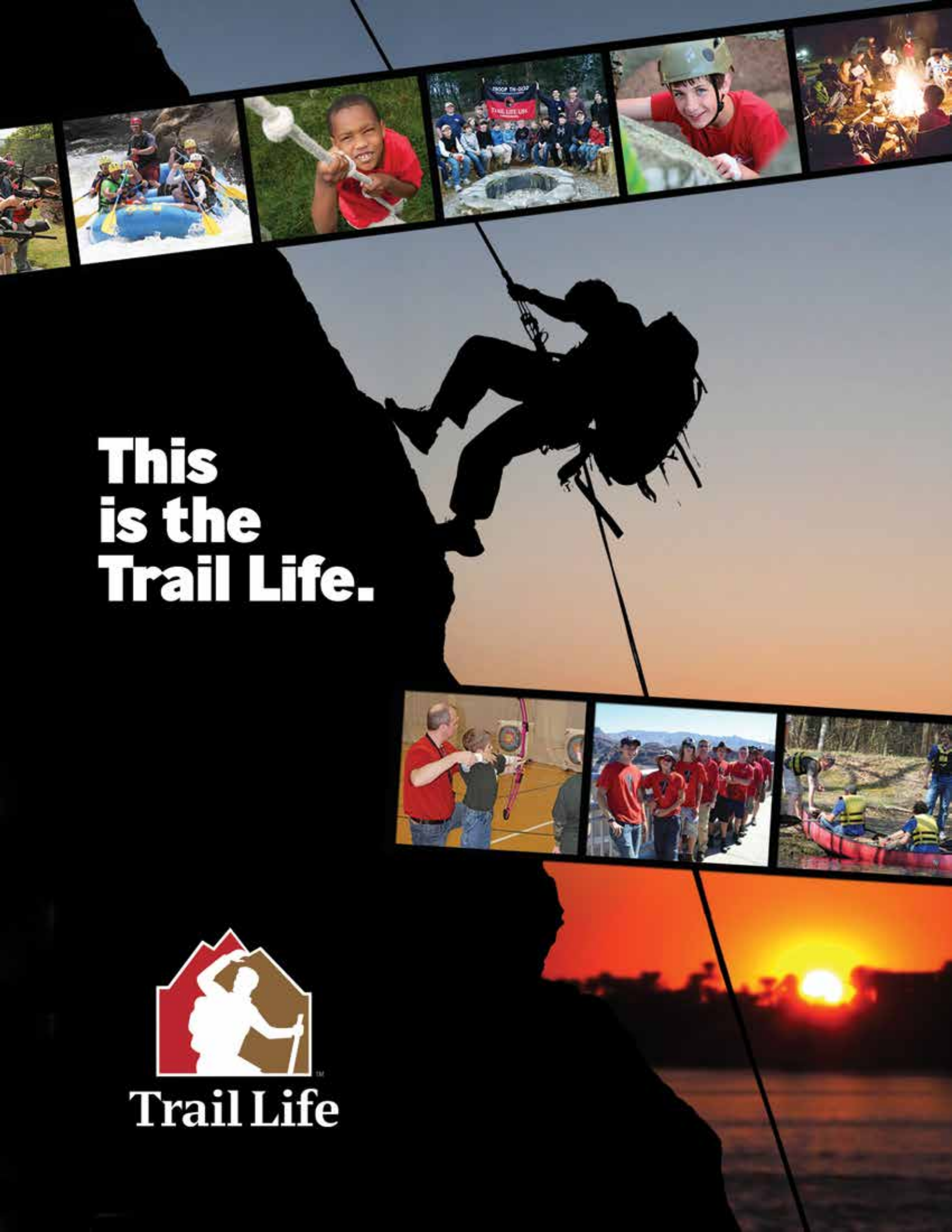


**This
is the
Trail Life.**



Trail Life



NEWS WORTHY TRAIL LIFE USA®

QUOTE WORTHY TRAIL LIFE USA®

WALK WORTHY TRAIL LIFE USA®



Trail Life USA is the premier national Christ-centered, boy-focused, adventure, character, and leadership program for young men. Launched on January 1, 2014, it has grown to over 25,000 members and over 750 Troops across the nation. The K-12 program centers on outdoor experiences that build a young man's skills. A robust awards program provides motivation for him to grow on a personal level to become a role model and leader among his peers. Living the Trail Life is a journey established on timeless values derived from the Bible.

VISION >> *Our vision is to be the premier national character development organization for young men which produces Godly and responsible husbands, fathers, and citizens.*

MISSION >> *Our mission is to guide generations of courageous young men to honor God, lead with integrity, serve others, and experience outdoor adventure.*

MOTTO >>

◀ WALK WORTHY ▶

Colossians 1:10 "... that you may walk worthy of the Lord, fully pleasing Him, being fruitful in every good work and increasing in the knowledge of God;..."

OATH >>

*On my honor, I will do my best
To serve God and my country;
To respect authority;
To be a good steward of creation;
And to treat others as I want to be treated.*

For more information, photos, etc., Contact: Media@TrailLifeUSA.com

Website: www.TrailLifeUSA.com Facebook: facebook.com/TrailLifeUSA Twitter: [@TrailLifeUSA](https://twitter.com/TrailLifeUSA)



Mark Hancock
CEO, Trail Life USA

Mark Hancock began his career founding a national advertising agency and running it for fifteen years. His conversion to Christ led him into ministry as a Youth and College Pastor, Associate Pastor, Homeless Ministry Director and Global Event Director for an international ministry, organizing events on five continents.

He holds two Masters Degrees in the Mental Health Counseling field, having spent a number of years in private practice, and has taught at secular and Christian colleges. Mark has been a guest on numerous radio and television programs including: Fox Nation's Starnes Country, Family Life Radio, and James Dobson's Family Talk Program. In 2017, Mark was named to the American Family Association's '40 Faithful'. An author, award-winning writer, and conference speaker, he serves as Chief Executive Officer of Trail Life USA and lives near Greenville, SC with his wife of over 30 years. They have two sons.

QUOTE WORTHY TRAIL LIFE USA®



"Trail Life USA is a great outdoor adventure program for boys and young men."

– Dr. James Dobson
Psychologist & Author,
Host of Family Talk, Founder of
Focus on the Family



"When so many are falling by the wayside, I thank God Trail Life USA is committed to training up the next generation."

– Ronnie Floyd
Former SBC President

"I am in the Marine Corps, so I have camped many times, but this was the first time I got to take my two boys out. They had a blast! I'm glad the program made me focus on being with them for a day, it has become our man time."

– Trail Life Father

"Sin tore our family's world apart and I wound up a single parent just as the oldest boys were approaching the ages where they needed the guidance only a man could bring . . . Since becoming a part of Trail Life less than one year ago, my sons have grown and God has shown us over and over how He can provide and make up for the things we cannot manage ourselves."

– Trail Life Mother



"Trail Life USA will be transformative for millions of young men over coming generations."

– Mike Huckabee
Minister, Commentator,
Former Governor of Arkansas



"Trail Life USA is one of the most important organizations in modern American history. An organization that teaches young boys how to Walk Worthy."

– Todd Starnes
Radio and Television
Commentator and Author

"Trail Life USA provides an opportunity to spend time with my son in an environment that is going to train him up to be a Godly man of character and instill all those values I want in him without having to really think about it."

– Trail Life Father

"Trail Life USA is a place my son can connect with other boys his age and connect with other godly men. A place to learn from example and lead by example."

– Trail Life Mother



"Trail Life USA is a tremendous opportunity to teach Biblical Manhood in the community."

– Josh Culbertson
Senior Pastor Holly Ridge
Baptist Church, Simpsonville, SC



"Trail Life USA is a great Christian organization that helps develop character and leadership in boys and young men."

– Franklin Graham
CEO Samaritan's Purse

"Next to being a follower of Christ, if I want to have a marker on my identity, I can't think of anything higher than to be a Freedom Rangeman."

– Wendell Williams – Troopmaster/PointMan



"Trail Life USA is a phenomenal scouting alternative. Billed as a 'Christian Outdoor Adventure, Character, and Leadership Program for boys and young men,' the organization is rapidly expanding into all fifty states. If you have a son of a scouting age, I strongly recommend that you check them out.

- Jim Daly, President, Focus on the Family



"I think you're going to see organizations like Trail Life USA flourish in helping young boys make that important transition (to manhood), especially now in our culture today when so many young men are growing up without fathers."

- Tony Perkins, President, The Family Research Council and Host of Washington Watch

"I'm extremely grateful for Trail Life USA and the impact it makes on families. Very thankful to be a part of it, to watch my boys (and husband) grow in their faith and friendships. It is quite different from Dad cheering on the sidelines, although that's great too. It is real ministry to the hearts of parents searching to find a way to connect with their boys that they would not have had otherwise." - Trail Life Mother

"I can look back at all that the Lord has done in the life of my son. His four years of servant leadership with Trail Life USA have helped make him into the strong leader that he is today. He has learned that it is through service that one leads. He begins his college career with an incredible set of life skills because of his time at Trail Life." - Trail Life Mother



"I commend individuals and churches to investigate Trail Life ... it is an absolutely wonderful scouting program."

- Dr. Harry L. Reeder III - Senior Pastor Briarwood Presbyterian Church



"We think Trail Life USA is a great way for boys and dads (and boys without dads!) to connect with God through outdoor adventure and grow in character, and leadership."

- Benham Brothers, Authors, Speakers, Serial Entrepreneurs



"There are too few places these days where boys can be boys, and be formed into responsible manhood...how can the church fill the gap here in the mentoring and shaping of young men? One group worth mentioning is Trail Life USA, 'a Christ-centered outdoor adventure, leadership, and character development ministry."

- John Stonestreet - President, The Chuck Colson Center and Co-Host of the Breakpoint Radio Program

"The things we want as parents for our kids - we don't always get to see ... we want them to be godly, to be responsible, and to be men of high character. Because of the Trail Life USA program we've been actually able to see it happen." - Trail Life Father



Trail Life



Appeared on Fox News Website
October 20, 2017



However much some may wish it were otherwise, the reality is that males and females are fundamentally different in many ways – physically, emotionally and in their relationships. Pretending otherwise in the name of progress or permissiveness might be culturally acceptable, but it does both sexes a disservice.



Trail Life

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Boy Scouts of America Should Let Boys be Boys

by Mark Hancock, CEO of Trail Life USA

Do the leaders of the Boy Scouts of America understand the first word of their organization's name?

With its recent announcement that it will admit girls, the Boy Scouts organization has not simply shown a profound disregard for its admirable roots. It has further abandoned boys to a culture that values them less and less.

Dressed in the language of equality and fairness, the move by the Boy Scouts may seem harmless enough. But I believe it's unhelpful at best and damaging at worst – to both boys and girls.

However much some may wish it were otherwise, the reality is that males and females are fundamentally different in many ways – physically, emotionally and in their relationships. Pretending otherwise in the name of progress or permissiveness might be culturally acceptable, but it does both sexes a disservice.

One of those differences, in most cases, is the way boys and girls learn. Girls are more likely to do well in the quiet control of a classroom, while boys squirm and struggle.

Daring, action and competition – potential strengths that rival focus, reflection, and consensus – are qualities that need to be fostered and filtered. Boys know that rough-and-tumble play – like playing with squirt guns and laser tag – does just that. Restrictions on this are alienating and downplay the natural tendencies of boys.

Boys need strong male role models. They also need a place for adventure and opportunities to test themselves in pursuit of awards that challenge and channel their innate drive and daring. In this way they can be helped to grow into men of true strength, real character, and genuine conviction – not Hollywood's distorted version of manhood.

Sadly, the Boy Scouts appear to have bought into the idea that rather than being something to be celebrated and championed, boyhood is something to be watered down. They are discounting a historically male-focused experience that made presidents, astronauts and leaders of mere men. Indeed, making the inclusivity announcement on the International Day of the Girl Child could be considered the ultimate put-down.

Don't misunderstand: I'm not inferring that girls are lesser or inferior. The Boy Scouts message is actually that boys are lesser and inferior because their uniqueness needs to be denied rather than directed, stifled rather than strengthened.

While I'm clarifying something, let me also emphasize that my conviction that we must provide space for "boys to be boys" does not mean I'm advocating a breeding ground for a future generation of sexual predators.

Indeed, I believe one of the main reasons we see the sort of indefensible behavior by men in power – like the actions Harvey Weinstein is accused of – is a lack of the kind of mentoring and coaching that models true manhood.

I'm talking about instilling in today's boys a culture of respect, honor and integrity. Properly guided, the drive and daring tendencies in boys will lead them to become the determined, focused, winning men of tomorrow who appreciate the uniqueness and dignity of women.

You don't have to look too far to see that at every level of society we are losing ground in areas as basic as kindness, self-control, respect, honor and purity. These should be taught and modeled for boys in an atmosphere designed for their unique temperament under the tutelage of men with the mettle to guide, alongside their peers.

Robert Baden-Powell would not now recognize the organization he founded in 1910. But while the Boy Scouts may have lost their way, they are not alone. They are just another group favoring trendy political correctness over time-honored principled convictions.

The results of all this are sadly too evident when it comes to our sons. Boys are losing out in any number of categories, from heightened special education involvement and ADHD diagnoses to lower high school rankings and college attendance.

While my dismay at the Boy Scouts decision centers on what this means for boys, I am also concerned about its impact on girls. What's bad for the gander is equally bad for the goose.

Girls, though wired differently, equally need an environment that caters to their unique traits and qualities. You can't deliver a program at a character-changing level with any real effectiveness in the same style to two different types of learners.

As Baden-Powell observed: "Girls should ... take a real and not a visionary share in the welfare of the nation."

But they shouldn't be squeezed into a Boy Scout uniform.

One size does not fit all.

Taken From:

By DAVID CRARY
Oct. 12, 2017

**It is more important
than ever that ...
boys can be boys
and their natural
talents and
tendencies can be
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aged and developed
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It's Boy Scouts vs. Girl Scouts as BSA moves to admit girls

NEW YORK (AP) — Boy Scouts and Girl Scouts pledge to be friendly and helpful. But their parent organizations may find that promise hard to keep as they head into a potentially bitter competition triggered by the Boy Scouts of America's dramatic move to admit girls throughout its ranks.

The BSA's initiative, announced Wednesday, has already chilled what had been a mostly cordial relationship between the two youth groups since the Girl Scouts of the USA was founded in 1912, two years after the Boy Scouts.

"We have always existed in a space with competitors," the Girl Scout's chief customer officer, Lisa Margosian, said Thursday in an interview. "What happened yesterday is that we have another new competitor."

Rather than altering its message, Margosian said, the Girl Scouts will "double down" with a commitment to empowering girls.

"We believe strongly in the importance of the all-girl, girl-led and girl-friendly environment that Girl Scouts provides," the GSUSA said, describing itself as "the best girl leadership organization in the world."

The Boy Scouts' official announcement of their new plan made no mention of the Girl Scouts, although BSA board Chairman Randall Stephenson said girls should have the chance to benefit from his organization's "outstanding leadership development programs."

The BSA's chief scout executive, Michael Surbaugh, said in an interview that the Girl Scouts offered "great programs" but argued that many parents viewed the two sets of programs as significantly different and wanted the option of choosing between them for their daughters.

Under the Boy Scouts' new plan, Cub Scout dens — the smallest unit — will be single-gender, either all-boys or all-girls. The larger Cub Scout packs will have the option to remain single gender or welcome both genders. A program for older girls — mirroring the Boy Scout curriculum — is expected to start in 2019 and will enable girls to earn the coveted rank of Eagle Scout.

The new challenge from the Boy Scouts is only the latest in a string of difficulties faced by the Girl Scouts over the past 15 years. There was a wrenching realignment in 2006-2009 that slashed the number of local councils from 312 to 112. There have been layoffs at many councils and at the national headquarters as the organization grappled with a large deficit . . . Charles Garcia, a new member of Girl Scouts' national board . . . wrote in the Huffington Post. "The Boy Scouts' house is on fire . . . BSA's senior management wants to add an accelerant to the house fire by recruiting girls."

Both the Boy Scouts and Girl Scouts have experienced sharp drops in membership in recent years. Both organizations have also faced competition from conservative Christian youth groups, including American Heritage Girls and Trail Life USA.

Those groups said the Boy Scouts' new initiative would not weaken their commitment to single-sex programming.

"As gender blurring only increases, it is more important than ever that someone provides a safe environment where boys can be boys, and where their natural talents and tendencies can be affirmed, encouraged and developed by men who can offer a positive

role model," said Mark Hancock, the CEO of Trail Life USA.

<https://apnews.com/244f0c4be64a4eb-79370c5bf6b6830f4>



Mark Hancock
CEO, Trail Life USA

Taken From:



October 11, 2017

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As gender blurring only increases, it is more important than ever that someone provides a safe environment where boys can be boys, and where their natural talents and tendencies can be affirmed, encouraged and developed by men who can offer a positive role model

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Boy Scouts gender controversy: Upstate outdoor adventure group to remain 'a place where boys can be boys'



BELTON, S.C.— The leader of a national outdoor adventure program aiming to help develop men of character has reassured member-families and supporters that it will remain "a place where boys can be boys."

Trail Life USA CEO Mark Hancock made the pledge in the wake of the announcement by the Boys Scouts of America that it will begin admitting girls next year.

Trail Life USA's Christian-based leadership and development program will continue to serve boys and young men exclusively, Hancock said.

"As gender blurring only increases, it is more important than ever that someone provides a safe environment where boys can be boys, and where their natural talents and tendencies can be affirmed, encouraged and developed by men who can offer a positive role model," he stated.



Mark Hancock
 CEO, Trail Life USA

Since it was founded in 2013, Trail Life USA has been embraced enthusiastically by families seeking a faith-based nurture and activity program based on traditional values. Today there are almost 30,000 members in almost 750 troops across 48 states.

Ignoring the essential differences between boys and girls does both sexes a disservice, Hancock said. "Increasingly, however, it seems that boys are being singled out and told that their natural traits and characteristics are somehow wrong or need to

be corrected," Hancock said. "We believe that, properly encouraged and nurtured by good role models, what makes a boy a boy is good, for the individual and for society."

Blurring gender distinctions has made life "very confusing" for boys, Hancock said, noting that boys are far more likely than girls to be in special education or to have been diagnosed with ADHD.

"Many parents are concerned that their children are raised according to time-honored truths and needs," said Hancock. "I can assure that we have no intention of following the lead of the Boys Scouts of America. We will continue to offer a place where the wildness and the natural tendencies of boys can be encouraged and shaped, for their good and for the good of society."

Typically chartered by local churches, Trail Life USA troops offer a K-12 program centered on outdoor experiences that build young men's skills and help them grow on a personal level and as role models and leaders for their peers.

Hancock advised parents looking for a similar opportunity for their daughters to consider Trail Life USA's sister organization, American Heritage Girls (<https://www.americanheritagegirls.org>). With more than 43,000 members in 50 states, the movement offers "the same sort of gender-appropriate, values-based environment for growth as we do," he said.



September 20-21, 2017

"Let Boys be Boys"

Trail Life CEO, Mark Hancock, has radio interview with Dr. James Dobson concerning specifically-male opportunities for boys.



Protect your boys and girls from those who seek to confuse them about their sexual identity.

DR. JAMES DOBSON



The "Tame the Boy" approach has had a horrible effect.

MARK HANCOCK



Trail Life USA CEO Mark Hancock recently spent some time with Dr. James Dobson, talking about the importance of providing Christ-centered adventure, character, leadership, and specifically-male opportunities for boys. This subject is dear to both men.

Listen in on the two-day FamilyTalk broadcast and hear why it's so important to let boys be boys.



Photo from earlier interview in 2014

Day One: "Tools of the Trail: Raising Adventurous Boys I"

<http://www.drjamesdobson.org/Broadcasts/Broadcast?i=4a933694-3b39-4973-a826-dc67010e4a35>

Day Two: "Tools of the Trail: The Path to Manhood 2"

<http://www.drjamesdobson.org/Broadcasts/Broadcast?i=b88b5cfc-e9af-45e2-adfe-7dclb-f5a9ae0>



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Taken From:

afaJournal

July-August 2017

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Mark Hancock

[Trail Life CEO] is listed with James Dobson, Michael Farris, and Patti Garabay as defenders of God's First Institution - the Family - as part of the American Family Association's (AFA) list of the "40 Faithful."

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Boys' Christian Adventure Program CEO Spotlighted for Championing 'Morality and Uprightness'

Trail Life USA cited by national family values organization for creating different option to Boy Scouts

BELTON, S.C.—The CEO of a flourishing outdoor adventure program, Trail Life USA, has been spotlighted by a national organization for helping develop character in thousands of boys and young men.

Mark Hancock is listed with James Dobson, Michael Farris, and Patti Garabay as defenders of God's First Institution - the Family - as part of the American Family Association's (AFA) list of the "40 Faithful."

Trail Life USA was launched in 2013 to offer a Christian-based outdoor adventure program developing character and leadership. More than 720 troops already have been formed in 48 states, with a total membership of more than 26,000.

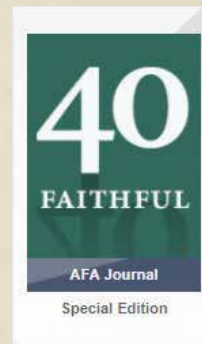
The 40th anniversary issue of AFA Journal applauds Hancock for providing an alternative to parents after the Boy Scouts of America changed its participation criteria. Trail Life USA "stands for morality and uprightness as rooted in Christian teaching," it says, "making a point to teach young boys not only how to be upstanding moral men, but also about the truth of the gospel of Christ."



**Mark Hancock
CEO, Trail Life USA**

and college pastor, and running a private counseling practice. Before that, he found-

ed and directed a successful national advertising agency for 15 years. Married with two sons, he lives in Belton, S.C., where Trail Life is headquartered.



"It is a great honor for Trail Life to be recognized by the American Family Association," said Hancock. "AFA has done a great deal to stand for and defend Christian values in our country. As an organization based on timeless values from the Bible, we are grateful for their belief in and support of what we are seeking to do."

Through troops chartered primarily by local churches, Trail Life offers a K-12 program centered on outdoor adventure experiences that build young men's skills, and character and leadership opportunities that help them grow on a personal level and as role models and leaders for their peers.

In listing Hancock among its "40 Faithful," AFA Journal notes that "among its core values, Trail Life is first Christ-centered," and points to the organization's other core values, which include "dealing with courage, family values, servanthood, and more."

Hancock and the others in the list are "simply men and women faithful to follow Christ," the publication adds, "to be salt and light in the areas they've been called to address... any issue that has an impact on the family."

Founded in 1977 by the Rev. Donald Wildmon, the AFA is based in Tupelo, Miss.

<https://afajournal.org/past-issues/2017/july-august/gods-first-institution/>

Taken From:

THE BLAZE

Billy Hallowell
Monday, February 2, 2015

“

There are many differences in our programs, but the most significant is our commitment to traditional conservative values while they appear to be abandoning theirs. Maybe there is a message there.

”



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Alternative Scouting Group's CEO Reveals His Group's Secret to Success – and the Message He Believes It Should Send to the Boy Scouts

Trail Life USA, the faith-based organization founded as an alternative to the Boy Scouts of America following the Scouts' 2013 decision to adopt a new policy allowing openly gay youths to join, has experienced monumental growth over the past year.

The new organization, which has already attracted 20,000 members in its short 12-month lifespan, describes itself as an “adventure, character, and leadership movement for young men” — one that aligns itself with traditional Christian and conservative values.

And Trail Life USA CEO Mark Hancock revealed to TheBlaze last week what he believes has been his organization's secret to success: refusing to value “popularity over principle.”

“The seeds of [Trail Life USA] were planted over a number of years as there was a general sense that BSA was abandoning its traditional values,” Hancock said. “The May 2013 decision to allow open and avowed homosexual youth against the wishes of a majority of members could be seen as the catalyst that caused hundreds of volunteers to get serious about creating an alternative.”



Mark Hancock
CEO, Trail Life USA

So, Hancock and others came together to create Trail Life USA, a “truly grassroots effort” involving 1,200 men and women from 44 states who participated in its launch.

With scores of young members who now make up 538 troops in 48 states — and nearly 300 additional troops on a waiting list — Hancock said that the growth has come only from word-of-mouth advertising, noting that Trail Life USA “had no solid number projections” at its inception and could only guess about how much it would grow without waging a massive and strategic marketing campaign.

“We simply set ourselves toward creating the best program and character, leadership and development program we could with the resources we had, the lions-share of those being hundreds of volunteers,” he said. “We had a deep-gut sense, though, that there was a hunger for what we would be offering.”

Troops generally join Trail Life USA by being chartered through non-profit organizations — typically churches — that have statements of faith that align with the scouting organization's mission.

While some might expect Hancock and Trail Life USA to be aggressively anti-Boy Scout, the CEO told TheBlaze that he actually honors the or-

ganization's legacy.

“We can only hope to have such an impact on the future of our country,” he said. “But we don't expect to get there by lowering our expectations or by valuing popularity over principle. I believe we would encourage them to stand strong on the principles that made them exceptional.”

Hancock added that the Boy Scouts have lost members over the past year, with recent reports corroborating that the group has experienced a youth decline of 7.4 percent. That said, the Boy Scouts' official membership was still 2.4 million boys in 2014 (down from 2.6 million in 2013), which is obviously substantially higher than Trail Life USA's current 20,000 — but Hancock said that he sees a pattern emerging.

“I suppose one could conclude that our growth, though small in comparison to the huge numbers of BSA members, is significant when placed alongside their loss of membership in the same year,” he said. “You can't blame their loss on boys losing an interest in the outdoors or parents losing interest in pursuing excellence for their sons, because we are growing on those emphases.”

He added, “There are many differences in our programs, but the most significant is our commitment to traditional conservative values while they appear to be abandoning theirs. Maybe there is a message there.”

While 50 percent of Trail Life USA's members are former Boy Scouts members, many are new to the scouting world, as Hancock said that the group's emergence energized churches that had never been a part of scouting to suddenly charter a group and join in.

“It's entirely possible that it wasn't outdoor adventure that was causing the [Boy Scouts'] decades-long decline, it was their departure from the values that had made them exceptional,” Hancock said.

One of the more recent developments was the donation by the Boys Home of the South of a 127-acre camp in Greenville, South Carolina, as well as a seven-figure endowment to manage the property — land that the organization can use as it grows in its size and scope.

Hancock said that year two will involve growing and developing program offerings, training volunteers and expanding relationships with charter organizations. Find out more about Trail Life USA here.

Taken From:

**WORLD
MAGAZINE**

Warren Cole Smith
September 7, 2013

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**Our vision will be
to become the
premier national
character develop-
ment organization
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A New Direction



More than 1,200 people from 44 states gathered for the inaugural meeting of Trail Life USA in Nashville, Tennessee

NASHVILLE, Tenn.—More than 1,200 people from 44 states are gathering this weekend in Music City for the inaugural meeting of Trail Life USA, a new group that hopes to be a Christian alternative for the Boy Scouts of America. Organizers say Trail Life USA will be an outdoor scouting-like program designed for boys ages 5-17 that will focus on adventure, character, and leadership.

"We're here to honor the legacy of the Boy Scouts of America," said radio personality Bill Bunkley, master of ceremonies for the event. "But now, quite frankly, we are called in a new direction."

This meeting is the culmination of intense planning that began just over two months ago when a steering committee gathered in Louisville, Ky., to discuss the feasibility of starting a new organization after the Boy Scouts of America (BSA) changed its membership policy in May to allow openly homosexual youth to participate in its program. Since then, the new group has created a constitution and bylaws, a logo, and other organizing documents and procedures.

According to Mark Hancock, vice chairman of the board and the convention's host, said, "For this to happen in 68 days, that doesn't happen by the power of men."

John Stemberger, chairman of the board of directors for the new group, said in his opening address he would deal with what he called "the proverbial elephant in the room," the relationship between Trail Life USA and BSA.

"First of all, we're not an anti-BSA organization," Stemberger said. "We're not an anti-anything organization. We honor the legacy of the Boy Scouts of America and the contributions it has made to us and our families. The men and boys we have left behind are not our opponents. They are our brothers and our friends. I encourage you to interact with them with charity and good faith."

He added, though, "Many of us feel anger and betrayal." Stemberger said charity requires him to "continue to expose the real dangers and risks that the [BSA's] new membership policy poses to boys. Real men value integrity above institutions."

He said Trail Life USA would be open to boys of all religious faiths, but it would be an explicitly Christian organization.

"Adults must sign a statement of faith and submit to a background check," Stemberger said. "We will have a strong outdoor component, and ranks from the Boy Scouts will be transferable."

The top award in Trail Life USA, the equivalent to the BSA's Eagle Award, would be the Freedom Award.

"Our vision will be to become the premier national character development organization for young men," Stemberger said, "which produces godly and responsible husbands, fathers, and citizens."

https://world.wng.org/2013/09/a_new_direction

The Taken From:
Washington
Times

Cheryl Wetzstein
Saturday, September 7, 2013

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**"Trail" refers to a
pathway and
being outdoors,
but also symbolizes
the passage of life,
where there are
moral choices, and
right and wrong
paths.**

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Boy Scout Alternative, Trail Life USA, Launches 'Premier' Christian Group For Boys

Leaders of newly announced Trail Life USA said they expect it to become a "premier" Christian organization for boys and young men when it starts fully running in the new year.

Some 1,200 people attended the group's national inaugural convention in Nashville, Tenn., which ended Saturday with a prayerful call for volunteers and donations.

Trail Life USA's goal is to counter the "moral free fall" of the nation, and "raise a generation of faithful husbands, fathers, citizens, and leader," organizers said. Its other mission is to provide a robust, Christ-centered alternative to the Boy Scouts of America.

At the opening session, John Stemberger, chairman of the board of Trail Life USA, teased the crowd that he would not be surprised if there were "spies" from Grapevine, Texas - BSA's home base - in the audience.



John Stemberger
Chairman of the Board,
Trail Life USA

That would make sense, since everyone from supporters to the curious want to know what's being planned, he said, adding that Trail Life USA will not be "anti-BSA." The conference's theme was "Honoring the Legacy, Raising the Standard."

Trail Life USA's name, drawn from more than 300 options, was carefully vetted and is intended not to be political or controversial, organizers said.

"Trail" refers to a pathway and being outdoors, but also symbolizes the passage of life, where there are moral choices, and right and wrong paths, said Mr. Stemberger.

"Our whole life is about the trail, both in the outdoors and in the journey of life as believers," he said. "So Trail Life is a way of life that is centered on following Christ in the outdoors."

Organizers also unveiled the new Trail Life USA logo: It features a circle with a sun, mountaintops, with a path, and a male figure with a hand extended over his head beckoning others to follow.

Watchwords of the new organization are "adventure, character, and leadership," and "walk worthy."

The genesis of the new group was the BSA leadership's closely watched decision in May to change its membership policy and admit youth regardless of their sexual orientation or sexual preference.

In contrast, Trail Life USA will be inclusive of boys, regardless of religion, race, national origin or socioeconomic status, and accept boys who are experiencing same-sex attractions or gender confusion.

However, it will not admit youth who are open or avowed about their homosexuality, and it will not admit boys who are not "biologically male" or boys who wish to dress and act like girls.

Adult leaders of Trail Life USA will be Christians who sign a statement of faith and submit to background checks. Both boys and adults will be required to adhere to a code of conduct.

On Saturday, the attendees - many of whom have or had a connection to the BSA - hammered out details about the new organization. They ended the

conference by presenting their organizations sign - a right hand held up - and oath to do one's duty to God and country and serve and love others.

The goal is to "become the premier organization that honors God and builds some great men," said Mark Hancock, one of the board members. People from 44 states, including Hawaii and Alaska, attended the convention, he added.

<http://www.washingtontimes.com/news/2013/sep/7/boyscout-alternative-trail-life-usa-launches-premier/>



Trail Life™



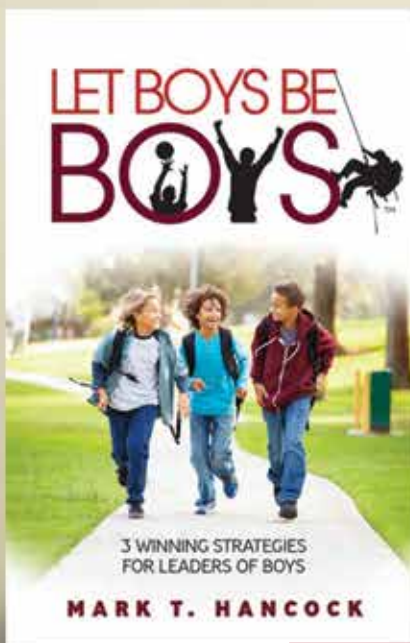
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5 CRITICAL NEEDS OF BOYS

Boys are getting a tough break. It seems everywhere a boy goes he is being told to sit still, be quiet, and behave like the girls. But properly channeled and intentionally challenged, the exuberance, drive and daring of healthy boys is exactly what's responsible for much of what is right with society. The need for boy-specific activities and mentoring that provides challenge and reward has never been greater! If we fail this generation, it won't be because we over-challenged them. It will be because we under-challenged them.

In "5 Critical Needs of Boys," Mark Hancock outlines the unique challenges facing boys today and shares 5 essentials mentors and parents can provide to help a boy grow to become a godly man.

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LET BOYS BE BOYS

Boys and Girls are different. "As leaders of boys in schools, homeschooled, churches, and youth organizations, we must recognize and affirm their unique strengths and challenges. We are positioned to instill the principles and character traits that can prepare boys to become courageous, successful, focused men. But will we?" How can we successfully engage and disciple boys? If your attempts look anything like a typical classroom or Sunday school class, you are fighting a losing battle. Boys aren't defective, they are different and to engage and disciple them effectively, we must Let Boys be Boys!

Discover three winning strategies from Counselor and Author Mark T. Hancock to engage and guide the next generation of young men to honor God, lead with integrity, and serve others.

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Trail Life

Our mission is to guide generations of courageous young men to honor God, lead with integrity, serve others, and experience outdoor adventure.

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