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**GIRL SCOUTS OF EASTERN PENNSYLVANIA ANNOUNCES
THE 2025 TAKE THE LEAD LEHIGH VALLEY HONOREES**

*Four women leaders who exemplify courage, confidence, and character selected,
will be paired with local Girl Scouts as mentors and honored this April*

MIQUON, PA (December 11, 2024)— [Girl Scouts of Eastern Pennsylvania](#) (GSEP) is thrilled to announce its 2025 Take the Lead Lehigh Valley honorees – four women leaders in the Lehigh Valley who embody the Girl Scouts’ mission of building girls of courage, confidence, and character, who make the world a better place.

This year’s honorees are leaders in both their industries and communities, serving as positive role models for Girl Scouts in the region through their careers and dedication to causes they support. The honorees will be recognized at a special, Girl Scout-led event at Wind Creek Bethlehem on Tuesday, April 29, 2025.

2025 Take the Lead Lehigh Valley Honorees

- **Lori A. Alfonse, DO, Deputy Physician in Chief, Lehigh Valley Topper Cancer Institute:** As a nationally regarded breast cancer surgeon, Dr. Alfonse avidly believes in a people-first approach to cancer treatment to provide personalized, empathetic care for patients. As a surgical oncologist, she prioritizes establishing trust with patients and alleviating their fears through her leadership and in formulating plans and strategies to provide holistic and high-quality care that treats the whole person.
- **MaryEllen Dickey, CFRE, Chief Philanthropy Officer, Da Vinci Science Center:** With over 30 years of nonprofit executive leadership experience, MaryEllen currently leads the advancement efforts to build a strong, diversified fundraising program and culture to the Da Vinci Science Center. Through her experience specializing in financial sustainability, operational transformation, and strategic growth, she demonstrates a commitment to community impact, strategic leadership, and fostering a legacy of excellence in both nonprofit and financial sectors.
- **Corinne Goodwin, Founder & Executive Director, Eastern PA Trans Equity Project:** As the Founder and Executive Director of the Eastern PA Trans Equity Project, Corinne leads the nonprofit organization to fulfill its mission of empowering transgender individuals throughout the 34-county-footprint in Eastern Pennsylvania it serves. As an award-winning community leader, she actively works to mitigate issues that impact the lives of LGBTQ Pennsylvanians by providing support services, empowerment programs, education, and more to create equality in the region.
- **Carolina Hernandez, Assistant Dean & Director, Community Service Office, Lehigh University:** In her role, Carolina works diligently to advance students as active citizens who value and contribute to their community by responding to public voices through meaningful action. As an educator, her passion in leadership is grounded in building and developing a positive, reciprocal relationship with the South Bethlehem community.

“Our 2025 Take the Lead Lehigh Valley honorees, through their dedication to service in their careers and their communities, truly exemplify the Girl Scout values that we live and breathe every day,” said Kim E. Fraites-Dow, Chief Executive Officer of GSEP. “We look forward to having them serve as role

models for our Girl Scouts, who will learn firsthand from these women ways to live a life of purpose with courage, confidence, and character.”

Beyond serving as an opportunity to acknowledge women leaders in the region, Take the Lead is also a unique leadership opportunity for Girl Scouts.

As part of the Take the Lead program, high school-aged Girl Scouts are paired with each honoree to shadow them for a day at their professional work setting to gain impactful career and leadership insights, as well as receive guidance on building their own professional networks. The girls, who are selected through a competitive application and interview process, then creatively reflect on the experience and deliver presentations at the Take the Lead event. In addition, Girl Scouts will serve as presenters, emcees, event hosts, social media influencers, and chorus members – because GSEP’s signature fundraising event, Take the Lead, is truly an event for the girls, by the girls.

Take the Lead is co-chaired by Tina Hasselbusch, marketing, PR specialist, and owner of Social T Marketing & PR, and Mary Lisicky, CFP®, first vice president, financial advisor at Morgan Stanley. At Social T Marketing & PR, Tina leads her team to ensure business communication and branding goals are met for clients in the Lehigh Valley region and beyond through thoughtful positioning, public relations, social media, and corporate messaging. Through her role at Morgan Stanley, Mary works with families, professionals, LGBTQ+ community members, and business owners, overseeing their entire financial picture to help them reach their goals through a personalized plan.

“Each year, our Take the Lead Lehigh Valley event raises critical funds for Girl Scouting and we are appreciative of our event co-chairs and committee members who work tirelessly to sustain this program. Their efforts continue our mission and ensure every girl has access to the Girl Scout Leadership Experience,” said Fraites-Dow.

This year, guests are welcomed to join Troop Take the Lead and engage in Girl Scout-led activities through a themed cocktail reception followed by an inspiring program celebrating outstanding leaders and girls who are making a difference in our community.

Guests will enjoy a reception featuring a menu of passed hors d’oeuvres and food stations followed by a seated program and paddle raise for campership support, helping to provide hundreds of Girl Scouts throughout Lehigh Valley the opportunity to experience all that camp has to offer with the help of financial aid.

For more information about Take the Lead sponsorships and tickets, visit www.gsep.org/takethelead or call 267-332-5483.

About Girl Scouts of Eastern Pennsylvania

Girl Scouts of Eastern Pennsylvania (GSEP) is the largest girl-serving organization in Pennsylvania and builds girls of courage, confidence, and character, who make the world a better place. What was started in 1912 in Savannah, Georgia by founder Juliette Gordon Low as one small, yet dedicated troop of diverse girls has grown into 2.8 million Girl Scouts across the U.S. today. GSEP serves more than 25,000 girls in partnership with more than 13,000 volunteers in Berks, Bucks, Carbon, Chester, Delaware, Lehigh, Montgomery, Northampton, and Philadelphia counties. Today, 80 percent of women in leadership and executive roles in the U.S. are Girl Scouts. Girl Scout alumni comprise 70 percent of women in the U.S. Congress. For further information about Girl Scouting, how to join, volunteer, reconnect, or donate, call 215-564-2030 or visit www.gsep.org. Follow @GirlScoutsEPenn on X, Instagram and Facebook.

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