

## EASTERN REGION SECTION 7

# ANNUAL REPORT

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Prepared by  
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Section Chief

**Aidan Dong**  
Senior CVC



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# LETTER FROM THE CHIEF

## Preston Kunkle

EASTERN REGION SECTION 7

Greetings Arrowmen,

My experience as Section Chief has been truly remarkable and I appreciate all of the effort that has gone into making this year successful.

A central focus of my term has been to emphasize that Section Officers serve the Section throughout the year, not just at Conclave, even if that is when we are most visible. To further that effort I have worked with other Section officers, advisors, CVCs, and lodge chiefs to support lodges and improve section operations. This has included a revitalization of our Section training conference, regular meetings with lodge leadership, and a lodge issues roundtable. In addition to yearlong programming we have also worked on improving communications. This includes a renewed effort to increase social media engagement through short-form video content as well as an overall increase in social media presence.

I have also worked to amplify the voices of Arrowmen in the Section by expressing common concerns over changes to the induction process. I have brought these concerns to the highest levels of National Leadership.

My work as the Section Chief this past year has brought me to 24 events, over the course of 44 nights and 11,338 miles of travel. This has given me the remarkable opportunity to connect with Arrowmen across the Section and the Region. I hope the following report will underscore our success this past year and what we can accomplish in the future.

In Brotherhood,

*Preston Kunkle*



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SectionE7



[SectionE7](#)

# TRAVEL & REPRESENTATION

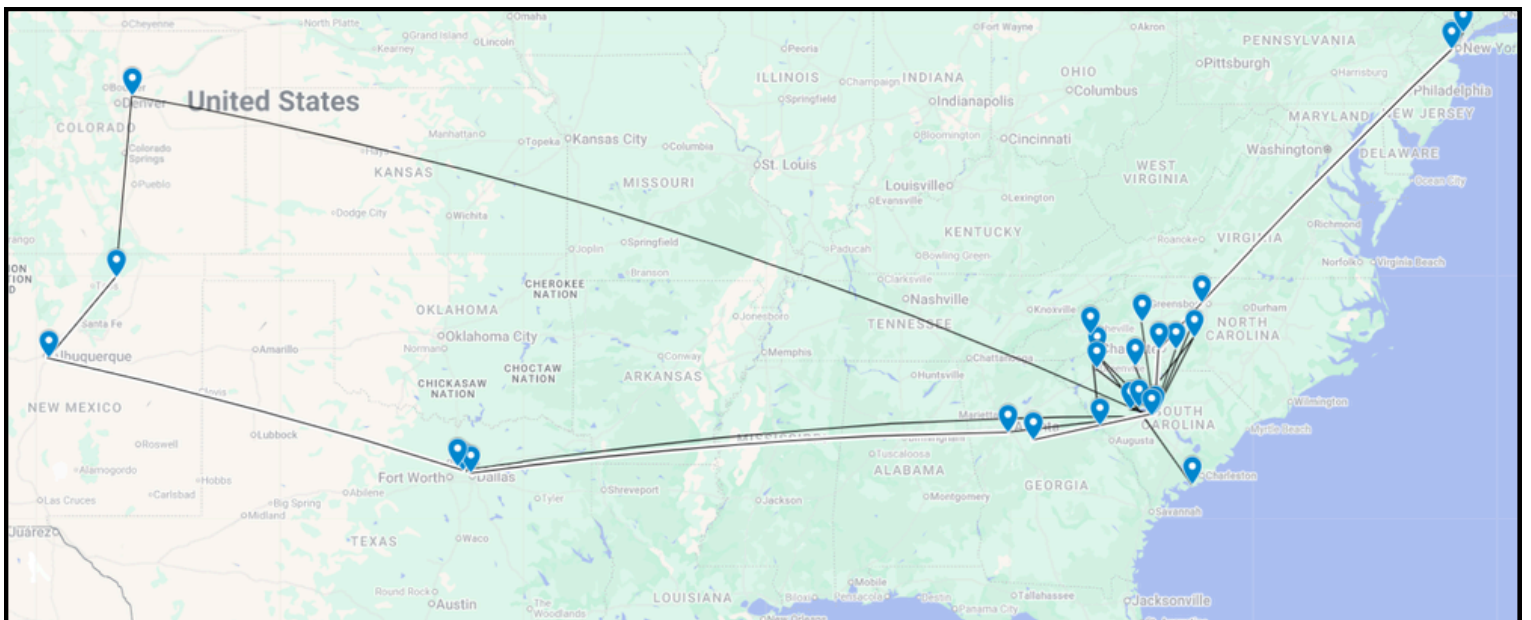
During the 2025-2026 term, traveling to connect with and represent the Arrowmen of E7 at the section, region, and national levels was a key priority. Each officer spent considerable time to ensure that they could attend events where they could interact with and learn about the experience of Arrowmen in Section E7.

## INDIVIDUAL SUMMARIES



### PRESTON

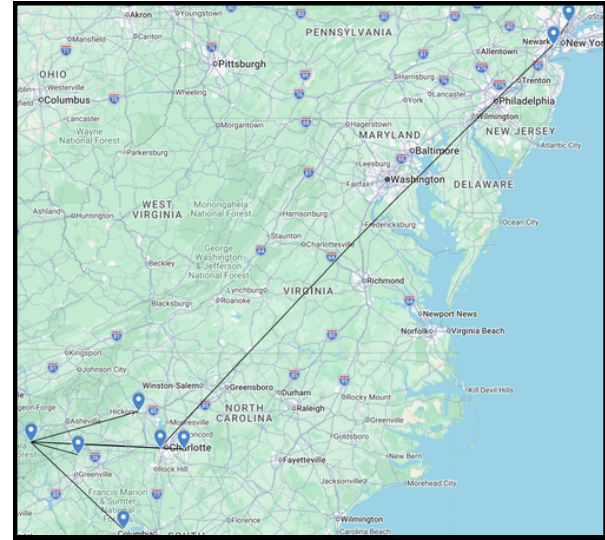
**MILES TRAVELED: 11,338**  
**EVENTS ATTENDED: 24**  
**NIGHTS SPENT: 44**





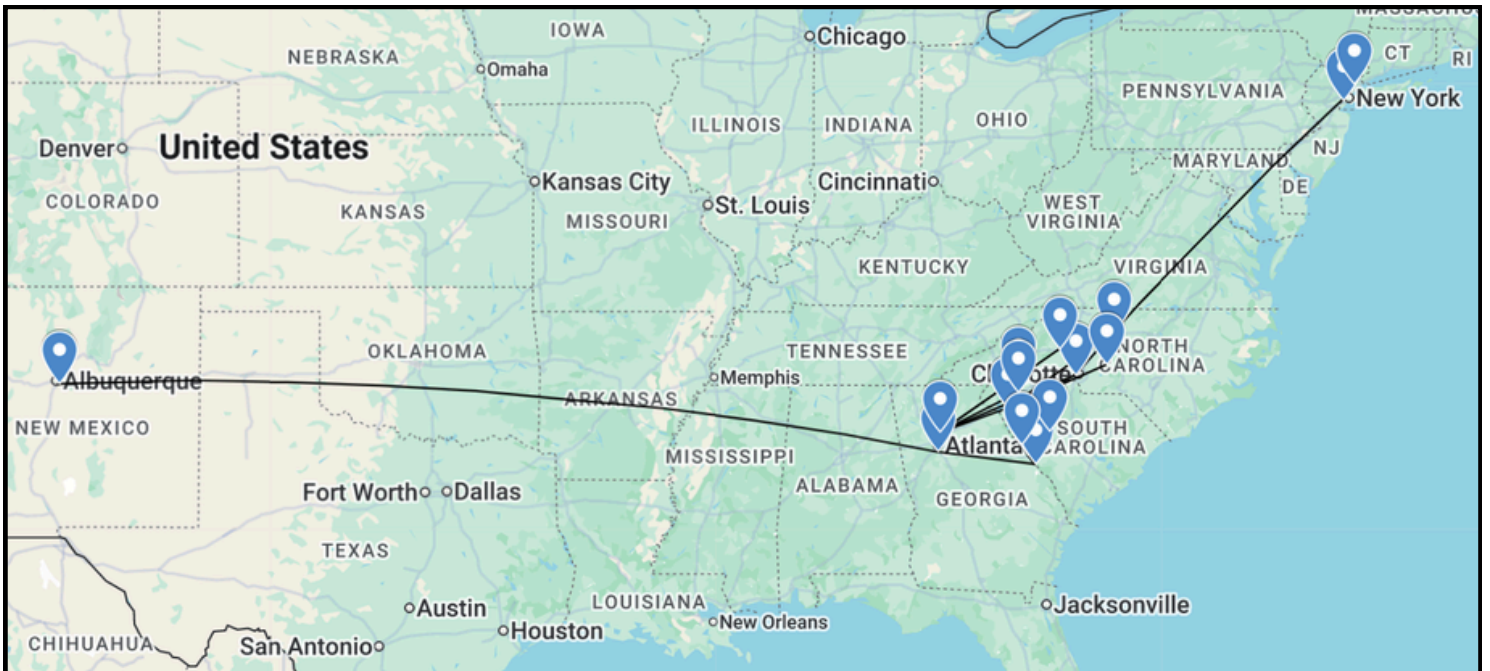
**ABI**

**MILES TRAVELED: 2,790**  
**EVENTS ATTENDED: 6**  
**NIGHTS SPENT: 9**



**MADDIE**

**MILES TRAVELED: 6,735**  
**EVENTS ATTENDED: 11**  
**NIGHTS SPENT: 19**



# TRAVEL & REPRESENTATION

## INDIVIDUAL SUMMARIES

### TOTAL DISTANCE TRAVELED

→ 20,863 MILES

### TOTAL NIGHTS SPENT

→ 72

### TOTAL EVENTS ATTENDED

→ 24

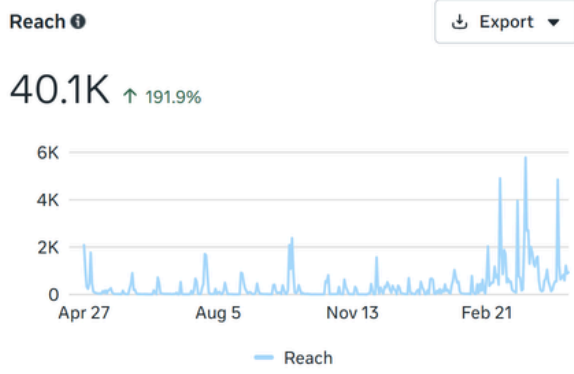


# COMMUNICATION & OUTREACH

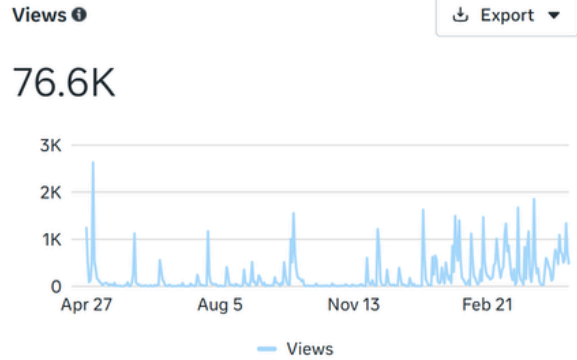
This year, communication and growing the section’s outreach has been a core objective. In order to more effectively reach previously unengaged Arrowmen, we have sought to partner with Lodge Chiefs in the communication effort thorough joint social media posts and providing pre-made email templates.

We have also significantly strengthened our presence on Instagram and Facebook. Through the use of consistent branding and bolstering our use of short form video content, the section has seen unprecedented levels of success in reaching Arrowmen thorough mediums that they are most familiar with.

## INSTAGRAM ENGAGEMENT



## FACEBOOK ENGAGEMENT



## INSTAGRAM CONTENT

90 POSTS  
 276 STORIES ↑ +46.9% (YoY)

## FACEBOOK CONTENT

84 POSTS ↑ +23.5% (YoY)

## INSTAGRAM FOLLOWERS

1,470

# LODGE SUPPORT & ADVOCACY

## NATIVE AMERICAN TRANSITION

Following the September 2024 AIA National Policy announcement and the 2025 Cornerstone Conclave, Section Chief Preston Kunkle recognized the large burden that lodges would take on to secure formal agreements with American Indian tribes needed to continue American Indian Activities. To aid in this process, former Section Chief Caleb Mulholland and former AIA CVC Lincoln Shirey were appointed as Native American Transition Coordinators and were made available to lodges as a built-in consultant on AIA issues.



## INDUCTIONS CHANGES ADVOCACY

As he traveled to various lodge events across the section, the Section Chief and other officers heard numerous concerns about the proposed inductions experience that was piloted at the 2025 National Council of Chiefs. These concerns were echoed by Lodge Chiefs at the September Council of Chiefs meeting, indicating that the views of the Arrowmen of Section E7 needed to be communicated. As a result, Section Chief Preston Kunkle established a working group of three other Eastern Region Section Chiefs and a former Section Chief/National Inductions Subcommittee member to author a 12-page position paper assessing the merits of the proposed inductions experience. This paper and its findings were presented to a Vice Chair of the National Order of the Arrow Committee and distributed to a total of 6 committee members, demonstrating section leadership's dedication to amplifying the voices of E7 at the highest levels of the Order of the Arrow.

### **Position Paper: Assessing the Merits and Implementation of the 2025 Proposed Inductions Experience Changes**

#### **Introduction**

At the National Council of Chiefs, Lodge and Section leaders in attendance at Philmont Scout Ranch were given a preview of the newly proposed Inductions Experience. This new induction experience was presented as a ceremony and overall program that would "more closely bind new members to the ideals of Brotherhood, Cheerfulness, and Service that have united Arrowmen for over 110 years." In reality, the proposed induction experience accomplishes the opposite. It dismantles time-tested traditions developed over the course of the Order's history, eliminates important tests and lessons that the Ordeal has taught millions of Arrowmen, cheapens those that remain, and ultimately betrays the promise every Arrowman makes with Allowat Sakima during the Ordeal ceremony to "observe and preserve the traditions of the Order of the Arrow."

#### **The Ordeal and its Instructional Purpose**

The tests of the Ordeal have a long and well-established history. While not every test was present at Treasure Island during the first ceremony, they developed quickly and deliberately, and have served as the anchor of the Ordeal experience to the present day. Each challenge candidates undertake during the Ordeal is intentionally designed to teach a specific virtue—one that the Order expects every Arrowman to carry forward beyond the induction itself.

#### **Tests of the Ordeal**

##### **The Night Alone — self-reliance, courage, and steadfastness**

"All your strength will be required when you face the isolation that a leader often faces. So, alone beneath the heavens, sleep tonight apart from others. Be you steadfast as the Polestar: self-reliant, undiscouraged."  
— Kichikinet

##### **The Pledge of Silence — reflection and inner guidance**

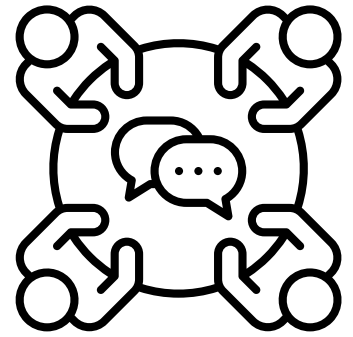
<sup>1</sup>Order of the Arrow, Scouting America to OA Membership, "Update on Reimagining the Inductions Experience," Email, November 12, 2025.  
<sup>2</sup>Order of the Arrow, Scouting America, Ceremony for the Ordeal (Living, TX: Scouting America, 2022), 10.

# LODGE SUPPORT & ADVOCACY

## LODGE CHIEF ROUNDTABLE

At the beginning of the new year in 2026, the section began holding monthly virtual meetings with Lodge Chiefs and Advisers to discuss Conclave promotion and to offer updates from the section (e.g. National Planning Meeting proceedings, Induction Experience updates).

On our March meeting, the Section Chief convened a roundtable of Lodge Chiefs to discuss Membership Retention, Membership Growth, Brotherhood Conversion, and Activation. These topics were selected based on the Performance Measurement Program (PMP) data compiled by the Section. Here, lodge leaders exchanged ideas about how to improve in these areas and shared best practices that can be implemented section wide.



## PERFORMANCE MEASUREMENT PROGRAM DATA ANALYSIS

In order to best understand the current position and status of lodges regarding vital statistics measured in the Performance Measurement Program (PMP), the section created an archival database spreadsheet that allows for easy retrieval of lodge performance data, comparison between years and lodges, and understanding of year-over-year (YoY) changes.

This is a tool that section and lodge leadership will be able to use in the future to better understand where lodges are excelling and when they need help. This data analysis tool was used to decide what topics would be discussed at the March Lodge Issues Roundtable.

Section E7 PMP Tracking Raw Data Table						
Year	Lodge	Criterion	Thriving Requirement	High Performing Requirement	Value	Status
023	Bob White	1. Unit Elections	50%	90%	76%	Thriving
023	Bob White	2. Induction Rate	60%	90%	92%	High Performing
023	Bob White	3. Activation	20%	50%	100%	High Performing
023	Bob White	4. Membership Retention	45%	70%	77%	High Performing
023	Bob White	5. Membership Growth	1	4,00%	151, 161	High Performing
023	Bob White	6. Lodge Event Participation	8%	17%	20%	High Performing
023	Bob White	7. Brotherhood Completion	30%	50%	88%	High Performing
023	Bob White	8. Contribution to Council	\$7.00	\$25.00	\$7.25	Thriving
023	Bob White	9. Council Service (Hours)	5	13	5.06	Thriving
023	Bob White	10. Leadership Development	3%	11%	15%	High Performing
023	Muscogee	1. Unit Elections	50%	90%	91%	High Performing
023	Muscogee	2. Induction Rate	60%	90%	74%	Thriving
023	Muscogee	3. Activation	20%	50%	52%	High Performing
023	Muscogee	4. Membership Retention	45%	70%	75%	High Performing
023	Muscogee	5. Membership Growth	1	4%	195, 270	High Performing
023	Muscogee	6. Lodge Event Participation	8%	17%	30%	High Performing
023	Muscogee	7. Brotherhood Completion	30%	50%	56%	High Performing
023	Muscogee	8. Contribution to Council	7	25	\$25.43	High Performing
023	Muscogee	9. Council Service (Hours)	5	13	7.87	Thriving
023	Muscogee	10. Leadership Development	3%	11%	18%	High Performing
023	Tsali	1. Unit Elections	50%	90%	100%	High Performing
023	Tsali	2. Induction Rate	60%	90%	100%	High Performing
023	Tsali	3. Activation	20%	50%	57%	High Performing
023	Tsali	4. Membership Retention	45%	70%	36%	Needs Improvement
023	Tsali	5. Membership Growth	1	4%	137, 65	Needs Improvement
023	Tsali	6. Lodge Event Participation	8%	17%	23%	High Performing
023	Tsali	7. Brotherhood Completion	30%	50%	48%	Thriving
023	Tsali	8. Contribution to Council	7	25	\$26.32	High Performing
023	Tsali	9. Council Service (Hours)	5	13	15.68	High Performing
023	Tsali	10. Leadership Development	3%	11%	29%	High Performing
023	Atta Kulla Kulla	1. Unit Elections	50%	90%		Needs Improvement
023	Atta Kulla Kulla	2. Induction Rate	60%	90%		Needs Improvement
023	Atta Kulla Kulla	3. Activation	20%	50%		Needs Improvement
023	Atta Kulla Kulla	4. Membership Retention	45%	70%		Needs Improvement
023	Atta Kulla Kulla	5. Membership Growth	1	4%		#VALUE!
023	Atta Kulla Kulla	6. Lodge Event Participation	8%	17%		Needs Improvement
023	Atta Kulla Kulla	7. Brotherhood Completion	30%	50%		Needs Improvement
023	Atta Kulla Kulla	8. Contribution to Council	7	25		Needs Improvement

# SECTION TRAINING CONFERENCE AND COC TRANSPARENCY

## SECTION TRAINING CONFERENCE

This year the Section held a revitalized Section Leadership Conference at Camp Barstow, the theme of which was FLAME: Forging Leaders and Mentoring Excellence. Rather than offering only one “track” of training sessions, the Section offered nearly twice as many classes as would typically be available and allowed participants to attend sessions that fit their lodge’s leadership needs. These sessions were organized to target different areas of lodge leadership such as administration, finance, or communications. The conference hosted a number of guest trainers, including Section Officers from Georgia and Alabama. This created a conference that was much more tailored to attendees needs.



## Council of Chiefs Transparency

The Section took great effort to increase transparency and streamline the process of the Conclave Proposal Approval at the Council of Chiefs. This included making the full proposed guidelines available a week ahead of the Council for comment, as well as one-on-one discussions between Section leadership and each lodge delegation to rectify any concerns.



# CONCLAVE PROGRAM IMPROVEMENTS

## ATTENDANCE IMPROVEMENTS

The Cornerstone Conclave is the marquee event hosted by the section annually. Thus, increasing attendance at this event is a key priority. This year, **Section E7** has achieved the **highest participation rate of any previous Conclave since the transition from SR-5 to E7**. Since last year, we have increased our participation rate by 11.57% and our overall number of registrations by almost 40%. These improvements set us up well to reach our pre-COVID attendance levels over the coming few years.

Year	Weekend Attendees	Section Membership	Participation Rate (Weekend)
2026	749	2500	29.96%
2025	539	2900	18.59%
2024	688	3046	22.59%
2023	684	2,998	22.82%
2022	482	3029	15.91%



### REGISTRATIONS (25→26)

↑ +38.961%

### PARTICIPATION RATE CHANGE

↑ +11.57%

## COST REDUCTION FOR ATTENDEES

As the premiere Section event of the year, it is vital that the Cornerstone Conclave is a financially accessible event for all Arrowmen. This year the Section has worked alongside the Service Lodge to reduce the cost to attend Conclave down to a base fee of \$50 (not including lodge imposed fees), the lowest base fee since 2020.

Year	Base Cost
2026	\$50
2025	\$55
2024	\$65



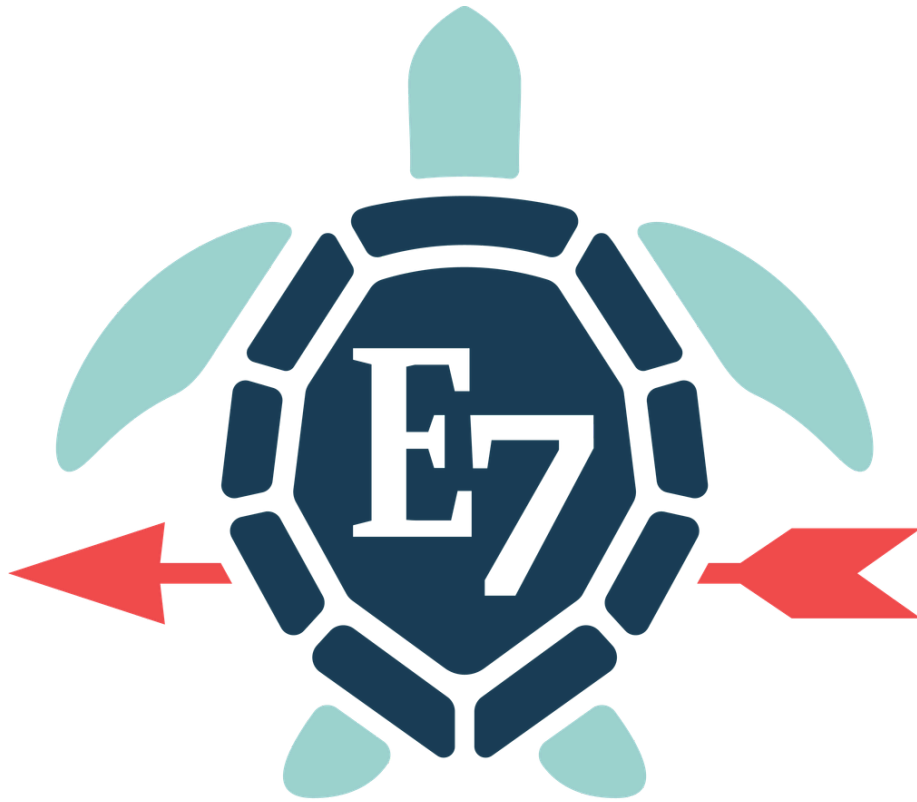
## CORNERSTON CONCLAVE APP

This year the Section has developed and implemented a Conclave App to provide information quickly to attendees. This process has been in collaboration with the National Technology team to facilitate publication and represents the Sections ongoing commitment to communication both prior to and during events. This innovation has already been seen at National events such as the National Order of the Arrow Conference (NOAC), National Jamboree, and the National Council of Chiefs (NCOAC) and places the Section at the forefront of modernizing communications methods.



## EXPO

Last year's Expo has been revitalized by setting times to reduce conflict with training, allowing Arrowmen to still focus on learning new skills at Conclave while also participating in this exciting program area. Lodges, as well as a greater number of outside vendors, are now taking part in the reimagined Expo. This year's event also includes a memorabilia museum, patch auction, and food truck, facilitated by the Section. These improvements to the Expo have brought us closer to its inspiration, the 2024 NOAC Boulder Bash and the 2022 NOAC Ignite Festival.



# SECTION E7

*Order of the Arrow*