



**Memorandum of Understanding**  
**Between**  
**USA Triathlon and the Boy Scouts of America**

**INTRODUCTION**

Today's youth spend less time playing outdoors than any previous generation in history. Over the past 30 years, children of the digital age appear to have become increasingly alienated from outdoor play with disturbing implications:

- Obesity has reached epidemic proportions among young people – 20% of children in America are clinically obese – and the rates of diabetes, depression and heart disease among children are rising dramatically. The medical costs of obesity were estimated to be \$147 billion in 2008, doubling over the previous decade; and as many as 80 million Americans will have diabetes by the year 2050 if we do not change course.
- The Centers for Disease Control find that children who have an hour per day of moderate physical activity (such as outdoor play) are more likely to lose weight and avoid obesity altogether as children and adults.
- The American Academy of Pediatrics finds that children who have an hour per day of unstructured play time are more creative, mentally rested, and physically and socially healthy.

**SOLUTION OVERVIEW**

In an effort to combat this negative trend, the Boy Scouts of America (BSA) in cooperation with USA Triathlon will be highlighting and promoting the benefits of aquathlons (*e.g. A continuous two-stage race involving swimming followed by running*), duathlons (*e.g. An athletic event that consists of a running leg, followed by a cycling leg and then another running leg*) and triathlons (*e.g. is a multiple-stage competition involving the completion of swimming, cycling, and running in immediate succession over various distances*) to the BSA Community.

The BSA's ultimate hope is that the health benefits and fun factors in getting youth to train for and participate in aquathlons, duathlons and triathlons will be realized and utilized by the greater Scouting community.

## DESCRIPTIONS OF THE ORGANIZATIONS AND AREAS OF EXPERTISE

### USA Triathlon

USA Triathlon is the national governing body for the multisport disciplines of triathlon, duathlon, aquathlon and winter triathlon in the United States. USA Triathlon is a member federation of the U.S. Olympic Committee and the International Triathlon Union.

USA Triathlon's mission is to grow and inspire the triathlon community. USA Triathlon's vision is to provide the resources required for all in the triathlon community to reach their full potential.

USA Triathlon's 500,000-strong membership is composed of athletes of all ages, coaches, officials, parents and fans working to strengthen multisport. USA Triathlon coordinates and sanctions grass-roots and elite multisport events across the country and works to create interest and participation in those programs.

### Boy Scouts of America

Boy Scouts of America ("BSA") is the nation's largest and most prominent values-based youth development organizations. BSA provides a program for young people that builds character, trains them in the responsibilities of participating citizenship, and develops personal fitness.

The BSA's SCOUTStrong® Healthy Living Initiative is an example of how the BSA is developing the practice of personal fitness through the integration of active lifestyles, healthy eating, and emotional fitness into the foundation of all the BSA does through alliances, campaigns and updated programs.

For over a century, the BSA has helped build the future leaders of this country by combining educational activities and lifelong values with fun. Boy Scouts of America believes — and, through nearly a century of experience, knows — that helping youth is a key to building a more conscientious, responsible, and productive society.

## AGREEMENT

### PARTNERSHIPS

#### USA Triathlon will:

1. Place the BSA logo on all marketing material, t-shirts, flyers, posters, and email blasts for each event within the series and shall term BSA as a 'Series Partner'. BSA shall have the right to approve (or disapprove), in its sole discretion, all other sponsors, presenters and suppliers affiliated with each Event.
2. USA Triathlon shall not produce, distribute, or print any marketing materials or other articles that reference Boy Scouts of America or display any BSA Marks, whether such materials are in print, broadcast or electronic format (including but not limited to commercial e-mail messages, Internet websites, Facebook posts, blog entries, and "tweets"), without BSA's prior written authorization. BSA has the right, in its sole discretion, to approve or disapprove any such marketing materials. BSA may disapprove any marketing materials that, in BSA's opinion, reflect unfavorably upon BSA, any of its local councils, and/or any of BSA's programs. Previously-approved marketing materials that undergo a material modification must not be distributed without BSA's written re-authorization. Under no circumstances will a verbal approval of marketing material valid.
3. If USA Triathlon desires to produce, have produced, and/or distribute merchandise items (e.g., t-shirts, hats, patches, advertising premiums) depicting any BSA logo or mark, then USA Triathlon shall purchase such merchandise from a BSA Official Licensee or BSA Supply Group. If all such BSA Official Licensees and BSA Supply Group are unwilling or unable to meet USA Triathlon's reasonable specifications (which will be required of all other potential manufacturers) as to the type, quantity, or delivery time of such merchandise, then USA Triathlon may order such merchandise from an "outside manufacturer" so long as such manufacturer first enters into a written license agreement with BSA on the same specifications as to type, quantity and delivery time. The "outside manufacturer," if approved, will not be permitted to commence production of the merchandise until such merchandise has been approved in writing by BSA. Notwithstanding any other term in this Agreement, BSA may elect to not enter into a license agreement with any such outside manufacturer for any reason or for no reason.
4. USA Triathlon to pay 50% of BSA's costs to produce co-branded "SCOUTStrong / Fit • Fuel • Fun" BSA patch to distribute at all 2018 USA Triathlon Splash and Dash events.

### Boys Scouts of America will

1. Support the 2018 USA Triathlon Splash and Dash Youth Aquathlon Series events by ensuring that corresponding BSA Local Councils are aware of the event and are encouraged to locally promote.
2. Encourage three (3) to five (5) BSA Local Councils to hold USA Triathlon Splash and Dash Youth Aquathlon Series events in 2019. USA Triathlon is expected to have input into the locations of these events. The option will be available to grow the amount of BSA/USA Triathlon Splash and Dash Youth Aquathlon Series events in 2019 in beyond. **Notwithstanding any other term herein, USA Triathlon acknowledges and agrees that (i) each BSA local council is a self-governing, independently-operated entity that will independently elect whether or not to participate in a USA Triathlon Splash and Dash event (each, an “Event”), and (ii) BSA does not and will not control or influence those decisions. BSA makes no representation or warranty as to the number of local councils, if any, that might choose to participate in an Event. BSA will not be liable to USA Triathlon, its subsidiaries, affiliates, or other related entities, under any legal theory if no local councils elect to participate in an Event or the number of local councils participating does not meet USA Triathlon’s expectations. For the avoidance of doubt, BSA local councils are not obligated in any manner whatsoever to participate in any Event, and their forbearance shall not subject them or BSA to any fees, penalties, or other liability whatsoever.**
3. Determine the feasibility of promoting the “USA Triathlon “Splash and Dash” Youth Aquathlon Series In A Box” concept to BSA Local Councils for use in their Summer Youth Camps and/or Camporees.
4. Produce a co-branded “SCOUTStrong / Fit • Fuel • Fun” BSA patch that will be available to participants at all 2018 USA Triathlon Youth Splash and Dash events.
5. Provide BSA local council information for locations of all USA Triathlon Youth Splash and Dash events in an effort to connect Splash and Dash Race Directors with local council executives.
6. Publish the 2018 USA Triathlon Splash and Dash program within the SCOUTStrong Healthy Living Initiative webpage in an effort to drive healthy living habits for youth, and encourage participation within the Splash and Dash Series.

### **MAGAZINES / PUBLICATIONS**

#### USA Triathlon will:

1. Communicate the work and results of this memorandum of understanding in its publications and outreach efforts, including USA Triathlon Magazine and USA Triathlon Kids Magazine.

**The Boy Scouts of America will:**

1. Communicate the work and results of this memorandum of understanding in its publications and outreach efforts, including BSA publications such as Boy's Life Magazine, [www.boyslife.org](http://www.boyslife.org) and Scouting Magazine.

**GENERAL**

**Both parties shall:**

1. Be open to exploring mutually beneficial studies / projects
2. Use the names, logos and trademarks of the other party with prior written permission only
3. Each party (the "Indemnitor") shall indemnify, defend, and hold harmless the other party, including its officers, directors, employees, agents, contractors, and affiliates (collectively, the "Indemnified Parties"), from and against any and all liabilities, damages, losses, judgments, fines, and other costs and expenses (including reasonable attorneys' fees) arising from third-party claims arising from the negligent act or omission of the Indemnitor, its employees, contractors, or agents.

**MEETINGS**

To accomplish these objectives the parties will have regular ongoing communications via conference calls and emails.


By: 

**Meg Duncan**

Youth Program Manager

USA Triathlon

Date: February 2, 2018

By: 

**Lee Shaw Jr.**

Director of National Alliances

Boy Scouts of America

Date: 2/22/18

“Producing an Effective Power Point” Scouting U presented a Lunch & Learn today entitled Enhancing my PowerPoint skills is one of my PDS goals for this year. I took a course thru SkillSoft but needed something to help make the PowerPoint not so boring. Here are some tips that I learned today and want to share with the team.

**For the Creator of the PowerPoint:**

Keep it simple – less is more

Make sure the back row in the room can read it

Don't overwhelm with information, don't be too wordy on the screen

Use graphics instead with maybe a one-line topic or title, below or some links where you can grab photos to enhance slides

If giving a process or steps/procedures, don't put it all on one screen at one time. Have each process transition in, animate bullet points.

**For the Presenter:**

Use the “B” key to turn PowerPoint off in the background so the focus is on you while you talk

Don't read slides word for word

Telling stories helps with engagement and retention

Use humor throughout presentation

**Source of Photos/Graphics:**

**BSA Flickr:** <https://www.flickr.com/photos/boyscoutsofamerica/>

**BSA Photos:** <https://scouting.webdamdb.com/bp/#/assets>

**STEM Scouts:**

[https://boyscouts.sharepoint.com/teams/scoutinginstructionaldesignteam/STEMScouts/\\_layouts/15/guestaccess.aspx?guestaccesstoken=cddf511U6tyVRWyQ18yADjDMrx99DaDYWZUxxfhp\\_b8%3d&folderid=2\\_07ccec1be5be14c8bbe4a159f6e75723d&rev=1](https://boyscouts.sharepoint.com/teams/scoutinginstructionaldesignteam/STEMScouts/_layouts/15/guestaccess.aspx?guestaccesstoken=cddf511U6tyVRWyQ18yADjDMrx99DaDYWZUxxfhp_b8%3d&folderid=2_07ccec1be5be14c8bbe4a159f6e75723d&rev=1)

Shutterstock info: Shutterstock.com    User name: boyscouts    Password: Tru%tw0rthy (zero for “o”)

Here's the info from Scoutingwire – <http://scoutingwire.org/bsa-brand-center/> near the bottom click BSA Photos. Specifically – <https://scouting.webdamdb.com/bp/#/folder/565001/>

Once you do a search and get a return, if you roll the cursor over an image you'll get four icons at the bottom of the image. The one furthest to the left lets you add to a collection (you'll have to create your own collection). After creating a collection, download only the images you plan to use in your presentation to keep our subscription as robust as possible.