

June 12, 2025

To: Scout Executive Selection Committee
Gateway Area Council
2600 Quarry Rd
La Crosse, WI 54601

Dear Members of the Scout Executive Selection Committee,

It is with great enthusiasm and absolute confidence that I write this letter of recommendation for **Bill Lawrence**, who is a candidate for Scout Executive of the Gateway Area Council. I have had the privilege of knowing and working alongside Bill in multiple capacities, including as his **Wood Badge Course Director**, and more recently through our collaboration in **District Operations and ScoutReach**. In every setting, Bill exemplifies the highest ideals of Scouting and brings a rare blend of **visionary leadership, passionate service, and operational excellence**.

Bill's resume speaks volumes. Over the course of **26 years** and across **seven councils**, he has been a proven driver of growth, quality, and innovation. As **Assistant Scout Executive of Tidewater Council**, he led the council to three consecutive years of membership growth—an achievement realized by only a handful of councils nationwide. His leadership helped increase Friends of Scouting revenue by 36%, and he oversaw the formation of 15 new units in a single year.

However, beyond the numbers, what truly sets Bill apart is his **heart for youth**, especially those in **under-resourced communities**. His work in **ScoutReach** is both strategic and deeply personal. Together, we have built and sustained impactful programming that now serves 14 units and over 230 youth. Bill brings both **organizational strength and genuine compassion** to this effort—he doesn't just build programs, he builds **opportunity and belonging**.

Having observed Bill through Wood Badge, I can also attest to his character and leadership style. He is **highly organized, values-driven, and deeply collaborative**. He led with distinction during the course and demonstrated a clear commitment to lifelong learning and servant leadership—qualities that are essential for a successful Scout Executive.

Bill is more than a seasoned professional—he is a Scouter in every fiber of his being. His wife Christa is an Assistant Scoutmaster and a key leader in ScoutReach. His son is an Eagle Scout and his daughter is a rising Star Scout. Scouting is not just Bill's career; it's his family's way of life.

In short, I give Bill Lawrence my **highest recommendation**. The Gateway Area Council would be fortunate to gain a Scout Executive of his caliber, experience, and integrity. He will bring steady leadership, inclusive growth, and renewed energy to your council's future.

Please feel free to contact me if I can provide any additional insights.

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Yours in Scouting,

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