



# 2017 ANNUAL MEETING



# Welcome Girl Scouts Call to Order



# Opening Ceremony





# 2017 ANNUAL MEETING



# Mary Scout Parliamentary Rules





# 2017 ANNUAL MEETING



# Mary Stengel Austen, Chair

## Approval of Minutes Committee

## Appointment of Tellers



# Governance Report





# 100<sup>th</sup> Anniversary Celebration

- 12:00-3:00 pm
- Lunch in Smith Lodge
- Fun Activities for All

Celebrate with us!



# Delegate Meeting Re-Cap



# National Council Session

## Proposal 1

Reduce the size of the National Board (from 30/31 to 20/21 members) by reducing the number of members-at-large from 25 to 15.



# National Council Session

## Proposal 2

Establish the National Board  
Development Committee as a  
committee of the National Board.



# National Council Session

## Proposal 3

Amend the Credentials section of the Blue Book related to lifetime membership dues.

Lifetime will now cost: \$400  
Members, 18-30 will now cost: \$200



# Additional Thoughts

[governance@gsep.org](mailto:governance@gsep.org)



# National Council Session

**Who:** GSEP NCS Delegates and Visitors

**What:** National Council Session

**Where:** Columbus, Ohio

**When:** October 4-8, 2017



# G.I.R.L. 2017/54<sup>th</sup> NCS Schedule



TUE 10/3

Board  
Chair &  
CEO  
Summit

Board  
Chair &  
CEO  
Reception

WED 10/4

Board  
Chair &  
CEO  
Summit

Delegate  
Reception

National  
Council  
Session

THUR 10/5

National  
Council  
Session

FRI 10/6

National  
Council  
Session

Hall of  
Experience  
Consumer  
Show

Public  
Program

SAT 10/7

Public  
Program

Hall of  
Experiences  
Consumer  
Show

Inclusive  
Evening  
Event

SUN 10/8

Public  
Program





# NCS Bus Trip

The GSEP Older Girl Option to G.I.R.L. 2017 will include:

- Bussing from one of the main Service Centers to the hotel
  - Three-nights shared hotel room
    - One group dinner
    - T-shirt & Patch
- Event registration- which includes access to the sessions and expo, Saturday Breakfast, Lunch, and Celebration Party, and Sunday Breakfast

\*\*Meals are not included for the adult chaperones\*\*



# NCS Bus Trip

The GSEP Brownie & Junior Option to G.I.R.L. 2017 will include:



- Two-nights shared hotel room  
Saturday night will be spent at a local museum

- Saturday Dinner and Sunday Breakfast
  - One group dinner
  - T-shirt & Patch

- Event registration- which includes access to the sessions and expo



# Questions

[travel@gsep.org](mailto:travel@gsep.org)





# Introduction to

# Workshop Objectives



- Why we need G.I.R.L.
- What is the G.I.R.L. brand platform?
- Plan of action across the council



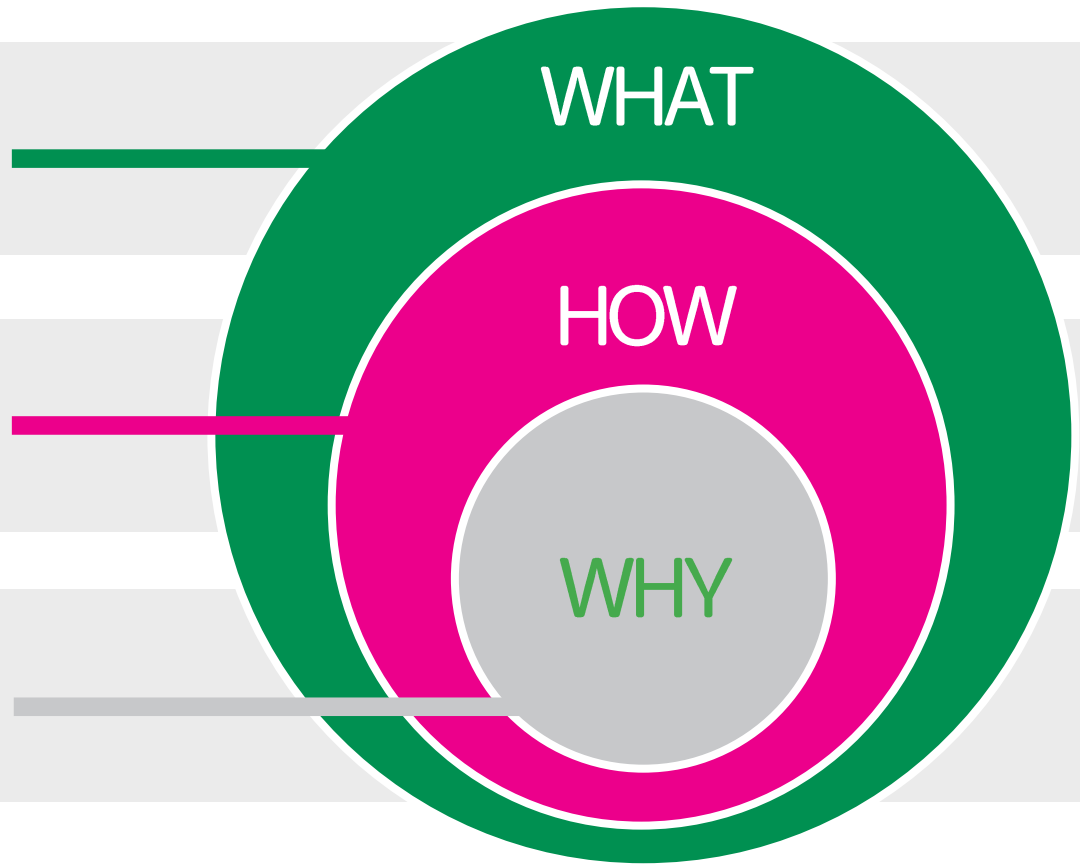
# Our Value Proposition



We prepare every G.I.R.L. to **practice a lifetime of leadership.**

Access to **thousands** of **girl-led** experiences, skills, and connections.

Girls built of **courage**, **confidence**, and **character** make the world a better place.





Here's what we know



# Why did GSUSA create G.I.R.L.?

Non-members and  
lapsed members believe  
Girl Scouts  
“is not for me or  
someone I care about”

82%

SOURCE: “Understanding and Optimizing GSUSA’s Brand Partnerships,  
HeartMind Strategies, December 2015”  
Family Room Parent Segmentation Study, 2016



# Our Challenge



## Girls and parents...

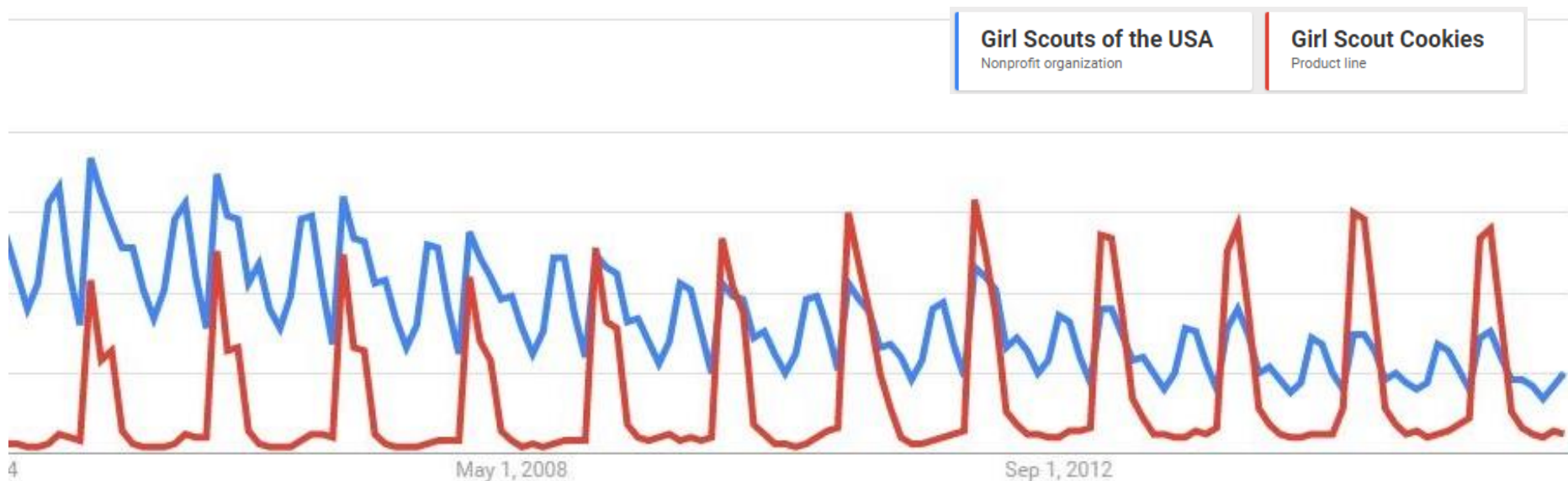
**Don't understand** who we are  
or what our brand stands for

**Aren't clear** on what we do  
and why we do it

**Can't tell** what makes us  
unique




# Promoted Products over Purpose



Source: Google Search Trends September 2016

# To achieve success we must...



- 
- A photograph of three diverse young women standing outdoors, smiling and looking towards the right. The woman on the left has dark curly hair and is wearing a blue beanie and a blue vest over a light green shirt. The woman in the middle has long brown hair and is wearing a pink top. The woman on the right has dark hair pulled back and is wearing a white puffer jacket with a teal scarf. The background is a blurred outdoor setting with trees.
- Increase **clarity** around who we are and what we do
  - Regain **relevancy** in the external market

# What is G.I.R.L.?



## Go-getter



Express vision, ambition, and persist through challenges



G

## Innovator

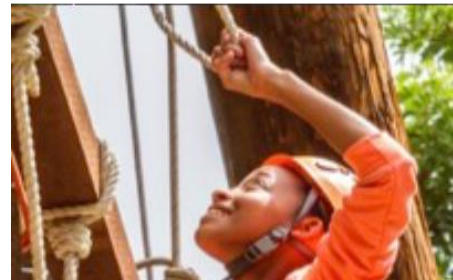


Problem solve with creativity, curiosity, and resourcefulness



I

## Risk-taker



Make decisions, face fears, take on new experiences



R

## Leader



Empathize, identify strengths, and empower others



L

# Juliette, the original G.I.R.L.



**Go-getter**



**Innovator**



**Risk-taker**



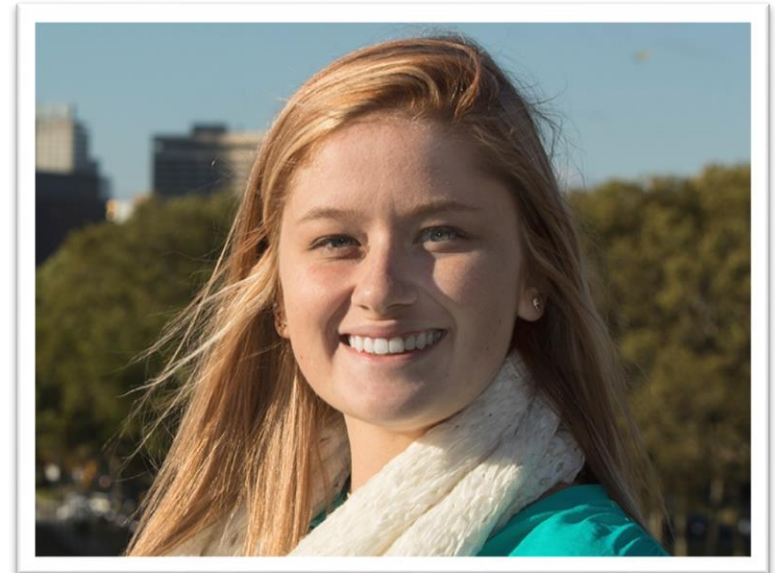
**Leader**

# Today's G.I.R.L.s



“Giving girls and women the tools to lead is what Girl Scouting is all about.”

– Hanna, 2016 National Young Woman of Distinction



“Girl Scouting taught me that when we speak up about something we believe in, we can make a difference.”

– Hannah, 2016 National Young Woman of Distinction



# What does “Stronger Brand” mean?



## Brand IS NOT:

- Brand is not marketing
- Brand is not a logo
- Brand is not an identity
- Brand is not a product
- Brand is not static

## Brand IS:

- Brand is personal
- Brand is emotional
- Brand takes time to build
- Brand takes effort to support
- Brand is ever evolving

A stronger brand  
across all channels





# Current Applications

girl scouts of eastern pennsylvania

**G.I.R.L.**  
girl-gal / innovator / risk-taker / leader

Unleash your inner G.I.R.L.

[www.gsep.org/camps](http://www.gsep.org/camps)

girl scouts of eastern pennsylvania

**G.I.R.L.**  
girl-gal / innovator / risk-taker / leader

POWERED BY GIRL SCOUTS

Unleash your inner G.I.R.L.

[www.gsep.org/camps](http://www.gsep.org/camps)

Girl Scouts of Eastern Pennsylvania offers seven camps open to all girls ages 5-17. Scholarships and financial aid are available.

**girl scouts of eastern pennsylvania**

**G.I.R.L.**  
girl-gal / innovator / risk-taker / leader

POWERED BY GIRL SCOUTS

Yes, I want to renew as a member of The GSEP Green Tree

MAJESTIC OAK FRIEND      SOARING SYCAMORE FRIEND      LEAVES      SAPPWOOD

\$10.00 and above     \$2,300-\$2,999.99     \$500-\$999.99     \$100-\$249.99

ENDURING SPRUCE FRIEND     \$300-\$499.99     \$200-\$499.99     \$100-\$199.99

\$50.00-\$999.99

Full Name \_\_\_\_\_ E-mail \_\_\_\_\_  
Phone \_\_\_\_\_

PAYMENT INFORMATION

I am enclosing a check or money order payable to Girl Scouts of Eastern Pennsylvania.

Please bill my check off one and fill in information below:

VISA      MasterCard      Discover      American Express

Card number: \_\_\_\_\_ Security Code: \_\_\_\_\_  
Expiration Date: Month/Year \_\_\_\_\_

Amount: \$ \_\_\_\_\_ Signature of Cardholder \_\_\_\_\_

\*A copy of the official registration and financial information may be obtained from the Pennsylvania Department of State by calling toll-free, within PA, 1-800-724-2000. Registration does not imply endorsement.

**girl scouts of eastern pennsylvania**

**100 Years**

1911-2011

girl scouts of eastern pennsylvania

Dear Girl Scout Leader,

We are pleased to announce that you have been selected to be a Girl Scout Leader for the 2011-2012 season. This is a special honor and we are excited to have you on our team.

**YOUR RESPONSIBILITIES:**

As a Girl Scout Leader, you will be responsible for the safety and well-being of the girls in your troop. You will also be responsible for providing a positive and fun experience for all girls.

**YOUR QUALIFICATIONS:**

You must be a U.S. citizen, at least 18 years old, and have a high school diploma or GED. You must also have a current background check.

**YOUR TRAINING:**

All new Girl Scout Leaders must complete the Girl Scout Leader Training program. This program is designed to provide you with the knowledge and skills you need to be a successful Girl Scout Leader.

**YOUR SUPPORT:**

Girl Scouts of Eastern Pennsylvania provides a variety of support services to our Girl Scout Leaders. This includes access to resources, training, and professional development opportunities.

**YOUR COMMITMENT:**

As a Girl Scout Leader, you are committed to the Girl Scout Promise and the Girl Scout Oath. You are also committed to providing a safe and fun environment for all girls.

**YOUR REWARDS:**

As a Girl Scout Leader, you will receive a variety of rewards and recognition. This includes a Girl Scout Leader Award, a Girl Scout Leader Certificate, and a Girl Scout Leader Patch.

**YOUR NEXT STEPS:**

Please complete this application and return it to the Girl Scout Council office by the deadline date. If you have any questions, please contact your recruitment committee chair.

Thank you for your interest in Girl Scouting. We are excited to have you on our team.

Girl Scouts of Eastern Pennsylvania

100 Years

# Coming soon - The Power of G.I.R.L.

## REMINDER

## Spring Renewal

- April 1 – June 30
- It's almost time to launch the *Believe in the Power of G.I.R.L.* [campaign!](#)
- Help us track adoption and use of the spring renewal tools and [opt-in!](#) After spring renewal, we'll follow up with all councils to track success across all channels: email, web, social, and membership benchmarks.





**Questions?**

# Special Acknowledgements



# 2017 Governance Award Mary Stengel Austen





# 2017 ANNUAL MEETING

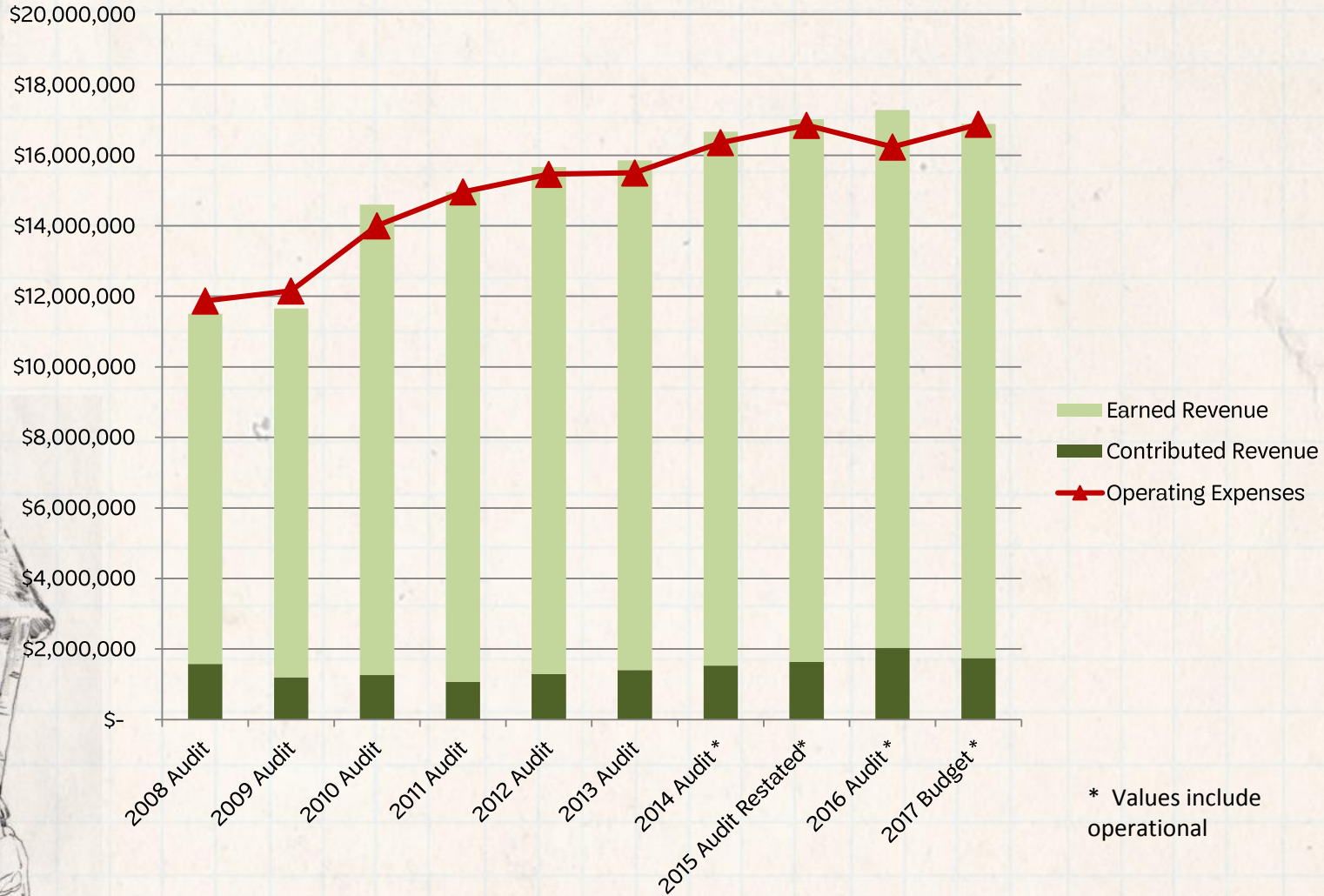


# Maria Kraus, Treasurer

## Treasurer's Report



## 2008-2016 Audited Financials and 2017 Budget



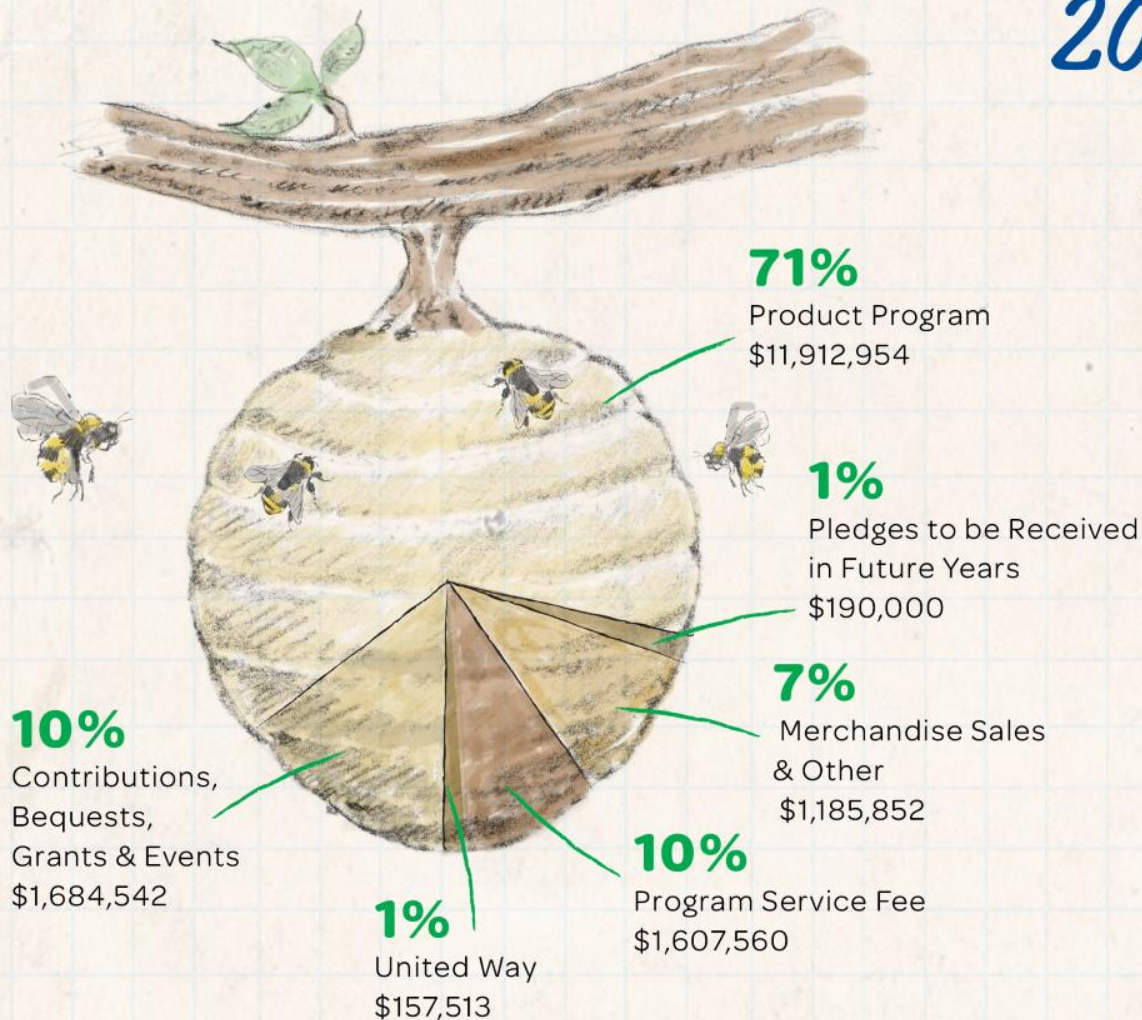


# 2017 ANNUAL MEETING

2016 Revenue

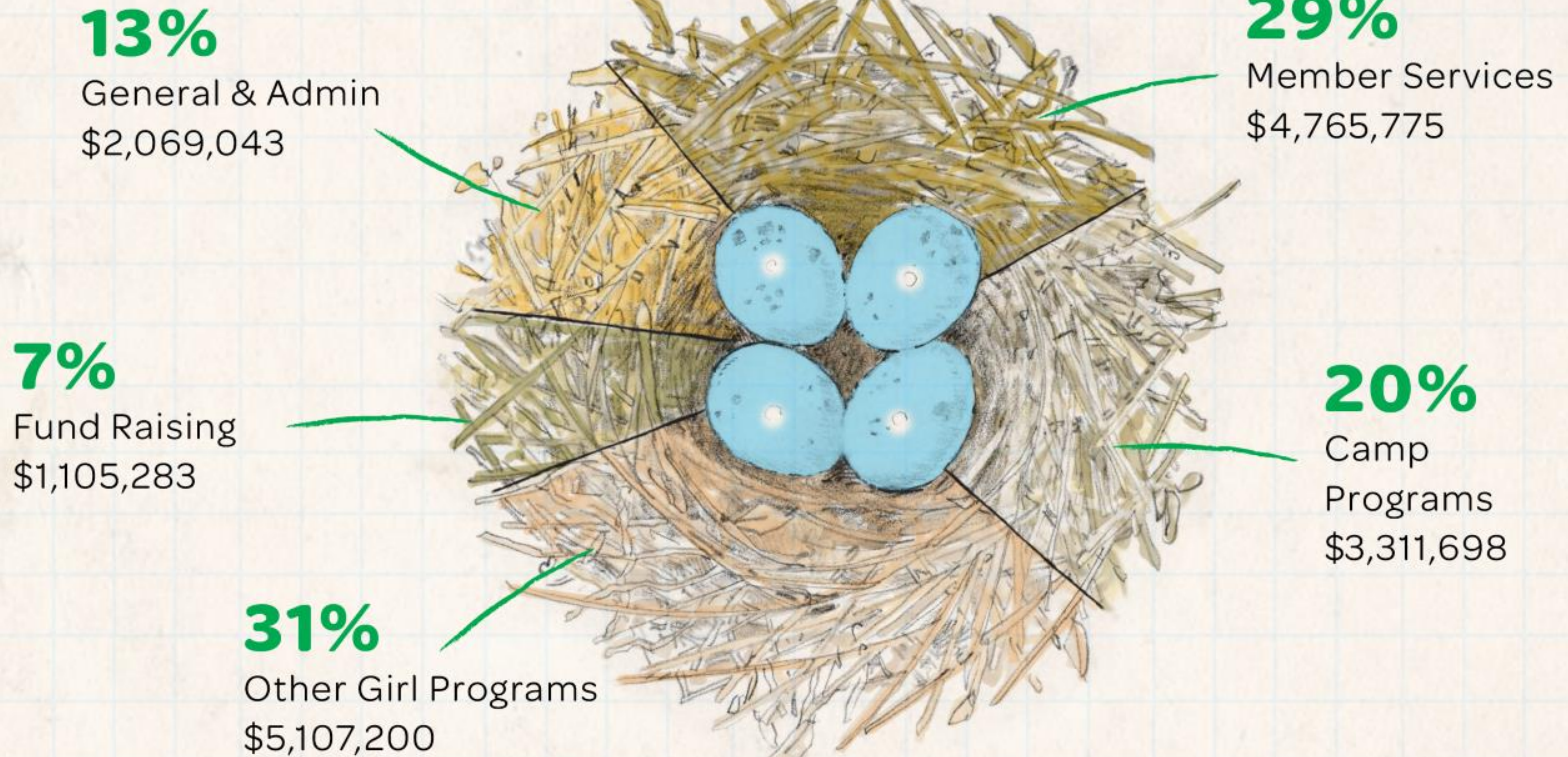
Total Revenue:

\$16,738,421



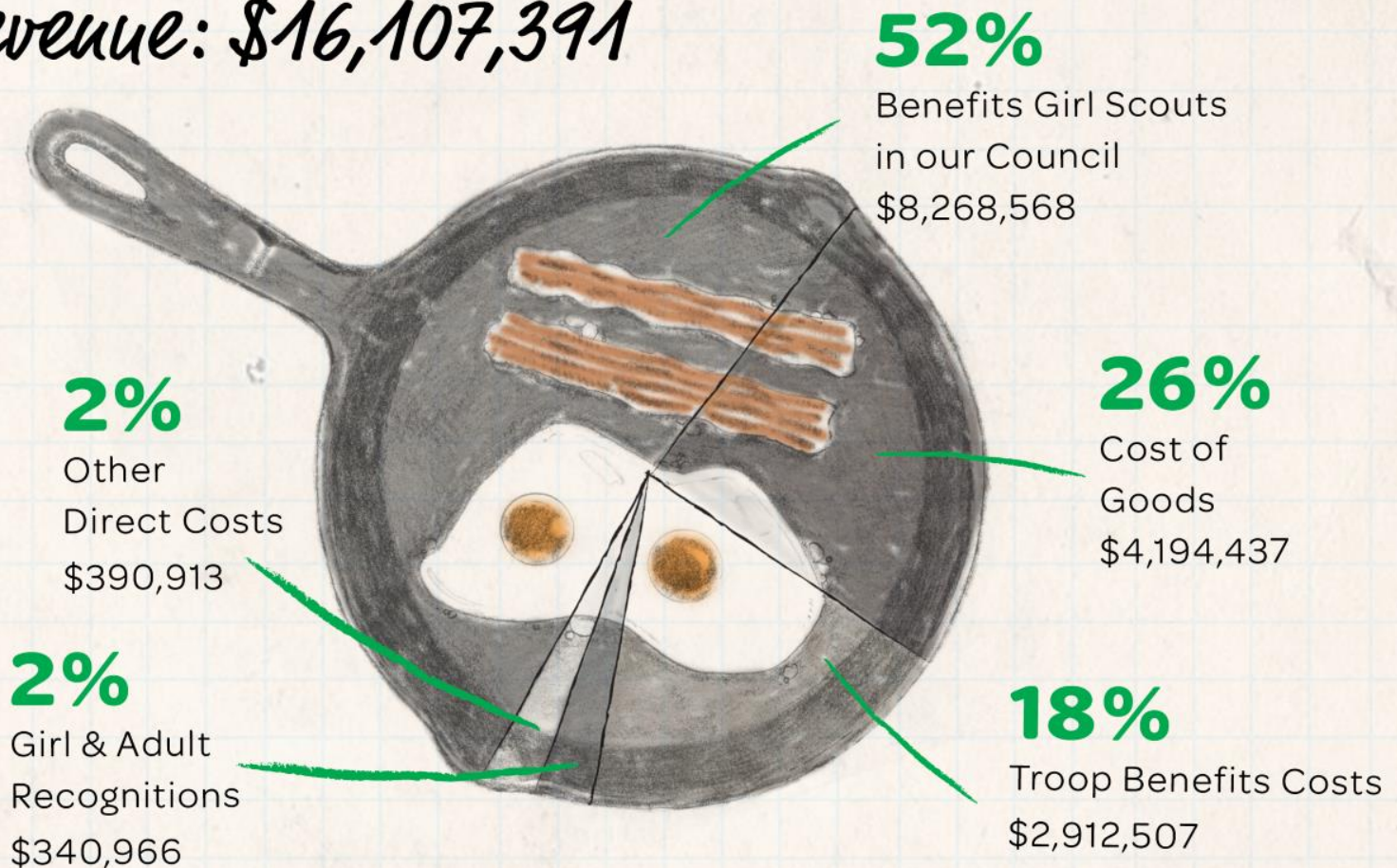
## 2016 Expenses

Total Expenses: \$16,358,999

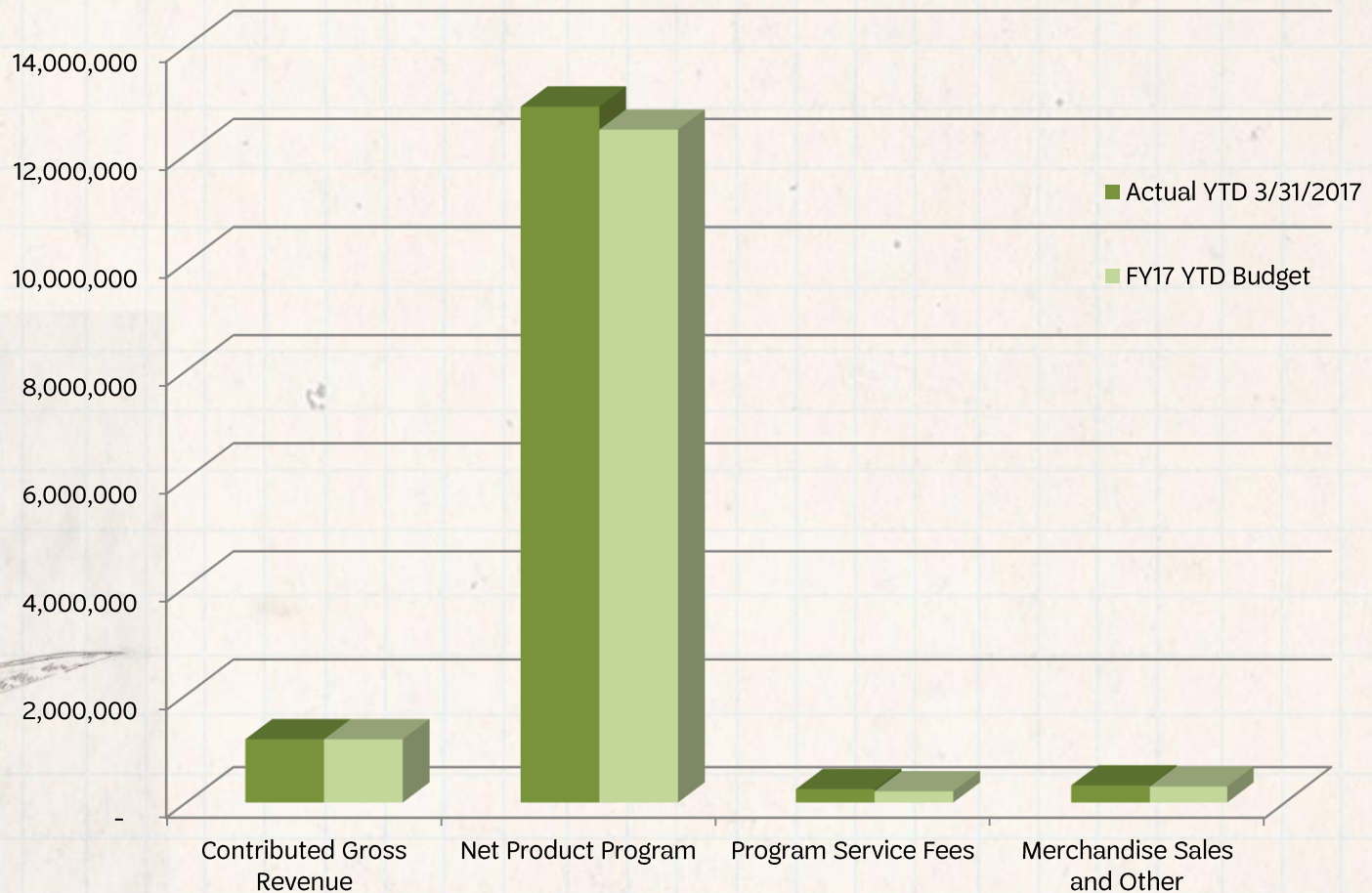


# 2016 Product Program Revenue

Total Revenue: \$16,107,391



# FY2017 Year to Date Actual vs. Budget through March 2017



## 2014-2016 Outdoor Program Vision

Sources of Funding:  
**\$11,051,804**

Total OPV Project:  
**\$11,051,804**

**28%**

Investments  
\$3,074,874

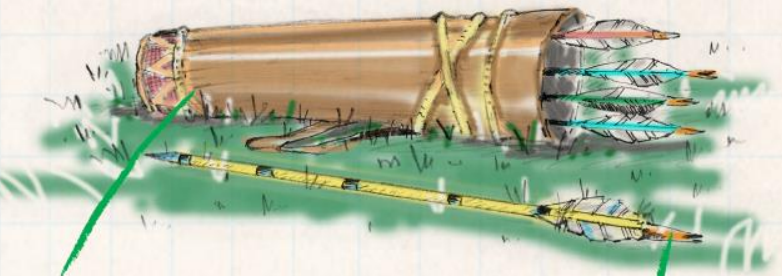
**8%**

Campaign  
Contributions  
\$908,798



**64%**

Sales of  
Properties  
\$7,068,132



**90%**

Camp Construction  
& Related Costs,  
Improvements &  
Program Elements  
\$9,968,029

**10%**

Internal Costs  
& Expenses  
\$1,083,775



# 2017 ANNUAL MEETING



# Kim E. Fraites- Dow CEO Report



## Leadership For the Future: 2016-2019 Strategic Plan

### Guiding Principles

<b>Leadership</b>	We are dedicated to building girl leadership, and this dedication powers and guides all of our efforts.
<b>Community</b>	We are a diverse and dynamic community that is bound together by a shared belief that by building girls of courage, confidence, and character, the world will be a better place.
<b>Service</b>	Volunteers are the backbone of Girl Scouting, and we cultivate a culture of service at every level of our organization, which is reflected in our girls, staff, and volunteers.
<b>Inclusion</b>	We seek to create inclusive experiences and processes, recognizing that our organization and our impacts will be strengthened by engaging a full range of individuals and perspectives.
<b>Respect</b>	We build trust and show respect for each other, our partners, and all that we do by leading and interacting with empathy, honesty, and courage.
<b>Integrity</b>	We expect the best from our girls, our volunteers, and our staff. We are thoughtful and transparent in our processes, communications, and decisions.





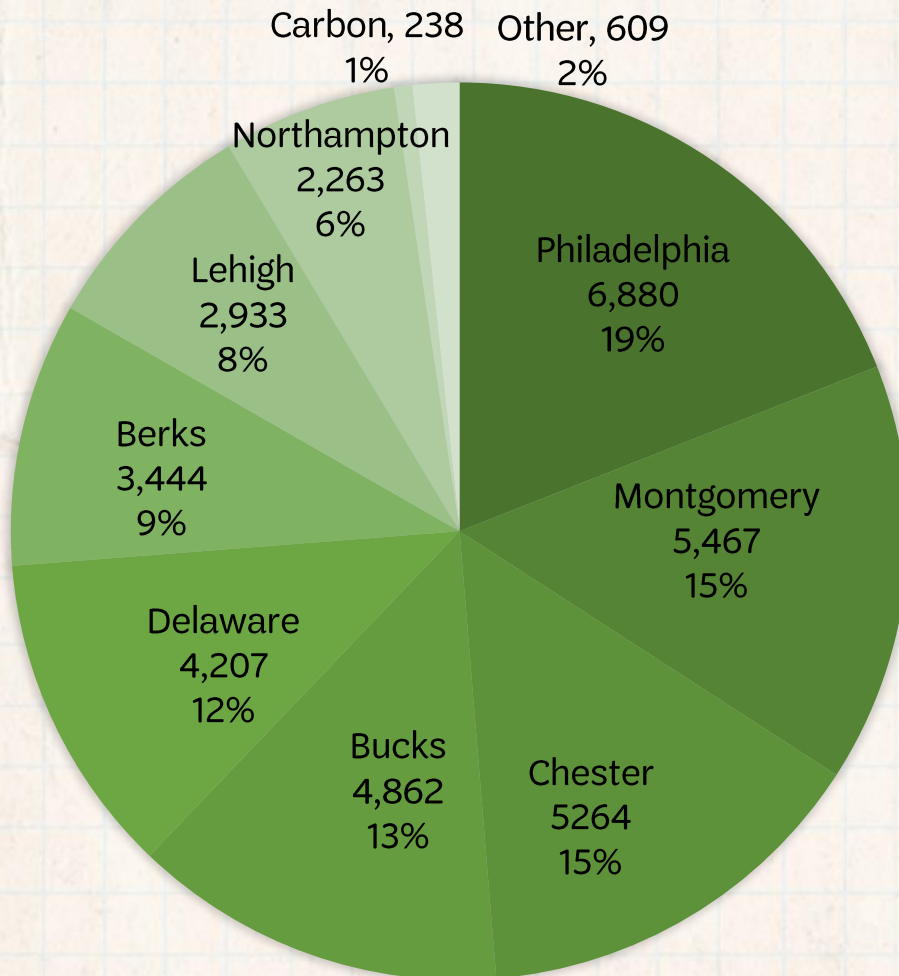
## Leadership For the Future

### Our Strategic Goals

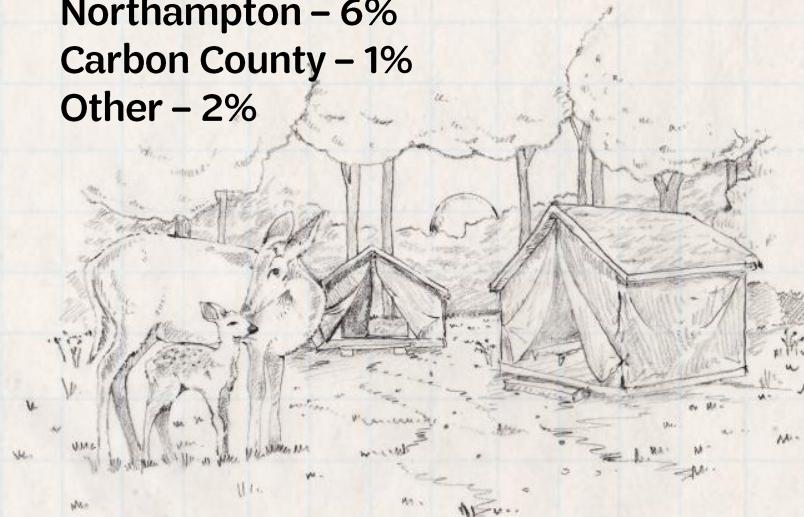
<b>I. Our Organization</b>	Build a learning and growing culture that enhances the contributions of the GSEP staff and leadership.
<b>II. Communications</b>	Advance a clear message and build community around GSEP programs, experiences, and impacts.
<b>III. Girl Experience</b>	Position GSEP as the premier organization for girls to build leadership, confidence, independence, and community.
<b>IV. Volunteer Experience</b>	Position GSEP as a rewarding and sought-after volunteer experience.
<b>V. Financial Sustainability &amp; Revenue Enhancement</b>	Optimize revenue sources and uses.



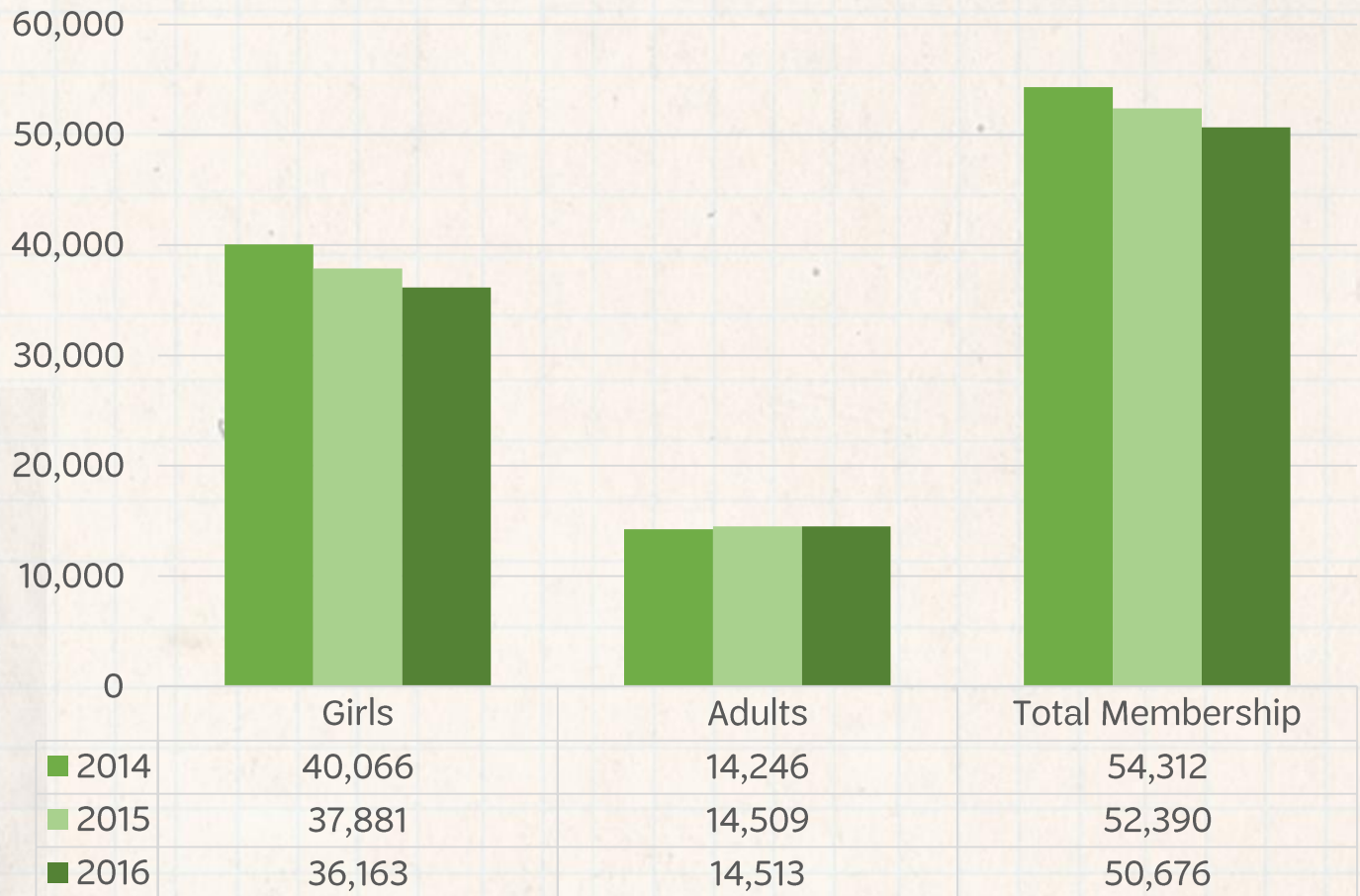
# 2016 Girl Membership By County



Philadelphia County – 19%  
Montgomery County – 15%  
Chester County – 15%  
Bucks County – 13%  
Delaware County – 12%  
Berks County – 9%  
Lehigh County – 8%  
Northampton – 6%  
Carbon County – 1%  
Other – 2%



# 2016 Total Membership



## Customer Engagement Initiative

April 26, 2017: New **GSEP Website** Launched

May 5-8, 2017: All GSEP Systems Are Down

May 9, 2017: Program Registration Re-Opens via eBiz

May 5-15, 2017: NO Membership Registrations

May 15, 2017: **CEI GO LIVE!**  
**Membership Registration System**  
**Volunteer Toolkit**

May 15 – July 15, 2017: Early Bird Registration

Week of May 22, 2017: SU Registrar Roundtables

October 1, 2017: Troops Open in the Opportunity Catalog





# 2017 ANNUAL MEETING



# P. Sue Perrotty, Chair Board Development Committee



# Board Development Committee Members

**P. Sue Perrotty, Chair and Board Member**

## **Board Members**

Loraine Ballard Morrill  
Susan Mucciarone

## **Non Board Members**

Cindy Feinberg  
Ann Thornton Field  
Laurie Gostley Hackett  
MaryAnn Rodda



The **Board Development Committee** will present to the Delegate Council members at the Annual Meeting a single slate of nominees.

# Board Development Key Priorities

Finance/Accounting/Audit

Membership growth

STEM

Fund Raising

Property



Work began in July and 7 meetings held  
over the course of the year.



# 2017 Slate of Candidates

- Officers
- Members-at-Large
- Girl Advisors to the Board
- Development Committee Members
- Girl Delegates
- National Council Session Delegates & Alternate





# 2017 ANNUAL MEETING



# Board of Directors Officer Slate



Officers



Deborah Hassan, Chair



Officers



Anne Baum, First Vice Chair



Officers



Leslie Stiles, Vice Chair



Officers

Maria Kraus, Treasurer



Officers

Debra Walters, Secretary





# The Vote



# Board of Directors Members-at-Large Slate



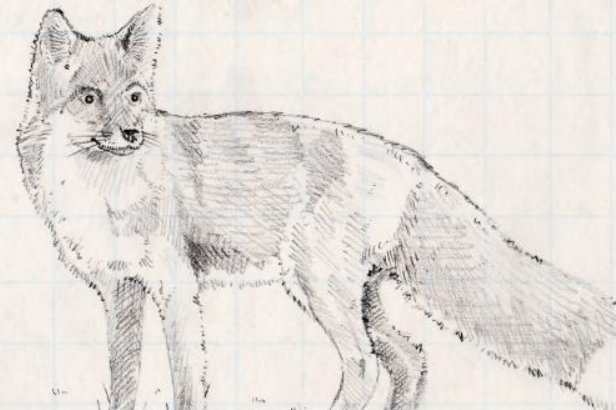
## Members-at-Large

Mary Stengel Austen  
Re-Election



## Members-at-Large

### Marlene Beers Re-Election



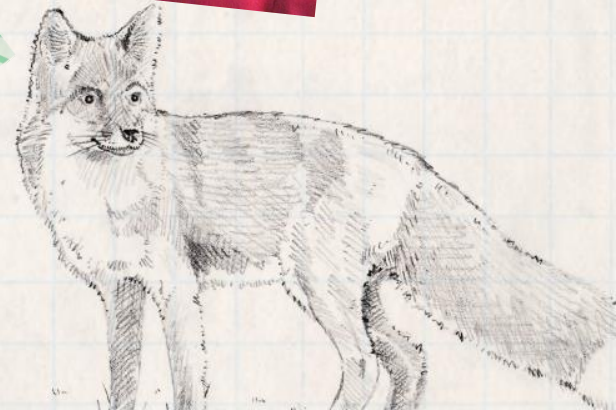
## Members-at-Large

Harris Bock, Esq.  
New Nominee



## Members-at-Large

Ann Donley  
Re-election



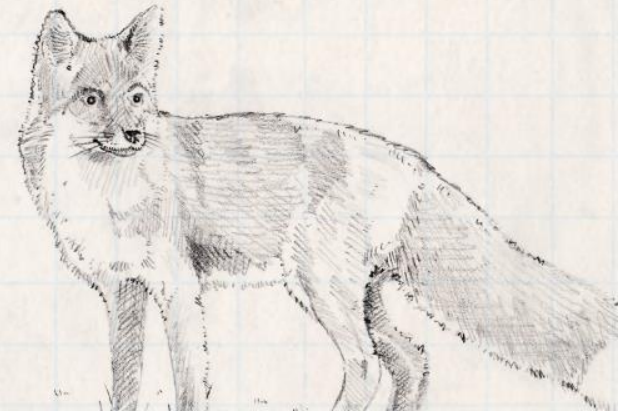
## Members-at-Large

Dr. Amy Fleischer  
New Nominee



## Members-at-Large

Joann Gonzalez-Generals  
New Nominee





## Members-at-Large

Grace Killelea  
Re-election



## Members-at-Large

Rita Lee  
Re-election



## Members-at-Large

Nicole LeVine  
New Nominee



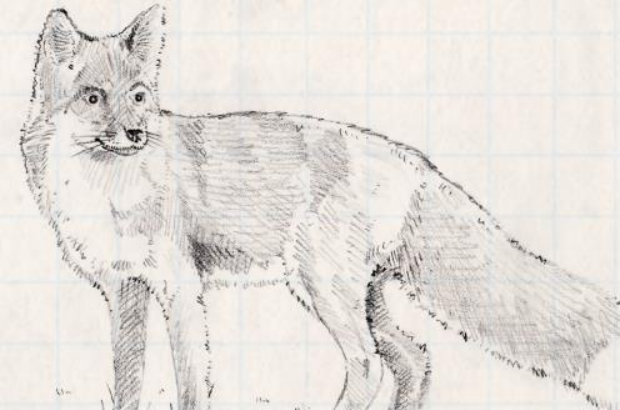
## Members-at-Large

Toni Miller  
New Nominee



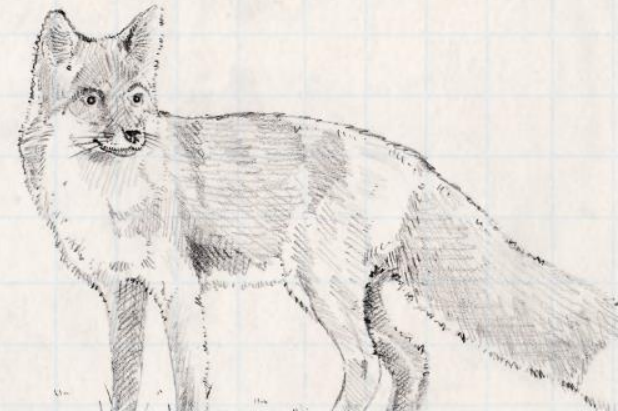
## Members-at-Large

Lorraine Ballard Morrill  
Re-election



## Members-at-Large

Susan Mucciarone  
Re-election



## Members-at-Large

# Colleen Rooney Re-election



## Members-at-Large

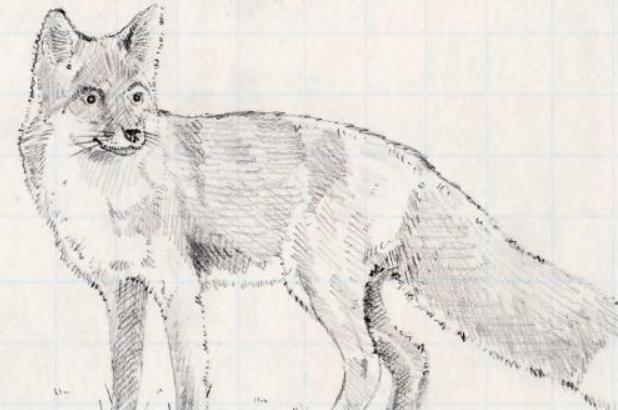
Dianne Rotwitt  
Re-election





## Members-at-Large

Hon. Diane Welsh (Ret.)  
Re-election



# The Vote



# Girl Advisor to the Board Slate



*Girl Advisors*

Mikayla Roach



## Girl Advisors

Katharine Trojak



*Girl Advisors*

Emma Woerle



# The Vote



# Board Development Committee Slate





## *Board Development Committee*

Susan Mucciarone,  
Chair



## *Board Development Committee*

Lorraine Ballard Morrill  
Re-election,  
Board Member



## *Board Development Committee*

Rick Perkins  
New Nominee,  
Non-Board Member



## *Board Development Committee*

Emily Turner  
New Nominee,  
Non-Board Member



# Board Development Committee

Debra Walters  
New Nominee,  
Board Member



## *Board Development Committee*

Ilene Wood  
New Nominee,  
Board Member



# The Vote



# Girl Delegate Slate





## Girl Delegates

Emma Benning

Alexandra Bender

Aurora Budson

Emma Ciccotosto

Audrey Craig

Kristin Deaver

Kristina Dieterly

Amanda Dodge

Sarah Dolbier

Roselynn Farrell

Mckinley Frees

Hayley Gable

Alexis Gordon

Morgan Hamilton

Mikayla Havers

Hannah Keyser

Bridgette Lang

Katherine Loftus

Jessica Mabus

Madelyn McAlexander

Kyra McEntee

Megan McGroarty

Giavanna Plaza

Josie Reinhardt

Tamyah Stewart

Morgan Wade

Sara Waldman

Katherine Weinhardt

Mary Wilson

Veronica Yeakel



# The Vote



# National Council Session Delegates & Alternate Slate



## *National Council Session Delegates*

Evelyn Austin

Jane Budson

Kim Fraites-Dow

Sandy Faust

Susan Groff

Deborah Hassan

Bridgette Lang

Kathleen Lopez

Jamie Mosser

Diane Nordmark

Barbara Rhodes

Rebecca Rimby

Adalyn Santamaria

Heather Schoener

T'Keyah Sherwood

Peggy Stoudt

Dolores Trojak

Suzann Walters

Kimberly Moore-Woerle

Bonnie Young



*Alternate National Council Session  
Delegate*

Sarah Jacobson



# The Vote



**Mary Stengel Austen, Chair**  
**Kim E. Fraites-Dow, CEO**  
**Girl Delegate Pinning Ceremony**





# 2017 ANNUAL MEETING





## Top Cookie Sellers

### Daisies

Dylan Gower – 2,000 packages

Stella Perez – 1,500 packages

Diyanna Moore – 1,378 packages



## Top Cookie Sellers

### Brownies

Jessica Beatty – 2,292 packages  
Madison Bayloe – 2,000 packages  
Makena Seng – 1,557 packages



## *Top Cookie Sellers*

### **Juniors**

Vashti Valentine – 3,090 packages

Kayleigh Black – 2,341 packages

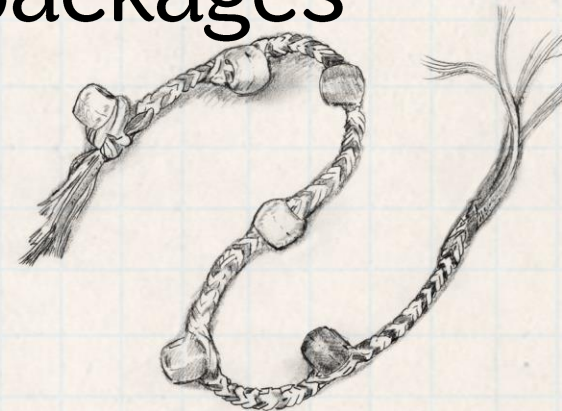
Natalie Di Crosta – 2,012 packages



## Top Cookie Sellers

### Cadettes

Rachel Thornton – 5,251 packages  
Nialah Miller – 3,408 packages  
Simone Johnson – 3,000 packages



## Top Cookie Sellers

### Seniors

Emily Simkovich – 3,341 packages

Ariana Price – 3,321 packages

Brianna Davis – 3,212 packages



## *Top Cookie Sellers*

### **Ambassadors**

Ashely Snead – 3,000 packages

Kyra Herbert – 2,532 packages

Margaret Schubert – 1,753 packages





# 2017 ANNUAL MEETING



## Scholarship Recipients

### The Union League Of Philadelphia Good Citizenship Award

Taylor Brizill  
Madalynne Forster  
Karsyn Hannahoe  
Katherine Loftus  
Portia Maidment  
Amanda Oross  
Sarah Ploener  
Allison Quinter

Josephine Reinhardt  
Mikayla Roach  
India Staton  
Samantha Sullivan  
Laura Tague  
Morgan Wade  
Katherine Weinhardt  
Abigayle Young







# 2017 ANNUAL MEETING



## Scholarship Recipients

# The Monae Ragsdale-Mabrey Scholarship

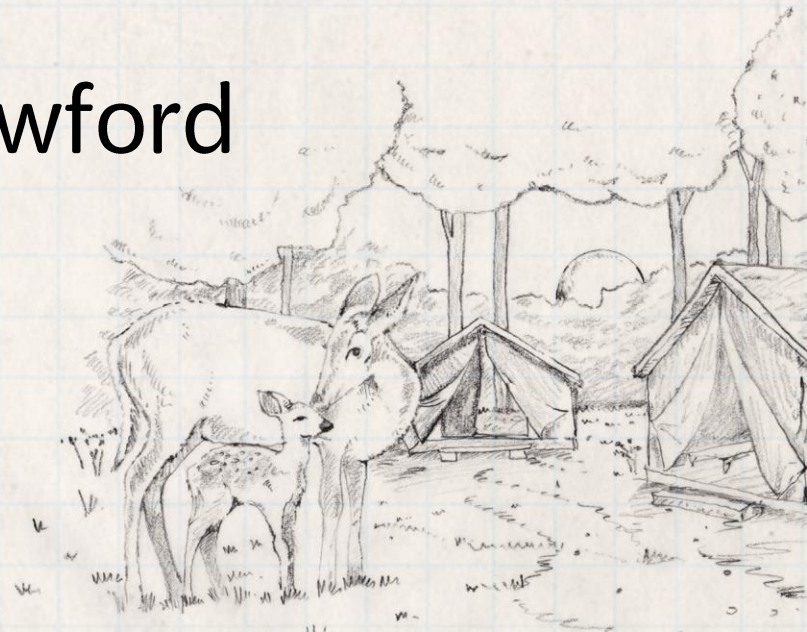
Ayanna King



## Scholarship Recipients

# The Renee Carol Harper Memorial Scholarship

Sydney Crawford



## Scholarship Recipients

# The Elizabeth G. Dorsett Memorial Scholarship

Akanksha Bhusari



# Scholarship Recipients

## The Judy Borie Award

Carolyn Pye



## *Scholarship Recipients*

# The Janet and Solomon Eshner College Scholarship

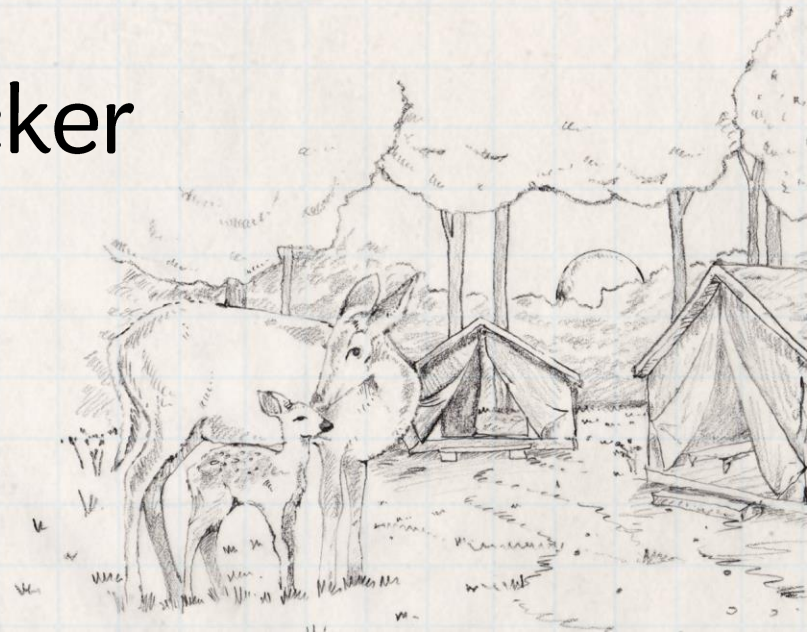
Erika Baylor



# Scholarship Recipients

## The Dotti Martin Educational Scholarship Fund

Halle Becker



# Scholarship Recipients

## The Kiwanis Award

Karlie Kasznay  
Ayanna King





## Scholarship Recipients

### The Girl Scouts of Eastern Pennsylvania Graduating Senior Scholarship

Halle Becker

Akanksha Bhusari

Jaclyn DiPierro

Dorothea Fogel

Karlie Kasznay

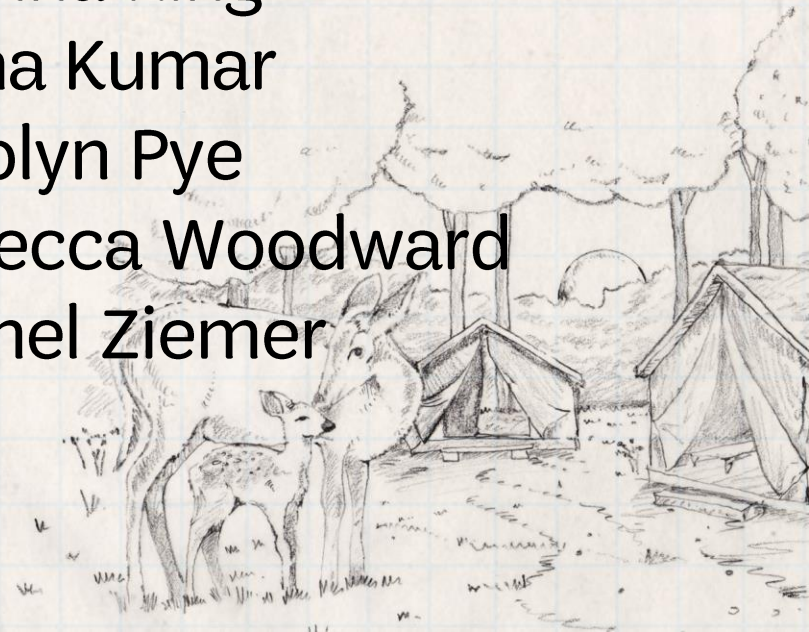
Ayanna King

Ersha Kumar

Carolyn Pye

Rebecca Woodward

Rachel Ziemer





# 2017 ANNUAL MEETING



# Meeting Adjourned





# 2017 ANNUAL MEETING

