



<i>INSIDE . . .</i>			
<i>Campbell Rinker Studies</i>	<i>Page 2-3</i>	<i>The Hebridean Challenge</i>	<i>Page 4</i>
<i>SaltireFoundation</i>	<i>Page 3-4</i>	<i>Sabhal Mor Ostaig</i>	<i>Page 5</i>
<i>Scottish Community Trust</i>	<i>Page 4</i>	<i>The Scottish Home</i>	<i>Page 5</i>
		<i>Electric Scotland</i>	<i>Page 6</i>
		<i>The Gathering 2009</i>	<i>Page 6</i>
		<i>State Tartans</i>	<i>Page 7</i>
		<i>Highland Games</i>	<i>Page 7</i>
		<i>Announcements</i>	<i>Page 8</i>



Communication, Collaboration, Coalition Scottish North American Leadership Conference

Clan, Society, and Games leaders are exploring new ways to communicate and support their far-flung members in challenging economic times

While recognizing that money may be in short supply for the foreseeable future, and expenses of travel may keep some people from participating as they have done in the past, leaders are learning to reach out via the Internet with conversation, support, Scottish ingenuity and a sense of history, family and humor to promote their events and strengthen ties to their members.

Sixty-two participants attended the Sixth Annual Scottish North American Leadership Conference at the Scottish Home in Chicago, where they addressed "Developing Best Practices for Scottish North American Organizations".



Alexander D. Kerr, Chairman of the Board of Governors, Illinois St. Andrew Society, opened the Conference.

A variety of topics was presented, including results of the Campbell Rinker Studies, suggestions for garnering support and participation at Highland Games, sponsorship of a State Tartan, partnerships with Scottish communities by way of grants through the Scottish Community Foundation, opportunities for student internships with worldwide business interests through the SaltireFoundation, and Scotland's Gaelic College, Sabhal Mor Ostaig.

Also at this year's conference participants attended practical workshops on "Communication, Collaboration & Coalition among Scottish Organizations" led by Gus Noble, "Fundraising" led by Nike Whitcomb, and "Internet, Facebook & Social Networking Best Practices" led by John Barry.



This giant Scotsman welcomes everyone to the Scottish Home.



Participants at the Scottish North American Leadership Conference in Chicago, Illinois

COSCA attendees included President Chris Harrison, President Emeritus Bob McWilliam, and Trustee Sally Badger. Presiding over the event was Gus Noble, COSCA Trustee and President of the Illinois St. Andrew Society.

CAMPBELL RINKER STUDY OF "AMERICAN ATTITUDES ON CULTURE AND HERITAGE"

How does one approach a potential sponsor of an event with a American-Scottish theme, such as a Highland Games, a Burns Night, a Tartan Week Gala, or any other such event? Sponsors want to know, "What's in it for us?" They require informed knowledge of the audience to be reached at such a project. Accordingly, three years ago a quantitative study was commissioned, defining who Scottish-Americans are and what they represent as a group. Its purpose was to aid sponsorship development by researching "attitudes, awareness, and interest among Americans (Scottish and Non-Scottish) for engaging with Scotland and/or its culture and to identify how corporate sponsors of Tartan Day or similar events are perceived by Americans".



*Alan Bain,
President Emeritus of ASF*

The results are in, and Alan Bain, President Emeritus of the American-Scottish Foundation (ASF), summarized this comprehensive, professionally researched demographic project endorsed by the Scottish North American Leadership Conference

www.americanscottishfoundation.com, the Illinois St. Andrew Society www.chicago-scots.org, and Whyte & Mackay www.whyteandmackay.co.uk. The Campbell Rinker Research Group compared demographic traits among a random sample of 150,000 U.S. households with Scottish surnames, and also conducted an online survey among 4,213 U. S. adults. To see some of the results, go to the COSCA website.



The Scottish Home



Chicago, Illinois



Workshops at the Scottish North American Leadership Conference included "Communication, Collaboration & Coalition among Scottish Organizations"

An extract of the completed study is available at the cost of \$75, including postage and handling. For those who have a special interest in a particular aspect of the study, Campbell Rinker is willing to create (for additional cost) individual reports that address particular interests of potential sponsors, either by industry group, activity or geographical area.

"CAMPBELL RINKER STUDY OF "ATTITUDES TOWARDS SCOTTISH-AMERICAN SOCIETIES"

A second study was commissioned to learn how Scottish-themed organizations might improve membership, event attendance, and fundraising. This study identified traits and activities that people deemed most important for joining and continuing their support for Scottish activities.

The Chicago Scots organization tasked Andrew MacFarlan, a fourth year St. Andrews University Saltire intern from Glasgow, with conducting in-depth interviews with Chicago Scots to produce recommendations identifying what can be done to grow and ensure future relevance. He focused on the ways that the Chicago Scots could serve and engage with their members and friends in the future. The results, he believes, not only ring true for the future direction of the Illinois St. Andrew Society, but more generally for the Scottish-American societies across the United States. His findings correspond to and amplify those found by the second Campbell Rinker study. (See www.cosca.net)

**SALTIREFOUNDATION, GLASGOW
CRAWFORD GILLIES**

Crawford Gillies, Chairman of the SaltireFoundation, Glasgow, Scotland, discussed the SaltireFoundation's vision to generate a pipeline of confident, entrepreneurially-driven young Scottish executives, ready to enhance Scotland's commercial performance. By making these future business leaders aware of what can be achieved and by opening their eyes to new possibilities for Scotland, the SaltireFoundation makes available 1-year post-graduate fellowships and 8-week undergraduate internships in large, successful businesses and nonprofits around the world. Thus stu-



Alan Bain (ASF) & Crawford Gillies (of the SaltireFoundation)



Participants discuss the Campbell Rinker study



THE CLAYMORE



*Andrew McFarlan,
SaltireFoundation Intern*

dents receive exposure to global businesses and networks with senior level executives. In return, these students must agree to work for a certain number of years in a Scottish company. *How the global Scottish diaspora can interact: act as corporate hosts, encourage participation by business & nonprofit enterprises, and introduce the SaltireFoundation to potential funders. Check out COSCA's website www.cosca.net or see SaltireFoundation's site <http://www.saltirefoundation.com>*

THE SCOTTISH COMMUNITY FOUNDATION THE HEBRIDEAN CHALLENGE (THE HEB) Hamish Buchan & Giles Ruck

The Scottish Community Foundation, founded in 1996 in Scotland, is an independent grant-making charity, matching donors with causes. This Foundation manages 250 charitable funds, including £6 million in endowments, which helped it to award almost £18 million in grants to Scotland's communities over the last 12 years, using less than 10% in administrative costs. Dedicated to strengthening local communities and working with individuals, families and companies, this agile foundation seeks to make a real difference, targeting donor funds with local knowledge. Small grants have

an impact, and this foundation can direct it at a specific area. Presently they have 5000 small scale projects on their database. *If your organization would like to partner with a small Scottish community or project, this would be a good contact for you. <http://www.scottishscf.org/>*



*Hamish Buchan
Scottish Community Trust*

The Foundation's chief money-making event is the Hebridean Challenge, which was established as a non-profit Scottish Community Trust in 2000/2001. The Hebridean (affectionally called The Heb) is a 6 day adventure sport race on the Scottish islands of Skye, Harris, and Lewis. Its aim is to benefit both the sport of AR (Adventure Sport Racing) and the islands on which it is conducted. Teams of 5 or 4 compete in hill runs, mountain biking, road biking, swimming and sea kayaking.

For those with a shorter time constraint, there is also a 2-day challenge on Skye only, for land-based competitors to run and bike "Scotland's most charismatic island". These races are held in July. As a bi-product, very substantial sums are raised each year for national and local charities.



*Giles Ruck
The Hebridean Challenge*

*The Heb's website is as follows:
<http://www.hebrideanchallenge.com>*



*A call to the athletes among us:
If any of our readers enter this race,
please take lots of pictures and
let us know about it!*



THE CLAYMORE



*Mairead MacDonald
Sabhal Mor Ostaig, Isle of Skye*

SABHAL MOR OSTAIG, ISLE OF SKYE

Mairead MacDonald

<http://www.smo.uhi.ac.uk/dualchas/>

We all know the beautiful Isle of Skye, but how many know about Sabhal Mor Ostaig, the Gaelic college situated there on the Sleat peninsula? Sabhal Mor Ostaig is a unique learning environment where all higher education provision, as well as the running of the College, is conducted in Scottish Gaelic - the only such college in the world. It is an academic partner of the University of the Highlands and Islands and has a diverse student population, with a cross-section of ages and different nationalities. It is also home to many ground-breaking initiatives, including the Gaelic dictionary project, the Canan communications company and Lèirsinn research. Mairead MacDonald outlined the history of Sabhal Mor Ostaig and introduced participants to her newest heritage project, Tobar an Dualchais/Kist o Riches. *This project is dedicated to digitizing, cataloguing and making available online more than 12,000 hours of audio recordings in Gaelic and Scots, from the 1930's to the present day. These encompass a vast variety of folklore, songs, interviews, etc. You can access some of them at the website above.*

In his 1999 Sabhal Mòr lecture, Gordon Brown famously declared: "What a bland and uniform place this Britain of ours would be if Britishness meant we all spoke the same way, sang, danced and celebrated the same way."

THE SCOTTISH HOME

<http://www.thescottishhome.org/>

In 1845, a group of Scottish immigrants founded the Illinois Saint Andrew Society, the oldest charity in Illinois. Driven by a mission to provide comfort and care to the elderly, the Society built the Scottish Home in 1910. Just seven years after the Scottish Home opened it was destroyed by a fire. The Society, however, refused to let tragedy rob the Scottish community of what had become a symbol of the Society's motto to "Relieve the Distressed". Within two weeks, the Society had raised enough funds to rebuild the Scottish Home, still located in North Riverside, Illinois. The Scottish



Scottish Museum at the Scottish Home - Chicago



Home has evolved into a home which houses 85 seniors (Scottish & non-Scottish) , in addition to a Scottish museum, a Scottish-American Hall of Fame and a Highland Dance studio.

ELECTRIC SCOTLAND

Alastair McIntyre

<http://www.electricscotland.com>

What a resource is Electric Scotland! Alastair McIntyre, the creator of this largest Scottish history site on the web, is God's gift to anyone trying to look up anything involving the history of Scotland, the Scots and Scots-Irish and also people & places of Scots descent around the world. On this site one can find information about Highland Games, genealogy, Burns Dinners, Scottish toasts, Immortal Memories, clan announcements, children's stories & games, like "Dress the Chief", many volume sets of Scottish history, and myriad other topics, including audio tributes, information about Highland settlements in the United States, music (words & sheet music), clan & tartan searches, clan newsletters, humor, calendars of events, article services, postcard services, social networks with picture albums & group meetings, Celtic radio programs, etc. It is a great resource for children doing homework about such topics.



Sally Badger, Alastair McIntyre, Chris Harrison

The site gets some 53% of its visitors from the USA, 18% from the UK and 9% from Canada with the next most visiting countries being Australia, Germany, Ireland, New Zealand, France, Netherlands and India. Alastair, a Canadian born in Glasgow, runs the site himself. It is hosted in Michigan and managed by Alastair's old time BBS friend, Steve May. *You will be pleased about what can be found if you explore this website!*

INSIDE SCOTLAND: THE GATHERING 2009

The latest report from Lord Jamie Sempill: So far, 140 clans and family societies will be taking part in the parade, 119 of which will be represented in 114 clan tents at the Highland Games in Holyrood Park on July 25 & 26, 2009.

"Passports" are all-inclusive tickets which give the holder entry to both days of the Highland Games in Holyrood Park, a place in the Clan Parade and a seat. Passports have been sold and there are Of the Passports already sold, 37% have Canada, 12% Australia, 2% New Zealand the USA, passport holders live in 48 of the

Tickets are available for entry to the both days. Passports, Highland Games merchandise are available online from

special fare structures for Homecoming 2009 from Delta Airlines. Cunard is offering cruises with a Scottish theme.

Don't forget to include in your itinerary the Scottish North American Leadership Conference, which will take place on July 27, 2009, at St. Margaret University in Edinburgh.

For more information, see COSCA's website.



for the historic Pageant. A total of 4,807 3,362 still available as at 24 October 2008. gone to the USA, 20% to the UK, 12% and 17% to the rest of the world. Within 50 states.

Highland Games alone, either for one or tickets and The Gathering 2009 merchandise are available online from www.thegathering2009.com.

There are



ON CREATING STATE TARTANS

Dave Berger, Vice President, St. Andrew Society of Milwaukee

<http://www.standrewssocietymilwaukee.org/page4.html>

Recently the state of Wisconsin adopted a State Tartan. It joined 38 states, all Canadian provinces, all U.S. military services, the FBI, Germany, Communist China, and many



Wisconsin State Tartan

more entities, in having a distinct corporate tartan, officially sanctioned by the Lord Lyon. For those desiring to induce their state to do the same, Dave Berger has the following suggestions.: It must be done by legislation. Consider it as a symbol or signature representing the heritage and history of the people of your state, and educate a sponsor and the legislature accordingly.

Educate the people of your state through publicity, possibly through a contest about the symbolism. The tartan is symbolic of the state itself, not just an ethnic symbol. For example, the Wisconsin State Tartan incorporates the following stripes or colors, signifying the following: brown is for the fur trade, grey for the lead mining in the Southwest corner of the state, green for the lumber industry and Wisconsin's great pine forests, blue for the two Great Lakes bordering Wisconsin, yellow for the dairy and brewing industries, red for the University of Wisconsin. The intersection of yellow & green symbolizes Wisconsin's Professional Sports industry, exemplified by the Green Bay Packers' colors. Wisconsin uses the Dal Glish weavers in Selkirk. *For more suggestions about creation of state tartans, contact Dave Berger or Robert McWilliam (COSCA trustee).*



*Dave Berger, V.P.
St. Andrew Society of Milwaukee*

OBSERVATIONS ON HIGHLAND GAMES AROUND THE WORLD

Dave Berger, Vice President, St. Andrew Society of Milwaukee

Dave Berger observed that the basic formula is the same for all Highland Games, no matter where in the world they are given. They all have the requisite caber tossing, dances, etc. But in the United States, he observed, more is made of these events. U. S. Games are more of a social/family festival, with more clan/family mingling. (The Campbell Rinker Study showed that these are key ingredients in maintaining interest in such activities.)

In the United States there are over 250 games annually. Sponsors traditionally worry about getting the word out, breaking even financially, and creating a successful experience for attendees. *Based on his observations on Highland Games from around the world, combined with data mined from the Campbell Rinker Study, Dave had the following suggestions: Advertise as a Festival instead of Games. For example, call it a "Highland Fling & Celtic Festival". People like to shop, so have plenty of booths available, including Scottish charitable ones like COSCA and SHUSA. Have a booth for the Tourism Board, airlines, travel agencies, car rentals with travel literature. Ireland has a lot of outreach in their festivals. Explore Irish Festival websites like <http://www.irishfestival.com/cultural.html>. Use electronic media with announcements on websites like COSCA & Electric Scotland, etc., to get the word out. Have a Facebook page just for your event, and invite lots of friends to be on it.*

ANNOUNCEMENTS

2008 - 2009 Renewals Due
Mail to address below or
pay via Pay Pal on the COSCA
website
\$25.00 annual dues



THE CLAYMORE

Council of Scottish Clans & Associations
P.O. Box 427
Pinehurst, NC 28370

Bulletins & Newsflashes: www.cosca.net

COSCA is a 501C3 organization.
Federal Non-Profit # 23-7430128

**Calling All Clans,
 Associations,
 Games Organizers**

**Please advise date/place of your
 AGM or Games to**
webmaster@cosca.net

The Claymore

*The long Claymore newsletter will be replaced in future
 with a series of shorter news flashes & reference
 materials available in color as a .pdf download from
 our website: <http://www.cosca.net/ClaymoreBulletins>*

**Announcing the next Scottish-
 North American Leadership Conference:**

July 27, 2009

St. Margaret University

Edinburgh, Scotland

(See COSCA website for details)

CLAYMORE BULLETINS

We keep hearing clan leaders lament the diminishing numbers of interested young people attending our events. We know that young people use electronic medium to communicate, learn, grow, and connect. Many Scottish American leaders are learning how to utilize the latest technology so they can talk to them in their language - that of the Internet (blogs, wikis, websites, etc.) Each year technology becomes easier to use – more tools are available for the novice to be up and running quickly.

Claymore Bulletins on the COSCA website will periodically report on how these can be utilized to help grow our organizations.