

To Whom It May Concern

From: Kevin Ferrell, Director and Treasurer, San Francisco Bay Area Council

Date: July 30, 2013

Subject: Recommendation of Frank Yoke

Frank Yoke makes things happen. Frank Yoke gets things done. Frank knows what he's doing. Frank is exceptionally dedicated, a tireless professional, completely trustworthy, absolutely reliable. Frank conducts himself with integrity, commitment, and a sense of humor. During his tenure at the San Francisco Bay Area Council (SFBAC), he worked most effectively with a series of Executive Directors and with the Council's Directors and volunteers. This is one of those situations where if you are seeking to fill your Council's Scout Executive position and Frank applies for it, you jump at the opportunity and call your search successfully concluded. He is fully prepared and capable of performing the Scout Executive role at a high level.

I am an Eagle Scout. I have been a Director of the SFBAC for about eighteen years, the Treasurer and a member of the Executive Committee for the past twelve years. I also serve or have served as the Chairman of the Council's Friends of Scouting Campaign, on the Finance Committee, the Audit Committee, and the Investment Committee, in addition to numerous special committees. In these capacities, I worked closely with Frank on many of the roles, issues and challenges which have faced BSA Councils over the last decade. SFBAC is ranked among the top 10% of all BSA Councils in the nation with solid financials, growing traditional membership, record camp attendance, excellent programmatic offerings, and a full complement of adult volunteers at all levels. SFBAC has been rated a Gold Council for the past two years. It was not always so, particularly as the Council has faced the challenges of a very bad economy which for many families still continues. With Frank playing a leading role, SFBAC was able to respond effectively, not just countering the recession-caused loss of revenue and support, but actually growing and diversifying revenues, thereby positioning the Council to achieve its current top level of service and performance. While at SFBAC, Frank was directly responsible for significantly growing Friends of Scouting; Special Events—including establishing and developing the Council's very successful Distinguished Citizens Dinner; and major gifts, including multi-million dollar capital gifts. As CFO of SFBAC, Frank presided over balanced budgets, tight controls, and clean audits

Retired now, I was formerly CFO of a Fortune 50 Corporation, President of a major bank, head of global investment management, head of corporate banking, and Treasurer. In those roles, I recruited, developed and worked with hundreds of executives, and I believe I have at least some ability to distinguish an A level executive from a B or C level. In my estimation, Frank is in the A level category. I know that my view is shared by several of the other SFBAC Directors whose professional experiences are similar to mine.

Should you wish to contact me regarding Frank's candidacy for Scout Executive in your Council, I would welcome your telephone call at 415-613-9373.

