

MEMO

To: Members of the Board of Directors
From: Donna Ceravolo, Executive Director/CEO
Date: November 5, 2007
Subject: Attached Management Report for September-October 2007

It is hard to imagine that we already have one month of the 2008 Girl Scout year completed, and we still have two months of calendar year 2007 ahead! The hard work of reaching girls, serving our adult volunteers, making our goals for numbers and dollars continues. But we remain singing all the way!

I am very proud to report that the new roads have been completed at Blue Bay, and while fate intervened to keep me from seeing them yet (I was unable to attend Oktoberfest due to a snafu with the bus company), all I hear are positive reports! In fact, they are so good, that when rolling the luggage carts from the parking lot to the camp sites, one has to be mindful that the carts don't roll away! Apparently, the old bumps and ruts in the road kept everything and everyone at a bit slower pace! -- Work continues on the required upgrades to the wells at Blue Bay. Plans have been approved for all but one well, parts have been ordered and the work is expected to commence as soon as the parts are in.

We had a wonderful Annual Luncheon last week! We raised more money at this Luncheon that ever before, over \$60K net. We could not have done it without the strong financial support of our sponsors, especially the big gift from Winthrop Hospital (with special thanks to GSNC Board Member Debbie Johnson-Schiff!) Thanks to each of you who were able to attend the event (over 1/3 of you were in the room), and for those of you who took sponsorships, bought ads, brought friends and contributed to the baskets and raffle prizes. It was great teamwork from a hardworking Luncheon Committee and eager and enthusiastic honorees.

We are very pleased to announce that we have already secured our *Juliette Low Award of Distinction Honoree for 2008* – our own Dr. Adrienne O'Brien. Dr. O'Brien is known for her talents in journalism and teaching, her community service and her philanthropy. She has been a guiding influence in our work on Critical Issues for Girls and she and her students at NYIT have provided hours of service and terrific products to support our work on Relational Aggression. We can't wait to salute Adrienne and look forward to having her many friends, family and colleagues join us in saluting Adrienne and all that she has given to Girl Scouts!

We are working hard to have our *2008 Making a Difference for the Youth of Long Island Awardee* secured by the end of this month – an “ask” is already out!

The earlier that we are able to identify and garner the support of our Awardees, the better! It gives us more time to secure sponsors and work with the honoree to really use their network to support the event and Girl Scouts!

We have a new Chair for the 2008 *Girl Scouts Go for the Green Golf Outing*. Anthony Martilotti, who has worked on the Golf Committee for a number of years, is stepping up to fill the very big shoes left by Board member and Past Golf Committee Chair Geri Gregor, who is taking on new professional challenges with her new job in Manhattan. Anthony has met with staff and Board Fund Development Committee Chair Domenique Camacho Moran to look at ways to expand participation on the Committee to new people and target an honoree for next year's event. Consideration is also being given to moving the event to a new site.

Our Honor Circle Tea at the end of September was a lovely afternoon of Girl Scout reminiscences, with about 30 individuals gathering at Tina Rio's home to share Girl Scout stories as well as "make new friends and keep the old." A brief, low-key presentation on planned giving was made to the guests. In 2008 we will not be having a separate March alumni event, it is being rolled into the 2008 Adult Recognitions Dinner, which itself will have a new more professional look. The Honor Circle Tea will be continued, which targets Lifetime Girl Scout members, and those who have over 20 years of active service in Girl Scouts. If you, or someone you know, would be able and willing to host this event, please let us know. There is very little work for the host/hostess!

Board President Sandra Williams has had very busy few weeks in Girl Scouting and spent back to back weekends at GSUSA's Edith Macy Conference Center, meeting with the other non-realigning Councils and attending New Board Chair Training. In between her Macy weekends she was at the Council for one meeting or another each day last week! I know that she is challenged, excited and enthusiastic about all that she has learned and will be sharing her insights with us at the Board Planning Conference on Saturday, November 10, and at the Board Meeting, on Wednesday, November 14.

For 2008 Board Management reports will be submitted quarterly, approximately three weeks after the close of the quarter. Toward the end of January you will receive a 2007 year-end report, based on the current Integrated Objectives. In April, and October you will receive narrative reports for the first and third quarters. In July you will receive a mid-year report via the new Integrated Objectives, and a 2008 year-end report via Integrated Objectives again the following January. As you agreed at the last meeting of the Board, these reports may not necessarily coincide with Board meeting presentations. In the meantime, I will continue to share good news and items of interest with you via email. Should there be problems or concerns, you will also be kept informed. And as always, please let me know whenever you have questions, concerns are raised to you by members or whenever you have ideas on Girl Scouts that you would like to share with me.

I look forward to seeing as many of you as possible at the Board Planning Conference on Saturday. Materials can be accessed at www.gsnc.org, via the Governance page, click on Board of Directors and enter using the username and password sent to you last week. – We will also begin posting Board meeting on the website as well, and within the next six months we hope to be able to give you the opportunity to choose whether you wish to continue receiving your Board info by mail or electronically.

Please call on me whenever my staff or I can be of service to you – ceravolo@gsnc.org and 5166-741-2550, ext. 200. You are also welcome to call me at my home number is that is more convenient for you – 561-379-1519.

GIRL SCOUTS OF NASSAU COUNTY
MANAGEMENT REPORT
FOR THE PERIOD SEPTEMBER AND OCTOBER 2007

CONTEXT: GEARING UP FOR CHANGE!

Girl Scouting's 3 C's are *courage*, *confidence*, and *character*, and there is a fourth "C" that goes with them, for "Change." It takes *courage* to step out from your comfort zone. You must have *confidence* that change will be for the better, and the way in which we deal with change is a test of *character*. Girl Scouts of Nassau County is gearing up for change as we are exposed to a future course, different from what we have done before, and different from what would be if left alone. We embrace the new directions and begin our journey in building the world's best leadership experience for our girls.

In today's business climate most companies are forced to implement change in an effort to survive and grow. This is no less true for not-for profit organizations. The need for change in Girl Scouting was identified through Girl Scouts of the USA's work to develop the new Core Business Strategy, beginning back in 2004. This environment of change presents challenges and demands for everyone, from the Board and CEO to the employees (and volunteers) at every level. Preparation is key to the success of managing this change.

GSUSA and its councils are in the midst of one of the greatest periods of change in the history of the organization. Along with changes in program, and new age levels for girl members, there are other shifts – from our focus on Critical Issues for Girls, to the way that we do our work with respect to increased demands for technology and more flexibility for the needs of our volunteers. Our Delegates are exploring ways for the membership to use their voices more effectively and perhaps more efficiently as well. We are now preparing for the planning sessions that will create a new set of Integrated Objectives and work direction for the next four years.

HIGHLIGHTS:

Membership plans are in place in six target areas, focusing on different delivery methods and joint staff responsibility in order to increase membership numbers in these areas.

Oktoberfest: Relational Aggression and Affection Connection workshops helped adults explore some of the critical issues facing today's girls. The strength and involvement of the volunteer committee that worked throughout the year remind us that in gearing up for change we need to ensure volunteer (as well as girl) involvement, commitment and support in all phases.

GSNC continues to make changes in the area of **Adult Education** to keep pace with today's volunteers – and attract the volunteers of the future. In September, Delegate Training was offered as an online learning experience for the first time.

Girl Scouts Where You Live staff met with the Director of the Moxey Rigby Housing Authority complex in Freeport, recruited leadership and re-established an ongoing troop at the site.

The **GSNC Hispanic Latino Task Force** held its second Press Conference at Laguna Grille on October 16th reaching out to all local Hispanic/Latino Newspapers and Public Affairs Programming. The Task Force is *gearing up* to reach 4500 Latina girls and young women by September 30, 2008 with exciting programs that include owning ones own business and/or being able to stand up and express themselves in a group. We have developed two programs designed to help create opportunities for Latina Girls and to ensure young women today are prepared to become leaders of tomorrow.

Critical Issues: At the September 10, 2007 Community Breakfast for elected officials, at Long Island University/CW Post Campus, attendees received an overview of the results of the research on last year's Relational Aggression Pilot Project. A summary of the survey results appears in the current issue of GirlFriends. A newly-developed Critical Issues section of the GSNC website has valuable information for girls, parents, volunteers, funders and the community at large, including dates of trainings and presentations. In September/October, presentations were given to Hempstead High School PTA, George Washington School PTA (West Hempstead), CAPS (Child Abuse Prevention Services) and at staff development days in Oceanside schools.

Our Fall Products program is in full swing, with new products added to our line, a new theme “Treasure Your Mind, Treasure Your Health,” and the return of booth sales for nut and candy items. One of the immediate changes this year was the creation of the “**Dream Team.**” This team is finishing up its Fall Products presentations, and between September and October leaders in 27 Associations will have heard the message promoting the “Be A Reader” and “Address Adventure” programs, as well as had specific training on how to set goals and work toward achieving those goals.

Our **WAY TO ART** program has kicked off its third year, with a record 50 girl participants. A kickoff event was held on Saturday, October 20 at the Christ's First Presbyterian Church in Hempstead. Our volunteer mentors have already planned a variety of workshops.

In preparation for change, it is important for us to keep up with new developments. Staff has been attending a host of **GSUSA webinars and phone conferences** to keep up with evolving Program Pathways, membership and Volunteer Management, and proposed changes to girl Awards.

GSNC accepted an award from AARP for being one of the 50 Best Employers in the nation for Workers Over 50!

Marketing: As we come to the close of the 95th anniversary of Girl Scouting, we look forward to the excitement of change. Our new mantra is “change is coming and it is good.” Our mission has been redefined, Councils have begun to realign, the program journeys are being finalized and Girl Scout Leadership Experience now defines all we do. In all of this change, the Marketing Department’s role is to help all our membership and staff stay current with the change and to help them use the new words, definitions and terms that will that now define the Girl Scout Experience.

Gearing up for these changes, Marketing has participated in a series of telephone conference calls and webinars relating to the release of a new GSRI study Exploring Girl Leadership, as well as our participation in the PBS/ Now television series on child marriages – which relates to child trafficking, a priority issue for the World Association of Girl Guides and Girl Scouts [WAGGGS].

We have responded to **requests from GSUSA to participate in recent media events**. On Saturday, September 29, 2007, the Ambassadors-on-Call appeared on the Early Show on CBS as part of the promotion of GSUSA’s partnership with the PBS program Miguel and Maya. That same day the GSNC Chorus and Ceremonial Unit appeared at the Mets Game. They acted as the honor guard during the pledge of allegiance and our national anthem.

In support of the **Luncheon**, media attention focused on our honoree, Leslie Segrete. A cover story appeared in *Networking Magazine* and radio appearances were arranged on Island Outlook, a public service program on the Long Island Radio Group and an interview with Jim and Kim on KJOY.

Change is also happening in the **Girl Scout Shop**. Shop sales for the period from January 1, 2007 through September 30, 2007 were down 8% and served 1% fewer customers. We have now instituted permanent shop Saturday hours (10:00 a.m. to 1:00 p.m. each Saturday) from September 15 until the end of June. Shop sales seemed to be shifting from weekdays to Saturdays. In 2007 year, Saturday hours account for 12 % of our total business whereas last year it was 9% of our business. We will re-evaluate the Saturday sales at the end of June, and decide where to go for fall of 2008, including the possible opening of the shop on Sundays to better serve the changing demographics of our membership.

We have just started to receive orders for “**The Whole Kit and Caboodle**,” which allows members to place their orders for vests/sashes, numbers and basic Girl Scout items in advance. This new mail-order business is another purchasing option for our membership. New merchandise such as the Troop Groovy Dolls arrived to sell in the shop in July and have been 2% of total business.

Finance: Based on all of the departments anticipated changes for fiscal year 2008 a proposed budget has been completed, reviewed by the Finance Committee, and is enclosed in this packet for your review.

With changes in staffing, we have played musical chairs – a one person office has been turned into an office for three and a small conference room turned back to a working office. Space continues to be an important concern for how we organize our work! – As well as how we can best serve girls in the community.

For **Information Management**, “Gearing Up for Change” started with our website, which has a whole new look and navigation. New surveys have been designed and developed for girls and parents in an effort to gather information for future planning. The surveys are available on both our Council website and in *GirlFriends*. The launch of a new Critical Issues sub-site is on the web providing up-to-date information on workshops, trainings, events and research updates. Fall Product Program and Cookie Program sub-sites are on the web, as well as beta testing for new e-learning for Delegate Training.

NUMBERS AND STATISTICS:

Membership: As of October 29, 2007: 15,590 girls and 5,364 adults plus 553 lifetime members. Adult membership is up 58 and girl membership is down by 63 girls for the same period last year, but we are only one month into the 2008 Girl Scout year! -- A new Daisy registration incentive was put in place to encourage Troops to register earlier. –

Family Campaign is at \$155,841....\$4,850 ahead of last year at this time.

Troop Camping & Outdoor Program:

- 215 girls and 83 adults camped at Blue Bay in September and October
- 104 girls and 33 adults attended our Junior Fall Fun weekend at Blue Bay
- 190 participants attended the Parent/Child Weekend at Blue Bay
- 80 girls and 20 adults attended our Cadette/Senior weekend at camp, with 8 Blue Bay Summer Staff assisting with the program.

Our “**Bring a Friend**” **Rebate** for summer campers brought in:

- 65 new campers at Blue Bay
- 16 new campers at Wantagh
- 8 new campers at Cantiague

Pen Pal program is serving 99 girls from 8 Associations, linking them to girls in Indiana, Illinois, North Carolina, Oklahoma, Wisconsin, and Tennessee

Fall Products has already sold \$304 through the new Netiquette online ordering program. Booth sales for nuts and chocolate are 75 cases ahead of this time last year.
-- Shop sales of fall products are up \$479 over last year.

POWERFUL STORIES:

1. As we gear up for change, we must first look at ourselves and work to cultivate winning attitudes. There are many times when plans may not go as we expect, or will need to be altered mid-stream. For Oktoberfest, we faced a problem when the coach bus failed to arrive to take Oktoberfest day-trippers to Camp Blue Bay. A few participants opted to return home rather than face the uncertainty of waiting for alternate arrangements to be made. The group who waited ended up boarding a van (rather than coach bus) and arrived at camp laughing and ready for their workshops. These volunteers demonstrated some of the winning attitudes that will carry us all through change: flexibility, optimism and group support. One volunteer *Alaina Orrin-Walsh*, took the time to send this note:

“I just wanted to send a small note concerning our wonderfully adventurous trip to GS camp with our driver John. It actually was a lot of fun- even without the bathroom (OH my bladder wasn’t happy) or an in-service movie. We made it fun! We had a lot of fun making new friends and swapping stories. Gina (Aponte) had me in stitches w/ John’s driving- since she also gets bus sick. I also wanted to thank you for treating us all to dinner. It was very kind of you and I wanted to let you know that we all appreciated it and toasted our Mickey D fries and shakes to you! Can’t wait till next year to see what will pop up and surprise us!”

2. Changing a negative into a positive is always inspiring. Every summer the Program Department issues refunds for camp fees. Whether for a girl who gets sick, or one who has to attend summer school, we look at each case and try to “do right”. Here is an excerpt from a letter received by Laura Bissett-Carr, Manager, Program and Outdoor Services:

“Thank you very much for the partial refund of \$50 toward the camp fee. I also want to thank you ...for a “Bring a Friend” rebate of \$25.”

My daughter Krutika, my wife Anuradha and I had a little discussion about this money. Krutika raised a very good point which she had either read it in your application material or must have heard from us. You have a program that you collect money for the needy kids who cannot afford the camp because of the money. We all decided to donate this money for that worthy cause. Enclosed please find a check for \$75. We are sure that this money will be well spent for a kid who really has a need for it.

Meanwhile, I would like to thank you and your courteous staff for the wonderful summer program ... Hopefully, we will see you in the next summer.

Sincerely yours,

Minesh. B. Gandhi “

2. This story from Troop Leader, via Board Member Bill Mays:

Dear Lynn, I am not sure if I told you or not, but I was accepted as a resident assistant at my school! I had asked you write me a recommendation a while ago, and I wanted to thank you so much! I couldn't have gotten the position without your help and I am truly grateful! I will be an RA in an all freshman dorm. I will be on an all female floor. I am so excited! I will get to run programs for the freshman and watch over them and make sure they are getting through their year smoothly.

*Lynn I am just so excited!! And as an RA the college grants you full room and board, which is why it is such an honor to have and they go through such an extensive process and cut people out all the time. But thank you thank you thank you! I hope all is well with the troop. I am sorry I have not visited, but if you ever needed chaperones or help with projects or do donation drives please email me! I am always willing to help. I loved the troop so much and really had a great time and I would love to give back whenever you need my help. Please let me know, anytime! I mean it, truly! And I hope everyone else is healthy and happy, please let everyone know I say hello! -- Sincerely,
Annie Caraccio*

4. This one comes from a parent ...

Hi JoLynn,

I just wanted to tell you that my daughter Jessica had her 5th grade graduation today.

She was awarded a PTA scholarship in the amount of a \$250 bond. The reason was because she entered an essay contest that asked “What have I done for My Community Lately?”

I'm sure you know as a girl scout how easy it was for her to list all her service projects.

We were happily surprised that she received this honor. It was an honor for all of us.

I just thought you would like to know.

Thank you for being such an important part of girl scouts.

Elizabeth Perciballi

LOOKING FORWARD:

A Chemistry workshop is taking place on November 9th in collaboration with Hofstra University for National Chemistry Week. Hofstra developed and will be delivering the program. We hope to see this as an annual event.

We plan to have a Cookie kick-off event in January for each Association, as well as large Kickoff events at Roosevelt Field, Westfield Sunrise Mall, Green Acres Mall and Broadway Mall. Stay tuned for more on this hot topic.

We are in the process of purchasing an external Ethernet hard drive for archiving Marketing documents and photos.

Important Dates

November 10, 2007 – Board Planning – The Bristol in Westbury – 9:00am

November 14, 2007 – Board Meeting – Service Center – 7:30pm

November 27th - Council Blood Drive - Service Center - 10am - 4pm -All are welcome!

February 6, 2008 - Board Meeting – Service Center – 7:30pm

April 9, 2008 - Board Meeting – Service Center – 7:30pm