

OUR TRAIL FORWARD

CELEBRATING A YEAR OF GROWTH, SERVICE, AND LEADERSHIP.

PREPARED. INSPIRED. MOVING FORWARD.



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Letter from the Council

Dear Valued Supporter of Scouting,

As we reflect on our achievements in 2025, we want to express our sincere gratitude for your ongoing commitment—whether as a volunteer, charter partner, or donor. Your dedication is at the core of the Scouting experience in the East Carolina Council and has a meaningful impact on the lives of young people.

This past year has been marked by significant growth and accomplishment. We are pleased to share that our Scouting community now includes 2,432 youth participants and 1,191 adult volunteers. Additionally, we welcomed six new units into our council, enabling us to extend the benefits of Scouting to more communities—focused on our enduring mission: developing character, leadership, and a love for the outdoors.

A true reflection of our mission is evident in the service projects led by our Scouts. In 2025, 83 Scouts earned the rank of Eagle Scout. These young leaders, along with their peers, dedicated a combined total of 11,927 hours to community service projects throughout eastern North Carolina. This is a tangible demonstration of how Scouting transforms ideals into meaningful action.

Our ability to provide these impactful programs relies on a strong and secure foundation. We remain fully committed to ensuring the safety and well-being of all participants through rigorous youth protection policies, fostering a safe, positive, and inclusive environment.

This foundation is made possible through your generosity. Your financial support helps maintain our camps, train our volunteers, and ensures that no youth is turned away due to financial hardship. Thanks to your contributions, the future of Scouting in the East Carolina Council continues to be bright.

Thank you for being a vital part of the Scouting family. Your support—be it through time, talent, or resources—is essential to our ongoing success.

We invite you to visit our website or contact our council office to learn more about our initiatives for 2026 and how your continued support will make a lasting difference.

Sincerely,

Dr. Chris Taylor,
Council Board Chair

Todd Smith,
Council Commissioner

G. Dwayne Jones,
Scout Executive & CEO

Scouting America
East Carolina Council



Leadership and Staff

Current Board of Directors

Board Chair – Dr. Chris Taylor
Commissioner – Todd Smith
Commissioner Elect - Chris Cooper
Past Board Chair – Jeff McCauley
Vice Chair – Carl Turner, Jr.
Vice Chair – Russell Proctor, III
Vice Chair – Bill Boddie, Sr.
Vice Chair – Skip Green, III
Vice Chair, Membership – Mike Zimmer
Vice Chair, Program – Dr. Mark Sprague
Vice Chair, District Operations – Brad Wilkinson
Vice Chair, Properties – John Bower
Vice Chair, Endowment – Benjamin E. Moore, Jr.
Vice Chair, Strategic Planning – Harry Sanders
Vice Chair, Marketing – Teresa Barnhill
Council Treasurer – John Leighton
Vice Chair, Finance – Matt Turner
Vice Chair, Risk Management – Dr. John Meredith
Vice Chair, Legal Affairs – Paul Fanning

Current Staff

Scout Executive & CEO – Dwayne Jones
Assistant Scout Executive – Clark Garthwait
Office Manager – Teresa Rose Jones
Registrar – Shannon Small
MCO Program Lead & Scout Shop Associate – Elizabeth Wiggins
Marketing Coordinator – Mia Shannonhouse
Central District – Amanda Range
Southern District – Vacant
Northern District - Vacant
Ranger – Fred “Freddie” Small, III
Assistant Ranger - John E. Taylor

History of Scouting, East Carolina

1917-1918

Mr. Penn T. Watson is the first Lone Scout, and in February 1918, the council charter was granted to Wilson County. The first independent troop was chartered by the First Methodist Church in Wilson.

1924

Rebranded as the East Carolina Council; Mr. Ben E. Eagles, the first President, received the inaugural Silver Beaver Award.

1928

Wilsonian Herbert H. Harris donated 141 acres near Bailey Scout Camp, named Camp Charles in honor of his brother. Troop 5 was the first to camp here.

1930s

Wilson Council organized Scouting across 20+ counties, fostering unity through Scout Executive Mr. H. Travis's vision for enduring Scouting spirit.

1936

A devastating fire led to the loss of all pre-existing Scouting records.

1950

On April 17, the council officially adopted the name "East Carolina Council."

1967 - 1969

Additional land donations for campsites enhanced outdoor experiences within the council.

1975 - 1976

The council's permanent office was established in Kinston in 1975, with a new headquarters dedicated on October 31, 1976.

1983

The Croatan Lodge, chartered in 1940, saw a legacy milestone with **the Lodge Founders Award** presented to Mr. Arnie Formo for his contributions.

Our Achievements - 2025 Statistics



Program and Initiatives

1. Summer Camping Campaign

Five-week social media and newsletter series promoting Camp Boddie and Pamlico Sea Base.

Themed weekly posts focused on adventure, leadership, and outdoor exploration.

Boosted engagement and early registrations for summer 2025 camps.

2. Scouting for Food Initiative

Created digital form for units to submit food collection quantities. Promoted through the newsletter, social media, and community partnerships (WITN coverage). Enhanced participation tracking and awareness for the service initiative.

3. Fundraising Events

a. Oyster Roast Fundraiser

Coordinated marketing campaign achieving over \$25,000 raised. Designed consistent branding: flyers, social graphics, half-sheet table inserts with QR codes. Supported by GiveSmart auction site, donor highlights, and local media promotion.

b. Distinguished Citizen Award Dinners (DCAD)

Developed full event branding for multiple counties (Pitt, Craven, Caswell, etc.). Designed event programs, honoree pages, and sponsor recognition materials. Strengthened partnerships with sponsors and local communities.

4. Product Sales & Popcorn Campaign

“Level Up Your Sales” push emphasized storefront sales and fee offset opportunities.

Created engaging content for leaders to motivate Scouts during the final weeks. Supported council-wide product sales success through visibility and incentives.

Program and Initiatives

1. Digital Engagement Growth

Consistent brand identity across Facebook, Instagram, and Constant Contact. Integrated QR codes to simplify registration and drive traffic to event pages. Increased engagement metrics and visibility of ECC's community impact.

2. Community & Donor Relations

Enhanced sponsor relationships through public recognition posts and event materials. Created custom thank-you graphics and certificates for donors and honorees. Helped maintain recurring sponsor commitments for 2026 events.

3. Council Identity Strengthening

Introduced clear district color-coding:

Northern District – Green

Central District – Purple

Southern District – Orange

Developed branded merit badges, patches, and district visuals to unify materials.

4. Operational Improvements

Streamlined marketing workflows with templates for flyers, newsletters, and social posts. Improved registration systems through digital forms and automation. Supported cross-district collaboration with centralized design consistency.

Impact Summary

Strengthened ECC's visual identity and professional brand presence. Improved engagement and participation across multiple program areas. Elevated donor and sponsor visibility, leading to repeat partnerships. Enhanced operational efficiency through design consistency and digital tools.

Next Steps

Expand storytelling content through Scout and volunteer testimonials. Develop annual marketing calendar for 2026 with quarterly campaigns. Strengthen data tracking for engagement, registration, and donor analytics. Continue building brand consistency across print, digital, and event materials.



Sponsor Acknowledgements

We could not achieve any of this without the support of our amazing sponsors and donors.
Thank you for everything you do to help us serve the East Carolina community!

Aaron Griggs	Amy Johnson	Audra Haddad
Adam Bishop	Andre Clark	Audrey Jones
Adam Ipock	Andrew Porter	Audrey Pait
Adam Offenbaucher	Andrew Stevens	Audrey Shearin
Adam Sneed	Angelica Ruddick	Austin Eubanks
Adrienne Colebrook-Graves	Angela Ford	Ava Leeds
Aimee Richardson	Angela Kandrack	Banham Taylor
Alan Glickman	Angela Lilley	Barbara Wood
Alan Kirollos	Anna Elks	Belinda Doughtie
Alban Barrus	Anna Norris	Benjamin Alford
Alexander Doberstrin	Anne Lindley	Benjamin Carr
Alexander Goodno	Anne Tammeling	Benjamin Hardy
Alfredo Suarez	Annette Goodwin	Benjamin Moore
Ali Kirby	Annette Turik	Benjamin Tittle
Allen Beasley	Anthony Bailey	Benny Rogers
Allen Williams	Anthony Kennedy	Bert Smith
Allison Brumfield	April Livermon	Bert Warren
Alma Hobbs	April Matthews	Bianca Sullivan
Amanda Range	Ashlee Oliver	Bill Boddie
Amber Lenhard	Ashley Ketner	Billy Ketner
Aminty Whitaker	Ashley Mercer	Bob & Bernice Newton
Amy Cole	Ashley Watson	Bobby Walters
	Ashley Lewis	

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Thank you for everything you do to help us serve the East Carolina community!

Bonita Spain	Carol Mattocks	Christopher Allison
Brad Wilkinson	Carol Farabaugh	Christopher Burti
Brandon Craft	Carolyn Massey	Christopher Clayton
Brandon Moore	Carolyn Thompson	Christopher Glassen
Brenda Bennett	Cassandra Tucker	Christopher
Brenda Davies	Catharine Seman	McLawhorn
Brenda Walston	Catherine Brumley	Christy Wade
Brett Deselms	Catrina Kennedy	Cindy Edwards
Brian Becker	Celia Stone	Claire Eloshway
Brian Daneker	Chad Amick	Clarence Williams
Brian Taylor	Chad Poole	Clark Garthwait
Brittany Grady	Charles Allan	Clark Harris
Brookes Peters	Charles Beaman	Clyde Brooks
Bruce Pennington	Charles Hughes	Coleen Doucette
Bynum Satterwhite	Charles Hughes	Colin Young
Byron & June Highland	Charles McCotter	Colleen Higgins
Cale Grady	Charles Wilkerson	Connie Corey
Cara Archer	Charisse Baldwin-	Constance Crocker
Carl Blackwood	Anderson	Corey Fader
Carl Bonner	Chastity Kinney	Cox Properties -
Carl Turner	Chester Ellis	Gerald Cox
Carl Younger	Chris Humphrey	Craig Worthy
Carla Boyd	Christina Salter	Crystal Hayden
Carlos Rangel	Christina Whittington	Curtis Ferlin

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Cy Perkins	David Wiggins	Doug Barrow
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Daniel Hartsell	Denise Mechaet	Edmund T. Knott
Daniel Henry	Dennis Peay	Edward Proctor
Daniel Roberts	Dennis Williams	Elizabeth Heath
Daniel Soreff	Derek Dubay	Ellen Stone
Daniel Taylor	Desiree Dufour	Emilie Philyaw
Daniel Taylor	Dewey Fuquay	Eric Massie
Daniel Taylor	Don Williams	Eric Rouse
Darcy Guill	Donald Edwards	Eric Seale
Darden Eure	Donalt Eglinton	Ernest Williams
Darrell Philyaw	Donna Hamilton	Ernestine Giblin
Danny Smith	Donna West	Fernando Escabi-Mendez
David Warren	Donnie Parker	

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Frank & Nancy Bradham	G. Dwayne Jones G. Thorpe	Jaime Lewis James Grady
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Frank Crayton	Grant Smith	James Lupton
Frank Eagles	Gray Daughtridge	James Hench
Frances Theodorakis	Gregory B. Cagle	James Swafford
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Glenn Johnston	Hugh Farrell	Jean Locke
Glenn Wood	J. Andrews	Jeanine Ordoyne
Gordon Walker	Jack E. Rollins	Jeb Brown
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Jessica Aldridge	Jim Burns	Joshua Corbett
Joe Amaro	Johnny Canup	Joshua Sherrill
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John Bower	Jordan Cox	Julian Rawl
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Jennelie Hagerty	John Kennedy	Justin Radford
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Jeffrey Murphy	John Marston	Karen Armstrong
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Jerry Mozingo	John Taylor	Kathryn Sauls
Jennie Poole	John Tinga	Kathy Small
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Jennifer Potter	Joseph Healy	Keith King
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Larry McAdams	Lonnie Piercel	Mark Leary
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Lauren Prete	Lisa Beacham	Mark Pearsall
Lauren Quinn	Lonnie Tucker	Mark Sprague
Lauren Tosto	Lucy Hill	Martha Lancaster
Laureen Irvin	Linda Whittington Hanks	Martha McDonald
Laura Eason	LouAnn Wiley	Martin Mallady
Laura Willis	Lee Stephenson	Martin Voncannon
Latisha Peterson	Lynwood Turner	Marvin Newbold
LaVera Parato	Mac Manning	Mary Raab

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Mary Lou Braswell	Michele Arnn	Noel Wildauer
Mary Steinbauer	Michael Hoopes	Norman Chambliss
Mary Patricia Thurston	Michael Walter	Olivia Boyd
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Matthew Paszek	Mike Zimmer	Pamela Goforth
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Meghann McCoy	Misbah Qadir	Patricia Styron
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Michael Crawford	Nathan Butler	Paul Thurston
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Scott Williams	Stuart Stroud	Tim Davison
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Seth Miller	Susan Keen	Timothy Brouhard
Shannon Wagner	Suzanne Chesnutt	Timothy Dail
Sharon Baird	Suzanne Lovic	Timothy Fitzsimons
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Stacy Swintin	Tara Birchfield	Tom Franklin
Stanley Armstrong	Taylor McClellan	Tom Warren

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Todd Smith	Walter & Nancy Jessup	William Schuyler
Tracy Barnes	Walter Crayton Jr	William Taylor
Tracy Kruse	Walter House	William "Bill" Boddie Sr.
Travis Allen	Walter Manning	William Cook
Travis Moser	Walter O'Berry, DDS	Williams David
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Victor Mancini	William Boddie	Wood Gibbs
Victoria Brown	William Corey	Woody Harrison
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Vivan Hackett	William Hill	
W Douglas Starr	William Hodges	

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Moore Marketing & Advertising	Pink Hill
Mosley Design Group	Ricci Law Firm PA
Mosquito Authority Of Eastern NC	Rose and Rose, DDS, P.A.
Nash Building Systems Inc.	Sanders Ford
Nash Community College	Servpro
Nicholas B. & Lucy Mayo Boddie Foundation	SIA Group
Onslow Co United Way	SMC Home Finance
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Piggly Wiggly of Farmville	Super Flame Gas Company
Pitt County Board Of Education	Tabitha M Devisconti Trust
Playtime Installers	Tands, Inc.
Poyner & Spruill	The Eddie And Jo Allison Smith Family Foundation, Inc
Practicon, Inc	The Nottingham Company
Precision Moulding & Woodworks	Thomas M Gingrich Insurance Agency
Property Sales, Inc	Trader Construction Company
Providence Bank	Triangle Chemical Company
Ray Properties	Triple-R Electric

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Truist

Walmart Corporate Giving

Ward And Smith, P.A.

Watson Electrical Const Co LLC

Whichard Insurance Agency

Wilco Landworks

Wilson Overhead Door

Looking Ahead

As we look toward the upcoming year, East Carolina Council's marketing efforts will continue to build on momentum, focusing on growth, visibility, and engagement throughout Eastern North Carolina.

Our strategic priorities include:

- **Enhancing digital outreach** – expanding our social media presence, integrating more video content, and improving engagement analytics.
- **Increasing community visibility** – partnering with local businesses, media outlets, and civic organizations to tell Scouting's story.
- **Showcasing signature programs** – highlighting Camp Boddie, Pamlico Sea Base, and year-round district activities through consistent storytelling and visual branding.
- **Boosting recruitment campaigns** – creating dynamic materials and digital campaigns that appeal to new families and youth audiences.
- **Strengthening volunteer communication** – optimizing newsletters, leader updates, and internal channels for clarity and connection.
- **Supporting fundraising efforts** – promoting events like the Oyster Roast and Distinguished Citizen Award Dinners with cohesive messaging and design.
- **Maintaining brand consistency** – ensuring all print, digital, and event materials reflect Scouting America's identity and the values of our council.
- **Leveraging data-driven insights** – using metrics from digital platforms and campaigns to refine strategies and measure impact.

Through these goals, East Carolina Council will continue to grow awareness, strengthen community relationships, and celebrate the positive impact Scouting has across our 20 counties.

Acknowledgements and Support

The East Carolina Council extends our deepest gratitude to the individuals, families, businesses, and community partners who make Scouting possible across Eastern North Carolina.

- **Our Volunteers & Leaders** – thank you for your tireless dedication, mentorship, and commitment to shaping the next generation of leaders.
- **Our Donors & Sponsors** – your generous support fuels our programs, camps, and community outreach efforts year-round.
- **Our Scouts & Families** – your enthusiasm, spirit, and participation are the heart of everything we do.
- **Our Community Partners & Media Allies** – from event sponsors to local news outlets, your continued collaboration helps us tell Scouting’s story and expand our reach.
- **Our Staff & Board Members** – your vision, teamwork, and leadership drive the mission forward every day.

Together, we are building stronger communities, inspiring young people to lead with character, and ensuring Scouting remains a positive force across the East Carolina Council for years to come

Thank You for Supporting Our Mission

The East Carolina Council extends our gratitude to every Scout, volunteer, leader, parent, donor, business, and community partner who contributed to our impact over the past year. Your dedication empowers young people to lead with character, serve with integrity, and explore the world with confidence.



Prepared. Inspired. Moving Forward—Together.

Scouting  **America.**
East Carolina Council