TOMORROW'S LEADERS

EXPLORING F

By O. B. GORMAN

Colorful "Country" Gorman, who first became a Scout executive in 1924, has served five councils, including the Atlanta Area Council in Georgia since 1948. "I've been fighting communism one way or another for thirty-eight years," he says, "and this free-enterprise project is one of the best weapons yet."

Transmission Supervisor George Moore demonstrates equipment in one of the country's major television and radio control centers, Southern Bell Telephone and Telegraph.

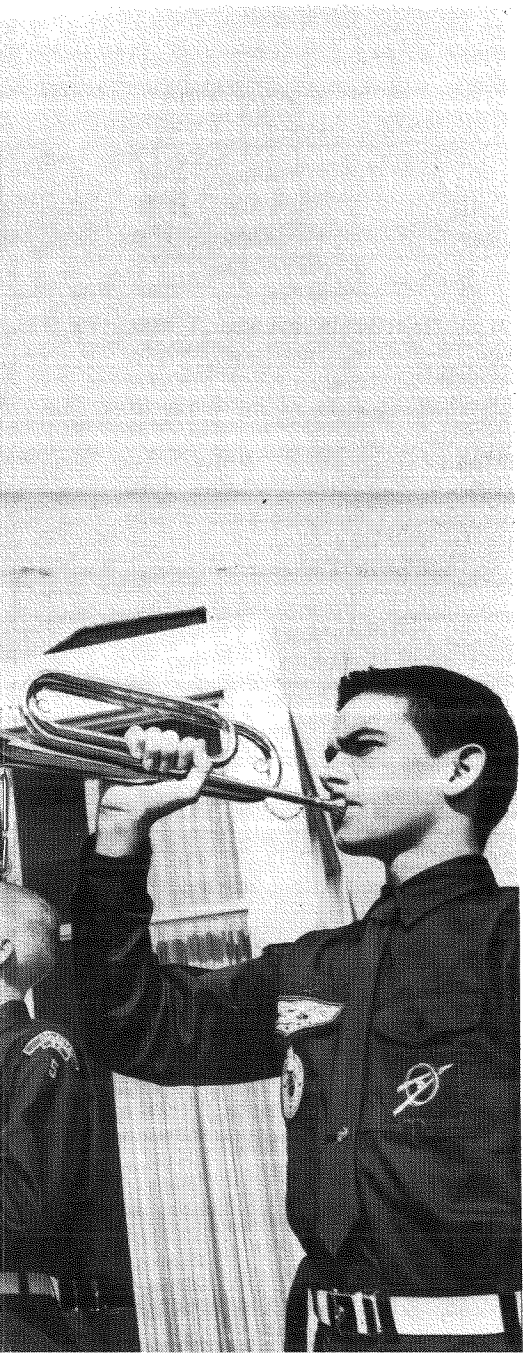
First flag raising at Georgia Power Company's new building by executives and Explorers launches their free-enterprise visit.

President Roy Richards of Southwire Company, Carrollton, discusses future operations of his cable manufacturing business with a local Explorer, Bruce Gallman, of Post 138.

ARE
FREE ENTERPRISE

OUR COUNCIL PUBLIC RELATIONS COMMITTEE discovered that a majority of teen-agers have some off-base ideas about business and government; in fact, so far off that these ideas are way out in left field.

Here, for example, are a few misapprehensions held by many next-generation voters that we gleaned from a nationwide research report:*



- 82% believe we do not have competition in business.
- 61% do not believe in the need for profit.
- 60% think owners receive a bigger share of company income than employees do.
- 53% favor government ownership of banks, railroads, and steel companies.
- 45% think the government is responsible for providing jobs.

The report further disclosed that few teen-agers have studied business companies in school or have ever been inside a big plant. They frankly admit they don't know much about business-government relationships. Many high school juniors and seniors want to know how to become business managers. At the same time they favor "more government in our lives via job guarantees, price supports, controls."

To remedy teen-agers' misinformation and lack of information, the report recommended they visit businesses not only to see the production operations but to hear on-the-spot interpretation of the American free-enterprise system.

Our public relations chairman, Jack J. McDonough, Jr., a stock brokerage executive, studied the report with his committee. They determined to do something "down to earth" about it. They wanted our young men to know the answers about their American way of living, so no communist could brainwash or intimidate them. Last spring they came up with Project Free Enterprise, carefully plotted from promotion to follow-through.

High points of the project were two:

1. Individual Explorers spent a day at the side of topflight businessmen, watching them handle their responsibilities and listening to the how's and why's of the business and of the free-enterprise system.

2. Participating Explorers and businessmen later attended a district-wide banquet to report on their experiences and hear a speech on free enterprise by an outstanding business leader.

We built the project on the cooperative efforts of many organizations and individuals. Southern Bell Telephone and Telegraph Company and Georgia Power Company conducted pilot visits to their offices in Atlanta that included employees' sons who were Explorers to give them an insight into what dad does. Next, the project was set up for the 80 Explorers in the five posts in the West Georgia District of the council. This district comprises three counties with the largest towns ranging from 2,700 to 11,000 in population.

Explorers' participation in Project Free Enterprise was almost 100 per cent, assured through their district cabinet and leaders' roundtable. By interviews and questionnaires we learned in what lines of business each young man was interested. We matched them with their first or second choices, thereby adding the stimulus of personal interest in vocational exploration.

We tentatively selected suitable business firms from lists furnished by businessmen's clubs, chambers of commerce, and our project committeemen. We recruited as the project sponsor a key man among the area's business leaders, Warren P. Sewell, Sr., president of a clothing manufacturing company. Then came the final selection of the companies with special attention given to the participation of their executives.

Two preparatory meetings

The executives were invited to a dinner meeting as guests of the sponsor. Here they heard all about the purpose and operation of Project Free Enterprise. They then chose the dates of August 14-18 for plant visits, indicated the number of Explorers they could accommodate, and received a suggested agenda for a plant or office visit. The banquet date was set for August 18.

(Continued on page 25)

**Teenagers Judge Big Business and Government*, November, 1959, Research Report of the Public Opinion Index for Industry, copyrighted by Opinion Research Corporation, Princeton, New Jersey.

Ann Arbor—Here We Come!

By FRANK R. BUSH, JR.
Chairman, First National Explorer Delegate Conference

Here's a preview of what 3,500 Explorer delegates will be doing in August at their first big national confab.

Photo by South Bend Tribune

This delegation will represent Tri-Valley Council, South Bend, Indiana. These boys, elected from the council's five districts, are meeting with their council adviser to set up a speaker's bureau that will spread the Exploring and conference story to every service club in the council.

YOU HAVE A RIGHT to expect great things from Explorers, and next August 26-30 we're going to stage one of the greatest—the First National Explorer Delegate Conference at the University of Michigan at Ann Arbor.

We've talked about this big gathering for a long time and finally the hopes and desires of boy-delegates across America are rushing toward reality. And the most important aspect of this conference is that it's been planned by Explorers and will be run by Explorers.

In the final analysis, the success of our conference will depend upon the attendance and participation of a truly representative group of elected delegates. As Scouters you can help make sure this happens.

Your council and district delegates should already be elected—and registered—for Ann Arbor. In case your local groups are dragging their feet, your Explorers better get with it—and fast! District delegate quotas will be protected only until April 15; council quotas only until June 1.

You can help your delegates prepare for Ann Arbor. Make sure they read conference bulletins and remind them that this will be a uniformed conference—be sure they are prepared to "look sharp."

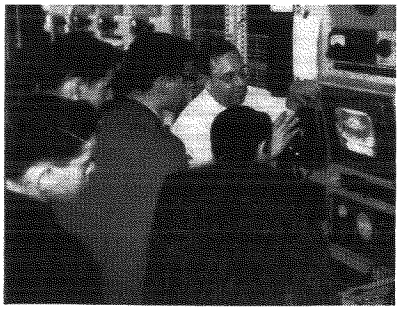
I guarantee that your elected delegates will have the time of their lives at Ann Arbor. Let me share some program high lights with you.

- The famous Lennon Sisters and Shelley Fabares (of "The Donna Reed Show") are the first of an impressive array of celebrities lined up for the conference.
- The electives program looks especially good. Every delegate may sign up for two electives. Over ninety electives have been suggested, so your Explorers can choose almost anything they are interested in.
- Every delegate will compete in an afternoon of skill events. The more-than-fifty events already suggested include swimming, oratory, navigation, golf, music competition, radio, and marksmanship. Here's an opportunity for a gifted Explorer from your council to become nationally famous, since each delegate has been asked to compete in the skills for which he is best qualified. There'll be prizes, too!
- Ever hear of an "Explorado?" Neither did we, but we're going to stage one. Our Explorado will be a souped-up booth show featuring the most exciting Explorer hobbies, specialties, and vocational activities. At this extravaganza your delegates may sample whale steak for the first time or experience what it will be like guiding a spaceship to the moon. Barnum and Bailey had nothing on us—our Explorado will be "the greatest show on earth."
- We're lining up commercial and individual exhibits that illustrate vocational and hobby interests of high-school age boys. If you know of such an exhibit, please tell us about it through your council office. Of course, the company or individual owning the exhibit must provide for its delivery and supervision.
- Your delegates will express themselves through discussion groups. Especially trained Explorers will act as discussion leaders and recorders. These cross sections of teen-age America will tackle such national concerns as "American Ideals and Free Enterprise" and the "Fitness of American Youth." From all the talk we hope to come up with recommendations for creating understanding and solutions.

Every day reveals an exciting new feature for our conference program. We'll keep your delegates and their leaders posted through conference bulletins.

This conference will be a success, just as surely as Exploring itself is becoming the greatest of all high-school age programs.

Sixteen-year-old Frank R. Bush, Jr., who recently moved to Palo Alto, California, had been president of Explorer Post 172 in Seattle, Washington. An Eagle Scout he has competed in track and swimming. He is planning a medical career.



TOMORROWS LEADERS ARE

EXPLORING FREE ENTERPRISE

(Continued from page 17)

At a special meeting of the Explorers we thoroughly oriented them on their part. A movie and a talk on the merits of free enterprise prepared the young men to observe and ask questions at the plants. We assigned them to companies of their choice and announced the dates of the visits and the banquet. The young men made their visits individually or in small groups. None went to more than one firm.

Mr. Sewell meanwhile sent out formal invitations to the banquet. Newspaper and radio releases reminded the participants and informed the public of each stage of the project. Letters and phone calls from the sponsor and our public relations chairman reminded the companies and Explorers to follow through on their commitments.

Most companies followed the suggested agenda for the day. (See below). All were carefully prepared. The twenty firms included banks, hosiery mills, printing shops, newspapers, radio stations, clothing manufacturers, advertising agency, asphalt plant, pipeline company, telephone company, electric power company, cable manufacturer, thread manufacturer, and a college.

Product in action

Think of placing a living sample of Exploring's product beside an influential businessman for a day! One executive said to me of his young guest, "I want this boy to start working for me when he turns sixteen." Another was delighted that "These kids asked questions we've never been able to get other visitors to ask."

Among the basic concerns of industry that the young men absorbed were the investment involved, taxes paid, wages and salaries paid, employment and welfare practices, and net returns to stockholders.

The banquet featured reports by representative Explorers of their project experiences and a speech on the role of Scouting in our free enterprise system by John J. McDonough, Sr., president of Georgia Power Company.

He pointed out, "American business demands the best of a person, just as Exploring demands the best of you . . . Free American business says to a young man or woman, here is a job to be done, here is the opportunity for advancement, here are the rewards hard work and initiative will bring— now what are you going to do about it?"

The banquet closed with presentation of certificates of appreciation by the sponsor to the Explorers and their business hosts.

Enthusiasm over the project was so high that it was scheduled for a rerun in a large Atlanta department store in February (as this issue went to press). Next summer Project Free Enterprise will be conducted for Explorers in all districts of the council.

Besides the immediate and obvious results, various by-products have showed up. Within four months after the banquet the district Explorer membership increased from eighty to one hundred twenty-nine and the number of posts from five to eight—both 60 per cent gains. Men who had worked on the project helped organize the new Explorer posts in churches in three different towns.

A bank president and vice presidents of two manufacturing companies became chairmen of district operating committees. An executive from the telephone company and one from the power company were elected to the council executive board. Three companies that had contributed a total of $600 to the council budget increased the sum to $2,500.

The gross product of Project Free Enterprise continues to rise. Many new doors in this and other districts have opened to Scouting, thanks to the project. Today's business executives are ready to help tomorrow's business executives understand and stand for their American economic system.

Agenda for plant visit

Suggested to company presidents

1. Welcome Explorer yourself and introduce to company executives
2. Brief company history and description of operations
3. Brief tour of plant or office
4. Share your daily routine with Explorer
   (Assign other Explorers, if any, to other executives. Explain your responsibilities. Let him sit in on your telephone calls and business discussions if not confidential. Encourage questions. At opportune times, cover these points:
   Type of education required for your position? ( ) Additional training and experience needed? ( ) How did you get started in this field? ( ) Why do you enjoy your work? ( ) What are your major problems? ( ) Discuss taxes, employee relationships, government regulations, capital investment. ( ) Review company's annual report. ( ) How does your company contribute to American free enterprise? ( ) Other pertinent points? ( ).
5. Lunch with Explorer
   (If your service club is meeting, let him meet other business leaders and see their obligations to the community.)
6. Resume daily routine with Explorer
7. Summarize day's experience
   (Allow plenty of time for this.) Final question period. Point up benefits of free enterprise. Present trade papers or similar material. Remind Explorer you will sit with him at banquet.

EDITOR'S NOTE: For a planning outline of this project, councils may write SCOUTING Magazine.

"I've an idea, fellows! How would you like to practice carrying a wounded companion?"

Understanding Explorers

HERE'S A QUOTE from the *Explorer Parents' and Leaders' Guidebook.*

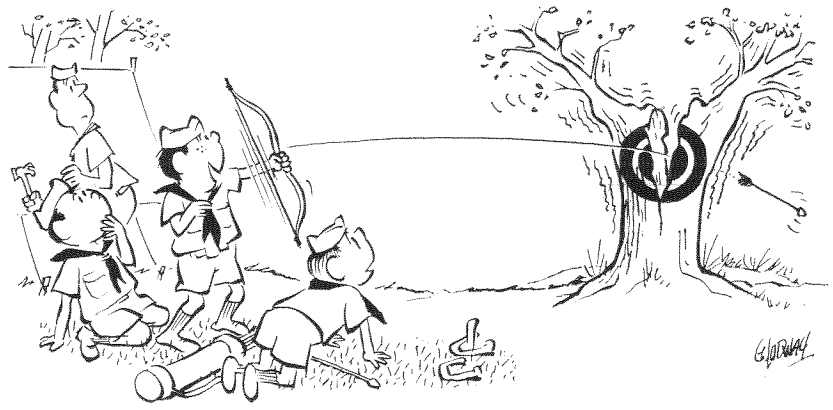
"What young men want and need are understanding adults who will be sympathetic, encouraging, and helpful, They want ideas and suggestions but wish to feel that they are running the show. From time to time they want an adult to lean on. When confused, they will need the backing of those whose judgment they can trust."

You're an Explorer Advisor or associate Advisor or perhaps an Explorer unit committeeman. You've completed your basic training and you're doing a good job, but you'd like to do better. You'd like to share ideas with other experienced leaders. You'd like to know more about Explorers—the boys with whom you are working.

"Understanding Explorers" is a new two-hour Explorer *adult* leader training course. Its purpose—to help adult leaders become better informed of the needs and desires of high-school age boys and the pressures exerted on them. At the same time, it will help the leader recognize, analyze, and solve problems in his unit through a better understanding of the boys in that unit.

The framework for the training is a filmstrip that features sections on security, standards, and discipline as they relate to Explorers. Each filmstrip segment is followed by a discussion period. Pads of four problem work sheets have been prepared to assist in the discussions. These pads plus the filmstrip, recorded narrations, and the *Understanding Explorers—Instructor's Guide*, have been assembled into an Understanding Explorers Training Kit, available through your council office.

Understanding Explorers is timely training. It's a *must* for post Advisors, Sea Explorer skippers, squadron leaders and their associates or assistants. It's *advisable* for Explorer unit committeemen, consultants, parents, commissioners, and cabinet advisers.



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