

# PARENT ORIENTATION GUIDE



## **Congratulations on becoming a Scouting Family!**

Take these first steps to ensure that your family gets the most out of Scouting:

1. Complete a Youth Application.
2. Know your Cubmaster and the best way to contact him or her.
3. Ask your Cubmaster about the uniform, handbook, Scoutbook, and how you can get involved. Scouting is a family activity, and we want you to enjoy it with your child!

**Welcome to Scouting. Your adventure starts now!**



GREATER ST. LOUIS AREA COUNCIL  
BOY SCOUTS OF AMERICA

## ▷ Your Pack Information



GREATER ST. LOUIS  
AREA COUNCIL  
BOY SCOUTS OF AMERICA

Pack # \_\_\_\_\_

Den Leader \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Meeting Times \_\_\_\_\_

District Name \_\_\_\_\_

### Scout Life Magazine

Scout Life Magazine is full of wholesome, educational, entertaining stories and valuable information. It's also available by downloading the app and online.

## ▷ Your Council Information

### BSA Outfitters/Metro East

5205 N. Illinois St.  
Fairview Heights, IL 62208  
(618) 234-9111  
M-F, 10am-6pm, Sat, 10am-3pm

### Central Illinois Service Center

262 W. Prairie Ave.  
Decatur, IL 62523  
(217) 429-2326  
M-F, 8:30am-5pm

### MacArthur Service Center

4568 West Pine Blvd  
St. Louis, MO 63108  
(314) 361-0600  
M-F, 9am-5pm

### Ritter Service Center

3000 Gordonville Road  
Cape Girardeau, MO 63703  
(573) 335-3346  
M-F, 9:30am-4:30pm

### Southern Illinois Service Center

803 E. Herrin St.  
Herrin, IL 62948  
(618) 942-4863  
M-F, 9:30am-4:30pm

### For more information and resources, visit

[www.stlbsa.org](http://www.stlbsa.org) (Local)  
[www.scouting.org](http://www.scouting.org) (National)

### Share the Scouting Adventure!

Share the memories you make with your Scout on Facebook, Instagram, or Twitter by using **#ScoutsStandOut**



[Facebook.com/stlbsa](https://www.facebook.com/stlbsa)



[Instagram.com/stlbsa](https://www.instagram.com/stlbsa)



[Twitter.com/stlbsa](https://www.twitter.com/stlbsa)



## ➤ How Cub Scouting Works

The mission of the Boy Scouts of America is to prepare young people to make ethical and moral choices over their lifetimes by instilling in them the values of the Scout Oath and Law.

- Your child is a member of a **DEN**, consisting of 5-8 children, similar in age who typically meet once a week with a Den Leader, usually a parent.
- All of the **DENS** (*Scouts from grades K-5*) make up the **PACK**.
- The **PACK** meets once a month with the Cubmaster, with all the other **DENS** in attendance. At the **PACK** meeting, you will have fun activities and have the opportunity to engage with other **DENS**.
- Your **PACK** is part of the **Greater St. Louis Area Council, Boy Scouts of America**, which serves over 26,000 youth and families in southeast Missouri, southern Illinois, central Illinois and St. Louis metropolitan areas.

### Scout Oath



*On my honor, I will do my best to do my duty to God and my country and to obey the Scout Law; To help other people at all times; To keep myself physically strong, mentally awake and morally straight.*

### Scout Law

*A Scout Is...*

<i>Trustworthy</i>	<i>Obedient</i>
<i>Loyal</i>	<i>Cheerful</i>
<i>Helpful</i>	<i>Thrifty</i>
<i>Friendly</i>	<i>Brave</i>
<i>Courteous</i>	<i>Clean</i>
<i>Kind</i>	<i>Reverent</i>

Cub Scouts



Lion:  
Kindergarten



Tiger:  
Age 7/1st



Wolf:  
Age 8/2nd



Bear:  
Age 9/3rd



Webeles:  
Age 10-11



Arrow of Light:  
5th Grade



## ➤ Scouting Results

**56,  
407**

In 2020, local Scouts officially recorded **56,407 service hours**, helping communities in the Greater St. Louis Area Council.



Scouts are more likely than non-scouts to hold a **leadership position at their place of work or in the community**.



Long term Scouts are nearly twice as likely as non-scouts to **graduate from college**.



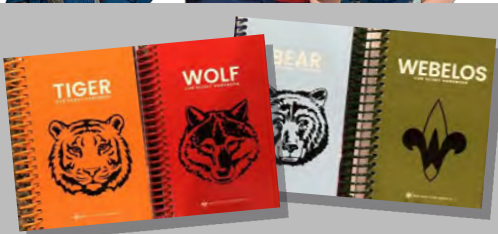
Scouts are more likely to be active in a group that works to **protect the environment** than non-scouts.

## ➤ Cub Scout Uniforms & Scout Handbooks



The Cub Scout uniform is an important part of being a Cub Scout. The official uniform should be worn to den meetings, pack meetings, and any special Scouting activities.

The Lion Cub Scouts uniform includes a blue t-shirt with the Lion logo and optional cap. The official uniform for Tiger, Wolf and Bear Cub Scouts includes the blue Cub Scout pants, shorts or skort and shirt with insignia for your rank. Each rank has its own cap, neckerchief and slide in the rank colors. Each rank will also have a handbook for you and your Scout to work through together.



*Cub Scout handbooks: Lion (Kindergarten, not shown), Tiger (1st grade), Wolf (2nd grade), Bear (3rd grade), and Webelos (4th & 5th grade).*

**Find uniforms, gear and more at  
your local Scout Shop!**

## ▷ Cub Scout Pack Organization



### Pack Committee

The Pack Committee members perform administrative functions for the Cub Scout pack.



### Chartered Organization Representative

The Chartered Organization Representative is the direct contact between the Scouting unit and the chartered organization (typically your church, school or service club).



### Committee Chair

The Committee Chair presides over all Pack Committee meetings. They help recruit adult leaders and lead the pack.



### Cubmaster

The Cubmaster helps plan and carry out the pack program with the help of the Pack Committee. They also emcee the monthly pack meeting and attend the pack leaders' meeting.



### Den Leader

The Den Leader leads the Den at weekly Den and monthly pack meetings. They also attend the monthly pack leaders' meeting.

## ▷ Volunteer with Your Pack



### Choose How You Can Get Involved

Scouting is a family activity that is proven to develop your child's character. By volunteering, you are benefiting your family by spending time with your child and supporting your community. Build your adventure together and watch as your Scout thrives!



You can help out in many ways such as bringing snacks to a pack meeting or holding a position with your pack. Talk to your Cubmaster to see where you can get involved!

***Getting involved is the best way to participate with your child!***



# YOUR SCOUTING PATH

A VISUAL GUIDE TO THE RANKS & WHAT YOU'LL EXPERIENCE

THE REST OF THE RANKS ARE UP TO THE SCOUT TO ACHIEVE ON HIS/HER OWN TIME! THERE'S NO RIGHT APPROACH—EVERY SCOUT IS DIFFERENT.

**FIRST CLASS SCOUT**  
SCOUTS, BSA

**SECOND CLASS SCOUT**  
SCOUTS, BSA

**TENDERFOOT SCOUT**  
SCOUTS, BSA

BEGIN WORKING ON MERIT BADGES IN SUBJECTS SUCH AS ART, ASTRONOMY, CHEMISTRY, GRAPHIC ARTS, ROBOTICS, WELDING...OVER 135 CHOICES!

ADVANCEMENT HAS FOUR STEPS: LEARN, TEST, REVIEW & RECOGNIZE.

**SCOUT**  
ADVANCEMENT ISN'T AGE- OR GRADE-BASED. THE SCOUT PROGRESSES AT HIS/HER OWN PACE.

**WELCOME TO SCOUTS, BSA!**  
(AGE 11, OR IF COMPLETED 5TH GRADE OR ARROW OF LIGHT AWARD)

**PATH TO SUCCESS**

**SCOUTS LEARN:**  
 • SCOUT OATH  
 • SCOUT LAW  
 • CUB SCOUT SIGN  
 • CUB SCOUT MOTTO  
 • CUB SCOUT HANDSHAKE  
 • CUB SCOUT SALUTE

**BOBCAT**  
ALL NEW CUB SCOUTS

**TIGER**  
1ST GRADE (OR AGE 7)

FUN, HANDS-ON ACTIVITIES FOR SCOUTS TO LEARN & GROW WHILE HAVING A GOOD TIME WITH FRIENDS & FAMILY

• TEAM-BUILDING GAMES  
 • NATURE WALKS  
 • PACK CAMPOUT CAMPFIRES  
 • LEARN ABOUT NUTRITION & HEALTHY SNACKS

**LION**  
KINDERGARTEN (5-7 YEARS OLD)

**START**

**W**  
2ND GRADE (OR AGE 7)



**FINISH**

**VENTURING**  
SCOUTS, BSA  
BOYS & GIRLS  
AGES 14-20

**EXPLORING**  
DISCOVER YOUR FUTURE  
SCOUTING'S CAREER  
EXPLORATION PROGRAM

EXPLORING CAREER  
FIELDS INCLUDE AVIATION,  
FIRE/EMS, POLICE,  
HEALTHCARE & MORE!



**EAGLE SCOUT**  
SCOUTS, BSA

EAGLE SCOUTS ARE MORE LIKELY TO BE  
COMMITTED TO LEARNING, AND TO SET  
& ACHIEVE PERSONAL, PROFESSIONAL,  
SPIRITUAL, AND FINANCIAL GOALS.  
-BAYLOR UNIVERSITY STUDY



**RNG**  
IDE OF  
ACTIVITIES  
RIENCE

**STAR SCOUT**  
SCOUTS, BSA

**LIFE SCOUT**  
SCOUTS, BSA

SERVE IN A LEADERSHIP  
ROLE AND TEACH ANOTHER  
SCOUT USING THE  
EDGE TEACHING METHOD.

**TROW OF LIGHT**  
D & 3 ELECTIVE ADVENTURES  
H GRADE (OR AGE 11)

- PLAN A MENU FOR YOUR DEN OR FAMILY
- PARTICIPATE IN A SERVICE OF WORSHIP
- LEARN FIRST AID, HEALTH & FITNESS
- LEARN LEADERSHIP SKILLS & PLAN AN OUTDOOR ACTIVITY

**WEBELOS**  
4TH GRADE  
(OR AGE 10)

SCOUTS WHO ARE MORE ENGAGED IN  
SCOUTING REPORT HIGHER OUTCOMES  
IN KINDNESS, HELPFULNESS, OBEDIENCE &  
CHEERFULNESS THAN NON-SCOUTS  
- TUFTS UNIVERSITY RESEARCH STUDY

- GO FISHING
- LEARN OUTDOOR SKILLS, ABOUT PLANTS & ANIMALS, HOW TO USE TOOLS & WOODWORKING
- LEARN ABOUT SELF SUFFICIENCY & ABOUT HELPING OTHERS.

**OLF**  
GRADE  
(AGE 8)

- ATTEND DAY OR RESIDENT CAMP
- DO COMMUNITY SERVICE PROJECTS WITH YOUR PACK OR FAMILY
- SING SONGS, PERFORM SKITS, GO HIKING, AND MORE ADVENTURES!

**BEAR**  
3RD GRADE  
(OR AGE 9)



# ► Plan Your Scout's Cub Camp Adventures this Summer!

## Did You Know? You Can Attend Summer Camp as:



An Individual

OR



With Your Friends

OR



With Your Den

OR



With Your Pack

### Cub Scout Day Camps

Day Camp is a three to five day adventure for Cub Scouts and siblings. These camps are held at various locations throughout the council in the St. Louis metro area, southeast Missouri, central Illinois and southern Illinois. Each camp offers a slightly unique program schedule, including events like BB guns, archery, wrist rockets, fishing, STEM activities, visits from community experts and much more! Scouts do not spend the night at Day Camps.

### Cub Scout Overnight Camps

Cub Scout Overnight Camp is the best part of your den's year, where you and your Scouts have fun, learn and grow from outdoor programs and adventures. Activities include swimming, boating, STEM, BB guns, archery, fishing, hiking, camping, outdoor skills, nature programs, climbing, campfires and more! No matter which camp you attend, advancement plays an important role, allowing your den to start the program year with several adventures/advancements and awards completed.

### Family Camps

This camp provides Scouts with the opportunity to spend the weekend at one of our camp properties, sharing the fun of the outdoors with mom, dad and Cub Scout-aged siblings. At every Family Camp, meals and tents are provided. Activities include swimming, boating, BB guns, archery, fishing, outdoor skills, campfires and more!

### Camperships

Every child deserves the opportunity to attend summer camp, regardless of financial situation. The council offers several ways for Scouts to earn their way to camp, including popcorn, camp card and coffee fundraisers. For families who need financial assistance, camperships may be awarded to Scouts in need. Contact the council to apply.





## ► Fund Your Scouting Experience

### Popcorn Fundraiser

Every fall, the Greater St. Louis Area Council conducts its annual Popcorn Fundraiser. Not only do packs benefit from selling popcorn, but these sales also benefit the council by funding camperships for Scouts who need financial assistance, events including Cub Launch and Scouting for Food and more. The Popcorn Fundraiser runs September 1–October 25.



### Camp Card Fundraiser

Camp Cards are handy discount cards that offer great deals at your favorite local establishments. There are Camp Cards for different regions of our council—St. Louis metro, southeast Missouri, southern Illinois and central Illinois. Scouts sell the cards for \$5 and the pack keeps \$2.50 profit. Incentives and prizes are available too! Sale runs March 1–April 30. Unsold cards can be returned, so there is no risk to you or the pack!



### Coffee Fundraiser

The Greater St. Louis Area Council will conduct a pilot Coffee Fundraiser in the fall of 2021, running September 21–October 25 and limited to 100 units council-wide. We are offering this opportunity to units that have not participated in the popcorn sale since 2018. If your unit is ineligible to participate in the pilot sale, there will be another opportunity open to all packs March 1–April 30, 2022. Each coffee sale benefits local Scouting as well as each unit participating.

**All product sales information can be found at [stlbsa.org/resources](http://stlbsa.org/resources)**



### Support Local Scouting While Making Everyday Purchases!

Get involved with your Cub Scout pack by helping to support the council with these unique community partnerships. You can help support the council by starting a Facebook birthday fundraiser, shopping on Amazon using Amazon Smile, or requesting an Eagle Scout or Order of the Arrow license plate! All of these are great ways to support scouting that you may already be doing. Find out more at [stlbsa.org/give-now](http://stlbsa.org/give-now)

## ➤ Events & Activities



Throughout the year, the Greater St. Louis Area Council offers many different types of events for your Scout to attend. From Cub Launch, to Day and Summer Camp, there is always something fun for your Scout to participate in. Check out [stlbsa.org/calendar](https://stlbsa.org/calendar) and mark your calendar!



### Shoot-O-Ree

Cub Scouts can choose from BB gun shooting, archery, sling shots, water balloons, rubber band shooters and more at this fun one-day event!



### Fall Fright Fest

A huge Halloween-themed event that is fun and safe for the entire family. Encounter the haunted forest, walk through the pirate ship, explore the fort and more!



### Pinewood Derby

Cub Scouts design and build small wooden cars to race on an inclined track. This is a great opportunity for kids to work with their parents to construct a race car and compete in the race. Check your pack calendar to see when your race is!



### Blue and Gold Banquet

This is a big pack event, usually full of food, skits, and awards! All Scouts join in the celebration and the fun. The Blue and Gold Banquet typically occurs during Scouting Anniversary week in February.



### Camping

Whether you're looking for an incredible summer camp experience or a weekend campout, the Greater St. Louis Area Council offers a variety of summer and year-round programs at our six properties.



### Scouting For Food

What started as an Eagle Scout project by a St. Louis area Scout has grown into one of the largest single-day food drives in the country! Scouts and volunteers distribute bags to homes on Saturday, Nov. 13 and return Saturday, Nov. 20 to collect food donations.

# Cub Launch

Launch your Cub Scout program year by getting outdoors to experience the fun you joined Scouting to have! Dozens of Launch Events will be held throughout the council in September and October. Activities vary at each location, but most include archery, shooting sports, STEM activities and more!

- **September 18:** Camp Warren Levis (Godfrey, IL)
- **September 25:** Centralia, IL and Jackson, MO
- **October 2:** Beaumont Scout Reservation (St. Louis), Rhodes-France Scout Reservation (Pana, IL), Waterloo, IL and Wentzville, MO

*Additional dates and locations available online!*

Bring the whole family! Youth must be at least 5 years old to participate.

\$10 per youth. New Scouts use the promo code **NEWSCOUT21** for \$5 off your registration.

Register at [stlbsa.org/cub-scouts-calendar](http://stlbsa.org/cub-scouts-calendar)



## ➤ Scouting's Commitment to Safety

The safety of our youth, families, volunteers, and staff is the most important part of the Scouting experience. Learning by doing is a hallmark of outdoor education. Scouting offers youth the chance to learn new life skills in a safe, supportive environment that is free from judgment, and where risks are identified and mitigated. Along the way they acquire skills that make them more self-reliant, stronger leaders, and better able to achieve their goals.



The Scouting program, as contained in our handbooks and literature, integrates many safety features. These include everything from guidelines for safe activities to protecting youth from any form of abuse, including bullying.

The Boy Scouts of America has established a multi-tiered youth protection approach focused on volunteer screening, education, clear policies, and training for everyone in the program. The BSA is recognized as having some of the strongest barriers to child abuse found in any youth-serving organization. Just a few of these include: ongoing required youth protection training, a formal volunteer selection process that includes criminal background checks, prohibiting one-on-one contact between adults and youth members, and a volunteer screening database.

To learn more about youth safety in Scouting, visit [stlbsa.org/training](http://stlbsa.org/training) or [scouting.org/health-and-safety](http://scouting.org/health-and-safety).

## Every Scout Deserves a Trained Leader

Scouting is a volunteer-led program and the council has the training and tools to help you along the way. Training will give you fresh ideas, a place to talk to other Scout parents, and the knowledge and information you need to carry out the Scouting program. The required trainings needed to be a Cub Scout Leader are available at [my.scouting.org](http://my.scouting.org). There are numerous online trainings in the BSA Learn Center, referenced below.



We take youth protection very seriously. Youth Protection Training is required for all leaders and for adults accompanying youth at events. Learn more about Youth Protection at [stlbsa.org/training](http://stlbsa.org/training).

### How to complete Youth Protection Training?

- 1.) Visit [my.scouting.org](http://my.scouting.org) and click "create an account." You will receive a temporary ID number to proceed.
- 2.) Once logged in, click the **Youth Protection Training** icon (on the right side) to access the BSA Learn Center.
- 3.) Scroll down and click Youth Protection Training. Click Enroll button then follow the links to start the modules.

**\*Note:** If you are registering as an adult, your BSA Membership ID # will be issued after you complete training and turn in your Adult Application. Print out a copy of your Youth Protection Certificate and turn it in with your Adult Application. When your ID # is issued, enter it into your **My Profile** settings on [my.scouting.org](http://my.scouting.org).



# Scouting is Safer than Ever Before

EFFECTIVE  
**BARRIERS**  
TO ABUSE

MILLIONS OF PARENTS TRUST  
THE BSA TO PROVIDE  
**MEANINGFUL  
PROGRAMMING**  
IN A SAFE ENVIRONMENT

RECOGNIZE  
**RESPOND  
REPORT**  
1-844-SCOUTS1

## Barriers to Abuse

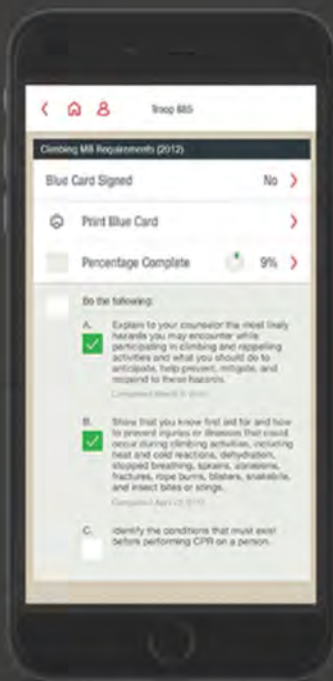
Together, these expert-informed barriers help keep kids safe



Find additional trainings at [my.scouting.org](https://my.scouting.org) and [stlbsa.org/training](https://stlbsa.org/training)

# Tracking the Scouting Experience from Tiger to Eagle Scout

From the first knot tied to final hours of service performed, the Scouting experience is a journey like no other. Scoutbook ensures not a moment is missed - tracking advancement, milestone achievements and all the fun along the way.



SCOUTBOOK.COM

# UNIFORMS



## Greater St. Louis Area Council Scout Shops Supplying the Scouting Adventure



Scan or take a picture of the QR code with your phone for the current Scout Shop hours.

# SAVE 25%

On Uniform Bottoms with Purchase of a Uniform Top

\*Promotional offer valid online and in participating National Scout Shops. Offer valid from 08/02/21 - 10/31/21 11:59 PM EST. Must be purchased together and matching program. Offer valid on Cub Scout, Scouts BSA, and Venturing uniforms. Not valid on previous purchases or wholesale orders. May not be combined with any other offer and cannot be redeemed as cash. Quantities are limited. Offer valid only while supplies last.

Get your uniform, handbook, and essential gear at one of six Scout Shops or our online store. Visit [stlbsa.org/shop](https://stlbsa.org/shop) for locations and hours.

**YOUR ONE-STOP SHOP FOR ALL YOUR SCOUTING NEEDS AND MORE.**

Bring this checklist when you visit your Scout Shop. We'll do the rest!

# Your Uniform Checklist



## UNIFORM

- Lion Short-sleeve T-shirt
- Lion Cap

## Lion

## OPTIONAL UNIFORM BOTTOMS

- Switchbacks®
- Girls' Roll-up Pants
- Girls' Skort
- Shorts

## UNIFORM

- Long-sleeve Shirt
- Short-sleeve Shirt
- Switchbacks®
- Girls' Roll-up Pants
- Girls' Skort
- Shorts
- Cub Scout Rank Cap
- Tiger or Cub Scout Web Belt

## Cub Scouts® – Tiger, Wolf and Bear

- Neckerchief – Tiger, Wolf, or Bear
- Cub Scout Neckerchief Slide
- Cub Scout Socks

## INSIGNIA

- Council Shoulder Patch
- World Crest Emblem
- World Crest Ring
- Pack Numbers (Red)
- Den Number

## UNIFORM

- Boy's Micropoly or Poplin Short/Long-sleeve Shirt
- Girl's Micropoly Short-sleeve Shirt
- Boy's Micropoly or Canvas Switchbacks®
- Girl's Performance Roll-up Pants
- Girl's Performance Shorts

## Webelos®

- Webelos Neckerchief Slide
- Webelos Colors
- Shoulder Loops (Blue)

## INSIGNIA

- Council Shoulder Patch
- Patrol Emblem



- Girl's & Ladies' Performance Skorts\*
- Webelos Cap
- Plaid Neckerchief
- Cub Scout Web Belt
- Scouts BSA Socks

- World Crest Emblem
- World Crest Ring
- Pack Numbers (Red)
- Den Number

## Scouts BSA\*

### UNIFORM

- Boy's & Men's Micropoly, Poplin or Performance Shirts\*
- Ladies' Micropoly, Poplin or Performance Shirts
- Girl's Performance Short-sleeve Shirt
- Boy's & Men's Micropoly or Canvas Switchbacks\*\*
- Boy's & Men's Performance Shorts\*
- Girl's & Ladies' Performance Roll-up Pants\*
- Girl's & Ladies' Performance Shorts\*
- Girl's & Ladies' Performance Skorts\*
- Scouts BSA Cap
- Scouts BSA Web Belt

- Merit Badge Sash
  - Neckerchief
  - Scouts BSA Socks
  - Neckerchief Slide
  - Shoulder Loops (Green)
- ### INSIGNIA
- Council Shoulder Patch
  - Patrol Emblem
  - World Crest Emblem
  - World Crest Ring
  - Troop Numerals (White)

## Handbooks



Lion



Tiger



Wolf



Bear



Webelos



Scouts BSA for Boys



Scouts BSA for Girls

Cub Scout Pack #	Scout Den #	Scouts BSA Troop #
Den Leader	Phone #	Patrol Name
Cubmaster	Phone #	Troop Leader
Shirt Size	Pant Size	Phone #

Ask sales associate for details.

Prices subject to change. Tax not included. \*Youth & Adult size range

# SCOUTING IS A PATH TO SUCCESS

Scouts are **TWICE** more likely to get a bachelor's degree (75.6% of Scouts alumni compared with 36.0% national average)



Scouts are **TWICE** more likely to get an advanced graduate degree (29.0% of Scouts alumni compared with 13.4% national average)

Scouts are more likely to make almost **DOUBLE** of the personal income as an adult (\$62.5k individual median income compared with \$33.7k national median)

Scouts are more likely to have very good or exceptional (750+) credit scores (55.7% of Scouts alumni compared with 39.7% national average)



Scouts are more likely to move up in their socio-economic status. Scouts that come from low-income family background are, on average, more likely to make almost twice the personal income as an adult compared to their non-scout peers with similar childhood family background.

### SCOUTS ARE CHANGE AGENTS

BSA strives to bring larger, broader, and longer social impact. The BSA values (Character, Leadership, Citizenship, and Fitness) imprinted during childhood go a long way. BSA alumni continue to change the world by taking more leadership roles in organizations, engaging in more entrepreneurial activities, and undertaking more civic duties.



GREATER ST. LOUIS AREA COUNCIL  
BOY SCOUTS OF AMERICA

STLBSA.ORG  
314-256-3000



**C - CREATING CHANGE MAKERS.**  
**U - UPLIFTING OUR COMMUNITIES.**  
**B - BUILDING LIFELONG CONNECTIONS.**

Learn More:



**GREATER ST. LOUIS AREA COUNCIL**  
BOY SCOUTS OF AMERICA®