Communication Division, for the Boy Scouts of America. In these positions, he is responsible for the production of all literature and related media, including *Boys' Life* and *Scouting* magazines, the *Boy Scout Handbook*, and a number of websites. Wilson joined the Boy Scouts of America in 1992 as director, Electronic Publishing Division. In 1993, he was promoted to associate publisher, adding Magazine Division production and financial reporting responsibilities. Prior to joining the Boy Scouts of America, Wilson served as general manager of the Instructional Systems Division of FlightSafety International, the world's largest aviation training company. He also served as corporate director of education with the Texas Education Corporation and spent 11 years with Heathkit/Zenith Education Systems, as author, editor, and manager. Wilson has a bachelor's degree in electronics engineering technology from Siena Heights College a master's degree in management from Nazareth College, and a master's degree in business administration with concentrations in finance and marketing from Dallas Baptist University.

## **KENT YORK**

### ***Marketing Director, Boy Scouts of America Northern Star Council***

Kent York is marketing director for the Northern Star Council for the Boy Scouts of America, serving the greater Minneapolis/St. Paul Area in Minnesota and Wisconsin. An Eagle Scout, York has served as a professional Scouter in field, program and support positions since 1976. He advises the council's Marketing and Innovation committees, and served as staff advisor to the Council Consolidation Identity Task Force, responsible for the naming and logo creation for the new Northern Star Council. The council's marketing efforts, supported by several top advertising agencies, have been recognized with numerous awards including a listing in the Black Book AR100 2007 as one of the nation's top 100 annual reports, a 2003 National Bronze ECHO Award from the Direct Marketing Association for a recruitment campaign, and many BSA National President's Marketing Awards. York holds a master of business administration degree from the University of St. Thomas.