



GIRLZDAY

OUR WORLD, OUR WAY

May 17, 2025

Pennsylvania Convention Center

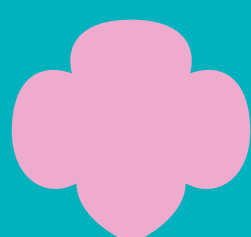


girl scouts 
of eastern
pennsylvania



Congratulations, Girl Bosses,
on the successful completion
of your extraordinary journey!

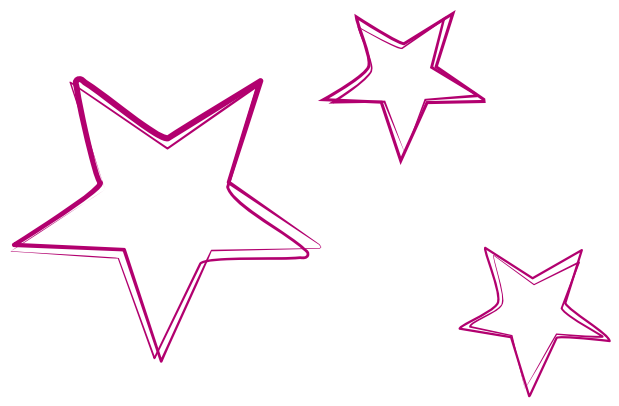
May every success
be yours in the future.



Terry and Ann Marie Horner

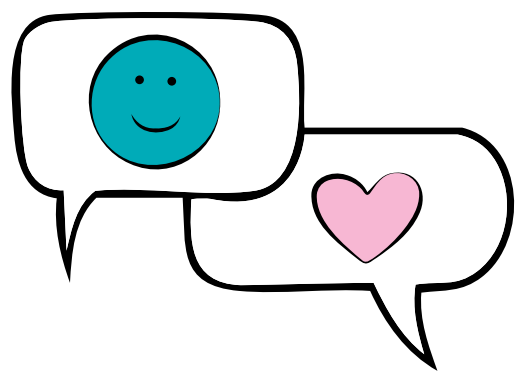
Table of Contents

Tap the headline to jump to that page!



Welcome!

Schedule of Events

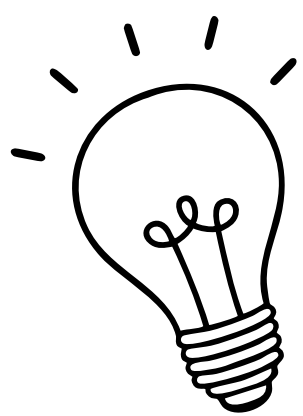


Maps

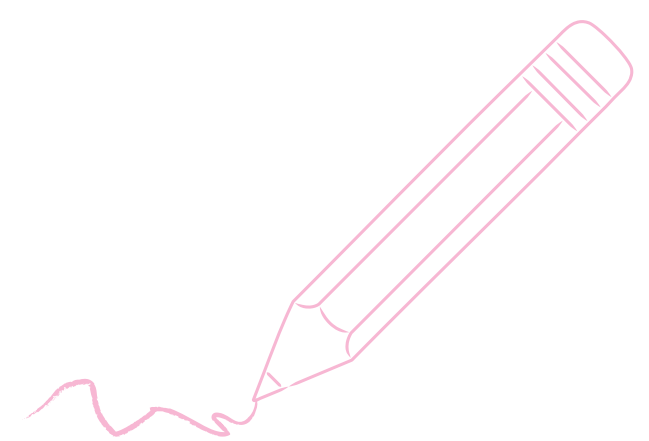


Hall of Experiences

Featured Speakers & Performers



Sessions



GirlzDay Advisorz



Information

Sponsors

Here's to driving positive changes.

Comcast is proud to support the
Girl Scouts of Eastern Pennsylvania.



COMCASTCORPORATION.COM

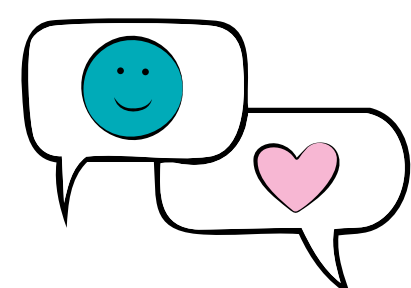
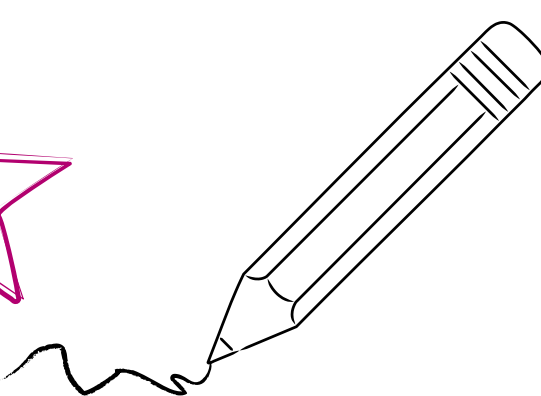
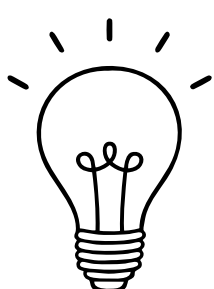
Welcome!

Hello, Girl Bosses!

Welcome to GirlzDay: Our World,
Our Way - Girl Scouts of Eastern
Pennsylvania's day of fun,
empowerment, and special experiences
– created just for you!

We are excited you are here for this
special occasion. These expos don't
come around often. The last time GSEP
hosted an event like this was ten years
ago! And while a lot has changed in the
past decade, there are some things that
remain the same: Girl Scouts want to
have fun!

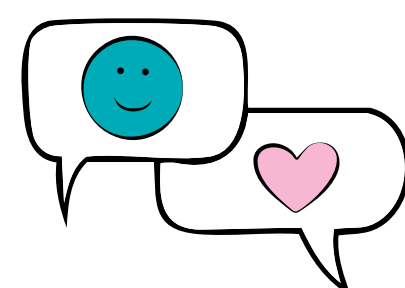
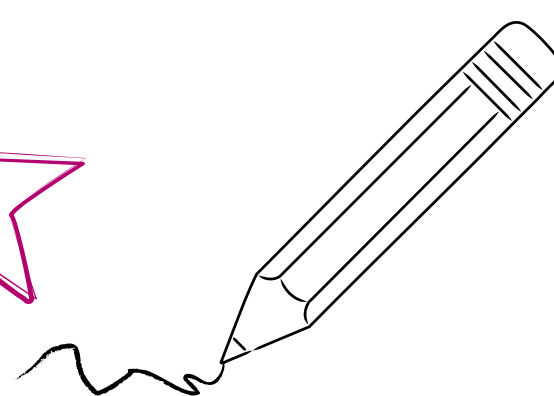
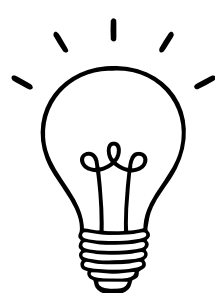
And today, we bring the fun! You
will hear from amazing speakers
– including our Emcee for the day,



Tracy Davidson of NBC10, Opening Ceremonies performer Cydney Hope Brown, Keynote Speakers Tina Wells and Bellen Woodard, and the CEO of Girl Scouts of the USA, Bonnie Barczykowski, will also share her vision for the future of our mission.

It's not just the impressive list of speakers that will have you snapchatting.

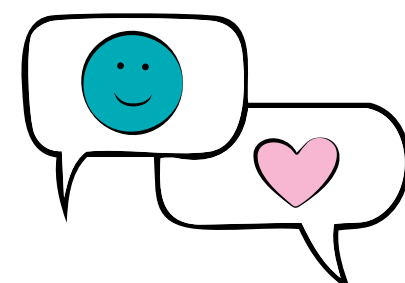
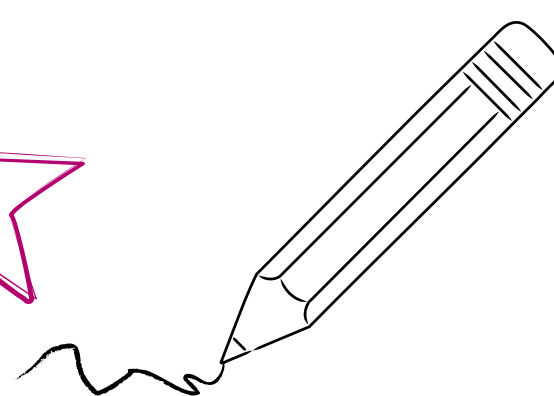
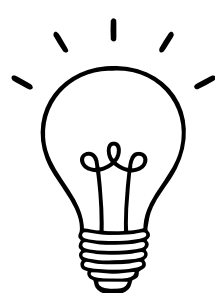
The Hall of Experiences will be open all day, featuring activities you can't get anywhere else. Have a blast skating with friends at the indoor roller rink, send a postcard into space, design your own jewelry, and even explore the world of science and innovation through live science demonstrations, including a bubbly blast of fun with Casey Carle's Bubblemania.



While you're there, make sure you check out all this year's Bronze, Silver, and Gold Award Take Action projects – which demonstrate the impact of Girl Scouts like you! There will be dozens of projects on display which showcase their hard work and perhaps give you some inspiration for your own Highest Award journey!

And don't forget to stop by our fierce and fab "Girl Scout Emporium" for all your GirlzDay gear. We're especially excited for the new "Hat Bar." We can't wait to see what patches you add to make it your own!

End your day with a special performance by [Madison Reyes](#), Emmy-Nominated Actress and Singer of *Julia and the Phantoms* followed by a glow dance party with tunes by [DeeJay Shelly](#)!



Even with all we have in store today—
YOU are the real starz of GirlzDay. You
are doing amazing things, stepping into
your power, and making things happen
– like the Girl Boss you are! We hope
you enjoy the day!

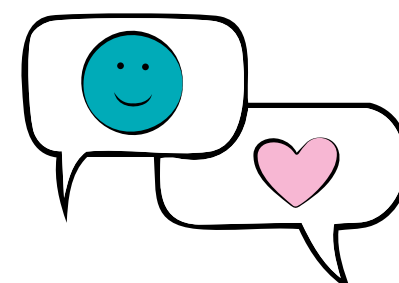
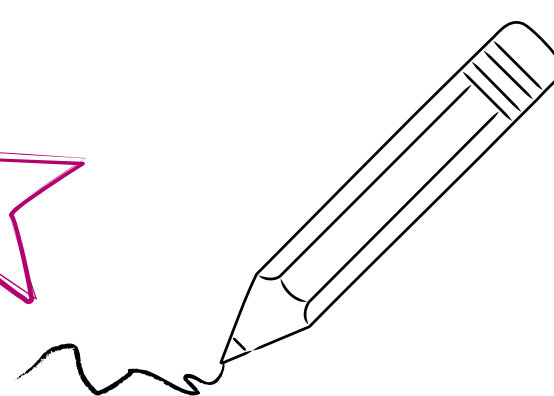
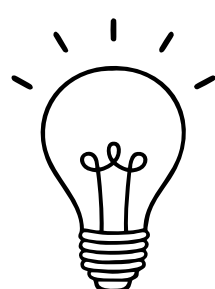
Yours in Girl Scouting,



Kim E. Fraites-Dow
CEO



Nicole LeVine
Board Chair



Schedule of Events

9 a.m. | Room 201A

Gold Award Celebration

Invitation Only

9:30 a.m.

Doors Open

10 a.m. | Room 201A

Silver Award Celebration

Invitation Only

10 a.m.–3:30 p.m. | Hall F

Hall of Experiences

11:30 a.m. | Ballroom AB

Opening Ceremonies & Lunch

Schedule of Events

1–2 p.m. | Level 200

Speaker Sessions

2 p.m.

Break

2:15–3:15 p.m. | Level 200

Speaker Sessions

3:15 p.m.

Break

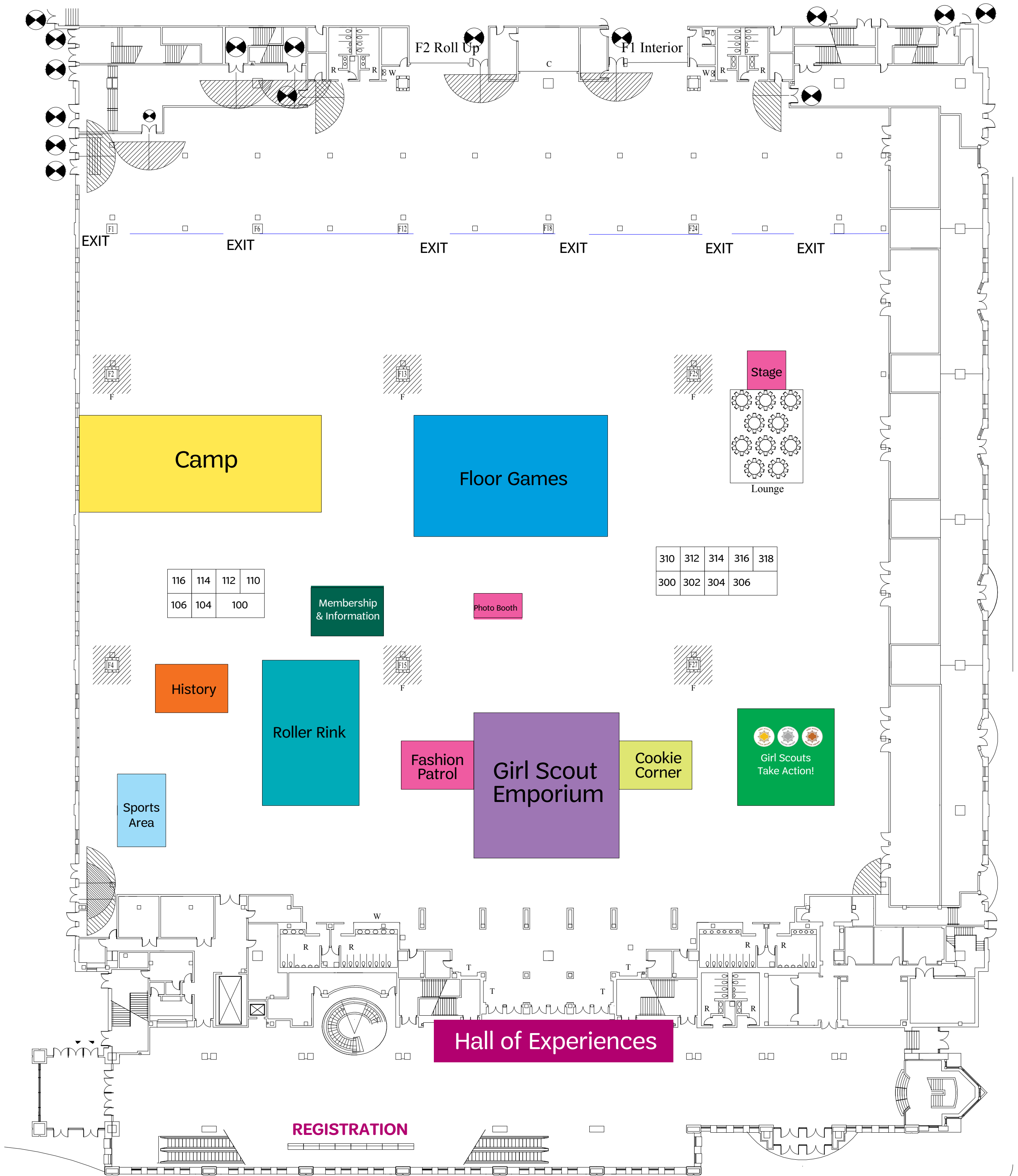
3:45–5 p.m. | Ballroom AB

Closing Ceremonies featuring Madison Reyes

Glow Dance Party with DeeJay Shelly

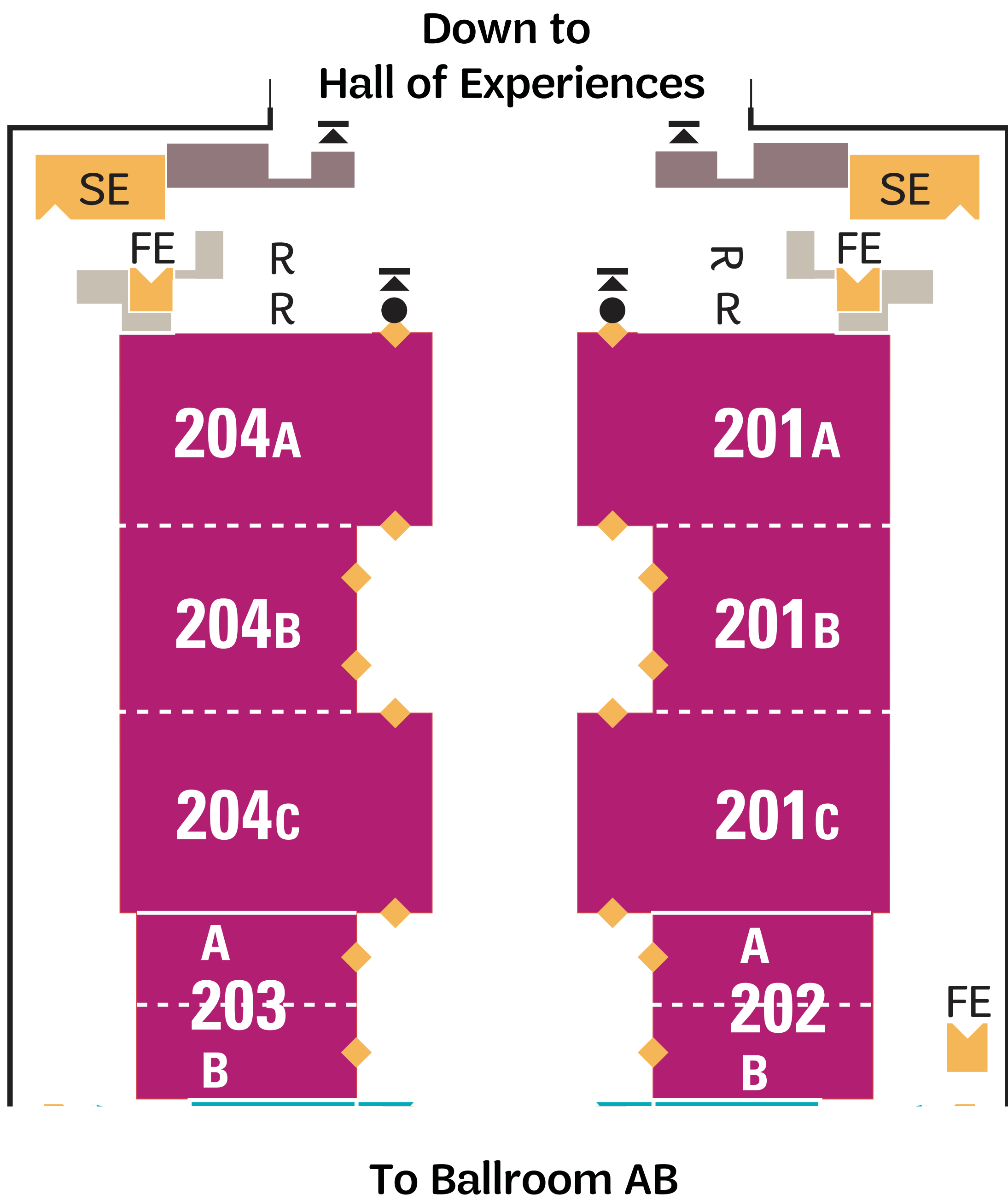
Maps

Hall of Experiences



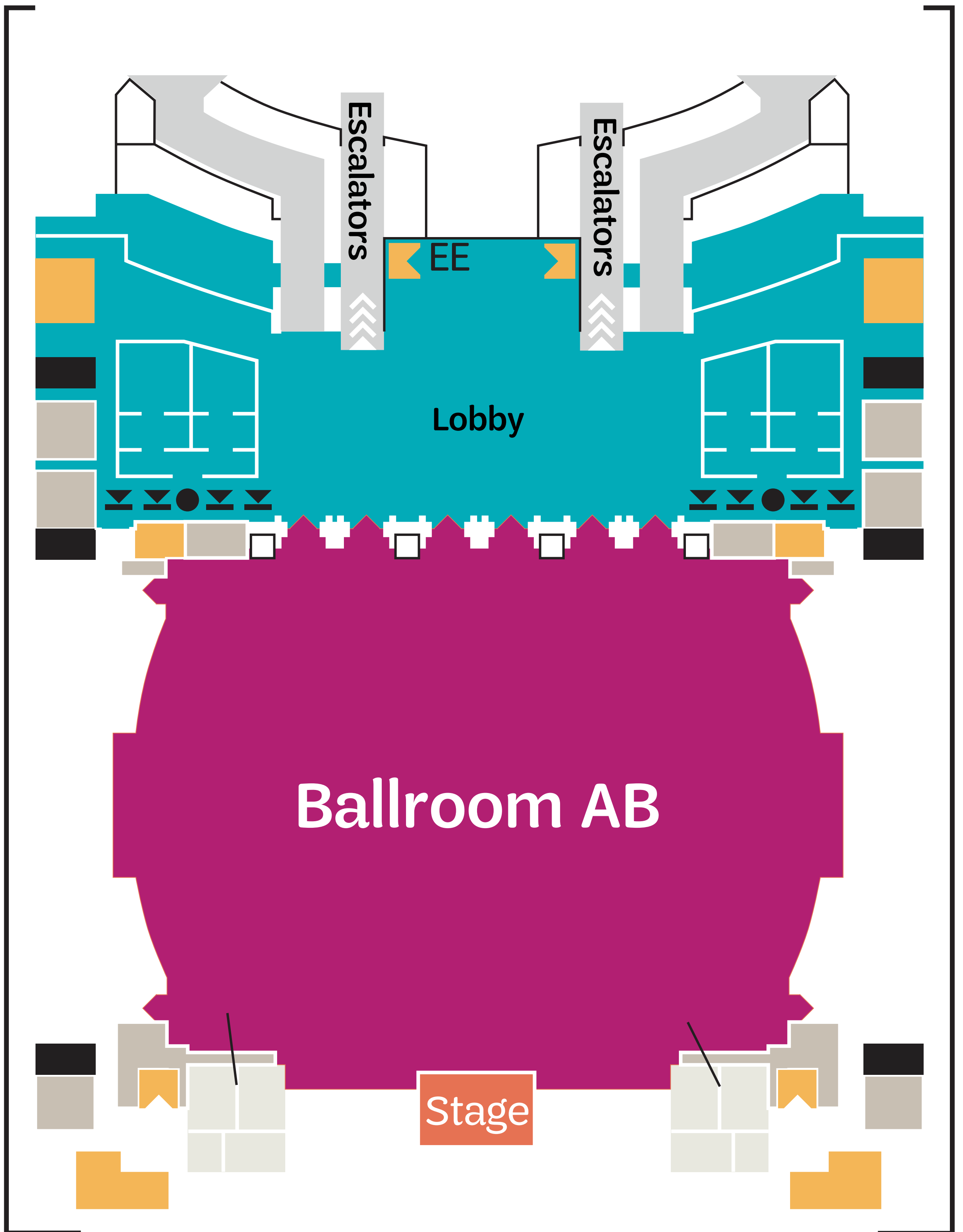
Maps

Level 200



Maps

Ballroom AB



Opening Ceremony Keynote Speaker



Tina Wells

Entrepreneur and Author

Tina Wells is a renowned thought leader in the retail and marketing industries.

She is the founder and CEO of Wellspring Studio, a consulting firm dedicated to empowering underrepresented founders from concept to product launch.

[Read More about Tina Wells](#)

Opening Ceremony Speaker



Bellen Woodard

CEO & Founder, Bellen's More than Peach Project®

Named TIME Kid-of-the-Year Honoree and the “World’s 1st Crayon Activist,” 14-year-old Bellen is the CEO of the highly successful company More than Peach and founder of Bellen’s More than Peach Project started when she was 8 years old.

[Learn More about Bellen Woodard](#)

Closing Ceremonies Performer



Madison Reyes

Emmy-nominated Actress and Singer

Madison Reyes is an Emmy Nominated actress and singer, who is known for playing the character Julie Molina in the Netflix musical series *Julie and the Phantoms* for which she won an MTV Award and received a nomination for a Daytime Emmy Award. Madison is a PA local from New York and a former Girl Scout!

Emcee



Tracy Davidson

NBC10 Co-anchor and Award-winning Journalist

Tracy Davidson is an award-winning journalist, advocate, and inspirational speaker dedicated to uplifting women and girls.

[Read full bio](#)

Speakers

Click on the photo to read the speaker's bio.



Patreshettarlini “Pat” Adams

Resident Stage Manager at
the Wilma Theater



Bonnie Barczykowski

CEO, Girl Scouts of the USA



Morgan Berman

Founder of Glitter



Cydney Hope Brown

2023 Northeast Regional
Youth Poet Laureate and
Emerita Philadelphia Youth
Poet Laureate

Speakers

Click on the photo to read the speaker's bio.



Jan Combopiano

Senior Policy Director for the
Brooklyn Voters Alliance



Natasha Camy

NCAA Division I Women's
Basketball Official,
Entrepreneur & Investor,
Public Speaker



Faith "Devoida Mercy" Cortright

Coach, Team Member, Philly
Roller Derby



Kristen Farry

Executive Vice President of
Policy and Strategy at Woods
Services

Speakers

Click on the photo to read the speaker's bio.



Dona File

Retired Corporate Safety
Director, LF Driscoll
Company & Former



Hayley Gable

Collegiate Student Athlete,
Trinity College



Crystal Gilmore-Harris

Community Outreach
Coordinator for Senator
Judy Schwank



Leigh Goldenberg

Managing Director of the
Wilma Theater

Speakers

Click on the photo to read the speaker's bio.



Joann Gonzalez-Generals

Director, Upward Bound
Program at the University of
Pennsylvania



J'Neen Gray-Caserta

Philadelphia Police
Department, SWAT Unit



Millie Hiibel

Costumer Director at Opera
Philadelphia



Nicole Heffernan

VP Commercial Relationship
Manager at TD Bank

Speakers

Click on the photo to read the speaker's bio.



Emma Hertz

President & CEO,
HealthSpark Foundation



Sheila Hess

Former Philadelphia City
Representative



Max Horn

Assistant Director of
Admissions, Alvernia
University



Ellen Iobst

Retired Manufacturing-
Supply Chain and
Sustainability Executive

Speakers

Click on the photo to read the speaker's bio.



Sergeant Sharone Johnson

K9 Unit, Philadelphia Police Department



Ruth Kasow

Vice President and
Director of Finance at the
Philadelphia Orchestra and
Kimmel Center Inc.



Kathy Killian

Retired, Philadelphia
Phillies



Melanie Kohler

Chief Transformation Officer,
Chief Technology Officer,
Ben Franklin Technology
Partners of Northeastern
Pennsylvania

Speakers

Click on the photo to read the speaker's bio.



Keri Kovach

High Volume Manager,
Kendra Scott Jewelry



Nicole LeVine

Chief Operating Officer,
PECO



Deputy Commissioner Myesha S. Massey

Philadelphia Police
Department, Community
Partnerships Bureau



Yasmine Mustafa

CEO & Co-Founder of ROAR

Speakers

Click on the photo to read the speaker's bio.



Heather Nelson

Director, Blue Origin Club
for the Future



Carol Obando-Derstine

Former Regional Director
for Senator Casey and
Current Congressional
Candidate



Katie Santana

President of ASR Media
and Creative Director of
Fig Lehigh Valley



DeeJay Shelly

International DJ, Emcee,
Entertainer

Speakers

Click on the photo to read the speaker's bio.



Beth Specker

Executive Director of
Rendell Center for Civics
and Civic Engagement



Devi Spletzer

Human Resources
Generalist at Sysco
Philadelphia



Lara Toscani Weems

Senior Vice President,
Media Relations of
LIV Golf



Love them with all your heart. Plan with all your head.

Congratulations 2024–2025 Girl Bosses!

We like many people, but we love only a precious few. For them, we're willing to do the extraordinary, but we don't have to do it alone. At Lincoln Financial, we can help with everything from life insurance to protection from the unexpected. It's one of the most important things you can do for the most important people in your life.

Lincoln Financial is proud to support the Girl Scouts of Eastern Pennsylvania.



**Your tomorrow.
Our priority.SM**

Lincoln Financial is the marketing name for Lincoln National Corporation and its affiliates, including broker-dealer/distributor Lincoln Financial Distributors, Inc., Radnor, PA, and insurance company affiliates The Lincoln National Life Insurance Company, Fort Wayne, IN, and Lincoln Life & Annuity Company of New York, Syracuse, NY. Affiliates are separately responsible for their own financial and contractual obligations.

©2025 Lincoln National Corporation. LFG-TTL24-ADV001_Z03

LCN-2895950-010820

Sessions

Play Like a Champion

1-2 p.m. & 2:15-3:15 p.m. | Room 201A

Faith ‘Devoida Mercy’ Cortright, Coach,
Team Member of Philly Roller Derby

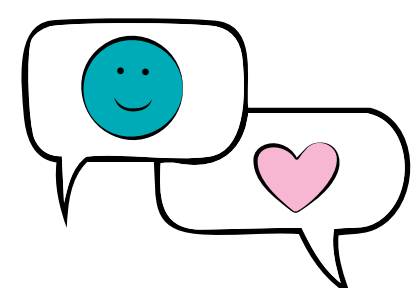
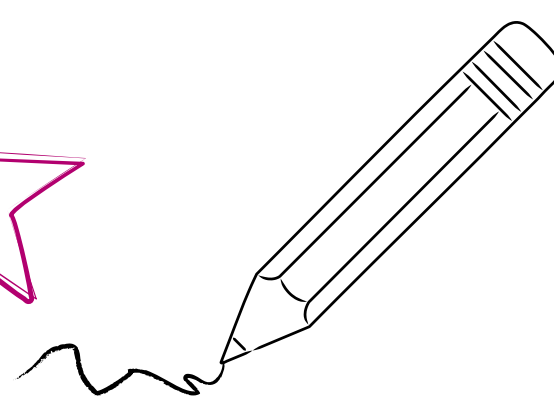
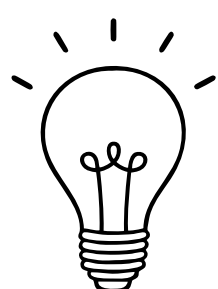
Natasha Camy, NCAA Division I
Women’s Basketball Official, Entrepreneur
& Investor, Public Speaker

Hayley Gable, Collegiate Student Athlete,
Trinity College

Kathy Killian, Retired, Philadelphia
Phillies

Lara Toscani Weems, Senior Vice
President, Media Relations of LIV Golf

*Connect with women who take movement to
the next level and keep score professionally as
they pursue careers in sports.*



Sessions

Innovate Your Future

1-2 p.m. & 2:15-3:15 p.m. | Room 204B

Morgan Berman, Founder of Glitter

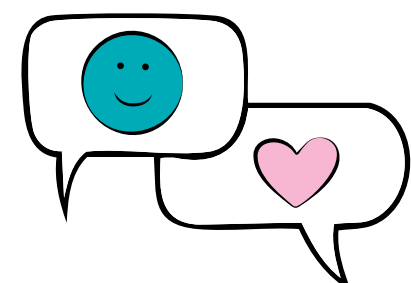
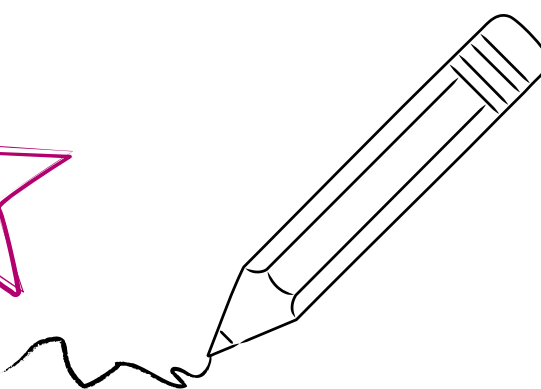
Melanie Kohler, Chief Transformation Officer, Chief Technology Officer, Ben Franklin Technology Partners of Northeastern Pennsylvania

Nicole LeVine, Chief Operating Officer at PECO

Yasmine Mustafa, CEO & Co-Founder of ROAR

Heather Nelson, Director of Blue Origin Club for the Future

Be inspired by women who are changing the way we do things. Creators, inventors, engineers, designers – the people who make things work and work better.



Sessions

Making it Happen: Tales of Success and Resiliency

1-2 p.m. & 2:15-3:15 p.m. | Room 201B

Keri Kovach, High Volume Manager
for Kendra Scott Jewelry

Dona File, Retired Corporate Safety
Director, LF Driscoll Company

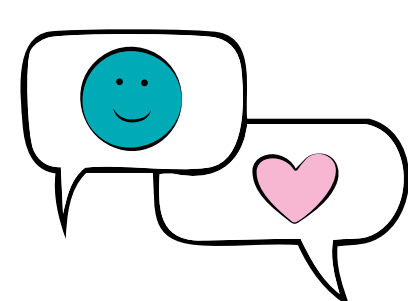
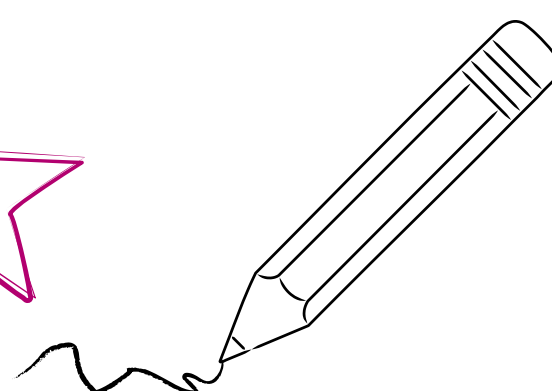
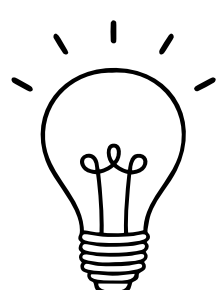
Sheila Hess, Former Philadelphia City
Representative

**Deputy Commissioner Myesha
S. Massey**, Philadelphia Police
Department, Community Partnerships
Bureau

Sergeant Sharone Johnson,
Philadelphia Police Department, K9 Unit

Officer J'Neen Gray-Caserta,
Philadelphia Police Department, SWAT
Unit

*Hear from women who are making
a difference in the world. From non-
traditional careers to advocating for
change, these girlz got grit!*



Sessions

Your Voice Matters

1-2 p.m. & 2:15-3:15 p.m. | Room 201C

Jan Combopiano, Senior Policy Director
for the Brooklyn Voters Alliance

Crystal Gilmore-Harris, Community
Outreach Coordinator for Senator Judy
Schwank

Emma Hertz, President & CEO of
HealthSpark Foundation

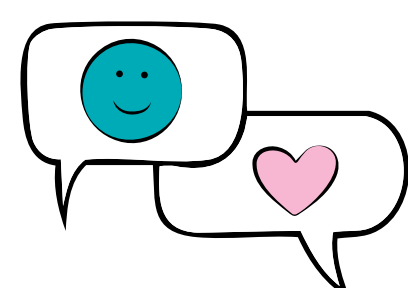
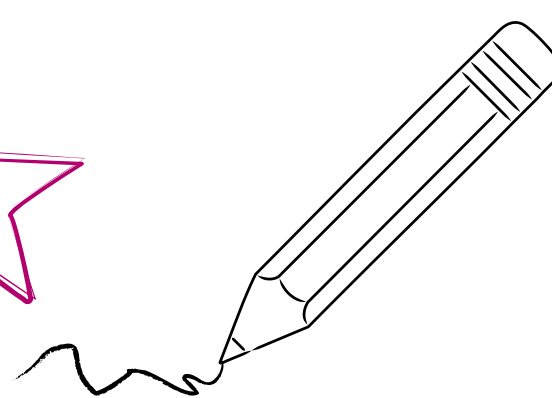
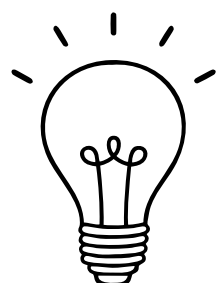
Ellen Iobst, Retired Manufacturing-
Supply Chain and Sustainability
Executive

Kristen Farry, Executive Vice President
of Policy and Strategy at Woods Services

Beth Specker, Executive Director of
Rendell Center for Civics and Civic
Engagement

Carol Obando-Derstine, Candidate for
Pennsylvania's 7th Congressional District

*Be a force for change and connect with
women to discover how you can make a
difference right now. This session will have
roundtable conversations with local women
working in and with government.*



Sessions

Prepare to Adult

1-2 p.m. & 2:15-3:15 p.m. | Room 204C

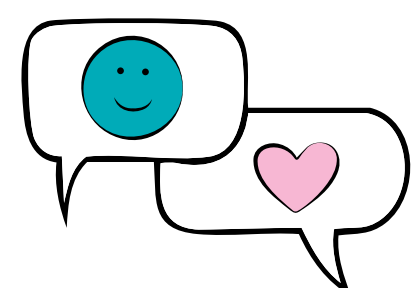
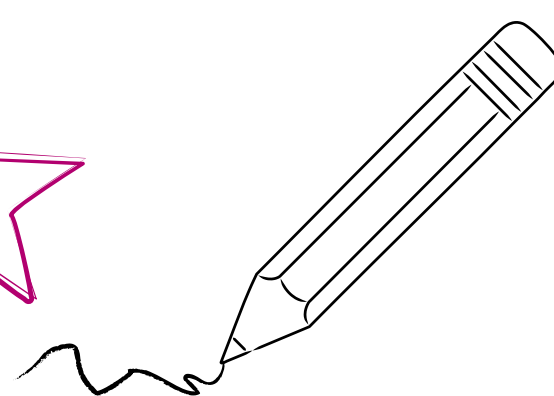
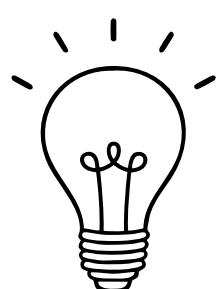
Joann Gonzalez-Generals, Director,
Upward Bound Program at the
University of Pennsylvania

Nicole Heffernan, VP Commercial
Relationship Manager at TD Bank

Devi Spletzer, Human Resources
Generalist at Sysco Philadelphia

Max Horn, Assistant Director of
Admissions, Alvernia University

*What is the next step in your journey?
Whether your next goal is college or
something completely unique to you,
discover your options and how to be
financially prepared for your future.*



Sessions

Arts in Your Future

1-2 p.m. & 2:15-3:15 p.m. | Room 204A

Patreshettarlini “Pat” Adams, Resident Stage Manager at the Wilma Theater

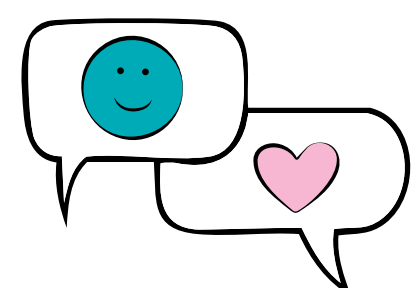
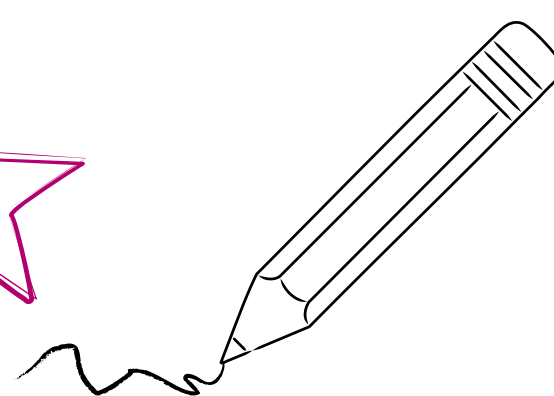
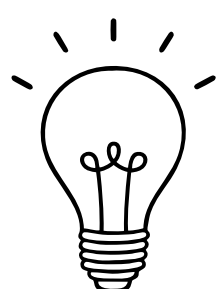
Millie Hiibel, Costumer Director at Opera Philadelphia

Ruth Kasow, Vice President and Director of Finance at the Philadelphia Orchestra and Kimmel Center Inc.

Katie Santana, President of ASR Media and Creative Director of Fig Lehigh Valley

Leigh Goldenberg, Managing Director of the Wilma Theater

Discover how to turn your passion for art into a career where you love what you do!



Hall of Experiences

Exhibitor List

Booth 100

Kendra Scott Jewelry

Booth 104

Glitter

Booth 106

Referee Ready Academy

Booth 110

Today is a Good Day

Booth 112

Moore College of Art & Design

Booth 114

ROAR for Good

Booth 116

American Helicopter Museum

Booth 300

Blue Origin's Club for the Future

Hall of Experiences

Exhibitor List

Booth 302

Comcast

Booth 304

Philly's Mad Scientist Gone Good

Booth 306

Philadelphia Visitor Center

Booth 310

Da Vinci Science Center

Booth 312

Elmwood Park Zoo

Booth 314

TD Bank

Booth 316

Opera Philadelphia

Booth 318

PECO

Hall of Experiences

Exhibitor List

GSEP Camp

Play games and get ready for camp!

Girl Scout Emporium

Build-A-Bear™, Custom Hat Bar, Shop for GirlzDay swag, Customize Your Gear

Roller Skating Rink

In partnership with Philly Roller Derby and Neon Entertainment

10 a.m.-3:30 p.m.

Membership & GSEP Information

Ask us questions about Girl Scouting or about GirlzDay!

Girl Scouts Take Action!

Learn about the Highest Awards, Take Action projects, and Calling All Girl Bosses.

Hall of Experiences

Stage Schedule

10:15 a.m.

Elmwood Park Zoo

10:45 a.m.

Philadelphia Visitor Center

11 a.m.

**DVINTI Skin Care Featuring The
Mad Scientist Gone Good**

1 p.m.

Casey Carlé's BubbleMania!

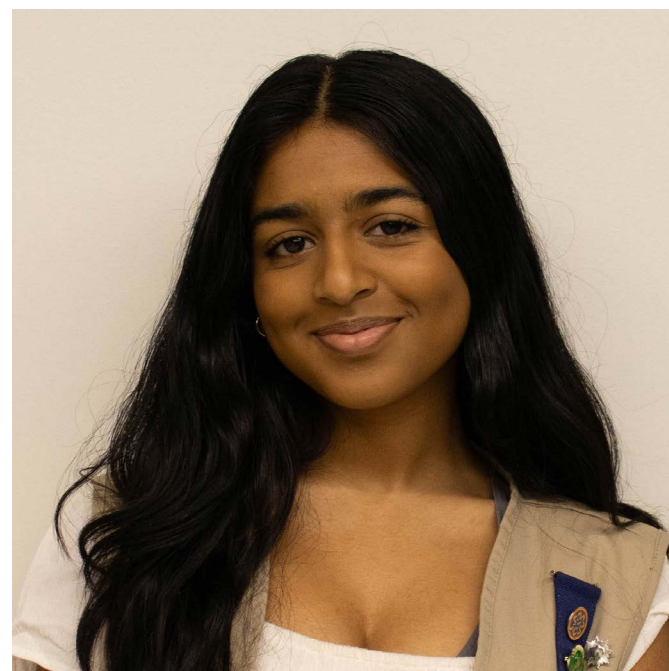
2:45 p.m.

**Storytime with Bellen Woodard,
CEO & Founder, Bellen's More
than Peach Project®**

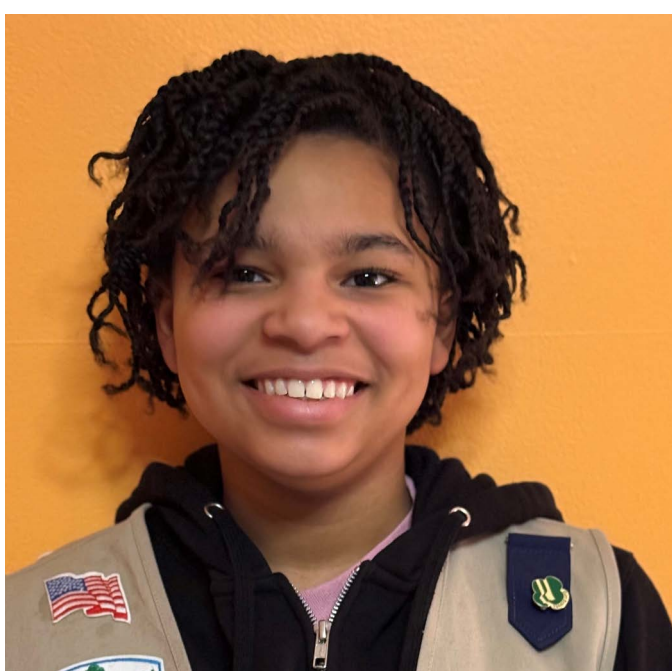
GirlzDay Advisorz



Ariana R.
Berks



Arya C.
Montgomery



Brin K.
Bucks



Carter H.
Montgomery



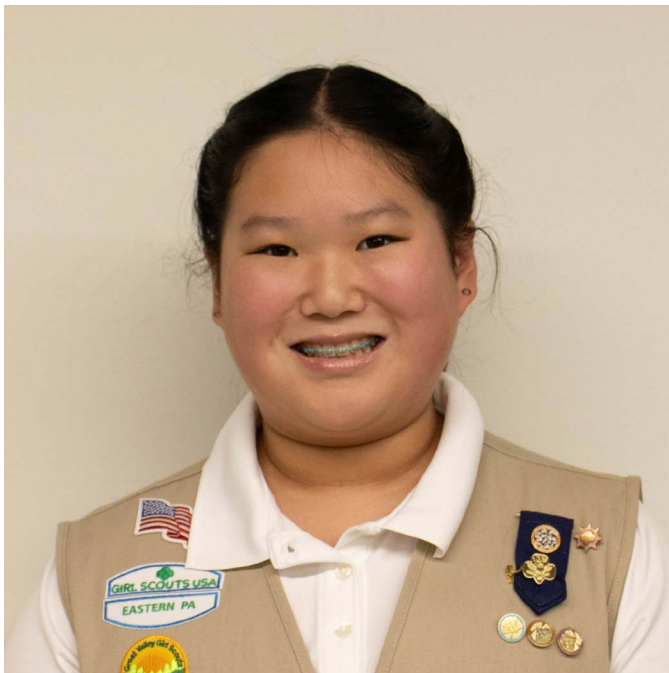
Ella P.
Bucks



Emma S.
Philadelphia



GirlzDay Advisorz



Emma H.
Chester



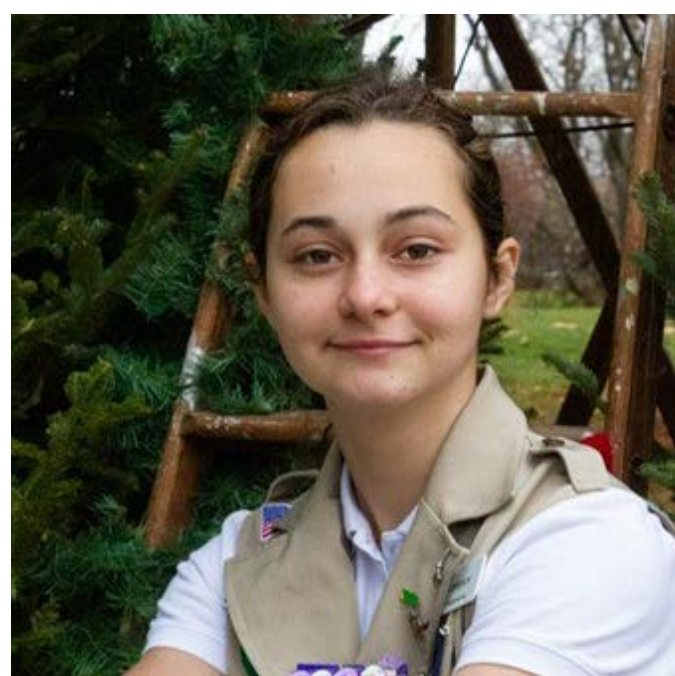
Faith G.
Lehigh



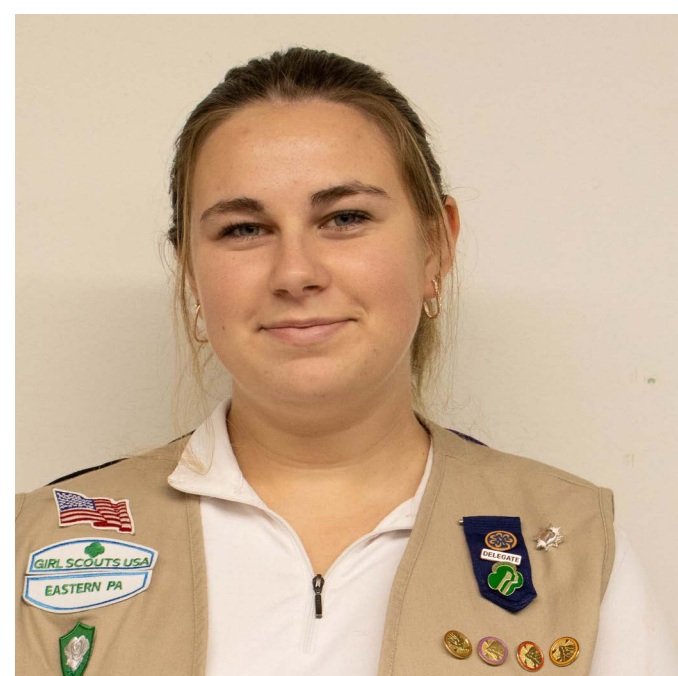
Folasade B.
Delaware



Gisele A.
Chester



Gwen H.
Berks



Jasmine W.
Philadelphia



GirlzDay Advisorz



Jemma S.
Berks



Katelyn O.
Chester



Ketorah B.
Philadelphia



Libby B.
Chester



Lillian U.
Lehigh



Lindy A.
Montgomery



GirlzDay Advisorz



Lylah M.
Montgomery



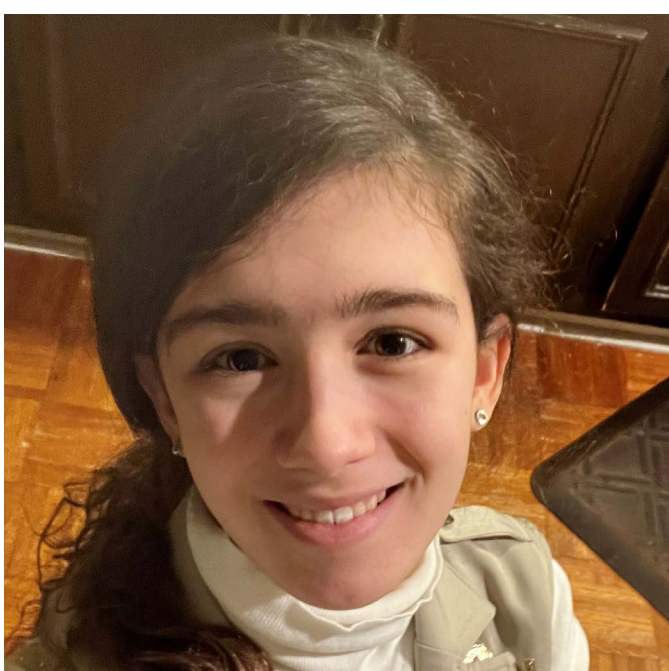
Madeline W.
Montgomery



Madeline U.
Lehigh



Madelynn D.
Lehigh



Margot F.
Montgomery



Mila K.
Chester



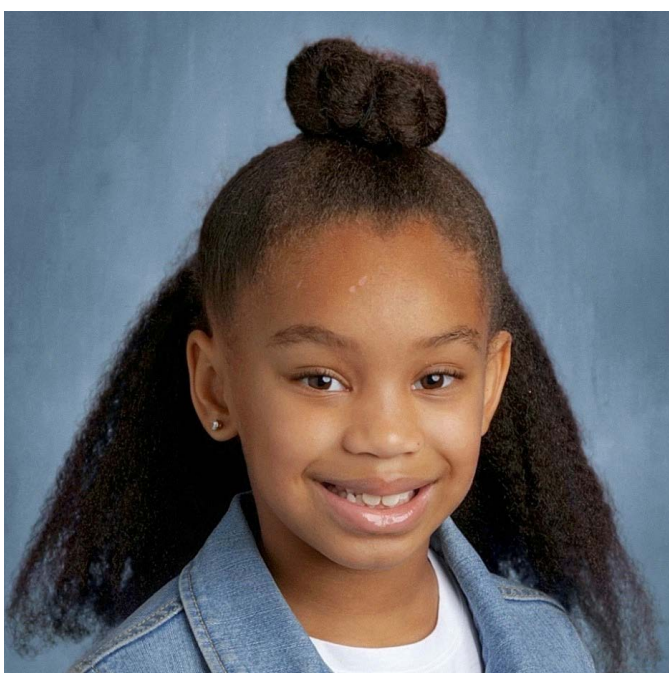
GirlzDay Advisorz



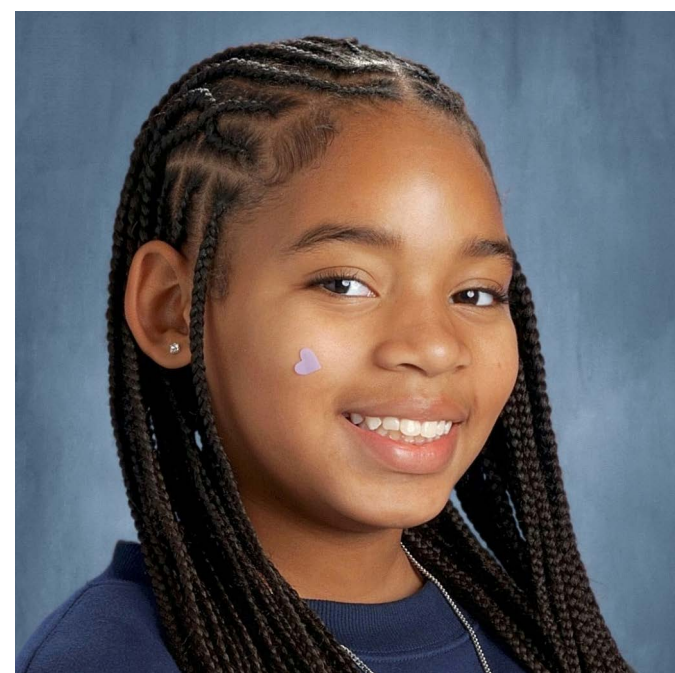
Miranda R.
Chester



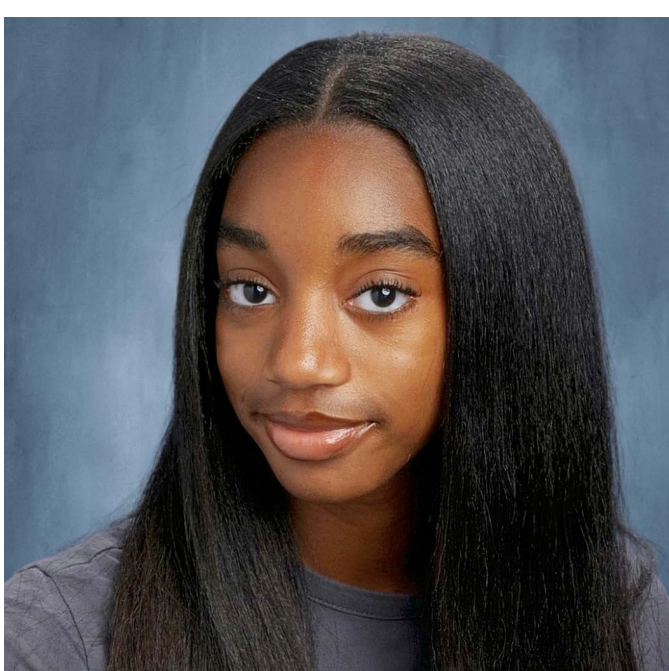
Morayo B.
Delaware



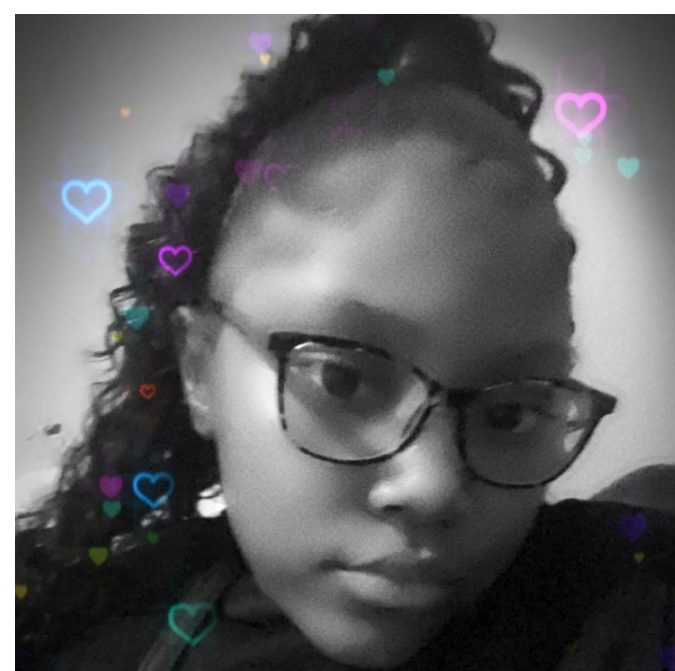
Paige L.
Philadelphia



Parker L.
Philadelphia



Payton L.
Philadelphia



Rhyan W.
Philadelphia



GirlzDay Advisorz



Sana'a H.-L.
Delaware



Sarah D.
Bucks




Shruti K.
Chester



Zoé G.
Philadelphia



Calling All GIRL BOSSES

Powered
by:  gsep



Girls in grades 6-12 participate in a year long program empowering them to lead change in their communities!

Girls are connected with amazing volunteers and mentors and develop impactful community projects through a series of hands-on workshops.

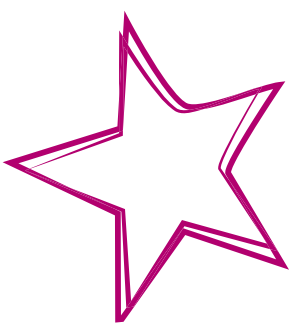
All participants have the opportunity to earn the prestigious Girl Scout Silver or Gold Award.

Get involved at gsep.org/girlbosses.

Information

Registration

Doors open at 9:30 a.m. When you enter through the 12th & Arch Street doors, you will see the registration area in the hallway. Please present your Eventbrite QR code for staff to scan. Staff will be available to assist.



Lost and Found

Misplaced your water bottle or cellphone? Go to the Information Booth in the Hall of Experiences (Hall F).

Information

Accessibility

Learn more about [accessibility at the Pennsylvania Convention Center.](#)

Visit the Zen Den
Sensory Room (203B)
for a quiet place to reset.



In Case of Emergency

DIAL 215.418.4911 from a cell phone.

DIAL 4911 from a PACC House/
landline phone.

Sponsors



Pennsylvania
Convention Center
PHILADELPHIA



AN **MANAGED FACILITY**

Ann Marie and Terry Horner



Lincoln
FinancialSM



COMCAST

Sponsors

Dona File & Dr. Jeannette Morris

Dr. Bunmi Ojikutu

David Shaffer



Harris T. Bock, Esq.

