Boy Scouts of America Leaders Attend Marketing Boot Camp

Exton, PA (May 3, 2007) — Representing some 60,000 boy scouts in five states, leaders from the Boy Scouts of America attended a daylong instructional seminar with nationally recognized sales motivational speaker and trainer Chuck Piola. In attendance were scout executives and directors from the councils of Princeton, Del-Mar-Va, Minsi-Trails, and Chester County, which hosted the event at the facilities of the Chester County Economic Redevelopment council. Executive Scout Director Eric Magendantz explained, "The scouts are always looking to increase membership as well as community support and Chuck's just the guy to rejuvenate our efforts."

Chuck Piola address
Chester County Council BSA

No stranger to scouting, Piola credits his success as a corporate leader to focus, drive, and the ability to follow through - the very attributes which are taught to boy scouts. A former scout himself, Piola later served as a Scoutmaster in Havertown, Pa. and then as an assistant Scoutmaster in Chester County where he remains on the board as an advisor. Having recently relocated to the area, Magendantz, a former salesman, immediately saw Piola as a treasure at the scouts' disposal. Coincidentally, one of the books Piola referenced in his dissertation was the 1921 success classic *Acres of Diamonds*, which emphasizes discovering fortunes that are close at hand.

During his high-energy presentation, Piola boldly confronted fear and rejection as two of the factors that inhibit a deal, limit growth, and stagnate leadership. David Pearl of the Del-Mar-Va Council concurred, "Scouting is the ABCs of leadership and we are responsible for training tomorrow's leaders."

Piola packed a career's worth of marketing knowledge into the session and to reinforce his message, he sent each scout leader home with a complimentary copy of his informative book, *Going in Cold - How to Turn Strangers into Clients and Get Rich Doing it*. Piola also donated his time and he made a $500 contribution to the Boy Scouts organization.

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