



2018 National Order of the Arrow Conference

**Merchandising and Running a Trading Post:
Keeping it Consistent**

Session Length: 45 Minutes

Through this session, you will:

Explain This cell explores the historical history and of branding in modern business opportunities and how this impacts your OA lodge today. A detailed discussion will take you through some important consideration in promoting your lodge image.

Demonstrate We will demonstrate historical brands, some of which are still used today.

Guide We review International and National brands, Boy Scout brands, OA brands and High Adventure Bases brands.

Enable In “The Brand Identification Game”, we will view brands to see if guests will recognize them.

Learning Outcomes: [create a brief list of what participants should take away with them]

- Understand the use brand in historical and modern time.
- Understand why we need brands and use of modern brands and focus on the Goldfish test in Branding, i.e.: the first 7 seconds to grab attention.
- Use branding information in develop you Lodge patches.

Theme Connection:

The theme of NOAC 2018 is “Decide Your Destiny,” emphasizing the message that today’s decisions shape tomorrow’s reality. This session will relay this theme in the following ways:

- This theme will allow lodges to form the new and exciting patches.
- Promote Ordeal Membership, Unit Elections and other Lodge Events

This session will help the Lodge with the Journey to Excellence Requirement(s): Requirement 7

Required Materials: [tailor specifically for this session after the syllabus is done, e.g. handouts, flipcharts, projector, screen]

- PowerPoint handouts
- PowerPoint presentation
- Flipchart as a backup.
- Computer and extension cord
- Projection access and cords



NOAC 2018 TRAINING COMMITTEE
ORDER OF THE ARROW



TRAINER PREPARATION

The presenter of this session should be an experience Lodge member with knowledge of Trading Post Management. He should be able to use this syllabus simply as taking points and be able to pick it up and speak extemporaneously about the topics covered in a short amount of time with little or no preparation required.

1. Review the outline
2. Prepare the computer and projector

Session Narrative

Trainer Instructions: If at any time the trainer should perform an action (play a video clip, ask prompting questions, etc.) type the directions into boxes like this. Simply copy this box and paste wherever needed throughout the lesson plan, replacing this text with your own material.

Introduction

5 minutes

Trainer Introductions
Attendee's introductions

This cell explores the historical history and of branding in modern business opportunities and how this impacts your OA lodge today

You will be introduced to:

10 minutes

1. We will demonstrate historical brands, some of which are still used today.
2. This history of branding goes back for centuries. The Old West
3. We will walk through history to modern times and talk about what makes a good brand and finish with "The Brand Identification Game".



Brand Design

10 minutes

We will focus on the Goldfish test in Branding, i.e.: the first 7 seconds to grab attention.

- 1 Logo,
- 2 Fonts,
- 3 Color,
4. Pattern and Texture.

We will finish up with “The Brand Identification Game”

Brand Guidelines

10 minutes

- . We will review:
 - BSA Style Guide
 - Order of the Arrow Style Guide
 - Army’s West Point Academy Style Guide

Additional topics as needed

10 minutes

Q & A

Review various Lodges Flaps and Patches.

Takeaway Challenge

3 minutes

Each one of you should go back to your lodges and work with your Finance Committee and Patch Design Committee to incorporate what you have learned here to better your Lodges image.

Please take out your notebook and pen. For the final three minutes, write down three key ideas related to this session that you could help improve the way your chapter or looks

Appendix: Resources and Source Material

[Insert materials as appropriate, for example:]

- 2016 Guide to Unit Elections, available online at <http://www.oa-bsa.org/pages/content/guide-to-unit-elections>
- 2012 Guide for Officers and Advisers, available online at <http://www.oa-bsa.org/pages/content/publications#goa>



- 2008 Lodge Finance Manual, available online at <http://www.oa-bsa.org/pages/content/publications#lfm>
- Chapter Journey to Excellence Workbook, available online at <http://www.oa-bsa.org/pages/content/printable-forms>
- [or whatever materials are relevant for participants in your session]