# Stuart A. Williams

**Scout Executive/CEO of Shenandoah Area Council – Winchester, Virginia**

**Updated – November 2018**

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**Objective:** To continue my service to Scouting as a Scout Executive by utilizing the skills I have developed over my 22 year career by working through the best volunteer leadership in the community I serve.

**Background:**

* Successful experiences in Urban, Suburban, and Rural areas.
* Proficient in membership retention & growth – lead Area 7 in both.
* Proven record of successful fund raising and fiscal management including alternative funding specific to capital projects and camp improvement campaigns and major gifts.
* Proven record in Board Development and recruitment of top level CEOs with Diversity.
* Strengths in Council governance and administration compliance.
* Effective staff leadership and development.
* Strong experience in camp and program administration.
* Proven record in building strong volunteer committees and community relationships across diverse geographical regions cultures and state lines.
* Guided Council in mandatory training putting them in the top ten among Southern Region.
* Proven record in developing and maintaining Quality Service Area including increased JTE scores for consecutive years.
* Proven record in customer service Voice of the Scout responses in the top 10%.
* Community partnerships and social media networking making Scouting highly visible.

**History:**

Shenandoah Area Council, Winchester, VA (Washington, DC area) – SE; Nov. 2009 to Present.

Cherokee Area Council, Chattanooga, TN – ASE; 2005 to 2009.

Gulf Ridge Council, Tampa, FL – Field Director, Program Director, Senior District Executive, and District Executive; 1996 to 2005.

**Selected** **Achievements for Shenandoah Area Council:**

**Finance Development:** Increased Direct Support by 70% over seven years. Increased Friends of Scouting by 144% in seven years. Raised over $700,000 in capital funds for camp and office improvement projects. Worked with other community groups for alternative funding sources when cut from United Way – This included Rotary Special Event, Kiwanis Special Event, Sherriff’s Camp, Youth Agency dodge ball and Valley Bike Ride. Successful negotiation to liquidate a trust into a full unrestricted distribution of over $1 Million dollars. Secured a technology grant to upgrade the computer systems, put I-Pads into the hands of each field executive, and completely replace and upgrade phone systems. Worked with third party auditors to bring the council into compliance and received approved and accepted audit all years including accolades from Finance Impact. Created a joint board and district fund development committee.

**Community Impact:** Continued to focus on strong traditional programs by creating new community partnerships and alternative recruitment methods. Maintained higher than 70%. Created an Education & Community Resource guide to give schools an alternative way to allow scouting back in – this included Adopt a School, Anti-bullying programs, Educator Youth Protection, and after school STEM programs in conjunction with Parks and Rec. Orchestrated alternative recruitments with Chick-Fil-A, McDonalds, and surrounding youth centers including skating rinks and bowling centers. Used radio ads with targeted messages for recruitment during holiday season. Member of Non-Profit Alliance.

**Leadership & Special Interest:** Re-organized and created new professional and support staff structure for better service and communications including expanding staff while cutting costs. Recruited 47 board members while meeting the Southern Region Diversity Challenge project each year to reflect the multicultural communities across the council. Led the volunteers to fix 194 non-compliant issues found during the initial administrative review. Provided leadership to a special team creating a strategic plan for both the council and the camp matching the needs of our community and the BSA national pillars. Served as part of the leadership team for visitor information at the Summit Bechtel Family Reserve. Participated in and helped lead the Washington DC Market Area Fall Recruitment Campaign in 2010. Led a team of volunteers to speak at public forums across all communities of the council during membership policy study. Worked with Community Alliance group on a new Charter Relationship Model. Led Property Committee to completely overhaul of Camp infrastructure including new sewage treatment lines and water system.

**Selected** **Achievements for Cherokee Area Council:**

**Finance:** Managed the field staff to achieve over 100% of FOS goal every year and collected more than 100% of the budgeted amount with an overall increase of 20%. Developed and ran a Sporting Clay Special Event. Responsible for over $300,000 in camping revenues with more than 35% net back to the Council from Summer Camp operations.

**Membership Management:** Increase in traditional membership and units every year with a total 7% increase in membership and 13% increase in units. I have maintained a positive relationship with the school systems securing year round recruitment within the schools.

**Camp and Program Administration:** Developed and maintained a strong summer camp staff with an out of council retention rate of 67%. Managed improvements including the conversion of 9 latrines to flush septic systems, construction of a new COPE course, 2 new teaching pavilions, and remodel of the Ranger Cabin, Main Kitchen, Trading Post, and Administration Building.

**Volunteer Recruit:**  Helped recruit and worked directly with the Council VP for Program, Properties, Risk Management, Marketing, Membership, District Operations, Scout Reach, Finance, and Council Commissioner.

**Selected** **Achievements for Gulf Ridge Council:**

**Finance:** As a District/Senior District Executive increased Friends of Scouting by 57% over three years. As a Program Director; negotiated over $150,000 toward capital improvements, summer camp netted over 12% back to the Council, and all Council run activities netted over 20%. Managed capital improvements at camp including a new Dining Hall, Recreation Building, BMX Track, Climbing Wall, Rappelling Tower, Boat Dock, Kayaking equipment, and Hot water in all campsites. Wrote and managed the proposals and budgets for 6 United Ways covering an eight county area. Staff advisor for Council Budget. Increased Popcorn sales by 15%.

**Membership Management:** As a District/Senior District Executive was Quality District every year and increased membership by 35% in three years. As Field Director took over three new districts with a membership loss of 1738 kids and ended the year balanced in traditional membership, 2% in units, and plus overall through three consecutive hurricanes.

**Camp and Program Administration:** As Program Director developed a long range plan for all camp properties based on program needs. Increased summer camp attendance by 105% over a four year period. Raised the camp accreditation score to 100% and maintained that level for all four years. Developed and published a Council Guide to Programs. Developed and managed a year round merit badge program at camp. Served as staff advisor for the first regional Powder Horn course in Florida, fall of 2000.

**Volunteer Recruit:**  Recruited and managed fully functional Council Program committees including: Activities and Civic Service, Advancement, Camping, Training, Venturing, Properties, Risk Management, and Good Turn for America.

**Employment Overview:**

**Scout Executive** – November 2009 to Present. Managed five professional staff, 4 support staff, along with facility manger, camp ranger and program aid. Served as chief operating officer of the council giving direction to the daily operations to ensure positive net assets and membership growth in partnership with the executive board and local community. Area includes 9 counties across 2 states with a total membership of over 6,500 youth and 2,000 plus volunteers. Total of all funds equal to 2.1 million. During 8 years recruited 47 new board members that met the Southern Region Diversity Project and led the board through planning and implementation of a new strategic plan aligning the council with national pillars and JTE criteria. Medals in JTE each year.

**Assistant Scout Executive** – March 2005 to October 2009. Manage seven professional staff, 2 program aids, property superintendent, and ranger. Responsible for day to day operations and successful achievement of council goals in membership growth, fund raising, camp and fiscal management for an eleven county area serving more than 6,000 youth. I am staff advisor and responsible for board vice presidents of membership, properties, programs, risk management, district operations, scout reach, and the Council Commissioner.

**Field Director** – Tampa, Florida – October 2003 – February 2005. Urban, Suburban, and Rural areas. Responsible for giving leadership and service to five districts, including our scoutreach district. Provided leadership and supervision resulting in $410,000 in Friends of Scouting, more than 9,000 youth and 285 units. Other areas of responsibility include two scoutreach program aids, Popcorn, Activities and Civic Service, Properties, Budget Committee, United Way proposals and relationships Council Wide.

**Program Director** – Tampa, Florida – March 2000 – October 2003. Urban, Suburban, and Rural areas. Managed Summer Camp as Camp Director with a net gain of 10% each year and an increase of attendance by 105%. Developed and maintained the Council Website. Created and managed functioning program committees along with developing a tracking method for United Way Outcomes related to activities and camp. Managed three camp properties with three full time rangers and 40 seasonal employees. Developed and ran a Sporting Clay event for camp. Oversaw all construction projects and capital improvements to camp properties. Staff responsibilities included all Council Level Program chairs including Marketing, Program, Risk Management, Camping, Training, Activities, Venturing, and Advancement.

**Sr. District Executive and District Executive** – Tampa, Florida – January 1996 – March 2000. Urban, Suburban, and Rural area. Raised FOS goal each year, made Quality District each year. Responsible for an increase in membership by 35%. Other responsibilities included Council newsletter & publication, Council Scout Show, University of Scouting, Council Camporee, and Wood Badge.

**Education:** Bachelor of Science degree with majors in Biology, Marine Science, and Chemistry.

Jacksonville University, Jacksonville, Florida 1995

**Personal:**

Eagle Scout, Three Palms \* Vigil Member, Order of the Arrow \* Wood Badge Trained and Staff \* Powder Horn Trained and Staff \* National Camp School Certification \* NRA Counselor Certification in Pistol, Rifle, and Shotgun \* People Management-1, BSA \* People Management-2, BSA \* Key Management Conference, BSA \* Senior Leadership Essentials, BSA \* Scout Executive Orientation \* Insigniam Training \* Fiscal Management I & II, BSA \* Major Gifts Training, BSA \* Professional Circle \* Exploring Certification \* Co-Taught Dob2 \*Who’s Who of American Business Executives \* Alumni Member for Lambda Chi Alpha Fraternity \* Active member Rotary International \* Jamboree Staff 2013 \* Jamboree Staff 2017 \* Active in church ministry team as Ordained Elder in charge of Personnel and Administration \* Served as board member for my neighborhood HOA.

Married with three children;

Wife – Active within School as Substitute Teacher, Cheer Coach, DECA Judge, Church Leadership

Boy/Girl twins age16, and daughter age 12.

Son – Currently: Eagle Scout, DECA member & Plays Baseball for Sherando HS

Daughters – Compete in All Star Cheer with National Titles, Varsity Cheerleader, DECA member