

Philmont Scout Ranch and Training Center

“Delivering Wilderness And Learning Adventures That Last A Lifetime”



Ambassador
Webinar

November 7, 2024



John and Julia Lesko

Ambassador Task Force

Co-Coordinator

“Delivering Wilderness And Learning Adventures That Last A Lifetime”

Safety Moment:

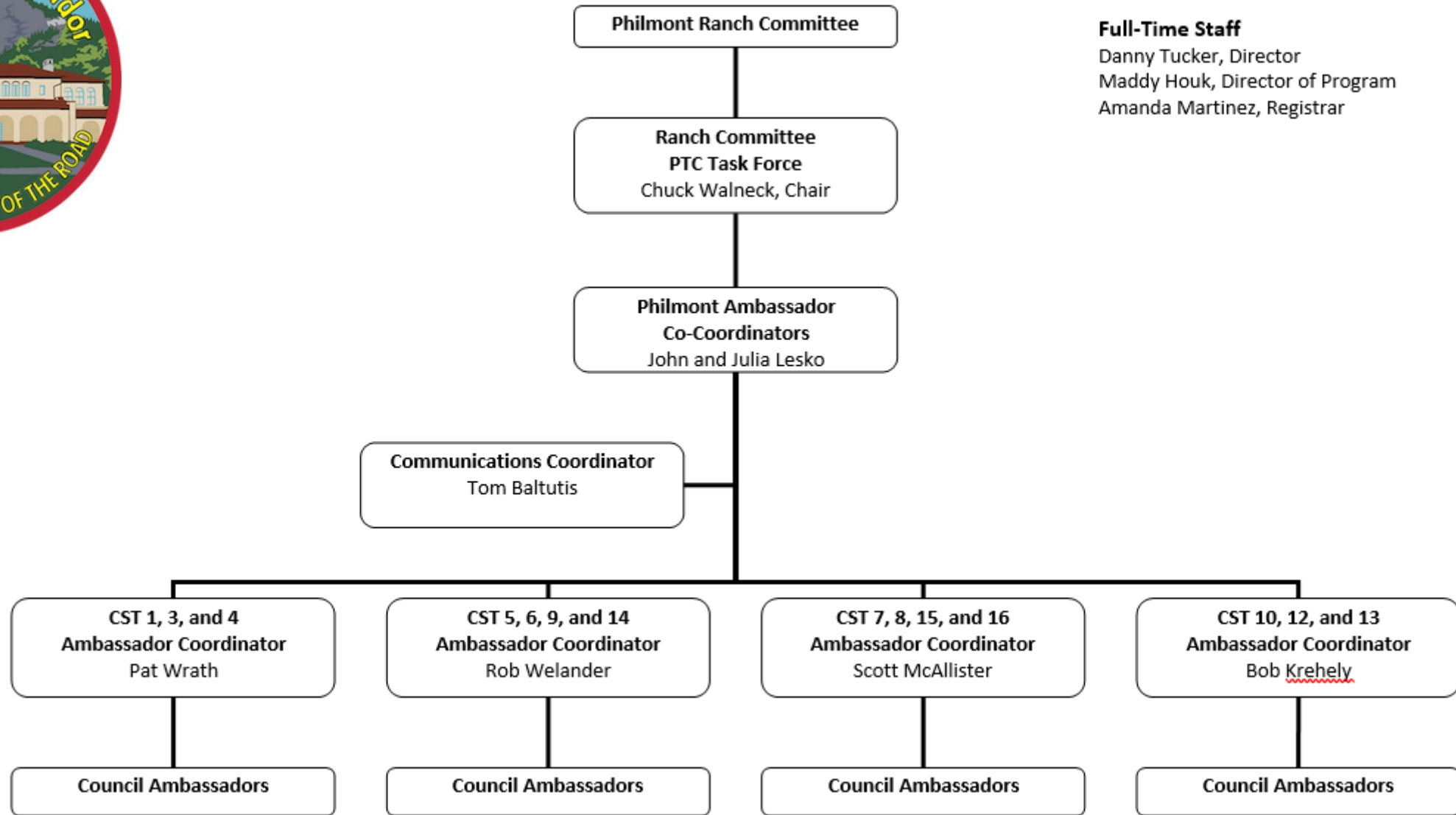
Don't drive tired
particularly during the
holidays.



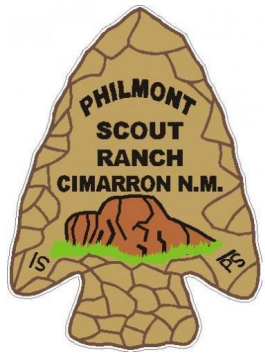
“Delivering Wilderness And Learning Adventures That Last A Lifetime”



Philmont Ambassador Organization

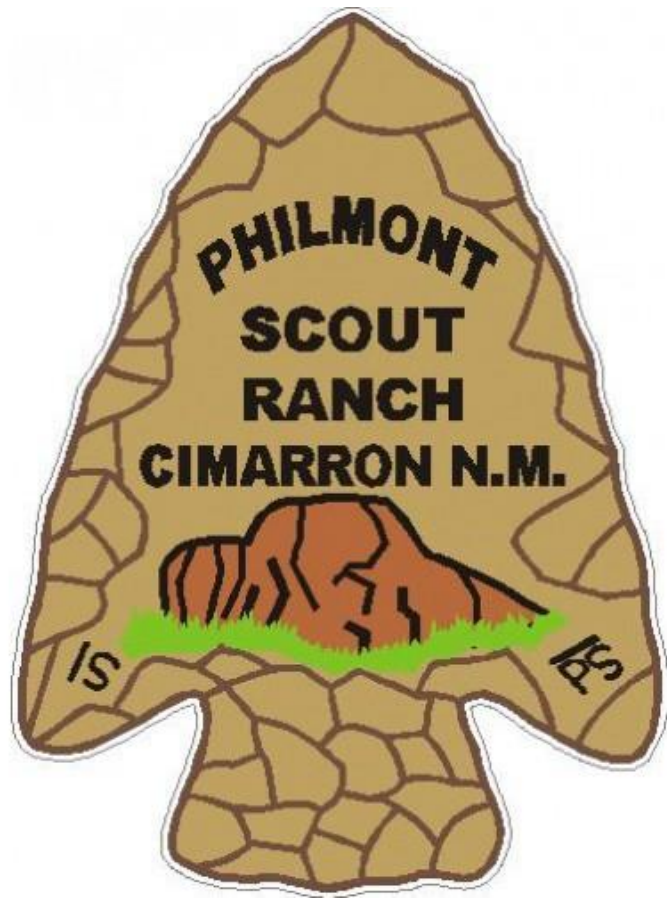


“Delivering Wilderness And Learning Adventures That Last A Lifetime”



Today's Agenda

- Philmont Scout Ranch & Philmont Training Center Updates
- Ambassador Headcount and Recruiting
- Preparing for the Holidays and Plotting Timely TO DOs
- Targeting Marketing Ideas and Best Practices
- Sign Up for a PTC Conference (or two) in 2025
- Keep on Doing the Good Work You Do

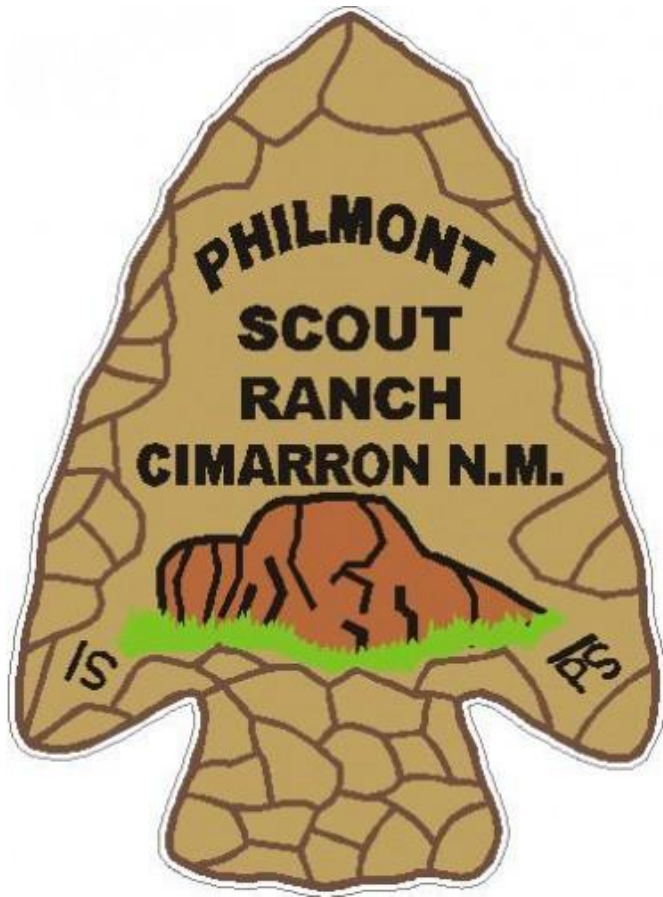


Matt Hart
Director of Camping

“Delivering Wilderness And Learning Adventures That Last A Lifetime”



“Delivering Wilderness And Learning Adventures That Last A Lifetime”



Camping Report



Matt Hart



“Delivering Wilderness And Learning Adventures That Last A Lifetime”



Vision Statement

The Philmont Training Center provides the premier environment for learning, playing, relaxing, and creating lifetime friendships and unforgettable memories.

“Delivering Wilderness And Learning Adventures That Last A Lifetime”



Danny Tucker

Director

Philmont Training Center

“Delivering Wilderness And Learning Adventures That Last A Lifetime”



Highlights:

- Celebration Events Every Week
- Mini Session Historical Presentations
- Special Patches and Gifts for Guests
- Commemoration Ceremony



Anniversary Alumni Reunion June 29-July 5 “Everyone’s HOmE”

- Anniversary Banquet
- Special Gifts and Patch
- Nightly Celebrations & Music
- Reunion Gatherings
- Cimarron 4th of July Parade and Rodeo



2025 Conference Schedule

Conference Schedule

2025

Learn new skills from our world-class faculty and share experiences with guests from across the country at one of our exciting conferences.

Visit PhilmontScoutRanch.org/PTC to register today!

YOU'RE INVITED!
Choose from a variety of conferences and programs that will help strengthen Scouting in your Unit, District, and Council; or choose a Family Adventure Camp...Scouting's Best Family Vacation! Check out the Philmont website for conference and program descriptions www.philmontscouttranch.org/PTC.

How to Register for 2025
Go to: Philmontscouttranch.org/PTC
Select your desired program — click "REGISTER"
For more information: email Philmont.trainingcenter@scouting.org or call 575-376-1135.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	
JANUARY-FEBRUARY! 2/1-28 Open for Winter Lodging	MARCH-APRIL-MAY <ul style="list-style-type: none"> 3/2-7 Council Properties and Program Administration (Scouting U) 3/9-14 Camp Ranger Basic 3/10-14 Advanced District Administration (Scouting U) 3/10-14 District Operations 2 (Scouting U) 3/15-16 National Camp School, Cub Scout 3/21-28 National Camp School, Resident 5/3-10 BSA Certified Angling Instructors 5/3-10-8 BSA Certified Angling Directors 	JUNE 8-14 COMMISSIONER WEEK <ul style="list-style-type: none"> Commissioners: Applying BSA Technology for Impact Council Commissioner: Strategically Delivering the Promise Council Service Territory Commissioners' Creating Bridges—Connecting Units Leaders and Commissioners Empowering the District Commissioner Team Increase Your Impact: Commissioners' Roles in Growing Scouting Unit Commissioner: A Strategic Perspective Unit Service Today: Navigating Reality Family Adventure Camp FW/HW 	JUNE 29-JULY 5 PTC 75th ANNIVERSARY WEEK <ul style="list-style-type: none"> PTC 75th Anniversary Alumni Reunion Camp FW Home on the Range Family Adventure Camp FW National Advanced Youth Leadership Experience (NAYLE)—Session 3 	JUNE 22-28 STRENGTHENING TRUST AND AUTHENTICITY IN RELATIONSHIPS WEEK <ul style="list-style-type: none"> 6/21-28 Zia Adaptive Backcountry Trek Adaptive Special Needs Advancement: Issues and Solutions for District and Council Leaders Psychology of Scouting: Youth Mental Health NEW! International Scouting Annual Training Opening Doors: Women, Mentors, and Allies Philmont Ambassador Experience: Trek Prep! Scouting Relationships Advocate Wilderness First Aid: Instructor Development Course Zia Family Experience: An Adaptive Philmont Adventure for Scouts with Special Needs and Disabilities Family Adventure Camp FW/HW National Advanced Youth Leadership Experience (NAYLE)—Session 2 	JULY 13-19 SCOUTING U—TRAINING WEEK (Four more conferences coming) <ul style="list-style-type: none"> 7/12-19 Zia Adaptive Backcountry Trek BSA Retirees Reunion Advanced District Administration (Scouting U) Council Key 3 Courses (CST 1-8, 9-16) District Operations 2 (Scouting U) NVLT Leadership Academy Family Adventure Camp FW/HW National Advanced Youth Leadership Experience (NAYLE)—Session 5 	JULY 21-26 ORDER OF THE ARROW NATIONAL COUNCIL OF CHIEFS WEEK <ul style="list-style-type: none"> National Advanced Youth Leadership Experience (NAYLE)—Session 6 Family Adventure Camp FW/HW 	JULY 27-AUGUST 2 AUGUST! <ul style="list-style-type: none"> 9-9 Circle Ten Council Wood Badge 3-9 Family Adventure Camp FW/HW 14-17 Casting For Recovery! 18-22 Land Management Symposium! 17-23 Philmont Leadership Challenge
JUNE 15-21 Week 2 <ul style="list-style-type: none"> Mechanics of Advancement for Today's Scouts Philmont Ambassadors I! Philmont Ambassadors II! Philmont Fly Fishing Family Adventure Camp FW/HW National Advanced Youth Leadership Experience (NAYLE)—Session 1 	JULY 6-12 Week 5 <ul style="list-style-type: none"> Chart, Lead, Explore: Planning for the Future of Older Youth Programs Developing a Culture of Growth Finding Your Way Making Scouting Unforgettably Fun (Scouts BSA and Venturing Programs) NVLT Leadership Academy Development Philmont History: The Land, The People, The Saga Scouting Chaplaincy Scouting in the Catholic Church Scouting in the Lutheran Church Scouting in the Methodist Church Family Adventure Camp FW/HW National Advanced Youth Leadership Experience (NAYLE)—Session 4 	SEPTEMBER! <ul style="list-style-type: none"> 5-8 Autumn Family Adventure Camp 14-21 National Outdoor Conference 21-27 Longhorn Council Wood Badge 22-24 Mountain West Council Retreat 26-29 Autumn Family Adventure Camp 	OCTOBER! <ul style="list-style-type: none"> 5-11 Scouting New Mexico Landscape with Your Camera: History, Lands and Wildlife with Moose Peterson 9-12 Great Trail Council Donor Tour 				

FW/HW - Full Week/Half Week Camp
*Available for council use



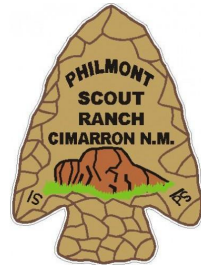
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Beyond Scouting – Having Fun on the Ranch



Fly Fishing Philmont (June 15-21)



Philmont History: The Land, The People,
The Saga (July 6-12)



Scouting New Mexico Landscape with Your
Camera: History, Lands and Wildlife with
Moose Peterson (Oct 5-11)



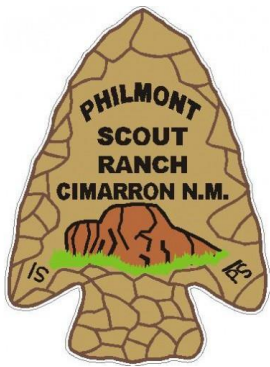
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Philmont Scholarships

www.philmontscoutranch.org/rates/

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Scholarships

[Register](#) [Treks](#) [Training Center](#) [News and Photo](#) [Store](#) [MORE ▾](#)



The Philmont Training Center

[Activity Descriptions](#)

[Guest Information](#)

[Philmont Training Center Conferences](#)

[Rates and Scholarships](#)

[Fall, Winter and Spring Programs](#)

[NAYLE](#)

[Philmont Leadership Challenge](#)

[Home](#) > [The Philmont Training Center](#) > [Rates and Scholarships](#)

Rates and Scholarships

Scholarships

To continue to positively impact the lives of young people and their Scouting leaders through inspiring and effective delivery of the finest Scouting possible through backcountry adventures and Training Center experiences is the vision of Philmont Scout Ranch. Philmont receives many donations from all over the country from those who have had the opportunity to experience Scouting Paradise in God's Country and wants to share that opportunity with others. Please complete the application below to be considered for one of the many scholarships available to our participants.

Please note that program deposits must be paid before scholarships will be considered.

The Training Center will still accept applications past the March 1st deadline.

[Scholarship Application](#)

[Philmont Staff Association Youth Scholarship Application](#)



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Maddy Houk

PTC Director of Program

“Delivering Wilderness And Learning Adventures That Last A Lifetime”



Kids N' Kin/ Silverado's



Trappers
Ages 6-10



Loggers
Ages 11-13



Miners
Ages 14-17

Small Fry
Ages 0-5



FAMILY ADVENTURE CAMP

Scouting's Best Family Vacation!



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Family Adventure Camp



- ❖ Welcome To Philmont Adventure FW
- ❖ Philstorical Adventure HW/FW
- ❖ Mini Bear Adventure (ages 5-10) HW/FW
- ❖ Adventure Seekers (ages 11-17) HW/FW
- ❖ Happy Hiker Adventure FW



PHILMONT SCOUT RANCH
BOY SCOUTS OF AMERICA



Family Adventure Camp



❖ Family Campout

- ❖ Enjoy a campout as a family in Philmont's backcountry with a dinner by the campfire!

❖ Home on the Range Week Program

- ❖ This special themed family adventure camp week explores western themes and allows families to dress up and live in the wild west for a week.



PHILMONT SCOUT RANCH
BOY SCOUTS OF AMERICA



Zia Experience and Trek

- ❖ Philmont Scout Ranch offers programs for Scouts with disabilities or special needs. These programs are designed for Scouts, along with their parents and caregivers, to provide personalized adventures with supportive leaders.



- ❖ Zia Treks

- ❖ June 21-28, 2025 and July 12-19, 2025
- ❖ June 20-27, 2026 and July 11-18, 2026

- ❖ Zia Family Experience

- ❖ June 22-28, 2025



PHILMONT SCOUT RANCH
BOY SCOUTS OF AMERICA



New Programs for 2025

❖ BaseCamp First

- ❖ Unit based Family Adventure Camp Program
- ❖ Troops can come participate and a unit instead of a family.

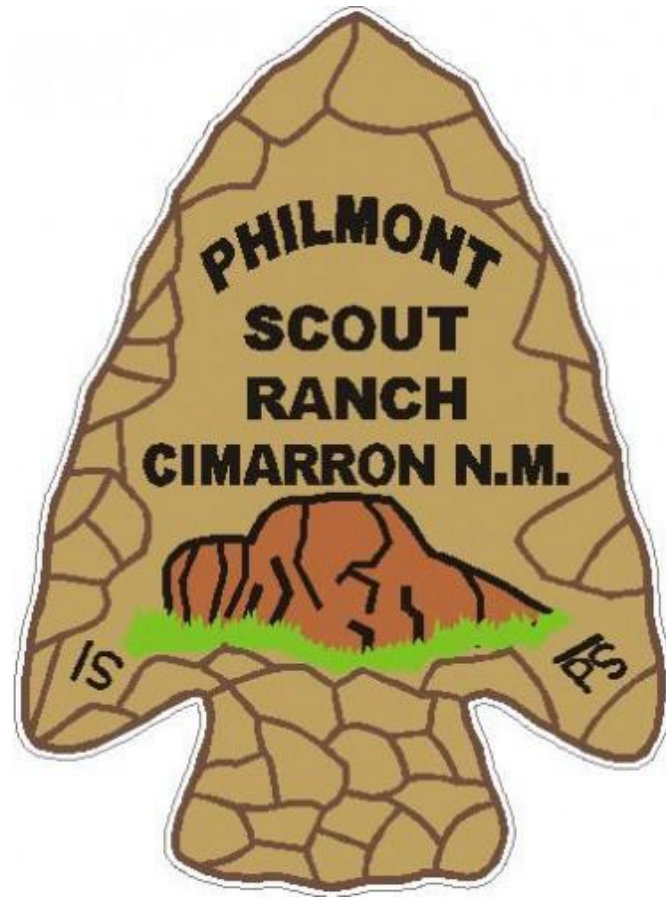


❖ Philmont Hut to Hut Experience

- ❖ August 9-13, 2025
- ❖ Luxury Trek Experience



PHILMONT SCOUT RANCH
BOY SCOUTS OF AMERICA



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Call to Action

“Delivering Wilderness And Learning Adventures That Last A Lifetime”

Ambassador Headcount and Recruiting

Total Ambassadors	Current 192	Pending 39	Total 231
Number of Councils With Ambassadors	243 109 (45%)	Pending 13	122 (50%)
Without Ambassadors	134 (55%)		121 (50%)
Seminar Attendance Level I	Completed 118 (61%)	2024 13	2023 11
Level II	54 (28%)	4	12
New Ambassadors	2024 49	2023 18	2022 13

Bottom Line

We're doing a little better.

We still have 1/2 of our councils without (even) 1 ambassador.

Every Council deserves to have a trained ambassador.

Holiday Prep & Timely TO Dos

<https://www.philmontscoutranch.org/resources/promotephilmont/ambassador-resources/>

AMBASSADOR ACTIVITY CHECKLIST

Introduction: This checklist has been created to assist Ambassadors in spreading out promotion opportunities throughout the year. The checklist will be updated annually following each Ambassador summer seminar. Please start with identifying the best presentation opportunities in your council. A sample chart is included on page 2.

	SUGGESTED ACTIVITY
September	<ul style="list-style-type: none"> <input type="checkbox"/> Read the September Update in the Newsletter Section on the Ambassador Resources page. <input type="checkbox"/> Publish council newsletter article and/or social media post on Philmont Treks. For example, publicize Philmont Trek Lottery. _____ Date: _____ <input type="checkbox"/> Promotion Opportunity for this month: Event: _____ Report your promotion on the Ambassador Resource page.
October	<ul style="list-style-type: none"> <input type="checkbox"/> Contact the head of your council's University of Scouting or similar event and arrange to teach a class on Philmont and/or have a Philmont display at the Fall or Spring University of Scouting*. Report your promotion on the Ambassador Resource page. <input type="checkbox"/> If your council has an active High Adventure Committee,* connect with the Chair to identify how you can help support the council's Philmont-related high adventure initiatives. _____ Date: _____ <input type="checkbox"/> Promotion Opportunity for this month: Event: _____ Report your promotion on the Ambassador Resource page.
November	<ul style="list-style-type: none"> <input type="checkbox"/> Read the November Update in the Newsletter Section on the Ambassador Resources page. <input type="checkbox"/> Complete your Ambassador Survey. Link is on Ambassador Resource page. <input type="checkbox"/> Request a list of units taking a trek in 2024 from Philmont Training Center – contact contingent leaders if you provide any assistance.* _____ Date: _____

Targeting Marketing Ideas & Best Practices

May 3 - 10	Certified Angling Instructor Course	Fishing Merit Badge Counselors
June 8 - 14	Commissioners Week	All Commissioners
June 15 - 21	Family Adventure Camp Mechanics of Advancement for Today's Scouts NAYLE Philmont Ambassador I Philmont Ambassador II and Beyond Philmont Fly Fishing	Cub Scout Families Council Advancement Chairs Graduates of NYLT Newly Approved Ambassadors Ambassador Refresher CAI and Fishing Commiitees
June 22 - 28	STAR Conferences (Youth Mental Health, ZIA, Opening Doors, etc.) Family Adventure Camp NAYLE New International Scouting Annual Training Wilderness First Aid Instructor Development Philmont Ambassador Experience - Trek Prep	Camping Committee Chairs, Council Special Needs Chairs Etc Cub Scout Families Graduates of NYLT International Scouting Chairs Health & Safety Committees Philmont Ambassadors I & II
June 29 - July 5	PTC 75th Anniversary Family Adventure Camp NAYLE	IWGBTP - Anyone Cubs Scout Families Graduates of NYLT



Best Practices

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Philmont Ambassadors Seminars – 2025

Sign Up for
a Seminar
(or two)
in 2025!

June 15-21

Learn about promoting all aspects of the Philmont experience: PTC conferences, treks, Family Adventure Camp, Western Night, cobbler and ice cream socials, seasonal employment, storytelling, and so much more!



Philmont Ambassador I – Everything You Wanted to Know and More

June 15-21

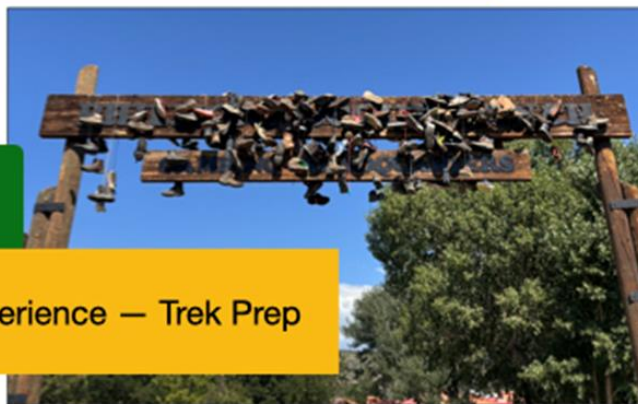
Philmont Ambassador II and Beyond!



Refine your promotional skills, learn what's new and improved at the Philmont Scout Ranch, go on a drive into the backcountry to learn more about the camps, and gain access to key professionals who manage the Ranch, this Scouting Paradise.

June 22-28

Philmont Ambassador Experience – Trek Prep



Experience what happens behind the scenes at Camping Headquarters. Go into the backcountry on an overnight mini-trek with the intention of learning what works and what to avoid when assisting adult advisors back in your home councils.

For more information and to register for this summer go to <https://www.philmontscoutranch.org/ptc/ptc-conferences/>





Ambassador Resources

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Philmont Promotional Materials

Philmont has a wide range of downloadable promotional materials or available upon request. To inquire with any special requests, contact philmont.marketing@scouting.org. Check out a complete list of our available resources [here](#) or click the button below for downloads.

[Download here!](#)

[Philmont Adventures for Everyone Brochure Nov 2024](#)

[Sample: Council Newsletter May 2024](#)

[Sample: Council Newsletter November 2023](#)

[Sample: Council Newsletter September 2023](#)

[Tri-Fold Philmont Brochure](#)

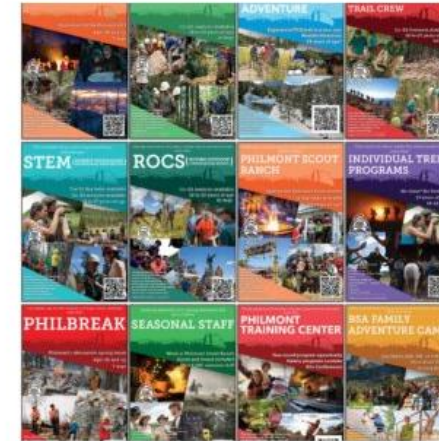
[Philmont Ambassador PowerPoint](#)

[Philmont Ambassador Presentation 9-30-23](#)

[Sample: Council Newsletter Article 4/18/23](#)

[Picture For Article 4/18/23](#)

Posters with QR Codes



[BSA Family Adventure Camp](#)

[Philmont Training Center](#)

[BSA Retirees Reunion](#)

[Roving Outdoor Conservation School](#)

[Individual Treks](#)

[Second Season](#)

[OA Trail Crew](#)

[STEM Trek](#)

[Philbreak](#)

[Trail Crew Trek](#)

[Philmont Expeditions](#)

[Volunteer Vacation](#)

[Philstaff](#)



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Presentation Report Tool

<https://www.philmontscoutranch.org/resources/promotephilmont/ambassador-resources/ambassador-presentation-report/>



Philmont Ambassador Presentation Report

Please submit a report for each presentation completed. To stay current, each Ambassador is required to complete a minimum of 4 presentations per calendar year.

1. First Name *

Enter your answer

2. Last Name *

Enter your answer

3. Email Address *

Enter your answer



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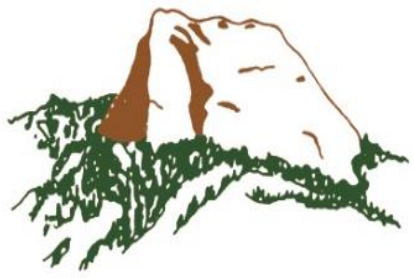


Banners and Apparel

Order Forms
Coming Soon



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Closing Thoughts



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“AND”

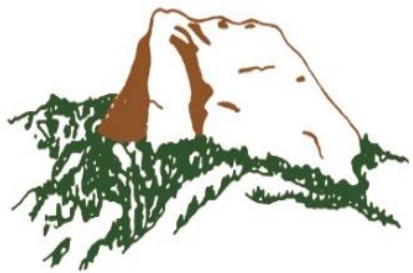


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Ambassador Challenge

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