



Annual Meeting Workbook

2026



Annual Meeting Workbook

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Our Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

Our Promise

On my honor, I will try:

To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

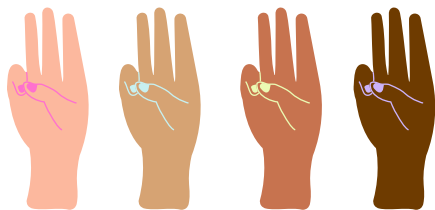
Our Law

I will do my best to be

honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,

and to

respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.



*Members may substitute for the word God in accordance with their own spiritual beliefs.

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Welcome From Our Board Chair

Dear Girl Scouts of Kentuckiana,

It is truly my pleasure to welcome you for our **2026 Annual Meeting**, and I'm grateful for the time you invest by participating. It's a special time in the life of our council. We'll honor our traditions. We'll reconnect with old friends. We'll make new friends. We'll come together to address important council business. We are a community of passionate volunteers, and across these two days we celebrate the passion and commitment that unites us: serving girls and helping them grow into confident leaders.

I'm excited that we are returning to **Western Kentucky**, an area that holds many wonderful Girl Scout memories for our council. On Friday evening, we will gather at Bear Creek Aquatic Camp, a place where generations of girls and volunteers have experienced the spirit of Girl Scouts along the beautiful shores of Kentucky Lake. Fun events are planned to rekindle our circle of friendship, along with an open town hall conversation where members can share perspectives with the council Board of Directors and CEO.

On Saturday, we shift to nearby Kentucky Dam Village State Resort Park for our formal business meeting on issues shaping our movement. Delegates will debate and consider proposed bylaws revisions, elect members to the council Board of Directors, and elect members to the Board Development Committee. We will enjoy a meal together, celebrate our Gold Award Girl Scouts and graduating seniors, recognize our adults with awards, and pay tribute to dedicated volunteers.

This year's weekend theme is "**Anchored in Strength: Empowering Girl Scouts to Lead.**" I believe this reflects both our legacy and our future. GSK is sustained by a powerful community of passionate girls, volunteers, and staff who believe deeply in the power of Girl Scouting to unlock potential and build confidence. This legacy remains profoundly relevant.

Like all organizations that seek to grow and serve well, we also navigate challenges that call for thoughtful conversation and shared leadership. I think back to the challenges that Juliette Gordon Low must have confronted when founding Girl Scouts in 1912. With her grit and grace, she established a place where girls and women could achieve what had seemed impossible. Together, we carry that flame and together we can be a powerful force to face our current challenges and co-create solutions that ensure GSK can serve our mission for a long, long time. We will be a place where all girls and adults can find belonging.

As we gather, I also want to recognize that the strength of Girl Scouts has always come from the care we show one another as members of this community. This is a weekend for thoughtful conversation, shared learning, and respectful dialogue as we work together for the good of our council and the girls we serve. I'm grateful for the spirit of collaboration that our members bring to this work.

I encourage you to take time to review this workbook, which includes the weekend agenda, updates on the state of our council, biographies of the slate of nominees presented for election, and the proposed bylaw revisions. Your preparation and participation help make our Annual Meeting both meaningful and productive. And fun!

A few helpful reminders:

- The Girl Scout Promise and Law guide how we treat one another and how we engage in conversation throughout the weekend.
- Please bring cash for the Archives Sale on Saturday. There are always wonderful treasures to discover.
- Bring along cash for the dessert pull on Saturday as well.
- Meals: A light dinner will be served Friday evening; continental breakfast, snacks, and lunch will be provided on Saturday.
- Please note that outside food and beverages may not be consumed in Kentucky Dam Village, but a refillable water bottle is welcome.
- Delegates must be signed in by 8:45 am CDT on Saturday morning.
- All times listed are Central Daylight Time.

Thank you for the leadership, care, and heart you bring to Girl Scouts of Kentuckiana. I look forward to the time we will spend together and to the important work we'll accomplish as a community.

Yours in Girl Scouting,

Terri Massey

Board Chair, Girl Scouts of Kentuckiana



Schedule of Events

All times are Central Daylight Time.

Friday, April 17, 2026

Bear Creek Aquatic Camp
4736 Barge Island Rd
Benton, KY 42025

All parking will be on site with a shuttle to the lodge.

Saturday, April 18, 2026

Kentucky Dam Village Convention Center

166 Upper Village Hwy 641
Gilbertsville, KY 42044

Parking is on-site.

Friday Night Schedule

Friday, April 17

5:00 pm Shuttle Available

Check-in Opens

Light Dinner Options Available

Networking/Mingling

Girl Scouts of Kentuckiana Council Shop Open

Properties Table

Service Project Drop off Table

5:30 pm CEO and Board of Directors Meet & Greet

6:15 pm Gold & Silver Award and Graduating Seniors Recognition

6:30 pm Town Hall with CEO and Board Chair

Girl Activity Begins at Lodge–Night Hike and Stargazing

Dinner Concludes–Kitchen Closes

8:00 pm Area Chairs/Vice Chairs Meeting

GSK Council Shop Closes

8:30 pm Girl Activity Ends at Lodge

9:30 pm Final Shuttle to the Parking Lot

9:45 pm GSK Building Closes

The GSK Shop will be open at Bear Creek Aquatic Camp on Friday from 10 am–8 pm and Saturday from 10 am–4 pm. The Archives Yard Sale is cash only and will be held on Saturday only, starting at 7:30 am and during breaks.

Business Meeting

Saturday, April 18

7:30 am–8:45 am Check-In

Light Continental Breakfast

Dessert Pull Opens

Archives Yard Sale Opens

Service Project Drop Off Table

8:45 am Voting Delegate Check-In Ends

Dessert Pull Ends

Service Project Drop Off Table Closes

9:00 am Annual Business Meeting Agenda

Call to Order

Opening Flag Ceremony

Pledge of Allegiance and Girl Scout Promise and Law

Invocation

Welcome: Board Chair

Opening Remarks and Welcome Speaker—Heather Anderson

Chief Executive Officer's Report

Treasurer's Report

Credentials Report (Quorum & Area Representation)

Approval of Standing Rules—**VOTE**

Election of Board Members-at-Large and Board Development Committee Members—**VOTE**

Bylaws Recommended Changes—**VOTE**

Break (Dessert Pull re-opens, closes when break concludes)

Instructions for Decision Influencing Questions

Decision Influencing Question #1, see page 30

Decision Influencing Question #2, see page 30

Board Chair's Report

Invitation to Give

Installation of Board Members and Board Development Committee

1:00 pm Recess for lunch (Dessert Pull re-opens, closes when lunch concludes)

1:45 pm Reconvene Business Meeting

Dessert Silent Auction Results Confirmation

Recognition of Gold Award Girl Scouts

Adult Awards & Recognition Ceremony

Closing and Retire the Flags—Order of the Silver Trefoil

3:00 pm Adjournment

4:00 pm Girl Scout Shop closes at Bear Creek

Annual Meeting: What is it?

Our council's Annual Meeting is the formal process whereby elected delegates influence the ways we implement our Mission.

All registered members (ages 14+) of our council are invited, to the treasured traditions associated with our Annual Meeting. Our delegate assembly elects our council's volunteer leadership, votes on business items, votes on proposed bylaw changes, and expresses its opinions on discussion topics important to our council.

All in attendance hear from our CEO, Treasurer, and Board Chair and witness our council honoring our Gold Award Girl Scouts and honoring service by outstanding volunteers and staff. Yes, this meeting is legally required, but it's far more than that! On this day, we gather as friends and colleagues, recharge our Girl Scout batteries, and leave inspired once again to grow girls of courage, confidence, and character.

Annual Meeting Delegates Will Elect New Members to Join Two Leadership Bodies in 2026

Board of Directors

The Board of Directors works on behalf of all council membership. Elected by the delegate assembly at Annual Meeting, the Board leads the affairs and operational priorities that bring to life our Mission.

The Girl Scouts of Kentuckiana Board of Directors are accountable for:

1. Strategic planning
2. Fiduciary oversight
3. Selection and evaluation of the CEO
4. Policy making
5. Fulfilling charter obligations and corporate responsibility

Board Development Committee

The Board Development Committee (BDC) identifies, vets, and recommends the single slate of nominees for council roles elected by the delegate assembly.

Responsibilities of members of the delegate assembly, as defined by Article III, section 6 of the GSK bylaws:

- Elect the officers and at-large-members of the Board of Directors, the members of the Board Development Committee, and the delegates to the National Council of GSUSA.
- Amend the articles of incorporation and bylaws of the council.
- Receive and respond to reports from the Board of Directors.
- Give the Board of Directors broad, general direction for policy-making and planning.
- Take all other action requiring membership vote.
- Conduct other such business as may come before the delegate assembly.

Tips for Delegates

You are a part of the link between your area and the GSK Board of Directors.

Before you attend the Annual Meeting, invest time to formally and informally talk with members in your area. Seek diverse opinions and gather feedback—you are the voice of members in your area.

Wear what fits you

Expect to see a range of dress at Annual Meeting. Friday night calls for casual Girl Scout clothing. At Saturday's business meeting, some attendees might wear their Girl Scout best, including spirited variations of uniforms from across the years. Others wear professional or business casual attire, or everyday clothes that sport their favorite Girl Scout color. Remember, a Girl Scout pin is perfect to show your membership. We welcome you as you are. The sisterhood of Girl Scouts wears many forms.

Standing Rules for Business Meeting

1 Council delegates shall identify themselves before speaking. They shall give name, area, and town or county of residence.

- A. No speaker shall speak longer than two minutes in debate. Timing of the two-minute period shall begin immediately following the required identification.
- B. No speaker shall speak a second time on a question or on an open forum topic until all other council delegates wishing to speak a first time have done so.
- C. No speaker shall speak more than twice on the same question or the

same open forum topic without permission of the delegate body.

- D. Only elected council delegates have speaking and voting privileges.

2 All debate must be relevant to the question immediately before the council.

3 Past presidents of the council shall have speaking privileges for discussion during this meeting, except when serving as parliamentarian.

4 Minutes of the Annual Meeting will be sent in draft form to all voting members after adequate time for preparation and distribution. They will be approved by the Board of Directors following time for member input.

Annual Meeting Parliamentarian

A parliamentarian is an expert consultant who advises the chair and members on parliamentary procedure, ensuring meetings are orderly, efficient, and compliant with the adopted rules. They provide guidance on motions, bylaws, and voting, but do not make rulings themselves.



Marie Ruettgers, Associate General Counsel–Labor, Employment & Risk, for Sazerac, a family-owned global company of over 500 of the worlds’ most extraordinary spirit brands created in some of the world’s best distilleries. Sazerac’s award-winning distilleries in Kentucky include Buffalo Trace and Barton 1792. Marie is embedded with the company’s

human resources team. She provides legal counsel, manages outside counsel, and supports the human resources team managing risk in the company’s hiring, managing, and termination processes throughout the United States, Canada, Mexico, Europe, and the Asian Pacific.

In addition, Marie served as assistant general counsel for a publicly traded utility company before joining Sazerac. Her prior experience includes serving as an Assistant United States Attorney for the District of South Dakota, prosecuting violent crime in Indian country where she earned her trial experience. Marie’s work in private practice includes employer-side representation of universities, medical practices, and medium size-employers in Northwest Iowa, Southeast South Dakota, and Northeast Nebraska.

Marie received her undergraduate degree from Benedictine College, Atchison, Kansas, where she was a scholarship volleyball player. She earned her MBA from the University of Kansas, and her law degree from the University of South Dakota Knudson School of Law. Marie had the honor of serving as a law clerk to retired Chief Justice David Gilbertson of the South Dakota Supreme Court.

Marie was a Girl Scout in the United States and Venezuela, and most recently served on the Board of Directors for Girl Scouts Dakota Horizons from 2018 through 2023.

Welcome to Our Speaker:

Creativity, Community, and Courage: How YOU can Change Someone's Story

Heather Anderson is a Todd County native raised on a chicken farm and serves as Paducah Public Schools' McKinney-Vento Liaison, advocating for at-risk youth. When not supporting students, she enjoys decaf coffee, home renovation with her trusty sledgehammer, and cheering on her son's marching band performances alongside her sweet husband and nail tech daughter.

Heather has been awarded the inaugural Cornelia Reese Unsung Hero Award, the Whitlow Commitment to Excellence Award, and the Live United Community Impact Award for Outstanding Contribution to Education. She is also honored to be a Duchess of Paducah.



A Letter from the Board Development Committee Chair

Dear Girl Scouts of Kentuckiana,

Thank you for everything you do to build girls of courage, confidence, and character who make the world a better place. That mission is why the work of the Board Development Committee (BDC) matters so much and why I'm proud to serve as its Chair this year and next.

The BDC's role goes beyond filling seats on a Board. Our job is to think carefully about what Girl Scouts of Kentuckiana needs to thrive, not just right now, but in the years ahead. That means identifying candidates who bring the right mix of skills, lived experiences, and mindsets to help our Council navigate new challenges and seize opportunities as they come. The landscape for nonprofits, for youth-serving organizations, and frankly for girls themselves, is changing. Our Board needs to be ready for that.

Our process is intentional. We start by assessing what the Board needs going forward, including the expertise, perspectives, and representation that will position us for success. We then look across the membership, in our communities, and across our networks for people who fit that vision. We review résumés and background information, and conduct in-depth interviews. We do this to understand not just what candidates bring on paper, but gauge their genuine commitment to Girl Scouts and whether Board service would be a meaningful fit for their interests and time.

This year, we made a concerted effort to deepen our partnership with Area leadership. We reached out to Area Chairs and Vice Chairs to ask for their input and recommendations. That collaboration made a real difference because it helped us cast a wider net, surface names we might not have found otherwise, and build a slate that truly reflects the breadth and strength of our Council.

The result is a slate of highly committed individuals who bring financial, real estate, and STEM expertise to our Board of Directors, along with Board Development Committee nominees—including myself, as I'm up for a second term—who are energized to continue this important work. You'll find the full slate beginning on page 10 of the Annual Meeting workbook.

I also want to extend an open invitation: if you have questions about how our process works, please don't hesitate to ask me or any other BDC member. If you're ever interested in learning more about Board or BDC service, or if you'd like to nominate someone for future consideration, please reach out. The best candidates often come through people who know our community well. That's you. To contact the BDC, please email board@gskentuckiana.org.

I'm genuinely excited about what this slate represents for the future of our Council, and I hope you are too.

Thank you,

Cassie Blausey

Board Development Committee Chair, Girl Scouts of Kentuckiana



Board of Directors

Officers

Terms Ending in 2028

Chair	Terri Massey
First Vice-Chair	Ria Chandler
Second Vice-Chair	Ann Dever
Secretary	Simon Keemer
Treasurer	Theresa Batliner

At-Large Members

Terms Ending in 2029

*Dr. Aimee Green-Webb
*Laura Zanewicz Hatfield
*Amber Hopper
*Mary McKinley
*William Stout
*Krista Yockey

Terms Ending in 2028

Christina Boyle
Cynthia Miles Brown
Joe Kenney
Claydean McCallon
Charmaine Powell
Lisa Thompson

Terms Ending in 2027

Colleen Abate
Cecelia Cloos
Ria Pruiett
Danielle Stallard
Kellie Watson
Daryl Williams

*Slate of Nominees, 2026 election

Board Development Committee

Terms Ending in 2028

*Cassie Blausey
*Clay Smalley, Jr.
*Willie Steen
*Markeeta Wilkerson

Terms Ending in 2027

*Justin Hall
Kim Seifers
Jan Yonts

*Slate of Nominees, 2026 election

Terms Ending in 2026

Thank You for Serving Girl Scouts!

Board of Directors

Lori Kimble
Master Sergeant Samantha Lucas
Wendi Tatum
Berard Tomassetti

Board Development Committee

Melanie Samuels-Black

Girl Board Members

Alexandria Churchill
Danyelle Huffman
Priyam Kumaran
Nadya Yowell

2026 Slate of Nominees

The Board of Directors recommends this slate, as proposed by the Board Development Committee.

Read more about your nominees, who are nominated for election at this 2026 Annual Meeting. They are grouped by Board of Directors and Board Development Committee members.

Board of Directors, At-Large Members

Term Ending in 2029



Dr. Aimee Green-Webb
Louisville, KY
Second Term

Dr. Aimee Green-Webb is the retired Chief of Human Resources for Jefferson County Public Schools (JCPS). She taught at the elementary level and provided district and state instructional leadership in the areas of elementary education and literacy before joining the JCPS HR team. Dr. Green-Webb's community engagement includes past participation on the boards of GuardiaCare and the Southeast YMCA. She continues to volunteer for health equity causes. Dr. Green-Webb is currently serving on the board of Girl Scouts of Kentuckiana and Kentucky Youth Advocates. She was an active Girl Scout in her youth, her daughter's Daisy troop leader, and she looks forward to the day her own granddaughters can join a troop.



Laura Zanewicz Hatfield
Crestwood, KY
Second Term

Laura Zanewicz Hatfield is a Girl Scout for life. Her scouting journey began as a tagalong to her brother's Boy Scout troop, and she was thrilled when she could finally join Girl Scouts as a Daisy. She continued through every level, ultimately earning both the Silver and Gold Award. Scouting runs strong in her family, and both her brothers

achieved the highest award in Boy Scouting.

Professionally, Laura brings leadership experience across nonprofits, public corporations, and family-owned organizations. Her passion lies in solving complex challenges and driving efficiencies that help organizations operate at their best. She enjoys leading projects, navigating change, and supporting company growth.

Laura earned a dual Bachelor of Science degrees in Psychobiology and Spanish from Centre College and later completed her MBA in Entrepreneurship from the University of Louisville. She recently added the Project Management Professional (PMP) certification to her toolkit.

Beyond her professional work, Laura is an active volunteer with Girl Scouts of Kentuckiana. In addition to serving on the Board, she teaches CPR and First Aid as a council instructor, and leads a combined-level Brownie Troop (1471).

Outside of work and volunteering, she cherishes time with her family. Laura's two daughters, Meleah (9) and Jocelyn (7), keep her on her toes. Her husband is her biggest supporter and loves her family's passion for Girl Scouting.



Amber Hopper
Bowling Green, KY
First Term

Amber Hopper serves as an Industrial Engineering Manager with General Motors at the Bowling Green Assembly Corvette Plant. She focuses on continuous improvement, team development, and creating systems that help people do their best work.

Amber's Girl Scout journey began as a Brownie, and years later she had the privilege of leading two troops with her young daughters from Daisies through Cadettes in Middle Tennessee for eight years. During that time, Amber regularly participated in council meetings and helped plan day camps and camporee experiences that created lasting memories for girls and volunteers alike. She is passionate about providing Girls Scouts with a safe place to learn, grow and become confident leaders.

Outside of Girl Scouts, Amber has served in multiple

leadership roles with the Southern Automotive Women's Forum, where she has led STEM outreach initiatives for girls across Tennessee and Kentucky. Amber is passionate about helping girls see what is possible for their future.



Mary McKinley
Floyds Knobs, IN
First Term

Mary McKinley was a Girl Scout in a grade school troop, enjoyed several years of family camping at Camp Shantituck over Memorial Day weekends, and joining a high school troop where she became a certified camper.

Her professional experience started with her degree in accounting from Indiana University, which led her to a career in public accounting, working with 3 large national/international firms (Arthur Young, Deloitte, and Forvis Mazars). For the past 25 years, the clients Mary served were primarily nonprofit, higher education and healthcare entities, where she assisted these clients with financial statement audits, financial transparency, and consulting to improve financial operations. Mary's last role as audit partner before retirement in May 2025, was as the Assurance Quality Leader for the Louisville office of Forvis Mazars.

Mary's volunteer activities include: YMCA Greater Louisville (board member and treasurer); American Red Cross (board member and Biomed committee chair), Southern Association of Colleges and Schools Commission on Colleges (board member), and Leadership Louisville's Encore Louisville (volunteer consulting for nonprofit organizations).



William Stout
Louisville, KY
First Term

William Stout began his career in accounting as an auditor, followed by positions in industry. In 1992 he and his wife packed up their family and moved to Florida. He returned to school and earned a PhD in Accounting, beginning his academic career (always his dream) at UofL. William and his wife, Jean, have lived in Illinois, Connecticut, Missouri, Florida, and Kentucky. They are the proud parents of eleven children, all adopted. They are

proud of their six granddaughters.

William's experience with nonprofit organizations is extensive. He served as President and was active in the formation of the Turner's Syndrome Society of the U.S., a national support organization for a disorder that affects only females. He volunteers with Metro United Way, serving as chair of the Finance Committee and the Nominating Committee, and currently as a board member. William volunteered with Goodwill of Kentucky as a board member and committee chair.

William's family has given him the opportunity to view society through the eyes of his six daughters and through the eyes of his Black, mixed-race, and Asian children. As a college instructor, he has seen the promise that so many young women have to offer as innovators and leaders. That is what attracts him to the mission and work of Girl Scouts of Kentuckiana.



Krista Yockey
Floyds Knobs, IN
First Term

Krista Yockey is a licensed commercial real estate broker in Kentucky and Indiana and currently serves as the VP of Brokerage for the Cornerstone Group. She has been in the industry for 8 years, with positions ranging from residential agent, residential brokerage manager, commercial broker, and now serves as a commercial principle. Her industry specialties are Industrial, Office, and vacant land rezoning.

Krista is the Co-Founder of the Commercial Real Estate Women (CREW) Louisville Chapter and has raised up the Kentucky organization to create a safe space for business women to learn from one another and be a source of encouragement. She also sits on the Certified Commercial Investment Member (CCIM) board for the state of Kentucky and will be 2028 president. In her everyday life she helps guide and coach women and entrepreneurs to think bigger and stay on track to achieve their goals.

When she's not working, Krista still lives by her personal mission statement, "To inspire fearlessness in women." She enjoys trying local restaurants with friends, visiting farmers markets and art fairs, and spending time with her husband, son, and cockapoo. Most of all, she has a passion for celebrating individuals and identifying their strengths.

Board Development Committee Members

Terms Ending in 2028



Cassie Blausey
Louisville, KY
Second Term

Cassie Blausey is passionate about strengthening communities and systems. She has built a career around educational equity as a moral imperative and is unapologetic about it. Her career spans two decades, having served as an elementary school teacher, as a K-12 policy leader at both the state and local level, and now in the nonprofit sector leading national equity leadership development. She brings a well-rounded perspective on how to make systems work in a real way that will bring about impact.

A longtime resident of Louisville, Cassie lives with her husband, Kris, 7-year-old daughter, Arya, and their beloved dogs, Leopold and Olaf. She holds a B.A. from Centre College in Religious Studies, an M.Ed. in Elementary Education from UNLV, and a J.D. from UofL. She is a licensed Kentucky lawyer and holds multiple leadership awards and recognitions including the 2021 Louisville Business First's 40 Under 40, Alpha Delta Pi's Dorothy Shaw Leadership Award, and participated in the inaugural Alice Houston Women's Leadership Program with the Leadership Louisville Center.

She serves as a troop leader and service unit manager for 633 in Area 10 and when she's not doing that, she's crafting, reading, and playing flute/piccolo in the Louisville Winds.



Clay Smalley, Jr.
Bowling Green, KY
Second Term

Clay Marshall Smalley, Jr., attended Western Kentucky University (WKU) where he received both his undergraduate degree, a Bachelor of Science in Recreation, and his graduate degree, a Master of Arts in Social Responsibility and Sustainable Communities. Clay went on to make Bowling Green his permanent home. He currently works for Warren County Public Schools' Day Treatment program as a Recreation Therapist and Job Coach in addition to teaching fitness classes at multiple locations throughout the city as well as in WKU's Preston Center.

Mr. Smalley is very active in the community in which he lives and has worked for over 30 years with various agencies as Director, Program Administrator, Supervisor, and Instructor for multiple programs in Bowling Green and the surrounding areas. These programs serve youth and adults with and without disabilities.

Clay is a proud member of Kappa Alpha Psi Fraternity, Inc., and has served in many positions including past Polemarch for their local Alumni Chapter. He serves and has held multiple positions on several boards in the community to include but not limited to the Warren County Public Schools Equity Board, the MLK Planning Committee, Bowling Green Human Rights Commission (BGHRC), Black Leaders Advocating for the Community (BLAC), and Bowling Green International Festival Committee (BGIF).

Clay is married to Donna Walker Smalley, his high school sweetheart. They have three sons, United States Army Retired Sergeant First Class William Lawrence Lee, II, who, after serving more than 20+ years, is now a RN working in the greater San Antonio, Texas area; United States Navy Senior Chief Petty Officer James Michael Lee stationed in Naples, Italy, where he is continuing a lengthy Naval career of more than 20 years; and Bryan Joseph Lee who lives in New York City, and is a Playwright/Director/Actor/Dramaturge, and founder of CNTR ARTS a Creative Agency that centers Artists, Activists and Communities of Color, as well as founder of TheUrbanX.org an international residency program that connects Black and Brown creatives across the diaspora through the lens of urban culture. Clay has three beautifully wonderful grandchildren: Ethan aka EJ, Gwen and Tristan, who affectionately call him Grandpa Clay or G-Pop; and those Grands have just as thoroughly beautiful and wonderful mothers guiding them as well, Leah, Rossel, Stephanie, and Terry.

Term Ending in 2027



Willie Steen
Louisville, KY
Second Term

Girl Scouts has been a focal point of Willie Steen's life from the time she arrived in Kentucky in 2000. Having experienced an exceptional experience while overseas in Cairo, Egypt, she wanted to continue being involved. Willie has first-hand experience with what the Girl Scout Movement has done not only for her daughter but also for others in the troop. She recalls a specific moment when she was transporting her daughter to the council as she was training to be a trainer. Willie asked her some questions, and as she answered them, Willie was struck by her response, such a young lady with such in-depth and wise answers. Willie was stunned and wondering WHO are you? She believes in the program and the Movement and believes that Girl Scouts are given the opportunity to achieve their wildest dreams and will. Willie personally brings a smile and a positive outlook to every question, and given the opportunity to serve will bring this with her.



Markeeta Wilkerson
Hopkinsville, KY
First Term

Markeeta Oldham Wilkerson is a community leader, educator, and behavioral health professional based in Hopkinsville, Kentucky. She currently serves as a Case Manager at Sanctuary, Inc., and for over 30 years she's worked to support mental health recovery, youth development, and family well-being. She earned her bachelor's and master's degrees from Murray State University and holds certifications as a Therapeutic Recreation Specialist and Certified Public Manager.

One of Markeeta's greatest passions is mentoring young people. For the past five years, she has led a Girl Scout troop with Girl Scouts of Kentuckiana, guiding over 100 girls in leadership, service, and confidence-building. Her troop has participated in flag ceremonies, community service projects, theater productions, and caring for those in need through gifts and meals for personal care homes and domestic violence shelters.

Markeeta and her husband Bruce have been married 29 years, and she is a proud mother and foster parent of 23 years, committed to inspiring the next generation to serve and lead with heart.



Justin Hall
Louisville, KY
First Term

Justin Hall is proud to be a lifelong Louisvillian, born and raised in the West End of Louisville. Growing up there gave him firsthand insight into how access to resources and opportunities can shape the trajectory of a person's life. That experience continues to guide Justin's commitment to community service and leadership.

For more than 15 years, Justin has worked in Human Resources, where he has built strong professional relationships and connections that have allowed him to support nonprofit organizations through volunteerism, advocacy, and fundraising. Community engagement is very important to him, and he regularly dedicates his time and resources to organizations that make a meaningful difference. Justin volunteers with Big Brothers Big Sisters, is a graduate of the Neighborhood Institute, and supports Just Creations, a Fair Trade store that helps artisans around the world receive fair wages for their work.

Justin is interested in serving on the Girl Scouts council board because he believes deeply in creating opportunities for young people to grow, lead, and succeed. He hopes to bring his professional experience, community partnerships, and passion for service to help strengthen the council and expand opportunities for girls across our region.



Previously Elected Board of Directors

Board of Directors, Officers

Terms Ending in 2028



Terri Massey
LaGrange, KY
Board Chair

Terri Massey is a nurse practitioner at Norton Children's Hospital on the Pediatric Advanced Heart Failure and Transplant team. She was previously a nurse at Norton Children's Hospital for 32 years working in the NICU and heart transplant team. As a pediatric nurse practitioner, Terri is concerned about the welfare and safety of children and believes that participating in Girl Scouts helps provide safe and empowering experiences for girls that promote a sense of self and responsibility to themselves, their families, and their community.

Terri was a Girl Scout as a child and has led four troops, two of the troops from kindergarten to graduating seniors and is currently a co-leader with a multi-level troop in LaGrange. Terri has served in various roles including governance and operational positions with the Girl Scouts of Kentuckiana over the past 25 years and understands the big picture of Girl Scouting in Kentuckiana. Terri brings a wealth of knowledge and experience about the Girl Scout Leadership Experience and the positive impact on the lives of girls. Terri also brings knowledge and connections within the pediatric healthcare arena. Terri is a member of St. Aloysius Catholic Church in Pewee Valley, KY where she serves as Girl Scout organizer, sacristan, and eucharistic minister. Terri is also a member of the board of Child Spirit Inc., a charitable organization that strives to lift the spirits of children experiencing difficulties.



Ria Chandler
Louisville, KY
First Vice-Chair

Ria Chandler serves as a department coordinator at the University of Louisville, supporting the academic history of the university and everything academic from after a student is admitted until after graduation.

Girl Scouts has given Ria the opportunity to encourage growth in girls and women. Ria has served as second vice-chair of the Board of Directors, parliamentarian, Annual Meeting co-chair, Fund Development Committee member, Adult Awards and Recognitions Committee member and is a member of the Trefoil Guild/Order of Silver Trefoil.

Ria is active in the community and serves several non-profit organizations including the T. Vaughn Walker Center for Family Development Board, Community of Opportunity Neighborhood Association Board, Nativity Academy of St. Boniface Board, Chestnut Street Family YMCA Board Member and Black Achievers Program as vice chairperson of the steering committee, West Louisville Math and Science Project Board member, president of the North Central Region of the Baptist Women's Missionary Convention of Kentucky, and is a Junior League Louisville Sustainer. She is a life associate member of the Derby City Chapter of Jack and Jill of America, Inc. Ria has been continually active in her efforts to encourage attendance at Historically Black Colleges and Universities while working with the Education First Foundation Board (Showcase of HBCUs). She attended Johnson C. Smith University in Charlotte, North Carolina. Ria's favorite pastimes are reading and volunteering; she has won several awards and accolades for her volunteer efforts. She is the mother of two sons: Christopher, of Cleveland, OH and Richard, of Atlanta, GA. She is also Grand'Mere to Langston Lee.



Ann Dever
Louisville, KY
Second Vice-Chair

Ann Dever has over 35 years of commitment to Girl Scouts of Kentuckiana. Ann's journey with the Girl Scouts began in her youth, where she earned the prestigious First Class Award, the equivalent of today's Gold Award.

Ann's involvement with GSK includes a myriad of leadership roles. She has served as an area chair, vice chair, service unit manager, day camp director, National Council delegate, troop leader, and a member of the Gold and Silver Award Committee. Each of these positions has allowed her to make significant contributions to the organization and its members.

Ann's hands-on experience has given her a unique insight into the challenges and rewards of volunteering. She is excited to bring her deep understanding of the volunteer perspective to the board of directors.

She is a proud alumna of the University of Louisville, where she earned a degree in Computer Engineering. She had a successful career as a consultant for a telecom company.

Ann is proud that both of her daughters are lifetime and Gold Award Girl Scouts. Ann had the joy and privilege of leading both of their troops from Daisies to Ambassadors, guiding them through their Girl Scout journey.

For Ann, one of the most rewarding aspects of her involvement with Girl Scouts has been watching girls grow into confident and capable leaders. She describes this experience as one of the highlights of her life.



Simon Keemer
Crestwood, KY
Secretary

Simon Keemer lives in Crestwood, KY with his three children, Henry, Ellie and Kane, and his wife, Kelly. He grew up in the south of England and graduated from the University of Birmingham, England with BA Honors degrees in History and American Studies. In 1999, Simon emigrated from England to live in California (San Diego and then San Francisco) and moved to Crestwood in 2006. Simon has been involved in Girl Scouts of Kentuckiana since 2012, when his girls joined Troop 1360. Since then, Simon has been a troop leader, cookie coordinator, general volunteer and donor. At the council level Simon is currently the Board secretary (having also previously served two terms as treasurer) and also serves on the Finance Committee. He is a lifetime member of Girl Scouts.

Simon has worked for international, national, and regional CPA firms in the United Kingdom and United States since 1994, providing auditing and consulting services to a range of clients, including non-profit entities. Simon is a shareholder and Director with Dean Dorton Allen Ford, PLLC CPAs and Business Advisors (Dean Dorton ranks as the 67th largest CPA firm in the United States). He has been active in several local groups including Leadership Louisville, Habitat for Humanity, and the Kentucky Society of CPAs.



Theresa Batliner
Louisville, KY
Treasurer

Theresa Batliner is currently the Chief Accounting Officer at the University of Louisville Foundation.

She has over 35 years of experience working with not-for-profits. She has been involved with Girl Scouts since elementary school. This was back in the day when cookies were \$0.50 a box and were primarily sold going door to door! Theresa is also a former troop leader for Troop 1255 which was based out of St. Bernard Church in Louisville, KY. Both of her daughters participated in Girl Scouts, and she enjoys being on the Board and serving as treasurer.

Board of Directors, At-Large Members

Terms Ending in 2027



Colleen Abate
Louisville, KY

Colleen Abate works as a financial advisor for Somnio Wealth. Prior to that, she worked as a financial advisor with ARGI Financial Group and as an Economic Development Manager for Louisville Metro Government. She previously served as a State Department Foreign Service Officer and worked at the U.S. Embassies in Mexico City and Beijing. In Washington, she served in the State Department's Office of Korean Affairs and on a detail assignment at the Office of the U.S. Trade Representative. Colleen has also worked as a consultant for Booz Allen Hamilton and Accenture. She studied for a year at the Universidad Autónoma de Madrid and obtained a B.S. in international affairs from Georgetown University. She speaks Spanish and has studied French and Chinese.

Colleen joined Girl Scouts of Kentuckiana's Board in 2021 and also currently serves on the Session of Highland Presbyterian Church. Previously she chaired the board of Shively Area Ministries and served as Vice Board Chair of the Anchorage Independent School District. She and her husband Mike live in Louisville with their two children. When she is not driving them to their various activities, she enjoys walking, practicing yoga, and traveling.

Colleen has been a lifelong Girl Scout since second grade, and it has presented her with a wide range of opportunities. In high school, she attended a national convention in Minneapolis, participated in Wider Ops in Texas and North Carolina, and is a Gold Award Girl Scout. As a young adult, she worked two summers as a counselor at Bear Creek and volunteered with a Cadette troop in Arlington, VA. More recently, she has enjoyed taking her daughter's troop camping each spring and fall.



Cecelia Cloos
Hopkinsville, KY

Cecelia Cloos has been with Girl Scouts of Kentuckiana for over 15 years as a volunteer. She started off as a co-leader and moved into leading her own troop. She is currently a troop leader of a multi-level super troop with over 40 girls and over 20 adults, a service unit manager of SU 791, a volunteer Girl Scout trainer, volunteer recruiter, product chair, cookie cupboard hostess, and has previously served on the Board Development Committee.

Cecelia is excited about the Girl Scout Movement and tries to assist leaders in any way that she can. She has served on several committees like Fund Development and Via Colori, and many other ad hoc committees when needed.

Her Girl Scout experience as a leader has been very rewarding. She has watched several young ladies grow and mature through the years and succeed as adults. She has had the honor of celebrating at least 8 girls graduating through the years, and as a mom, the tears were a plenty! Cecelia enjoys serving the Girl Scouts of Kentuckiana as a board member and continuing to enrich the lives of our volunteers and girls.



Ria Pruiett
New Albany, IN

Ria Pruiett is Project Manager for Meeting and Event Planning at Humana. She has been a part of the world of hospitality or event planning for 20 years. Her work life started at the Louisville Marriott Downtown and various other hotels before she joined Humana.

She is a co-leader and cookie chair to Troop 941 based in Jeffersonville, Indiana. She has had the pleasure of watching the young ladies of her troop start as Daisies and grow to Ambassadors and Seniors. Time flies when you are having fun. She was also lucky enough to support the young ladies who started Troop 941 and lead them through their final year of Girl Scouting. Some of them have continued their education and chose to become adult Girl Scouts or lifetime members of Girl Scouts.

Ria has volunteered for the Leukemia & Lymphoma Society and supported them in their Visionary of the Year celebration in the spring/summer.

She says she has been lucky to have been able to watch little girls become strong young women over the past 10 years. Ria believes in the Girl Scout organization and what it has provided not only for her daughter but for all girls.



Danielle Stallard
Louisville, KY

Danielle Stallard is Director of Human Resources at LG&E and KU Energy and PPL Services. Since joining the company in August 2013, she has been responsible for providing HR support in the areas of employee relations, performance management, workforce and succession planning, and staffing. Danielle's client groups have included Customer Service, General Counsel, Project Engineering, Generation, and Transmission. In 2022, she assumed responsibility of Director of Human Resources. Danielle has over 20 years of progressive Human Resources experience. Prior to joining LG&E and KU, she worked as a career coach at the University of Louisville, and a human resources generalist at AEGON Institutional Markets in Louisville and at GES in Las Vegas, NV.

Danielle is active in the community and has volunteered with the Louisville YMCA, Every 1 Reads, Blessings in a Backpack, and the Portland Museum. She is a member of the Leadership Louisville Alice Houston Women in Leadership class of 2023, Ignite Louisville class of fall 2016 and was a 2008 YMCA Adult Black Achiever. She obtained a bachelor's degree in Business Administration from Tennessee State University and a master's degree in Arts and Higher Education from the University of Louisville.

Danielle enjoys fitness, traveling and music. She and her husband Maurice, have one daughter and two sons.



Kellie Watson
Louisville, KY

Kellie Stallard Watson is the General Counsel/Legal Director for Louisville MSD. She serves as Chief Legal Officer responsible for the oversight and management of all MSD legal initiatives, strategies, and affairs. Ms. Watson serves as counsel, advisor, representative, and transactions facilitator to the MSD Board, Executive Director, and senior

management. She also serves as director of the legal division and manager of outside legal resources and is a member of the Executive Management Team and Counsel/Secretary to the Floodplain Board.

Ms. Watson joined Louisville MSD in May 2020 as the first Equity and Compliance Officer. As the Equity and Compliance Officer, Ms. Watson monitored and analyzed policy and programs for equity, as well as compliance with legal and ethical principles and standards.

Prior to going to MSD, Ms. Watson was the first Chief Equity Officer for Louisville Mayor Greg Fischer. She provided strategic, visionary planning and oversight to advance racial equity throughout Louisville Metro Government and oversaw the Departments of Human Resources and the Human Relations Commission. Ms. Watson served in several positions within the Fischer Administration, including General Counsel, Legislative Liaison between Mayor Fischer and Louisville Metro Council, and Director of Human Resources and Labor Relations. Ms. Watson also served as the Chair of the Ohio River Bridges Project Team. Prior to these positions, she was the Director of the Office of Human Resource Management/Acting Director of the Office of Civil Rights and Small Business for the Kentucky Transportation Cabinet and the Director of the Louisville Metro Human Relations Commission and the Director of the Office of Affirmative Action for several years under Mayor Dave Armstrong.

Ms. Watson is a member of the Kentucky Bar Association; Chair of the Louisville Metro Civilian Review and Accountability Board; Baptist Hospital Louisville Advisory Board; Fund for the Arts Board Member and Chair of the Equity Committee; Kentucky Derby Festival Board Member; Chestnut Street YMCA Board Member; Kentuckiana Girl Scouts Board Member; Zeta Phi Beta Sorority, Inc., Beta Alpha Xi Zeta Chapter; Derby City Chapter of Jack and Jill Inc. Past memberships include Ignite Louisville, Bingham Fellows 2019. and Leadership Louisville 2022-2023. She was also an Alden Fellow from Community Foundation of Louisville. Ms. Watson is also a 2022 Diversity, Equity and Inclusion Champion Award from Louisville Central Community Center, and a 2023 Louisville Business First Enterprising Woman.

Kellie received a Bachelor of Science degree in Political Science/Policy Analysis from the University of Louisville, Cum Laude, and a Juris Doctorate degree from Vanderbilt University. Ms. Watson is also certified in Lean and Six Sigma Green Belt and has a Diversity and Inclusion certificate from Cornell University.

Kellie is a native of Louisville and the mother of one son.



Daryl Williams
Louisville, KY

Daryl Williams graduated with a B.S. degree in Chemistry in 1992 from The Tulane University of Louisiana. After completion of his B.S., Daryl worked for the Albemarle Corporation until deciding to pursue graduate studies. Daryl received his Doctor of Philosophy degree in Physical Chemistry from Louisiana State University. During his studies, Daryl published over a dozen scientific articles.

He joined General Electric in 1997 as a Senior Chemist in the Materials Application and Processes group. He held several other positions within General Electric. In January 2021, Daryl assumed the role of Senior Technology Director—Global Specialty Products (GSP) with responsibility for global engineering teams (US, Korea, and China) for the \$700M Business Unit. One year later, Daryl then assumed the business leadership role as Executive Director—Global Specialty Products in January 2022 taking full P&L responsibility.

Daryl serves as a Co-Champion for the African American Forum, which is GE Appliances premier employee resource group (ERG) and is also the University Executive Champion for both Tennessee State University and the University of Maryland—Baltimore County. Daryl also serves as a member on the GEA Engineering Inclusion and Diversity Council.

Daryl is a member of Psi Boule, he served as Chair of the Tocqueville Advisory Board for the Metro United Way, and is active on the St. Augustine Parish Leadership Team. Daryl is married to Audra, who has served as a Girl Scout troop leader and cookie chair. They have two children, Sydney, who served as a Camp Aid and was a Gold Award Girl Scout in 2017 and Davis. He enjoys traveling with his family, cross-fit, yoga, meditation, and LSU football.

Terms Ending in 2028



Christina Boyle
Union City, TN

Christina Boyle lives in Union City, TN but currently has a troop in Hickman, KY. If you're unsure where that is, it is the most western tip of Kentucky. She also serves as

service unit manager and area vice chair for Fulton County and Hickman County.

She is a volunteer trainer and volunteer recruiter. Christina serves on the Properties Committee and DEI Task Force as well. Christina is the volunteer coordinator for Via Colori. She has been on the Board of Directors for the past four years.

Christina is a mother of five children ranging from the ages of 9 years old to 24 years of age. She is also raising her two grandchildren ages 3 and 4.

In what little free time she has she enjoys reading, spending time with friends and family, and planning adventures to have with her girls.



Cynthia Miles Brown
Louisville, KY

“My daughter asked, I said ‘yes’- and then became her troop leader. Little did I realize I would surround myself with a circle of girls and women who fiercely, brilliantly and unabashedly enhance my life.” - CMB

Cynthia Miles Brown has long been influenced by Scouting. She was a “Daisy” in the 1970s GSA kindergarten pilot-program (then called “Pixies”), continued in Girl Scouts through her youth, and worked at GSA summer camps during high school and college. As an adult, she became a Professional in other Scouting programs—recruiting youth, managing camps, training volunteers, raising funds, and collaborating with community partners. She even met her husband through Scouting!

Today, she owns businesses with her husband; together they work to provide quality products and exemplary service to clients and meaningful livelihoods for their employees. They are the proud parents of an amazing 9th grade Senior Girl Scout whom they love dearly.

Cynthia currently serves as a Troop Leader, Audit Committee member and was previously on the Program Committee. She is honored to serve on the Board; striving to strengthen our Council, foster its Mission and promote the GS Promise and Law. When not “scouting” or doing “business development” she loves outdoor adventures, a great samba, fantasy/fiction books, fine food, travel of any kind, and quality time with her family.



Joe Kenney
Elizabethtown, KY

Joe Kenney is a recently retired budget/program analyst for the Department of the Army at Fort Knox, KY, where he spent over a decade managing large-scale financial programs and budgets. Prior to his role as a budget analyst, Joe served in the United States Army in aviation operations, achieving the rank of Sergeant Major before retiring after 26 years of active duty service. Joe received the Bronze Star and Legion of Merit among many other awards and medals during his long military tenure.

With a strong background in budgeting and contract management, Joe was responsible for overseeing the projection and execution of hundreds of millions of dollars. He has applied his expertise in strategic planning and financial acuity for several years as a member of the GSK Board Finance Committee. Joe is deeply committed to volunteering within the Girl Scout organization, focusing on ensuring its success and supporting its mission of empowering girls and volunteers. He believes strongly in helping the organization thrive, both through financial stewardship and community engagement.

Outside of his work with Girl Scouts, Joe is active in his community through the Lions Club and enjoys scuba diving in his free time. He lives in Elizabethtown, KY with his wife Ashley.



Claydean McCallon
Kirksey, KY

Claydean McCallon is from Kirksey, KY, in the Bear Creek area. She has been a Girl Scout for 38 years, 12 years as a girl and 26 years as an adult. She earned her First-Class Award (Gold Award) in 1976. Claydean served as a troop leader for Troop 1484 for 14 years. Her troop traveled to Savannah, Memphis, and Minnesota. She traveled to Europe on a council trip and the highlight was going to Our Chalet. Claydean says it has been an honor to serve as a Member at Large of the Board of Directors. She has served on the Finance Committee and Properties Committee as a Board Member. She has also served as Area 24 chair, service unit manager, Awards Committee member, and outdoor trainer. She has attended the Girl Scouts of Kentuckiana Annual Meetings and the Girl Scout National

Convention.

She has been married to her husband, Phill, for 43 years. They are the parents of Jesse (34) and Erin (32), who were both involved in Boy Scouts and Girl Scouts as youth and continue to work with the organizations as adults. She is a proud “Mama Clay” to her one-year-old granddaughter, Cora Lee McCallon. Claydean is a member of the Collegiate Advisory Board for the Delta Iota Chapter of Kappa Delta at Murray State University serving as CAB membership advisor. She attends Kirksey United Methodist Church. She was a member of The David Johnson Chorus for 9.5 years.

Claydean is a proud Murray State Racer graduate and retired after 32 years with the Farm Service Agency as a program technician.



Charmaine Powell
Louisville, KY

Charmaine Powell is a senior sales strategist and business development leader based in Louisville, Kentucky. She is the founder of The Cultivated Growth Network, a consulting and coaching firm that helps organizations and sales professionals strengthen their sales strategy, leadership, and revenue growth through structured, results-driven systems.

With more than 25 years of experience in sales leadership, team development, and business growth, Charmaine has built a career focused on helping individuals and organizations improve performance through clarity, process, and strong leadership. Her background includes leadership roles in new home construction sales, higher education admissions, and business development, where she led teams, improved sales processes, and drove measurable growth.

Beyond her professional work, Charmaine is deeply committed to community service. She is honored to have served one term as a Board Member for the Girl Scouts of Kentuckiana, contributing to the organization’s mission of developing courage, confidence, and character in young women through service on the Executive Committee and as chair of the Fund Development Committee. Additionally, she volunteers as a Donate Life Ambassador, helping promote awareness of organ, eye, and tissue donation. In recognition of her dedication, she received the National Kidney Foundation’s Lisa Allgood Excellence in Kidney Disease Education Award in 2019.

Charmaine holds an MBA from Indiana Wesleyan University and a Bachelor of Science in Business Administration with dual majors in Management and Marketing from the University of Louisville.

She is also a passionate houseplant enthusiast and co-founder of Growing in Sunshine, a plant-based gift and education business she started with her son. Together, they also co-authored a children's book titled *Grow Together: You Are Strong, Smart, and Kind*, designed to encourage parent-child reading and comprehension while sharing meaningful lessons about character, confidence, and positive behavior.

When she's not working or caring for plants, Charmaine enjoys spending time outdoors with her family and friends. She is a runner and cyclist who loves exploring local parks, relaxing by a campfire, and spending time with their two playful dogs, Coal and Ember.



Lisa Thompson
Salem, IN

Lisa Thompson's mother was a shy 1960s housewife who became a fierce community organizer once she put on her starched green uniform and led Louisville's Troop 76. Lisa and her sisters witnessed the transformation; and their Girl Scout troop leaders taught them the essential skills that make them successful today.

That community organizing gene is a big part of Lisa's civic engagement. Today, she is the chief impact officer of the Louisville Urban League overseeing the Centers for Housing and Financial Empowerment and Workforce Development. Her network crosses many Indiana and Kentucky counties, and she is blessed to know, love, and be loved by a large regional family, her professional colleagues, and now GSK.

She is a board member of Let Us Learn, a Floyd County, Indiana food justice organization serving children and schools. Lisa enjoys a challenge: She and her husband Tom have renovated several historic buildings, including their farmhouse home in Washington County, IN.

Previously Elected Board Development Committee Members

Terms Ending in 2027



Kim Seifers
Jeffersonville, IN

Kim Seifers currently works for an advertising agency out of Dallas,

TX and works at Fort Knox. Her role for the past 12 years has been as marketing director for the U.S. Army Medical Recruiting Brigade. She has lived in the Kentuckiana area for her entire life. Kim loves to volunteer and has had many opportunities to serve her community in many ways. She enjoys volunteering with the Girl Scouts, and to be part of such a great organization that has such a positive impact on the lives of girls and women in the area.

Kim currently lives in Jeffersonville, IN with her two dogs and her pollinator garden.



Jan Yonts
Greenville, KY

Jan Yonts is a lifelong member of Girl Scouts. She began in Girl Scouts at seven years old and it has been a part of her life ever since. Jan served on the Girl Scouts of Kentuckiana Board for two terms. She also has served on local committees in her community for the past several years.

Jan is a retired teacher who served 42 years in Owensboro City and the Muhlenberg County school systems. She served as a kindergarten teacher, high school guidance counselor, and a college career guidance counselor. While being in education, and still today, Jan has served in several educational organizations. Some of those organizations are Kentucky Counseling Association, Kentucky Association of School Administrators, Kentucky Retired Teachers Association where she serves on the executive board, former president for Third District Retired Teachers, and Delta Kappa Gamma, Alpha Iota chapter.

She is also active in the community of Greenville where she has lived most of her life and raised her family. Jan recently finished serving two terms as Mayor and before serving as Mayor, she served six terms on the city council. Her husband, Brent Yonts (deceased) served in the State House of Representatives for 20 years. In November 2024 Jan was elected to the Muhlenberg County Board of Education School Board for a four-year term.

Her greatest accomplishment is her family of three children Emily, Ellen, and Harrison. The best thing in life now are her two grandsons and twin granddaughters.

National Council Session Delegates

Girl Scouts from across the country and around the world gather every three years for convention. The 2026 Girl Scout Convention will take place July 20–22, 2026 in Washington, D.C.

The 58th National Council Session (NCS) is the national business meeting during which delegates from every council across the nation and USA Girl Scouts Overseas meet to discuss, debate, and vote on issues important to the Girl Scout Movement, and elect national leaders for the next triennium.

The delegates whom the council is entitled to elect to the NCS of the United States of America are elected by the members of the council delegate assembly. Our delegates and alternates were elected at the 2025 Annual Meeting (see below) and serve through 2028.

Delegates shall be citizens of the United States of America; shall be elected from the active members of the Girl Scout Movement in the United States of America, who are fourteen (14) years of age or over and who are registered through the council with Girl Scouts of the United States of America; and shall serve for a term of three (3) years from the date of their election, or until their successors are elected. The board chair and the CEO shall serve as two (2) of the council's elected delegates to the National Council.

GSK NCS delegates should be informed on the council's point of view on issues to be presented at the NCS but vote independently on what she/he believes to be in the best interests of Girl Scouting nationally.

National Council Session Delegates



Cassie Blausey
Louisville, KY



Barbara Broughton
Louisville, KY



Lindsey Creekmore
Elizabethtown, KY



Penelope Gibes
La Grange, KY



Claydean McCallon
Kirksey, KY



Mady Spires
Floyds Knobs, IN

National Council Session Alternates



Jessica Cohagen
Mount Washington, KY



Leah Niemann
Louisville, KY



Lisa West
Greenville, IN



Proposed Bylaw Revisions

Article II – General Provisions and Definitions

Bylaws as Currently Written

Section 5. Electronic Voting. Any committee or task force of the council or the board of directors may confirm recommendations to the board and/or the council by electronic voting, including email votes, according to procedures established by that committee or task force.

If Adopted, the Bylaws Will Read as Follows

Section 5. Email Voting. Any committee or task force or the board of directors may confirm recommendations to the board and/or the council by email voting, according to Kentucky state law which requires all voting members of the committee, task force, or Board of Directors to respond and the result of the vote must be unanimous to confirm the recommendation.

Proposed Changes

Section 5. Electronic Email Voting. Any committee or task force of the council or the board of directors may confirm recommendations to the board and/or the council by **electronic email** voting, ~~including email votes, according to procedures established by that committee or task force.~~ **according to Kentucky state law which requires all voting members of the committee, task force, or Board of Directors to respond and the result of the vote must be unanimous to confirm the recommendation.**

Rationale for Changes to Article II, Section 5: Electronic Voting

Kentucky law requires all email voting must have responses from all members and must be unanimous. We must follow Kentucky law, because we are registered in Kentucky.



Proposed Bylaw Revisions

Article IV–Board Development Committee

Bylaws as Currently Written

Section 1. Composition. There shall be a board development committee of the council consisting of nine (9) individuals, seven (7) of whom are elected by the delegate assembly and are ineligible to serve as a board member-at-large or as a council officer during their service on the board development committee, and two (2) of whom are members of the board of directors appointed to the board development committee by the board of directors following the annual meeting of the council. The chief executive officer shall be the staff liaison to the committee. The board chair may attend meetings of the committee. Both the CEO and the board chair may participate freely in meeting discussions but shall not have voting rights. The committee may choose to go into executive session without the CEO and/or the board chair.

Proposed Changes

Section 1. Composition. There shall be a board development committee of the council consisting of nine (9) individuals, seven (7) of whom are elected by the delegate assembly and are ineligible to serve as a board member-at-large or as a council officer during their service on the board development committee, and two (2) of whom are members of the board of directors appointed to the board development committee by the board of directors **following at the board meeting prior to** the annual meeting of the council. The chief executive officer shall be the staff liaison to the committee. The board chair may attend meetings of the committee. Both the CEO and the board chair may participate freely in meeting discussions but shall not have voting rights. The committee may choose to go into executive session without the CEO and/or the board chair.

If Adopted, the Bylaws Will Read as Follows

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Rationale for Changes to Article IV, Section 1: Composition

Appointing the Board Development Committee members from the Board after the Annual Meeting is problematic, because the Board Development Committee must meet to review and recommend the girl board members immediately following the Annual Meeting and prior to the first Board meeting after the Annual Meeting. In the current bylaws, the Board Development Committee chair for the upcoming year is currently selected at the last meeting of the Board Development Committee prior to Annual Meeting.

Proposed Bylaw Revision

Article IX–Field Organization

Bylaws as Currently Written

Section 5. Election, Ratification and Term of Area Association Chair and Vice-Chair. There shall be a chair of each area association who reports to the board chair or the board chair’s designee. The area association nominating committee shall nominate candidates for area chair and vice-chair for election by the area association at a regular or special meeting in the spring of the year. Following election by the area association, the board chair shall submit the names of the elected area chair and vice-chair to the board of directors for ratification. The area chair shall serve for a three (3) year term and shall serve no more than two (2) consecutive terms. The area vice-chair shall serve for a two (2) year term and shall not serve more than three (3) consecutive terms. Once three full terms are served, an individual shall not be eligible again to serve as area vice-chair until after a lapse of at least two (2) consecutive years, she or he may serve as area chair immediately following service as vice-chair. When an area association nominating committee cannot identify a new candidate for the position of area chair or vice chair, the board chair or her/his designee may grant a request from that area association nominating committee to allow an out-going area chair or vice chair to serve one additional term in either of these positions without a lapse of two consecutive years.

If Adopted, the Bylaws Will Read as Follows

Section 5. Election, Ratification and Term of Area Association Chair and Vice-Chair. There shall be a chair of each area association who reports to the board chair or the board chair’s designee. The area association nominating committee shall nominate candidates for area chair and vice-chair for election by the area association at a regular or special meeting in the spring of the year. Following election by the area association, the board chair shall submit the names of the elected area chair and vice-chair to the board of directors for ratification. The area chair shall serve for a three (3) year term and shall serve no more than two (2) consecutive terms. The area vice-chair shall serve for a two (2) year term and shall not serve more than three (3) consecutive terms. Once three full terms are served, an individual shall not be eligible again to serve as area vice-chair until after a lapse of at least two (2) consecutive years, she or he may serve as area chair immediately following service as vice-chair. When an area association nominating committee cannot identify a new candidate for the position of area chair or vice chair, the board chair or her/his designee may grant a

Proposed Changes

Section 5. Election, Ratification and Term of Area Association Chair and Vice-Chair. There shall be a chair of each area association who reports to the board chair or the board chair’s designee. The area association nominating committee shall nominate candidates for area chair and vice-chair for election by the area association at a regular or special meeting in the spring of the year. Following election by the area association, the board chair shall submit the names of the elected area chair and vice-chair to the board of directors for ratification. The area chair shall serve for a three (3) year term and shall serve no more than two (2) consecutive terms. The area vice-chair shall serve for a two (2) year term and shall not serve more than three (3) consecutive terms. Once three full terms are served, an individual shall not be eligible again to serve as area vice-chair until after a lapse of at least two (2) consecutive years, she or he may serve as area chair immediately following service as vice-chair. When an area association nominating committee cannot identify a new candidate for the position of area chair or vice chair, the board chair or her/his designee may grant a request from that area association nominating committee to allow an out-going area chair or vice chair to serve ~~one~~ additional terms in either of these positions without a lapse of two consecutive years.

request from that area association nominating committee to allow an out-going area chair or vice chair to serve additional terms in either of these positions without a lapse of two consecutive years.

Rationale for Changes to Article IX, Section 5: Election, Ratification and Term of Area Association Chair and Vice-Chair

In order to ensure we can fill these roles.

Proposed Bylaw Revision

Article IX–Field Organization

Bylaws as Currently Written

Section 8b. Area Association Nominating Committee.

(b) **Election, Term, Filling Vacancies.** Members of the committee shall be elected by the members of the area association in the spring of the year for a term of three (3) years, or until their successors are elected, and shall not be eligible again for committee membership until after a lapse of two (2) years. The area chair or, if necessary, the board chair shall have the power to fill vacancies in the committee until the next meeting of the area association at which elections for any vacant positions will be held.

Proposed Changes

Section 8b. Area Association Nominating Committee.

(b) **Election, Term, Filling Vacancies.** Members of the committee shall be elected by the members of the area association in the spring of the year for a term of three (3) years, or until their successors are elected, ~~and shall not be eligible again for committee membership until after a lapse of two (2) years.~~ The area chair or, if necessary, the board chair shall have the power to fill vacancies in the committee until the next meeting of the area association at which elections for any vacant positions will be held.

If Adopted, the Bylaws Will Read as Follows

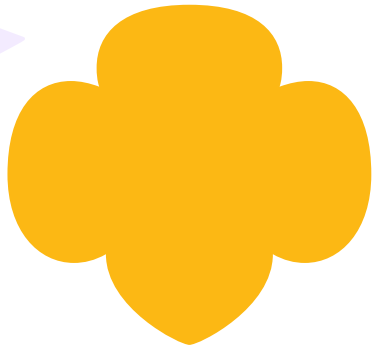
Section 8b. Area Association Nominating Committee.

(b) **Election, Term, Filling Vacancies.** Members of the committee shall be elected by the members of the area association in the spring of the year for a term of three (3) years, or until their successors are elected. The area chair or, if necessary, the board chair shall have the power to fill vacancies in the committee until the next meeting of the area association at which elections for any vacant positions will be held.

Rationale for Changes to Article IX, Section 8b: Area Association Nominating Committee

In order to ensure we can fill these roles.

Our Commitment to Courageous Conversations



The Girl Scout Law calls us to be a sister to every Girl Scout. One of our priorities at Girl Scouts of Kentuckiana is to build a true sense of belonging for all.

You play a role in our shared commitment to learn and take action toward a culture of belonging. All of us contribute to a welcoming culture, everyone can bring their full “self” to Girl Scouts.

Courageous conversations happen when we are brave enough to discuss topics that are of extreme importance, where members of our community are likely to hold an array of perspectives. In these courageous conversations, emotions are often attached to people’s ideas and stances, and people sometimes call these conversations “difficult” or “controversial”. At Girl Scouts, we choose to see them as courageous!

When navigating courageous conversations, as members of the Girl Scout community, there are a number of things that we can think about and do to ensure productive and respectful conversation for all involved. So many of these ideas emerge from our Girl Scout values, which are encapsulated in our Law and Promise. If we are going to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what we say and do, what does that look like in a courageous conversation? What does it mean to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout when taking part in a courageous conversation?

There are a number of things we can do as Girl Scouts to concretely embody the values embedded in our Law and Promise as we take part in courageous conversations. Specifically, each of us can:

- Assume that each person has good intentions.
- Pause to think of what we would like to convey before we speak.
- Listen carefully to each speaker, trying to understand their perspective, even if we don’t hold that same perspective.

- Ask questions when we don’t understand something (this may be a concept, an idea, a policy item, or what a particular speaker is saying).
- Consider sharing why this issue or policy item is important to us.
- Know that our body language conveys a message, even if we are not sharing our ideas verbally.
- Try to frame differences as a difference of ideas or perspectives. We can direct our comments toward the different ways we see an issue, not at someone personally. For example, “I hear a number of people speaking about this issue in this way, yet I see it a little differently...” or “Tracy, I heard your ideas on this issue, and I really agree with you on x. When it comes to y, though, I do see it differently...”
- Refrain from name-calling or saying anything about another speaker’s motives or character.

You may think of other ways in which we can enact our Girl Scout values in a courageous conversation, and you should feel free to share those additional ideas. What’s clear is this: we do not all have to think alike! Our diversity is our strength, and when each person can both share their ideas and be treated with respect and dignity, that makes for a courageous conversation and a productive learning experience. As long as we remember that our words matter, and that our goal is to make the world a better place, we can have productive, illuminating, and courageous conversations. We look forward to having them with you!

Code of Conduct

Introduction

As the premier leadership development organization for girls, it is Girl Scouts of Kentuckiana's ("GSK") objective to uphold the highest legal, ethical, and moral standards. Our donors and volunteers support Girl Scouts because they trust us to be good stewards of their resources, and to uphold rigorous standards of conduct. Our reputation for integrity and excellence requires careful observance of all applicable laws and regulations, as well as a scrupulous regard for the highest standards of conduct and personal integrity.

GSK seeks to create the most secure environment possible. All adults at GSK are expected to support each other and hold each other accountable to ensure adherence to this Code of Conduct. Keep in mind that no document, however comprehensive, can cover every potential situation that may arise. This Code of Conduct, therefore, should be interpreted in a common-sense manner consistent with the underlying purpose of providing a safe and healthy experience for the children and youth we serve.

This Code of Conduct sets forth policies, best practices, and language, such as the Girl Scout Law, which explains the "spirit" of the Code. Policies are mandatory and best practices are suggestions on the best way to handle situations that may arise. If you have any questions about what is mandatory under this Code of Conduct, please follow the spirit of the Code and please feel free to reach out to the Chief People Officer of the Girl Scouts of Kentuckiana, Anita Bullitt (abullitt@gskentuckiana.org or 502-413-2851).

The Girl Scout Law

This Code of Conduct is animated by the Girl Scout Law which provides as follows:

I will do my best to be honest and fair, friendly and helpful, considerate and caring, courageous and strong, and responsible for what I say and do, and to respect myself and others, respect authority, use resources wisely, make the world a better place, and be a sister to every Girl Scout.

GSK Code of Legal and Ethical Behavior

Membership in Girl Scouts of Kentuckiana is a privilege that is extended to volunteers and employees by Girl Scouts of Kentuckiana. It is expected that all members exhibit behavior that is in accordance with the Girl Scout Promise and Law at all times when representing Girl Scouts of Kentuckiana. This includes all times when the member can be physically identified as a member or by way of communications that identify the member as a member.

Girl Scouts of Kentuckiana will comply with all applicable laws and regulations and expects its directors, officers, committee members, volunteers, and employees to conduct business in accordance with the letter and spirit of all relevant laws; to refrain from any illegal, dishonest, or unethical conduct; to act in a professional, businesslike manner; and to treat others with respect.

In general, the use of good judgment based on high ethical principles will guide all board members, staff, and volunteers with respect to lines of acceptable conduct. However, if a situation arises where it is difficult to determine the proper course of conduct, or where questions arise concerning the propriety of certain conduct by an individual or others, the matter should be brought to the attention of Girl Scouts of Kentuckiana.

The entire text of the Code of Conduct, including how to report violations, can be found at bit.ly/gskcode.



GSK Strategic Priorities

Vision:

It's what we'll be.

A world in which girls are confident, understand their worth and have the skills to thrive.

Mission:

It's what we'll do.

Build girls of courage, confidence and character, who make the world a better place.

Value Proposition:

It's what we promise to the world.

Life Ready— for today and tomorrow. We provide girls with the skills necessary to navigate life with purpose and joy.

Strategic Objective:

It's what indicates our progress.

More girls and families choose Girl Scouts as the place to learn, grow, and connect.

1. Strengthen Girl Scouting:

Focus on membership growth, belonging, community awareness of our value, and financial stability.

- Pilot new ways for girls to be Girl Scouts.
- Build community by providing intentional opportunities to enhance relationships and foster volunteer leadership development.
- Enhance our cultural competency and inclusivity.
- Pursue funding to publish and promote State of the Girl reports in Kentucky and Indiana.

Strengthen financial stability through new funding and updated pricing on Girl Scout opportunities.

2. Optimize:

Focus on volunteer support, the Cookie Program, and properties.

- Support troop leaders by providing experiences that are simpler and more rewarding.
- Redesign the Cookie Program to maximize effective engagement.
- Right-size our property resources to maximize girl experience.



Questions about the work of the Board of Directors in 2026?

Scan the QR code or visit www.gskentuckiana.org/councilupdates.

The Future of Girl Scouting: Vision 2030



GSUSA Supporting Objectives

- Increased diversity in Girl Scouting
- Expanded ways to experience Girl Scouting
- Compelling and widely understood value proposition
- Financial stability enabling a strong Movement



Decision Influencing Questions

1 How can Girl Scouts of Kentuckiana revolutionize engagement—by making Girl Scouting easier, more flexible and accessible for all girls? How can we pilot new ways for girls to be Girl Scouts?

2 How might Girl Scouts of Kentuckiana volunteers and older girl members help reach new families, deepen community partnerships, and grow our impact for girls across our region?

Boost Your Impact with New Matched Gifts

Your impact goes further in 2026, thanks to special gift-match opportunities provided by generous donors. Now is the perfect time to multiply your investment to Girl Scouts of Kentuckiana.

Your gift ensures girls build their confidence, gain real-world skills, and grow into leaders.



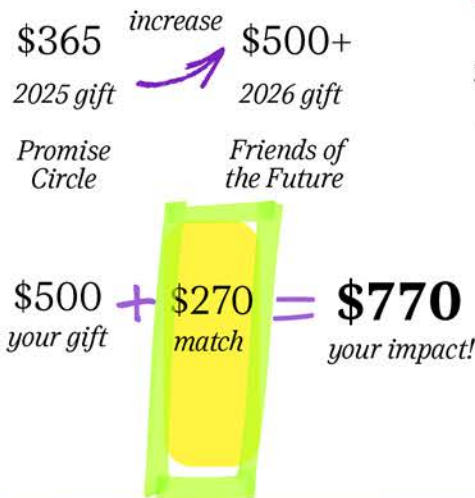
Increase your gift and double the difference

If you gave in 2025 and increase your gift in 2026, the amount of your increase will be matched dollar-for-dollar to **grow the impact of your increase.**



Raise your giving level, unlock 200% the increase

If you gave last year and now increase your 2026 gift enough to rise into the next giving level, you'll earn a 200% match for the amount of your increase... Part of your gift is **matched 200% to expand your impact.**



New & returning donors: grow your impact with a complete match of your entire gift

If you didn't make a gift last year, or if you're returning after a break, *welcome!* Your new gift in 2026 will be matched 100%, **doubling your impact.**



GSK Giving Levels

CEO Circle: \$10,000+
Trefoil Society: \$5,000-\$9,999

Daisy Circle:** \$2,500-\$4,999
Leaders Circle: \$1,000-\$2,499
Friends of the Future*: \$500-\$999

Promise Circle: \$365 - \$499
Campfire Circle: \$50-\$364

*new for 2025
**new for 2026



Contact Us

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Annual Meeting Minutes

Last Year: April 26, 2025

Call to Order

Council Board Chair, Sharon Handy called the 2025 Annual Meeting of the Girl Scouts of Kentuckiana to order at 9:00 AM EDT and welcomed all in attendance.

Flag Ceremony, Pledge of Allegiance, Girl Scout Promise and Law

Girl Scout Troop 941, of New Albany, Indiana, presented the colors and led the assembly in the Pledge of Allegiance and the Girl Scout Promise and Law.

Invocation

Melanie Samuels-Black, Area 17, gave the invocation.

Welcome—Board Chair

Introductions

The Chair welcomed all in attendance and introduced: Board First Vice-Chair Terri Massey, Board Second Vice-Chair Ria Chandler, Board Treasurer Theresa Batliner, Council CEO Maggie Elder, and past GSK Board Chair and current GSUSA National Board Development Committee member Vivian Blade who served as parliamentarian for the meeting.

96% of the Council's Board members registered for the meeting.

Welcome Speech

Angie Fenton, CEO of Extol, a media production company in New Albany, Indiana, gave the welcome speech.

CEO Report

Presented by Maggie Elder:

“Good morning Girl Scouts of Kentuckiana! I'm Maggie Elder, your CEO. It's a pleasure to be with you on this beautiful spring morning!

A beautiful morning like this reminds me of a beautiful morning at Girl Scout camp. You wake up, a little tired from yesterday's adventures, but excited about what's to come. You know the day will be filled with fun and challenges. And that's what today is for us. Here, at this moment. Today will be filled with fun, but we also have challenges to face.

Before we talk about challenges, let's talk about the amazing work we've done together. Let's celebrate!

1. We ended Membership Year 2024 on September 30th with 9,314 girl members! This was a 4.6% increase over the prior year and our third year of growth!

2. Our retention for Membership Year 2024 was 70.1% for girl members and 69.3% for adult members!
3. We have recruited more new BIPOC members annually over the last four years—making strides in our membership diversity.
4. Our culture of engagement survey measured satisfaction at a strong and steady 75%!
5. We have grown our use of camp properties, volunteer led camps, and staff led camps for four years in a row!
6. Our fundraising continues to grow annually, last year raising \$651,837 and the Shantituck pool and shower house campaign has raised an additional \$888,496 to date! We're on track to have our pool renovation complete by June 1 AND our shower house project is slated to be completed by June 1 of next year.

These successes happen because we are committed to growing girls of courage, confidence, and character, who make the world a better place. And we have been committed to a vision where Girl Scouts of Kentuckiana provides the Girl Scout leadership experience in relevant, fulfilling, and fun ways by optimizing volunteers, staff, properties, and technology. We are an organization where differences among people are present, welcomed, fully engaged, and appreciated. Working together, we grow our impact to create positive outcomes for and with Girl Scouts.

The data I have shared, and additional information are included in the CEO Report on strategic priorities on the Annual Meeting page of our website.

So, we have a lot to celebrate and a lot to be proud of. Please join me in celebrating these amazing successes!

But we also face some significant challenges. These challenges are critical for us to understand and face together. First,

1. Membership Year 2025 has not been a year of growth. Today our girl membership number is 8,593, which is 3% down from last year on this date. After three years of volunteers and staff working together and seeing steady growth, we are facing more challenges in recruiting Girl Scouts. I had hoped to stand in front of you today, having passed our pre-pandemic membership number of 9,670, but we have not been successful at growing back to that number.
2. Our retention is still strong, but it's not AS strong as it was. Today, our girl retention is 67.7% and our volunteer retention is 69%.
3. Families are looking for easy, fun activities for their girls, and we continue to present an opportunity that relies on a complicated time-consuming model.
4. We have strong brand recognition, but brand relevance is low. People don't understand the value of Girl Scouting and often think of us only during cookie season.
5. As you know, the cost of girl membership from GSUSA is increasing for Membership Year 2026 to \$45 and \$65 in 2027.

6. Although we have been successful at recruiting more BIPOC Girl Scouts, the rate of retention for BIPOC Girl Scouts continues to decline. They are not staying Girl Scouts. This seems to say, our sense of belonging is not growing for all Girl Scouts.
7. And then there's the cookie program. Our girl participation has dropped from 82% in 2020 to 70% this year. And this year we also saw a drop from an average of 239 packages sold per girl last year to an average of 221 packages sold per girl this year. Everything costs more today, including the cost of cookies from the bakery which has gone up 24% since 2020. This reality means this year we are facing a budget shortfall of over half a million dollars.
8. Our beautiful Louisville PLC, also known as the Louisville office, or I've heard it might be called "the castle" in other parts of the council, has a mortgage. And that mortgage is up for refinancing in 2026. The last time it was refinanced was in 2021 and rates were historically low. This resulted in us being able to pay for the mortgage and additional building costs by renting to several tenants. After we refinance at current rates, that will no longer be the case, putting further strain on our budget.
9. We are stretched thin in effectively maintaining our properties. As severe weather continues to be more prevalent, we're experiencing significant unplanned repair costs.
10. Finally, we continue to pay significant resources to the GSUSA pension. This year the cost is \$375,000. The annual pension costs are expected to go through 2028.

Many of these challenges are not unique to Girl Scouting. The world costs more. Mortgage rates continue to be high. Competing for family's time and attention is challenging, no matter who you are. We are living in a time of uncertainty and change, and Girl Scouting is not immune to these realities.

So, if that's the bad news, let me remind you of the good news.

Research shows that girls need what Girl Scouts provides, and parents and caregivers want what Girl Scouts offers.

The Girl Scout experience is not only relevant but essential in preparing girls to be life ready with the skills necessary to navigate life with purpose and joy.

We are organization of people, committed to the future of female leaders. We believe in what we do and when we come together, like we did when we navigated COVID, we can do amazing things.

There are important questions to ask to inform our priorities for the future. Here's a few of the questions I am thinking about:

How do we show up in, support, and engage communities?

How do we provide new, easier models of Girl Scouting for families to try? Could we offer shorter impactful experiences for girls?

How do we simplify the volunteer experience so volunteers can maximize their time?

How do we strengthen our community in Girl Scouts of Kentuckiana in a world that is so remote and virtual?

How do we deepen the community's understanding of the impact we have on girls?

How do we move from an organization who is committed to growing the sense of belonging to an organization who HAS a stronger sense of belonging?

What if we more honestly talk to families and troops about the Girl Scout Cookie Program and provide an alternative for those that opt out? Today, we allow families to opt out, but we don't ask anything more of them. They are enjoying all the benefits of membership, but they're not asked to resource those benefits. We can change that.

And Girl Scout property – what makes sense in 2025 and beyond? This is a very sensitive subject and something that's hard to talk about. But we HAVE to talk about what we want and need for the future. How do we maximize our properties for impact in light of our financial realities and changing expectations of girls and volunteers?

In a time of growing financial pressures, how do we build our financial stability through revenue diversification and strong financial planning?

As you can see, there are lots of important questions to ask. And I'm sure this isn't all of them. And yet, I believe we can solve these questions together. We must solve them together. This is a moment where we must face the future and change. We will have to let some things go and we will welcome new opportunities. We faced the challenge of the covid pandemic, and we came out stronger. We can do it together.

For me, this isn't just about solving this because it's my job. This is about solving this for my daughters and your daughters. And our granddaughters. And the many girls who Girl Scouting can change their lives today and in the future.

So now, you're probably thinking, Maggie, how can I help? What do I do? Here are some ways:

1. Participate in the online Girl Scout Cookie Program extension. Help us maximize the cookie impact for GSK by buying and/or selling shipped and donated cookies online by May 31. I'm sure many of our cookie customers are out of cookies by now—encourage them to stock up by the end of May! There are resources to support you on our website and watch for special free shipping promotions through the end of the program. You can find a GSK troop still selling online by going to girlscoutcookies.org and putting in a GSK zip code.
2. Renew your Girl Scout membership during the early bird campaign and help others take advantage of this important opportunity. The early bird campaign sets the stage for our overall membership for the year and it's critical to our long-term success.
3. Join us for State of the Council sessions May 29–June.

I'm planning to host these sessions with the new Board Chair, Terri Massey, assuming you elect her today. We're anxious to travel throughout the council to talk more about the challenges we face and about the opportunity to define our priorities and impact for the future.

4. Please join future opportunities to engage. We'll soon be announcing focus groups for the cookie program and are currently hosting one for the membership rate increase. As we consider new ways to engage families, we welcome your feedback and ideas.
5. Talk to your fellow Girl Scouts about solutions and try them out. What could you plan to implement this spring, summer, or fall that attracts more girls to join or provides an amazing experience, helping us strengthen retention? Could you lead a new Girl Scout experience that invites new families to join Girl Scouting? Could you mentor a new leader? How could you help more families access Girl Scouting?
6. Make a financial contribution to Girl Scouts of Kentuckiana. Help us continue to grow our fundraising, which strengthens our Girl Scout council overall by providing critical resources that support our work.
7. Be open to new ideas. Recognize that there are answers within Girl Scouting and there could be answers outside of Girl Scouting. Lots of the challenges we face are not unique to Girl Scouting—we have the opportunity to learn by listening to experts and families who aren't currently Girl Scouts and organizations or companies who have faced similar challenges.
8. Be positive and believe—I can't say this enough. Be positive and believe. Believe in who we are and what we can do together. Choose to believe in the opportunity for us to grow and learn. Remember we will have to change, but change can strengthen us. These are tough challenges, but if we come together to solve them, we will be stronger.

This time for GSK is both scary and exciting. Girl Scouting is 113 years old, and we have navigated plenty of challenges. I look forward to re-imagining and growing Girl Scouting together into the future. Thank you!

I now introduce, Theresa Batliner, Girl Scouts of Kentuckiana's Treasurer."

Treasurer's Report

Presented by Theresa Batliner:

"Good morning, everyone. I am Theresa Batliner, the Treasurer of Girl Scouts of Kentuckiana. I just completed my third year as Treasurer, and I will be providing the financial overview of 2024. I want to start by thanking Greg, our Chief Business Officer, for all the hard work he does for the Council and for making my job easy by providing high quality financial information to the Finance Committee and the Board of Directors.

We recently completed the audit for the year ended December 31, 2024, and received an unmodified or "clean" opinion, which is the highest level of opinion issued. This is a testament to work done by Greg and his team throughout the year.

I am going to provide a high-level overview of the audit report and financial operations for 2024.

I will start with a quick analysis of our Statement of Financial Position. The Statement of Financial Position shows our assets (what we own) and our liabilities (what we owe) at the end of each of our financial reporting periods (that is December 31 each year).

Assets

Our assets increased from \$19.8 million as of December 31, 2023, to \$20.6 million as of December 31, 2024. The main reasons for the increase in our assets were due to:

1. The stock market returns were higher in 2024, resulting in an approximate \$953K increase in investments and the beneficial interests in trusts (which are stock market investments managed by trustees who are independent of our Council) and
2. Increases in investments were offset by decreases in pledges and grants receivable of approximately \$235K due to payments and timing.

Liabilities

Our liabilities were approximately \$3.4M as of December 31, 2023, and approximately \$3.3M as of December 31, 2024. There were fluctuations in the categories but nothing significant and primarily due to timing.

Net Assets

Net assets in total increased approximately \$775,000 due to the overall increase in net assets for the year. Net assets without donor restrictions represent net assets that are available for use in operations, with a certain amount being designated by the Board for a specific purpose(s). Net assets with donor restrictions represent net assets that have been restricted by donors for a specific purpose and/or time restriction as well as those restricted in perpetuity. The major part of the increase occurred in the net assets with donor restrictions (approx. \$751,000) due to investment gains as a result of the stock market improvement and donor restricted contributions for program activities.

Statement of Activities

Revenue

Total public support and revenue increased approximately \$598K (\$10.8M in 2024 vs 10.2M in 2023) as a result of the following:

1. Contributions increased approximately \$65,000. Of note is unrestricted giving increased approximately \$112,000 and donor restricted giving decreased approximately \$47,000.
2. Program revenue, net increased approximately

\$571,000 primarily due to a more robust cookie sale—\$584,000.

3. Investment income increased approximately \$49,000.

Expenses

Total expenses increased from \$9.6 million in 2023 to \$9.9 million in 2024. Expenses are very closely controlled by management of the Council to ensure that we spend our available resources wisely.

The main reason for the increase in expenses is due to the following:

1. Salaries and salary related expenses increased approximately \$286,000 due to being fully staffed as well as salary adjustments for existing staff.

From an overall allocation of expenses, the breakdown between program services, management and general and fundraising for 2024 and 2023 is as follows:

Program 83.86% in 2024 vs 84.12% in 2023

G&A 12.36% in 2024 vs 11.95% in 2023

FR 3.76% in 2024 vs 3.93% in 2023

I have a couple of graphs which break down expenses as sometimes seeing the information in picture format is more helpful. Program expenses make up the majority of expenses at approximately 58% and 57% for 2024 and 2023, respectively. Cookie sale expenses are at #2, making up 26.4% in 2024 vs 26.9% in 2023.

That concludes the end of my report. I am happy to answer any questions. Thank you.”

Teller’s Report (Quorum & Area Representation)

Presented by Terri Sanders (Head Teller):

The total number of delegates possible for the meeting was 238. To reach a quorum, attendance from more than 50% of delegates—that’s 119 people—and representation from more than half or 13 of our 24 area associations was required. The total number of delegates present at the meeting was 192 and the number of area associations represented was 22 out of 24. Therefore, a quorum was established.

A list of the voting members present, voting members absent, and those present but not entitled to vote were compiled and added as exhibits to the minutes of the meeting in the Council’s permanent records.

Vote—Minutes of Last Meeting and Standing Rules

Presented by Sharon Handy:

Sharon Handy asked for a motion to adopt the standing rules as set forth on page 6 of the delegate workbook and to announce that the 2024 Annual Meeting minutes were sent in draft form to all voting members. This was approved by the Board of Directors in December 2024, following time for member input.

BDC Presentation of Slate

Presented by Kenyatta Thomas:

Kenyatta Thomas of the Board Development Committee presented the following nominees for members-at-large for the Board of Directors.

Board Officers, At-Large Members for a 3-year term ending in 2028

Board Chair: Terri Massey
First Vice-Chair: Ria Chandler
Second Vice-Chair: Ann Dever
Secretary: Simon Keemer
Treasurer: Theresa Batliner

Board of Directors, At-Large Members for a 2-year term ending in 2027

Cecelia Cloos

Board of Directors, At-Large Members for a 3-year term ending in 2028

Christina Boyle
Cynthia Miles Brown
Joe Kenney
Claydean McCallon
Charmaine Powell
Lisa Thompson

The Board Development Committee presented the following slate of nominees for members of the Board Development Committee:

Nominees for the Board Development Committee for a 1-year term ending in 2026

Willie Steen

Nominees for the Board Development Committee for a 2-year term ending in 2027

Kim Seifers
Melissa Swierk
Jan Yonts

National Council Session Delegates for a 3-year term ending in 2028

Cassie Blausey
Barbara Broughton
Lindsey Creekmore
Penelope Gibes
Claydean McCallon
Madyson Spires

“This concludes the presentation of nominees for our Council Officers, Board of Directors Members-at-Large, Board Development Committee, and NCS Delegates and Alternates.

Before I return the floor to Sharon, I would like to take a moment to recognize the current members of this year’s BDC and to sincerely thank each of them for their service and dedication to the Girl Scouts of Kentuckiana.”

Vote—Election of Slate

Presented by Sharon Handy:

Advised that no timely written notice of nominations from the floor for any of the categories of election on the slate was received. Therefore, the Board Development Committee's slate of nominees was the official slate for this meeting, and it was for the Secretary of the Council to cast a ballot. Secretary Simon Keemer will cast the single ballot.

As Secretary of the Girl Scouts of Kentuckiana, Simon Keemer cast a unanimous ballot for all candidates in the uncontested categories listed by the Chair.

Decision Influencing Discussion

Moderated by Board Chair, Sharon Handy:

Delegates were given an opportunity to speak on the following open forum questions:

Decision Influencing Discussion Question #1

How do we use what Girl Scouting means to us to continue to grow our membership when most other councils and GSUSA membership nationally are trending down?

The following spoke on Decision Influencing Question #1 at the meeting:

Charlotte Peake (Area 12) "Visibility. Promote the sisterhood. I liked the Big Sister Girl Scout idea with a Little Sister Girl Scout. More Gold Award visibility is still needed—Gold Award awareness and pride."

Gracie Harper (Area 17) "Promoting scholarship opportunities, traveling and different activities that are geared towards older girls could help excite older girls to join. Do more social media advertising that shows the older girls being engaging and having fun could also help other non-members want to join."

Debbie Taylor (Area 11) "Target ads to older girls, maybe TikTok, or other social media platforms where older girls visit, not only with just advertisements, but display older girl activities (ropes courses, adventure activities, hiking, etc.) with short videos on apps like these. Put older girls in charge of this, they know the audience best."

Caryn Weferling (Area 8) "Most GS join in elementary school, so the focus should be on the mom/parents of elementary schoolers. The focus should be on telling moms that GS is a place for social growth, to find their group of friends before middle school for a better middle/high school experience, develop skills, and stay off their phones. To attract high school girls, it is time to increase the scholarship amount. GS keeps raising dues and cookie expenses, but the scholarships seem so limited and small. It's also difficult to recruit girls to a program that costs families so much. Girls can go to other opportunities that are way cheaper. The initial fee, high costs of vests and badges, and increasing cost of cookies for family and friends keep girls going to other opportunities. GS needs to cut costs like the huge building in Louisville—move to a cheaper location.

Cut fees for adult volunteers so we can get more volunteers. Charge more for camp— other summer camps cost more. Get better, local, area leadership that is more organized, communicate better, and work to get in every school open house and elementary school community activity."

Nadine Jacobsen-McLean (Area 10) "Listening to the comments, I am noticing a theme from girls transition from elementary to middle and middle to high school as well as graduating seniors. They are not feeling supported or seen. They mentioned social media and working together strategically to provide a pipeline for both the Girl Scouts and leaders. Fostering a pipeline would create more motivated leaders and effective leaders. As a new leader I am excited, however the previous leaders have been depleted and do not have the motivation to help. Promoting the theme of being a sister to every Girl Scout amongst leaders should also be considered. Creating an in-person network rather than rely on a plethora of emails."

Aiden Hair (Area 10) "I know at this meeting I have heard a lot of 'we need older girls' but not a lot of how do we get them or get them to stay. The reasons I have stayed in GS for so long besides that it feels like a home to me is the younger girls. I love to make their GS experiences as special as mine were. And of course, my younger sister. But what do older girls want? Girl Scouts is still lots of fun when you're in middle/high and reason to show that this is a reason to stay and join."

Terri Sanders (Area 8) "Resident camp is important, and we can't discount its importance. I agree with previous speaker about getting friends to come to camp."

Araceli Sánchez (Area 14) "Girl Scouts provides opportunities for girls to learn leadership skills, how to work as a team, think outside of the box, and other life skills. Many people know Girl Scouts as those who sell cookies at your local store or just go camping. However, I think it'd be great to re-write what we're known for. Selling cookies provides girls younger and older a chance to learn business skills, let it be known what this provides for our girls! Camping even offers learning opportunities you wouldn't be able to have in school. If I were a parent, I would want my child to have an opportunity to learn these life skills that Girl Scouts has to offer. It's also nice to learn about all of the other things you're able to do. We can travel, skate, do art, draw, etc. It's something that all ages can benefit from and learn from."

Isabela Sánchez (Area 14) "We need to have the girls lead and choose what to do and not the leaders. We could also spread what we do, like the girls can post activities that they do to more widely spread. I like what one girl said about a little sister, big sister program, especially because of the part of the Girl Scout Law where it states, 'and a sister to every Girl Scout'."

Ronda Taylor (Area 17) "Girl Scouts isn't just cookies, patches and pigtails, there's so much more to Girl Scouts." This is the slogan I created to recruit high

school age Girl Scouts. I used activities, examples, and future college grants that are available across the United States. Having older girl activities and adventures available and hearing that there are other opportunities for exciting new things to learn, life skills to apply and never-ending friendships that lead into volunteerism are what all older girls need! Self-esteem is critical! Having your GS sisters listen and share so many different experiences, builds strong courage for them to join the adult world. Leaders need to be trained and supported to be efficient leaders for the HS age group so they can retain these girls—recruit even!”

Tonda Anderson (Area 14) “Someone mentioned building area-level/traveling troops. A later speaker followed up with ‘find a troop that fits your needs’. Do we have/can we add functionality where a girl can be registered in more than one troop? So, they can keep their ‘home’ numbers/troop that they’ve been in since kindergarten, but they can add a troop that ‘specializes’ in camping, outdoor adventure, leadership/mentoring, and make it OK to do more than one.”

Katie Sandlin (Area 17) “Another barrier we need to address when talking about membership is financial accessibility.”

Jessica Cohagen (Area 14) “To grow membership we should focus on retention. Build a strong foundation. When our foundation is strong, we will encourage girls to want to be a part of what we do. Our new little girls will never make it to older girls if we stop supporting them. With no older girls, who will the little ones look up to? It will lead to girls not wanting to join. Therefore, we will also trend down.”

Hannah Elder (Area 13) “We can use what Girl Scouting means to us to continue to grow our membership when most other councils and GSUSA membership nationally are trending down by highlighting the advantages of being in an all-girl setting. The all-girl community is what makes Girl Scouts different from organizations and is so important. Highlighting this in advertising and campaigns will help some girls understand what is so special about Girl Scouts. Girl Scouts also has a wide variety of activities from camping and spending time in the outdoors to STEM activities. This wide variety of opportunities should be discussed more because they help older girls as they grow up and go into the ‘real’ world. Overall, there’s a lot about Girl Scouts that isn’t very well known, and we need to put more emphasis on all aspects of Girl Scouts.”

Katharine Cordy (Area 14) “I live in Louisville; we have a growing international population. We need to recognize there is an entire population of girls we cannot reach due to communication issues. If we could recruit more bilingual leaders who could lead troops and help explain the benefits for the girls to parents. We are missing an entire group of people because the adults in their life do not understand what Girl Scouts are. The other thing we need to figure out is how to retain older girls. The public knows that an Eagle Award is, they do not know

what the Gold Award is. Therefore, the scholarship opportunities are fewer. Let us shine a light on what our older girls are doing. Teach the younger girls how to take ownership of their Girl Scout journeys and make the most out of their experience.”

Annabelle Cordy (Area 14) “To me, Girl Scouts is adventure and making new connections, lifelong friends. To keep girls in Girl Scouts, it is important to provide opportunities that actually interest them. I think the leadership opportunities like being program aids and counselors at camp are great, but there are less opportunities to be the camper, and socialize with others our age. I know it’s been said before that there is too much focus on getting more Daisies, but nothing has yet to change. Girls drop out as they get older because it feels childish to be a Girl Scout. To break this stigma, it is important to highlight the big trips like Savannah, GA, or even Europe that girls are able to go on because of Girl Scouts Cookie sales are great for fundraising. With all that said there isn’t a whole lot out there that shows what cookies sales bring the girls. Voicing all the events and camps, even just membership renewal is only possible for girls because of cookie revenue could pull more people to donate to Girl Scouts.”

Jessica Schulte (Area 10) “When council holds recruiting events ask or bring older girl troops to interact with the girls at these events. This allows older girls to be seen and parents free to ask questions and to see firsthand how Girl Scouts has developed great role models. This is something I do at my local school recruitment.”

Katy Netherton (Area 8) “Be more visible in the community to help build community awareness. Not just news articles or social media. Girls can do presentations, public speaking, attend civic events/meetings.”

Freyja Lester (Area 17) “We can use what Girl Scouts mean to us by implementing personal aspects into the organization. Showing others, you can connect it to who you are as a person, and that it’s not ‘just’ all about cookies. But also bring Girl Scouts into more local settings, like representing Girl Scouts through things like public speaking, etc. We need to connect with younger girls to keep them active and picking what THEY want to do.”

Jessica Lester (Area 17) “Sharing our passion, our vision and what Girl Scouts means to us in GSK by offering meaningful, hands-on activities to our current Girl Scouts AND encourage them to bring a friend. Share your experience, share your why! Planning trips with the girls to places they want to go has helped our troops retain membership. Partnering with younger girl troops helps the younger girls see all you can do in Girl Scouts and encourage to continue Girl Scouting.”

Lara Heidorn (Area 12) “Investing in recruiting troop leaders, supporting them with training and mentorship through their first/early years, will contribute directly to membership growth. Leaders with great communication and programming skills keep girls

engaged and make the troop and Girl Scouting more appealing to girls and their parents. Encourage council to share and promote clear leadership progression to keep leaders engaged long term and secure the future leadership of Girl Scouts of Kentuckiana.”

Cameron Huggins (Area 17) “Recruitment is outdated and marketed to younger girls mostly K-3. After COVID, a lot of people got used to online and less face-to-face interaction. So, we need to revise our method of recruitment because the people aren’t showing up to events, so we need to meet them where they are at, while also marketing to girls of all ages. Also, a big reminder that we can’t just rely on council to do all the recruiting. Girls are going to look to older girls rather than to an adult. We are the ones who are active and are looked up to a lot. Get engaged, go to younger girl troop meetings, go to recruitment events, go to Service Unit activities, host activities for younger girls, recruit your friends of all ages.”

Amber Kirksey (Area 5) “We should begin actively promoting our Girl Scout principles by increasing our participation in local community service and promoting the leadership of our older girls. This can involve organizing clean-up days, collaborating with food banks, presenting educational activities for young children, and supporting local charities. At the same time, we should highlight our older Girls Scouts on social media, acknowledge their accomplishments, and encourage them to represent our programs at community events. This not only increase our community impact but also empowers our older girls to serve as role models and leaders.”

Karen Lewis (Area 17) “I would recommend our older girls to amplify their voices to grow the program. My daughter is a Junior in high school and shares her experiences and mentors the younger girls in our troop to encourage them. She also volunteers her time locally and also volunteers with council to provide the girl’s side. As we continue to emphasize what our girls are doing—i.e. Silver Awards, Gold Awards, leadership positions—this will encourage membership.”

Rebecca Avis (Area 17) “We use what Girl Scouting means to us to continue to grow our membership with most other councils and GSUSA membership are trending down by getting our voices out by newspapers and radios. We try to get our voices out but it’s hard as an older girl because many people only think it’s younger girls who sell cookies.”

Cassie Blausey (Area 10) “I agree with the need for flexibility in finding new and welcoming ‘ways to Girl Scout’. But in addition to this, we need to consider how we better align the role of council vs volunteer board leadership in the Gold Award and owned strategic partnership will be invaluable. To the point others have made—we also need to think (at the volunteer and council level) about the leadership development pipeline for volunteers so they can be future Board members.”

Shelby Geraghty (Area 10) “Emphasize activities outside of cookie selling (ex: camp trips, learning opportunities during GS meetings, etc.). Do this through ads, social media or explain it when people are buying the cookies (...). Get in connection with the girls and schools earlier. Other groups are in contact with schools, growing their groups before school even starts. If we want members, we HAVE to be there just as soon! Are there other programs besides the cookie program we can promote so girls know that’s not the only thing it’s about?”

Gwyneth Schulte (Area 10) “When considering increasing girl membership, it is not only important to focus on girl retention but also on the leaders. The leaders are not just volunteers, but role models for the next generation. From my experience in Girl Scouts recruitment events, a roadblock to starting new troops is the need to ensure the idea that anyone can be a leader and utilize their individual skills and interests to be a role model. I would suggest a database that utilizes connections with Girl Scouts in our troops, ones in Kentuckiana—even GSUSA—have made, having a network with these resources available. We can map out not only potential capable troop leaders but strengthen the opportunities for current troop leaders.”

Elaina Turner (Area 17) “Allowing diversity in our programs to help include all parts of learning abilities. Incorporating a mentorship role for the older generation to help younger members (both adults & children) to retain previous knowledge & traditions.”

Samantha Mitchell (Area 11) “As a Girl Scout of 12 years and as someone who has watched as peers dropped Girl Scouts around middle school, we need to make it more apparently clear the family that Girl Scouts provides and the structure young growing girls need!”

Aubrianna Lainhart (Area 11) “‘To make the world a better place’. How can we accomplish this is the question. I propose an idea of hosting a planting volunteer project to pull attention to troops in the area. A community coming together to help each other in an ideal world. Let’s team up and host tree planting fundraisers to give younger girls the experience that they can drive by in the future and say, I did that.”

Haley Seaton (Area 15) “We can use our Girl Scouting meaning to help inspire other older girls to join Girl Scouts and bring the older girls to give other younger and older girls the inspiration to join.”

Peyton Denton (Area 26) “We think about what Girl Scouting means to us, and we tell other girls about the fun parts of Girl Scouts and get other girls interested. As more girls join Girl Scouts then more people will eventually know about the fun times and will want to participate more. Building a stronger membership.”

Cecelia Cloos (Area 26) “To continue to grow our membership for the next 10 years we need to lean into what the girls are interested in. How do we do this? We ask them!! Offer them options that they may not have otherwise considered. OH. But how? Constant contact.

Email, Twitter, X, etc., snail mail! To the parent—early teen.”

Cheyenne Warfield (Area 26) “Girl Scouts means a lot to me because we try to be the best role model to all Girl Scouts sisters. We want to show how fun we can be and teach them that they can be anything they set their minds to be.”

Jenna Schaefer (Area 8) “Girl Scouting means doing things for the community and learning life skills, both of which are very important. To incorporate this into our membership offers we should discuss more and make it known how being in Girl Scouts benefits not only the girls but also those outside of it. One of the big appeals for me in Girl Scouts is helping others, such as helping clean up sticks at a horse farm or helping kids learn and have fun at camp as a PA. I feel that community work is very important, so I feel that we should advertise this part because of the value there is in community work. The other appeal for me in Girl Scouts is learning various skills. I believe that this being shown more would grow membership because of the value that learning new things can bring. This is beneficial to everyone, and skills are especially important now with the rise of new technologies. While this works for younger girls, older girls don’t really get much content aimed toward them. I think that much more of opportunities should be aimed at them because otherwise the older girls lose interest.”

Brandy Schaefer (Area 8) “I believe our best recruitment tool is community service and engagement. We need to pique the interest of the parents as well as the girls. Enticing them with trinkets and candy is shallow. They need to buy into the character-building experience of Girl Scouts, as well as the overall Girl Scout sisterhood! Additionally, we need to present it as a better financial value. Right now, membership provides only access. The cost is rising, and families aren’t receiving anything tangible for that cost. Depending on the troop’s budget, families are buying uniforms, badges, patches and paying for activities. Not to mention selling and purchasing cookies and fall product.”

Mackenzie Hulsey (Area 5) “At its core, Girl Scouts represents community, empowerment, & lifelong friendship. These values relate not only with current members but also with those who have yet to experience what Girl Scouts has to offer. To restore our membership, we should focus on highlighting personal stories that showcase how Girl Scouts has positively impacted lives.”

Whitney Weferling (Area 8) “Girl Scouts is all about making the world a better place and being part of a community. That is what it means to me. I expect to do work without a reward, and I was able to do this, but not everyone can. The cost of membership continues to increase, so less people are able to join every year. Younger girls don’t join because they don’t know if they will stick with it. To get and keep older girls, you have to appeal to the parents and a big part of that is cost.

Older girls don’t join because they haven’t found the purpose of Girl Scouts. Many look for something they can get out of Girl Scouts and since most of the skills taught appeal to younger girls, older girls tend to look at the scholarship. While the cost of membership and cookies go up every year, the scholarship has remained the same for years. Everything is costing more but none of that money is going to the older girls.”

Ellen Cullinane-Spanyer (Area 13) “I think it’s urgent that we be very ‘grass roots’ when trying to grow membership. A girl and her adults’ first encounter with GS needs to be hands-on and one-on-one engaging! No QR codes right away—it makes us look mechanical and distant. I also think that very actively involving Cadette, Senior and Ambassador girls in fall recruitment would work wonders. Award them volunteer hours for this. Having these girls speak to girls and families could be a significant game-changer. Trend up! Older girl recruitment when younger girls are impressed or recruiting new older girls.”

Ann Russo (Area 13) “As a 36 yr. leader, I would like to see more publicity YEAR-ROUND in our Girl Scouting communities. Visibility is VITAL—yard signs, billboards, local publications, etc. year-round! Social media seems to be focused on older girls and young adults. There are so many other people we could reach outside of recruiting and cookie seasons. It’s not just about algorithms...our marketing team needs to ‘think outside the box’. Please and thank you.”

Lauren Yowell (Area 15) “Advertise that GS is something that empowers and evolves women throughout their entire life. Include older girls telling GS stories throughout the years, what GS has given them. Push in commercials that we will not be oppressed within the recent political climate. We need to stop being neutral & take a stand for our fellow sisters that are under attack. If you need girls for this type of promotion—Lauren Yowell, Adeline Pruiett. Start a social media TikTok—could also be a collaborative account with the girl and women Board members.”

Lisa West (Area 2) “We need more presence in our local communities—for parades, community events in uniform, especially for older girls. Perhaps they could be part of ceremonies for local government openings, tables at local fairs and markets, publicity of our girls’ activities on social media, etc.”

Melissa Swierk (Area 26) “Our troop recruits hard! I feel with how active we are as a service unit and troop our current Girl Scouts spread the word. We even have a ‘bring a friend day’ every couple of months. Lower middle and high school enrollment revolve around YOUR troop. Be active. Adopt A Highway. Ask your troop girls. What do your older girls want?”

Isabel Craycroft (Area 10) “Foster earlier connections with schools so we can get Girl Scout recruitment in schools earlier in the year. Creating activities that look good on college applications (for older kids). Help with

college for older girls. Re-vamp a physical workbook with phone numbers of people in your area who are willing to help if you need it (esp. for new troop leaders). Maybe a special workbook for new troop leads with phone numbers. Older troops buddying with younger troops to smooth out a transition between years/troops & also forge connections between troops.”

Kelcie Age (Area 15) “Get into the community and be the face of Girl Scouts, not just the cookies. Use Girl Scout properties such as the camps, the Council, to provide opportunities for the community to see what Girl Scouts has to offer. Provide events such as festivals/fairs/etc. to be fun and face the future. Set up a Council booth at every festival or community event as possible. Because what Girl Scouts means to me is community, being together and building friendships & bonding.”

Lizzette Steed-Yowell (Area 15) “Open events to local new members for a discounted cost. Send events to local school counselors, anchor clubs & school districts that may spark interests to drum up participation by local school radio stations. Get older girls to staff recruitment in local schools & fairs. Show community that our older girls are around. More visibility during summer.”

Willamina Mook (Area 13) “To register for camp, a girl must register to be a member. By offering a discount for girls who ‘recruit’ friends and bring them along, we would incentivize new membership of girls that will stay in it at least for the ability to go to camp.”

Kali Spires (Area 2) “Advertise to older girls. Let the awards be known.”

Madison Newberry (Area 15) “Girl Scouts needs to remember it does not have to be someone’s entire life. Differentiate yourself from any one program. Girl Scouts is not a playdate. It is not just about camping or cookies. I was a Girl Scout K-12. I didn’t stick with it into my adulthood because I just LOVED selling cookies and camping. Girl Scouts helped grow my passion for mentoring younger girls and built my confidence in myself. Because of Girl Scouts, I am going in for an interview to be the new head cheer coach for my local middle school. I didn’t gain this confidence and passion from the program as a whole though. It was from my leaders and the way they adapted the GS program by finding retired interest project badges when I was a CSA so I could develop my skills. The GS program should permit this, rather than the very small selection of badges currently.”

Laura Sanders (Area 13) “As a recruiter—thank you council for all the help. It was said that we concentrate on the younger girls...What I have found is that unless there is parent support the girls leave because of other activities.”

Kerry Morris (Area 13) “I bleed green. I joined GS as a child and never got out. No troop is the same. We do not need to offer the same things. As a leader I try to be supportive, excited, and a role model. I try to offer a variety of experiences. I try to be consistent. Find a

troop that meets your needs.”

Patricia Kidd (Area 3) “Traveling area troop for older girls. The troop rotates meeting locations across the area to include all girls fairly. Older troop rotates with younger as mentoring group.”

Alayna Musson (Area 5) “Use personal experiences. Outside of GS, advertise more to older girls. Social media! Everyone is on it. Use levels and not ages when registering for events for CSAs, not 13+ (some Cadettes are 12); it does not include others because of age.”

Jessica Jones (Area 15) “Use social media to promote everything you can do as a Girl Scout: camp, archery, high ropes, life skills, STEM, etc. Host more events in smaller areas. Make more clear that there is financial aid for memberships. Acknowledge that troops meet at different times and days to help new girls find a troop that best fits their schedule...”

Adeline Pruiett (Area 15) “Older girls could go into schools to speak to younger girls. On top of that you could set up meet and greets.”

Karen Kaake (Area 3) “I have heard some of the same things every year about marketing of older girls. Sometimes not realizing older girls are GS too. How about having a yearbook of Girl Scouts? Something for every girl. Have pictures of all ages.”

Lark Mull (Area 3) “Council could/should develop an online chat group to share ideas from and for troops, service units, area levels, etc., including activities, programs, recruiting, presence/pride with community groups, businesses, service projects, camps, Gold Awardees & their projects. Publicity efforts (there are lots of good successful ideas council-wide, but each area doesn’t even know about them!). This could act as a springboard for new ideas in an open forum.”

Lucy Hargrove (Area 15) “Being in Girl Scouts is being part of a team, but it is hard to feel like you are part of that team if you can’t relate to anyone. Girl Scouts is mostly advertised to/for young girls, which prevents older girls from staying and wanting to continue staying. We need more older girls. Advertise in high schools. Give young girls a role model to aspire to, to keep retention, and give older girls a reason to stay.”

Decision Influencing Discussion Question #2

The Girl Scout Cookie Program plays a big role in helping girls grow and learn important skills. It also brings in most of the money needed to support all Girl Scout activities. How can we explain more clearly how the cookie program helps girls develop and why it matters? Or, how can we adjust our plans to fit the new ways people are participating in the cookie program and how troops and councils make money?

The following spoke on Decision Influencing Question #2 at the meeting:

Ketia Zuckschwerdt (Area 2) “National licensing is hurting us as a council. Improve prizes for older girls

or allow to split multilevel troops if CSA. Listen to the customers. We have been asked over and over for sugar free options. Everything is getting more expensive, and people are having to make choices and \$6.75 is too much to people these days. We need some other options for fundraising that is not a food item. Camps and opportunities like sponsoring a girl camp or troop.”

Alyssa Rademacher (Area 24) “Be more transparent on where the money goes. Expand payment options (Tap to Pay, Venmo, etc.). Expand online ordering year-round. Changing time of year for cookies (right after Christmas, fall product, etc.). Prizes for age ranges.”

Adeline Pruiett (Area 15) “Advertisements through real girls, so commercials on TV or local radio stations but using a real girl to explain the impact. Have local troops submit videos to put online about how cookies impact girls’ lives. Create a social media challenge for cookies or even getting Girl Scouts on social media to make posts and share out important info through that. Use more modern/online apps. Add more informative aspects through badge work like programs on financial aspects for girls who want to learn about the backgrounds of those subjects for cookies. Social media is such a big aspect in modern culture. I think if you use more teenagers (14-16) to handle this form of advertising you will find much more involvement and understanding per cookie programs and their financial status.”

Erin Lamar Schroeder (Area 2) “With the current economy, the health trends, the overall costs, and our need for change, I think it is important to progress in some other way. I am not someone into marketing, but I know some of you are. I think we need to create a program or way to provide something different. Maybe a service or maybe a resource we can offer. We need to brainstorm for the future.”

Kelcie Age (Area 15) “To promote cookies and develop why it matters, troops could post ‘What does a cookie do?’ Provide a posterboard with photos to show customers. Post those on social media. Keep family booths available to help smaller troops develop financial support. Keep the social media platform to sale cookies. Provide ‘What does a cookie do’ wording on page on the DOC website ordering page. One day, me and my mom went to Kroger for groceries. Saw a troop of Daisies leaning against the poles/wall while the parents were asking the customers. If the parents could step up and get their girls in control, then our selling rate could go up. I know their legs get tired but when I was a Daisy...got told to deal with it.”

Kerry Morris (Area 13) “The public views cookie sales as buying a product—not as investing in a girl. Thank you for helping me to (...).”

Gweneth Schulte (Area 10) “The cookie program has helped me to understand and develop skills related to marketing, business management, and financial literacy. These skills have been honed through repetitive

involvement in the program from selling cookies. Troops have opportunities to put funds toward events, and girls have the opportunities to earn prizes for girls just starting the program. It can be hard to understand the impact of seeking cookies. I think to enlighten them we need to talk cookies! Analyzing how we refer to cookies, it could be beneficial to make the connection between a box of cookies and currency. There are certain incentives in the program from selling cookies that are usually associated with a box count, but this terminology can be applied further by advertising how many cookies does it take to do this specific activity or another, switching terminology from dollar signs to boxes. It allows girls to set goals and objectives. Participating in the cookie program has far-reaching aspects to provide girls the opportunity to participate in other programs. Altering this terminology can make that dollar amount more manageable.”

Jessica Schulte (Area 10) “During 2020, going virtual was beneficial for girls to stay connected with the community, but we as leaders, interactive volunteers, older girls, and equipment, Girl Scouts need to cherish the in-person events. Virtual training has limited these relationships that could be formed through interpersonal interactions. Training through a screen provides a barrier to sharing their experiences. We are meant to be building a community, not trying to convince them it’s convenient in blaming the cookie sales experience. I also think that additional training may be necessary for roles like Service Unit cookie chairs to receive separate cookie (eBudde) training. A training of going over what they’re responsible for or what to be checking and looking for in starting out the cookie season.”

Leslie Bouchereau (Area 13) “We need to be training adults and kids about what the younger girls can do. What skills they learn. Mentorship on how to sell.”

Mackenzie Hulsey (Area 5) “To effectively communicate the importance of the cookie program in helping girls develop essential skills, we should highlight the opportunities the program provides for girls to learn valuable life skills such as financial literacy, teamwork, and leadership. By framing the cookie program as a hands-on experience, we show it empowers girls to set goals, manage time, and solve problems—all skills that will serve them throughout their lives.”

Charlotte Peake (Area 12) “Be visible about what the cookie money is going towards with pictures and posters and conversations. ‘Our cookie dollars at work’ is a great phrase to show that the money supports our campgrounds and programs through council and many other GS adventures. It’s a connection with cookies attached. The programs encourage girls to speak to other people, be polite, and thank people for supporting Girl Scouts. That kind of social interaction is priceless in today’s world of increasing non-verbal communication. I think in-person sales are very important. I also think we need to find other ways for people to contribute. Our

area set a goal to donate to a local food pantry, and we exceeded that number.”

Haley Seaton (Area 15) “Cookie programs and pin/badges taught me how to speak out, sell, and be polite, but it also showed us how to have fun by saving up for or going to places, not just for the little prizes, but the problem I think there is that a lot of girls don’t have enough confidence to go up to a random person to see if they would like to buy Girl Scout Cookies. That’s why I think we should have these other girls to help give confidence and teach them how they should do it.”

Angela Masden (Area 14) “Marketing: you can light up the walking bridge colors white and green and have cookie kickoff but also use this as branding. Being in a low-income area, we face several barriers with making sales. We set up booths in front of stores and most of our population use EBT to pay and do not have the extra money, and so we have thought what would it look like to have an EBT option.”

Tonda Anderson (Area 14) “I worry about the transition to digital sales, digital takes girls out of the equation. My Girl Scout learned math, how to make change, etc., both are valuable. To address \$\$ shortfalls, we need to engage our families. We could add a family night at camp, add banquets/events where we invite families, and this would give us audiences to make a fundraising pitch—return to a ‘Friends & Family Fund’ fundraiser. Social media incentive— ‘5 for 5’... post 5 public-facing posts about cookies to Instagram/TikTok, get a \$5 Buc-ee’s gift card? Please allow multilevels to split prize options so that CSAs in multilevel troops can opt out of physical prizes. Are all the girls saying we should post on social media doing that? I don’t see posts about this event on Instagram...”

Araceli Sánchez (Area 14) “We can utilize social media to show what cookies actually provide for our girls. Running an Instagram & TikTok account could gain attention to the public about what Girl Scouts truly is as a whole. I’ve seen posts get thousands of likes talking & bringing attention to unknown or less known organizations or fundraisers just by doing a silly trend. Why not use social media to our advantage? Older girls could even run accounts to post what we did at camp or promote events to try and get girls to join this wonderful program. It could be based for national or troops, could even collaborate & create fun experiences for the girls. People who never considered joining Girl Scouts could see how much fun it is and even join! This would help try and not only promote Girl Scouts to join but also show skills & activities girls learn through cookie money.”

Gracie Harper (Area 17) “We would like to have a sugar-free option and another dairy-free option other than mint flavor. We get a lot of customers asking for these at multiple booths. If this could become an option, I feel like it would open up the cookie sells to more people.”

Sarah Hurt (Area 16) “Why do we have to get pushed

to sell cookies when there are several products on the shelves with our logo? Where is that money going and why do we have to compete with huge chains like Walmart? Pull our products off the shelves or make those products not a competitor for our girls.”

Lindsey Creekmore (Area 5) “Differences with cookies and the costs in our council. Girl Scouts of Eastern South Carolina offers cookies at \$4.00. Prizes are not benefiting girls and providing troops with additional support around getting through the program.”

Debbie Taylor (Area 11) “Partner with Kroger where customers can add them to their grocery delivery order. Also have a delivery service like DoorDash.”

Freya Lester (Area 17) “We need to take into consideration that the way people communicate has changed a lot since COVID. We promote booths and sales online a lot. But people complain about ‘oh the price,’ or they look at older girls and say, ‘you’re way too old to be a Girl Scout.’ We need older girls to have more recognition when it comes to other girls selling.”

Cameron Huggins (Area 17) “Customer skills. What are we learning. Fundamentals.”

Katherine Cordy (Area 14) “When we started our booths this year, we found ourselves losing sales because we could not take Tap to Pay. I know if I know the store will take my phone to pay, I do not bring in my purse. I bought the Clover card reader off Amazon and donated it to the troop. This saved multiple sales; not all troops can do this. Council should look into helping troops share the cost of these devices. Bring back cookie rallies that teach girls how to run their business in a digital age. The digital cookie site should allow more than a picture of the girl (we opt not to add because of internet safety) but maybe encourage sharing what the girls have done with cookie money, not what they want to do. Maybe encourage sharing the troop has done. Having the girls be seen in uniform doing community service year-round; have it make news. I know troops that are done with cookies because it is becoming too hard for such little profit.”

Annabelle Cordy (Area 14) “I understand that the prizes targeted for older girls are expensive, so more cookies needed to be sold. However, girls don’t want the prizes that are 500 boxes or less, and a lot of these prizes are simply not useful and don’t fit what older girls want. If we could make prizes that are more experiences or camp discounts, I think it would be more of a suggestion when it comes to bottles that are plastered with cartoon animals and Minions (no disrespect). Advertising what the cookie program does is the most important. Everyone speaks about Girl Scouts as cookies, so let’s use that to our advantage and show the community what it’s not just cookies—it’s adventure and opportunity! I also think a big sale is the attitude of girls at booths. Cookie booths help teach girls lovely skills and how to count back change, how to interact with strangers. I’ve noticed the little girls at booths

typically run around and play with their friends while the adult is running the booth. While I think it's great the girls are having fun, it really should be the girls asking, talking to the customers."

Hannah Elder (Area 13) "We can explain more clearly how the cookie program helps girls develop by putting emphasis on the experiences cookie money funds. People don't know how their purchase helps Girl Scouts and the impact their purchase has. It may just seem like a few dollars, but it really does make an impact. We need to find new modern ways to sell cookies to keep customers interested. Drive-up booths and booths not at traditional locations can be more convenient for customers. As people and the world develop, I've heard many older Girl Scouts have to join them. I've heard many older Girl Scout adults ask why we don't go door to door anymore. The truth is it isn't safe or normalized anymore. It needs to be more well-known that cookies can be purchased online, and social media should be taken advantage of to spread the word of newer ways cookies can be purchased."

Amber Huggins (Area 17) "Different types of booths (radio booth, Woman's International Business Day—connect with businesses), virtual cookie booths, making sure troop members plan and set goals in advance to engage the girls—this is how we should be earning the cookie badges and pins. Advertise!! Radio, flyers, storefront windows."

Rebecca Avis (Area 17) "We actually had a radio cookie booth. We stood outside of our radio station and sold. Our radio host had us girls go in at separate times and talk about what we do."

Clara Stinson (Area 17) "What would help to make a sugar free cookie? Because a lot of people want to help but can't eat cookies because they have sugar in them. We need more gluten free ones too. Some without milk for the ones who can't have milk."

Amber Kirksey (Area 5) "The Girl Scout Cookie program is more than simply a fundraiser; it's a great tool for teaching girls important life skills such as goal setting, problem solving, interpersonal skills, and business ethics. To better show its impact we can use visuals such as videos to demonstrate how cookie sales directly support troop activities, camp, and community service initiatives. By being open about where the money goes and emphasizing the real-world skills that girls gain."

Alyson Noack (Area 8) "Break down by percentage exactly where the money goes i.e. production, advertising, what goes to the Girl Scout—justify cost & inflation. Be transparent! Cookies help pay for this."

Caryn Weferling (Area 8) "The increase in cookie price every single year is so negatively viewed. While everyone understands supply prices are rising, GS has been steadily increasing prices for years. I believe you would sell more boxes by running a campaign about giving back in a culture of taking and using without thought. If you can't proudly display where the cookie

money goes with flyer at every booth, then money isn't going where it should. Electronically send flyers to each troop to display. Allow booths at more locations: grocery, sporting events, school parking lots, customize and use graphics that troops can. Have more financial incentives for troops where all members participate in selling at least 5 boxes. Change the money to troop per box based on number of boxes sold (i.e. troops that sell 1,000 boxes get an extra \$.10 per box to the troop). Look for corporate sponsors to add to the GS cookie box with additional logos on one side to help lower the price per box. Encourage more 'individual troop fundraising' for service projects for girls to learn the value of work and see direct impact."

Shelby Geraghty (Area 10) "Explain that GS isn't only cookies, but the money goes towards outdoor activities and experiences. Also discuss that cookie sales are influencing social skills and her confidence. This can be shown through trifolds at cookie booths, TV ads, or booths at school events is a great way to do these. Move towards ways to buy online for those we've missed and see if schools will let a troop come in and sell. MANY high schoolers would buy if given the opportunity. Posts on social media can/must include what troops are saying what that money can go towards. I want to see people selling cookies on social media. All I really see when it comes to 'buy GS cookies' is ads on Facebook. This is not common for younger generations, so we need to really think about modernizing the way we sell online through social media platforms that more generations use, like TikTok or Instagram or Snapchat, and having people use. Younger generations will buy these cookies without knowing Facebook. Having events is a great way to do this."

Brandy Schaefer (Area 8) "I believe we need to focus on selling the support of the Girl Scout program, not selling the cookies. I don't see photos and memes online about how tasty America's Scouting (BSA's) popcorn is. When they approach customers, they promote supporting the program, not buying the product. We need signs and media that focus on what we do as Girl Scouts as well as what the money goes to. I don't know that the girls are learning and developing skills through cookie sales in the same way they once were. Today, the majority of sales are online through Digital Cookie. We should continue to improve the ease of use for customers and cookie chairs and look for more ways to involve girls of all ages in the digital process."

Terri Sanders (Area 8) "Cookie sales promotion—make a donation to support our troop and get a box of cookies as a thank you."

Aubrianna Lainhart (Area 11) "My younger sister joined for the first time this year. With this came the unknown cookie booths. Last, I can say was she was scared and nervous to speak up and talk to people. I witnessed in the 2 hours we worked, my younger sister empathized and switched just because of the girls encouraging her. At the end of the day, cookies and the cookie program

give wonderful skills and can help with social isolation that can happen. The cookie program lets girls get into the real world and gain experiences that can help them in the future. You will never find a community like Girl Scouts. It's not about selling your next box, it's about the older girl mentors that don't sell as much anymore cause they're not as 'cute'. It's about the younger girls who need help finding their confidence. It also gives girls chances to actually see and meet their community."

Elaina Turner (Area 17) "In an age of social media, can we more easily share where/how the money goes, price increases (great talking points), & nutritional facts? Also allows troops of all ages to opt out of prizes and allocate that money back into their troops. How do we compete with non-GS companies selling similar cookies at a cheaper price? Can we find a new way to lower initial cost/new bakery?"

Samantha Mitchell (Area 11) "I think we need to show more openly what cookie sales represent. Cookie sales are NOT a bake sale & what is how many people see it. I think focusing on the public eye on the benefit of cookie sales as opposed to the cookies themselves, people will see how important they are to our programs & livelihood."

Isabel Craycroft (Area 10) "For those who sell over 100 cookies give them a little discount for Girl Scout activities to add more want to sell cookies. Tours around cookie manufacturing places to inspire Girl Scouts. Posters at every booth explaining how the troop uses their cookie money with pictures 'what a cookie pays for'. Push for more online permission slips maybe with streamlined activities for each age group. Daisies: introduce them to the dangers of online, how they can defend themselves. Brownies: make a troop video & introduce them to the world of online marketing (tips & how to make advertisements stronger). Junior: create individual videos or pamphlets & talk to a designer (if possible) going more into depth about how to create a memorable & influential video."

Amy Pooler (Area 10) "Our troop does 'what does a cookie do?' We show the public that a cookie builds indoor houses at Homeplace, allows girls to kayak & paddleboard at camp, learn archery at camp, campouts, movie day, trips for food shelter. The list goes on. Post on social media the amazing things GS troops do. It's not always camp! Post about girls earning the highest awards. Share that on social. Explain to the public what a Bronze, Silver & Gold award are. If everyone here shared a Gold Award post, tens of thousands of people would see that. And just think, it all started because of a cookie."

Makayla Taylor (Area 17) "Cookie programs matter and can help girls develop by teaching you finance, people skills, hard work will give you rewards, and what it means to commit to something. The programs matter because they help not only you and your troop to reach your goals, but it helps the Girl Scout organization itself

grow. Finance and people skills are very essential to one's life, especially as we grow older. Girl Scout cookie programs teach that perfectly."

Loralai Stephens (Area 26) "I struggle with staying enthusiastic during cookie season. Some of the reasons for this is because of the juvenile style prizes. I have had less of a motive to keep pushing for high cookie sales for maybe a cell phone stand or a charger block? I think it would help if more active things like points for camp or maybe a trip to go do something together."

Peyton Denton (Area 26) "The Girl Scout cookie program helps girls develop by teaching them about money and business. The cookie program as shared pays for the things the Girl Scouts need. One thing the cookie program pays for is camp. We can adjust to fit the new ways people are participating in by showing how many girls will sell a lot if their favorite things are being rewarded."

Melissa Swierk (Area 26) "We need to get our older girls selling again. Make the prizes worth it for middle & high school girls. Other councils can do it. So, we should be able to as well. Make PGAs reachable for large troops. My girl/daughter sold 7,500 a few years ago. She was 13 years old & she got an American Girl doll as her highest prize. She is finally into hands-on activities; she's always in an afterschool program. Now she has slowly fallen out of selling cookies—because she only gets another dorky doll after getting maybe an American Girl doll. So, I think making the prizes more 'hands on or active' would help not only encourage selling cookies but possibly bringing older girls to stay and join."

Cecelia Cloos (Area 26) "The 'How the Cookie Crumbles' advertisement that we have during cookie season can be changed to reflect the impacts of the cookie money has on the girl. i.e. camp equipment, camp experiences, how GS affects girls' courage, confidence, and character. Advertise the personal impact of a girl through spotlights."

Cheyenne Warfield (Area 26) "Help the girls to stand tall and be 'like a boss'; award them something they like and enjoy."

Whitney Weferling (Area 8) "Much of the advertising seen today is camping or trips. While these activities are seen as fun by the girls, they don't show the girls or their parents the skills gained. When I was a Daisy, life skills were the most advertised thing. It made me and my parents believe I would be ready for the world when I grew up. To get more girls and more money, life skills need to be advertised to the parents because they are the ones involving girls."

Jenna Schaefer (Area 8) "I think Girl Scout Cookies marketing is more focused on the flavors and nostalgia of sorts of the cookies rather than the benefits to the girls. I'm currently a sophomore and only recently learned how majorly cookie sales/money affects what we're funded and involved in GS since 1st grade. Given this, the people purchasing cookies are very unlikely

to know that information. I think that people will feel more inclined to purchase cookies if they were aware of where their money goes. People do not seem to realize how the money from cookies goes into the girls. It feels as though the buyers no longer care for having a couple Thin Mints for the month. Due to this, I believe we should share more and more about all the good selling cookies does for the girls. Talk about the skills gained, the places the money goes, and the ways this affects our programs. I feel that to the world Girl Scouts is just cookies, but if people know that we are more than that, then they may feel inspired to buy cookies in order to benefit the girls' experiences, creating more sales due to compassion rather than cravings."

Ellen Cullinane-Spanyer (Area 13) "I love the idea of troops having displays at booths showing goals and past activities. Also, the cookie incentives are such 'landfill clutter'. It may be a good place in GS to teach the girls that you don't need a prize but \$ to reach travel or service project or other funding goals. Yearly cookie 'prizes' are cute...but as a parent it eventually ends up in the landfill or a Goodwill bag. Waste of earth's resources. The girls are never too young to learn this. Keep more \$ per box rather than prizes. Girls can do the math. Also, LOVE the idea of earning 'travel credits' somehow—older girl bonuses to use for travel. LOTS of older girl incentive possibilities. This would also help older girls stay engaged."

Isabela Sánchez (Area 14) "We need better prizes and prizes that we'll actually like and use, like the first girl said, it doesn't have to be pricey. We also need to help younger, newer girls with their sales. For sales, we should have flyers or something to explain why prices are up and maybe what else we do besides cookies. We also need to have more of a variety of cookies for people who can't have certain things."

Alexandria Churchill (Area 8) "I believe that we could visually explain how the cookie program helps Girl Scouts develop. Vlogging is something trending right now. If different troops around the nation had their own and supervised YouTube accounts, people all around could see what we do. They would see how much their support carries us. Troops would show their personality and the trips they take just to name some examples. Overall, putting ourselves into media would really grow Girl Scouts USA."

Lauren Yowell (Area 15) "Start producing commercials pushing the purpose behind the cookie program (give multiple girls a chance to share what the \$ has done for them and/or their troop). For older girls/troops stay away from traditional booths. Buy 5 fun activities like Pie in the Face, etc. Change locations from stores. We need to do mission trips and advertise them."

Madison Newberry (Area 15) "Family cookie booths need to stay. If we require registered adults only to be at cookie booths then participation will drastically drop, leading to yet another drop in cookies sales. Announce clear plans at council level for earnings. Specifically

goals not general patrons like 'program or outdoors'. Give them something tangible to rally for."

Penelope Gibes (Area 1) "From other councils prizes are more experienced based and less little girl prizes. I think if prizes were more experienced based there would be more willingness and would have overall more participation and higher sales."

Lucy Krajnak (Area 15) "The price is the biggest issue most people have with Girl Scout Cookies. If the community could see real tangible evidence that their money is going to; something that matters not just to the girls but to the neighborhood. More community projects done/funded by Girl Scouts will inspire more cookie sales because people can see exactly where their money is going."

Kali Spires (Area 2) "What are the barriers? Can these barriers be addressed? I believe there should be some other way to contribute."

Lisa West (Area 2) "We need more emphasis in our cookie advertising on what cookies empower girls to do. Emphasis on programs, experiences, camps, council trainings as well as individual troop activities and activities the girls may choose as a girl from Daisy to college and adulthood. The emphasis on the profits all staying local and supporting local girls. The breakout sheet of costs is good but might need to be more promoted to the parents of the girls as well to encourage participation."

Alayna Musson (Area 5) "Advertise older girls because outside of Girl Scouts they don't realize that younger girls aren't the only ones doing it. Make pamphlets and posters."

Hannah Martin (Area 13) "One way we as a council could improve the cookie program is by giving the older girls a voice. By either giving the older girls more in their prizes or changing how most of our cookie awards and ads are made. Our cookie awards and ads almost only feature little girls. So overall we could make the cookie program is just all cookie sales and allocating the same of the bigger prizes to make older girls want to participate in cookies more."

Board Chair Report

Presented by Sharon Handy:

"When my nephew was little, he went on a ride at Kings Island called Amazon Falls. He was just tall enough to make the height requirement. And when he stepped off—soaked from head to toe—I asked him, 'Chris, what did you think?'. He paused... thought for a moment... And then looked up at me and said, 'It was scary... but fun.'

That's exactly how leadership transitions can feel.

A little scary...But also exciting. Full of unknowns, full of energy... and potentially full of fun.

It has been one of the greatest honors of my life to serve as your Board Chair these past six years. And today, I pass the

baton to someone I deeply trust, and someone many of you know and trust—Terri Massey.

Terri brings with her 30 years' experience as a member of Girl Scouts, and 25 years of volunteer service with our council. She's passionate. She's thoughtful. She leads with her heart and her head. And she's going to bring her own strengths, her own voice, and her own leadership style to this role.

Joyce Seymour once told me: 'Every Board Chair is different.' She would know—she worked with several! So yes...Terri will be different from me. She may run meetings differently. She may even tell better jokes (or at least SOME jokes). But what won't change, what Terri and I have in common...is our unshakable commitment—to our girls, to our mission, and to each of you.

Years ago, I heard a speaker say, 'The best leaders aren't always the loudest, the most dominant, the best salespeople, or even the most charismatic. But the best leaders have 2 traits-in common: An ability to see and clearly communicate the goal—and a willingness to let others help co-create or figure out how to get there.'

Those two things have been my guiding principles through these past six years.

And I see them in Terri as well. She and Maggie will be a great team. But they both have very hard jobs, and they will need something more, something you were always willing to give me and that was something I couldn't have done without:

You.

Your voices. Your creativity. Your wisdom. Your advice. Your support.

We face real challenges. As you heard this morning from Maggie and Theresa, even though everything was great financially last year, this year. Cookie sales are down. National dues are rising. And as a result, we're staring at a substantial budget shortfall this year if we do nothing.

But...I believe in us. I believe in our resilience. And I believe in what we can do—together.

This year's theme—'Bridging Hearts: Building Friendships & Strengthening Bonds'—

Couldn't be more fitting.

The theme reminds me of what's at the heart of two familiar stories: The Wizard of Oz... and Wicked. How many of you have seen The Wizard of Oz? Please raise your hand. Not surprising...I've heard it referred to as America's favorite home-grown fairy tale. And your hands seem to confirm that. How many of you first saw it more than decade ago? Wow! That's great. The movie was made in 1939, which was 86 years ago. What about Wicked? How many of you have seen Wicked? It's much younger. It was first performed in 2003 just 22 years ago. How many of you have seen both? Great! This is going to be easier than I thought. How many of you haven't seen either?

Ok then, I think most of you know the players: Dorothy, the Tin Man, the Scarecrow, the Lion, and in Wicked, Elphaba,

and Galinda...Do you know what they all have in common when they first meet?

They're all flawed. The Scarecrow lacks a brain. The Tin Man lacks a heart. The Lion lacks courage. Dorothy is kind, but gullible (and lost). Galinda is shallow and self-centered. And Elphaba is green, plus she has anger issues that cause inanimate objects to fly around and destroy things when she gets mad...without even throwing them. And yet, through the magic of the bridging of their hearts with one another, they begin to grow and then they start to believe in one another and to build friendships (see today's theme coming in here?). And as they find and focus on the good things in each other, rather than the bad, they strengthen their bonds. They find belonging with each other. And together...they ultimately realize: The Wizard, the guy who was supposed to grant them their heart's desires, is a bit of a fraud, who can't grant them their heart's desire at all. But that's ok because, everything they needed...they had all along.

That is my hope for us. For our council.

That we bridge our hearts. That we build real, lasting friendships. That we strengthen our bonds—across roles, generations, and perspectives. That we support each other...

And that, we realize we already have everything we need to overcome our challenges; that together we are unlimited.

Wicked also challenges us to do something harder: To rethink what we believe and to understand that it's possible we're wrong.

If you're like me you watched The Wizard of Oz many years before seeing Wicked, and you probably believed for a very long time that the witch of the west was in-fact wicked. But then years or decades later learning more about Elphaba and her story, we see things in a different light. So, we have to ask ourselves: What if...we're wrong?

What if the 'bad guy' wasn't really bad at all?

It makes us ask what other beliefs do we have about the world, about Girl Scouts, and about each other that aren't true? What stories have we been told and have we been telling about each other, and about the world, that deserve a second look?

This lesson matters—especially now. And this questioning is completely consistent with Girl Scouts.

We have never tried to tell girls what to think. Instead, we try to help them learn how to think. And we encourage them to do so with confidence, to question with curiosity, and to decide with integrity. That has always been our way when it comes to politics, religion, and other controversial subjects.

As I reflect on these years as your Board Chair...I am overwhelmed with gratitude. So many of you have changed my life in ways I never expected. But none more than my family...Connie—my better half. And our daughter Samantha.

Five years ago, they started pulling me into the real magic

of Girl Scouting and the next thing I knew I was a high ropes facilitator in my 60s, a kayak and paddleboard facilitator, a unit leader, a camp nurse's assistant, a chaperone on Girl Scout trips to Costa Rica, and a chief dishwasher and floor-sweeper at numerous program events for girls.

But that's where I found the magic—with the girls. That's where the mission lives.

I hope every Board and BDC member who came in like I did originally, without any experience as an operational volunteer, will find or create an opportunity to experience that joy. I know most of you in this room already have.

And here's a fun fact—6 years ago when I was first elected back as Board Chair, before ever meeting Connie, we came across each other at the conclusion of Annual Meeting in the main room at Kentucky Dam Village. I remember she stopped and looked at me as if she were about to say something, but then she didn't, and turned and walked away. Much later I learned what she almost said to me that day was "Good luck, lady," [in a bit of a sarcastic tone] but decided against it and walked away.

Well...I'm happy to say, we have had good luck in the last 6 years. We hired a new CEO five years ago who continues to do an outstanding job. We improved the satisfaction of our volunteers and our net promoter score. We improved camp properties. We increased fund development. We increased our financial reserves. We survived a pandemic and built back most of our membership after COVID. We weathered a cookie shortage and a 24% increase in our cookie costs. And now we are facing national increases in dues, a shortfall in cookie sales, and a very substantial budget deficit.

But through it all, we've stayed and will stay strong. Because together we're unlimited.

So, I'll leave you with a few words from a song in the second act of Wicked, because they seem just right:

'I've heard it said... that people come into our lives for a reason, bringing something we must learn.

And we are led to those who help us grow the most, if we let them.

And we help them in return...

I don't know if I believe that's true...

But I know I'm who I am today... because I knew you.

So let me say before we part, so much of me is made of what I learned from you.

You'll be with me... like a handprint on my heart.

And now whatever way our stories end...

I know you have rewritten mine—by being my friend.

Because I knew you... I have been changed... for good.'

From the bottom of my heart.

It has been the honor of a lifetime. Thank you."

Board Installation and Rededication Ceremony

Girl Board Member and Ambassador Girl Scout, Alexandria Churchill from Troop 1568, LaGrange KY, lead this ceremony.

Sharon Handy performed a commitment and rededication ceremony for Board Members-at-large, Officers, Board Development Committee members and National Council Session delegates.

Recognition of Outgoing Board and BDC Members

Sharon Handy recognized the outgoing members of our Board of Directors and Board Development Committee and thanked them for their service.

Board Development Committee

Cecelia Cloos
Kenyatta Thomas

Board of Directors

Sharon Handy
Sharon LaRue

Girl Board Members

Alexandria Churchill
Aiden Hair
Justine Hester
Danyelle Huffman
Rayna Mandadi
Kacee Sanchez
Estella Smith

National Council Session Delegates and Alternates

Libby Ashford
Diana Boone
Leslie Kulig
Sharon Mathis-Satterly
Claydean McCallon
Kerry Morris
Kacee Sanchez
Terri Sanders
Lisa West

Incoming Board Chair Remarks

Presented by Terri Massey:

Hello Girl Scouts of Kentuckiana!!!

I want to say how humbled I am that you have elected me to serve as the next Board Chair for Girl Scouts of Kentuckiana.

First, I want to honor and thank Sharon Handy for her transformational leadership of the Board of Directors and our council. Sharon has led our council through many successes including helping to cultivate an engaged Board that has worked diligently to be good stewards of the movement. She has led through two CEO's, helping to lead the CEO search that brought Maggie Elder as our CEO.

And wow! She led us through many challenges including the COVID pandemic, where despite the shutdowns and fears, Girl Scouts of Kentuckiana didn't shut down. Along with Maggie, our staff, and volunteers, Girl Scouts of Kentuckiana continued to offer safe opportunities for the girls. Sharon's leadership and passion for the mission of Girl Scouts has helped us arrive to where we are today—a vibrant movement dedicated to ensuring that all girls are welcome and belong! The vision of Juliette Gordon Low burns bright in Sharon and how she lives her life. Sharon is leaving big hiking boots to fill! Thank you, Sharon, for sharing not only your time, talent, and treasure, but yourself!

I started my Girl Scout journey in 1972 as a Brownie where we met at Beechmont Baptist Church in the South end of Louisville. Our troop was a group of girls who loved all things outdoors and we had leaders who helped us live out our dreams. Never did I imagine where Girl Scouts would take me.

My hope is that together we can continue to expand on our successes and face our challenges. We are a mighty team of staff, volunteers, and girls. We are all committed to this wonderful movement that gives girls opportunities and experiences that will change their lives.

The world needs Girl Scouts! The world needs you! Girl Scouts continues to be thought of as an organization of honor, commitment, service, and compassion. These ideals are embodied in The Girl Scout Promise and Law and help make the world a better place. From the beginning, Girl Scouts has faced many challenges and faced them head on with determination and grit! Our founder Juliette Gordon Low did not let a challenge stop her from building and fanning the flame that is the spirit of Girl Scouts. And that flame burns bright in each of you. I believe that is why we have all said YES to Girl Scouts and why we all continue to say YES and to show up for the girls.

My promise to each of you and all of Girl Scouts of Kentuckiana is to listen, think, and create. My promise is to help lead this big, wonderful team alongside Maggie as we embark on this next chapter of Girl Scouts of Kentuckiana, that yes, will be challenging, but if we all nurture and fan the flame of what Juliette Gordon Low started, we can face the challenges head on with strength and grace to help make sure that Girl Scouts of Kentuckiana will endure and be a place for all girls. It may not look like it did when I was a Brownie in 1972, but it will look like what today's and tomorrow's girls need and want—a place to belong, to grow, to stretch, to serve, to have fun, and to face their own challenges.

Thank you for your vote of confidence and for the opportunity to serve.

Invest in GSK

Presented by Markeeta Wilkerson:

Markeeta Wilkerson, Area 26, shared the difference Girl Scouting can make and invited attendees to invest in GSK.

Break/Lunch

Special Thanks

Sharon Handy recognized this year's Annual Meeting Committee.

Highest Awards

Presented by Ann Dever and Cameron Huggins:

Ann Dever, Area 14, congratulated this year's Gold Award Girl Scouts, Silver Award Girl Scouts, and graduating seniors.

Recognized all individuals present at the meeting who had received the Golden Eaglet of Merit, Golden Eaglet, Curved Bar, First Class, or Gold Award by asking them to stand.

Ann Dever introduced a video of this year's Gold Award Girl Scouts:

- Macy Casner
- Aurora Green
- Madeline Haller
- Ella Rain Harris
- Cameron Huggins
- Rachel Provost
- Ella Stroud

Cameron Huggins was invited to the podium to speak on her Gold Award project titled: "Houchens Hammock Unit".

Attendees were invited to the two regional older girl recognition ceremonies across the council.

Adult Awards and Recognition Ceremony

Presented by Amber Huggins and Jen Walters Petry:

25 Years or More of Membership

25 Years		
Name	Service Area	Area
Kelley Basham	Metro	10
Kate Blough	Southern Indiana	15
Mary Ann Boyer	Metro	14
Tomi Given	Metro	10
Lori Harris	Metro	14
Kelly Hileman	Bear Creek	24

Name	Service Area	Area
Cassandra Jones	Caveland	17
Jennifer Lee	Metro	8
Jama Mackin	Metro	14
Linda O'Brath	Southern Indiana	1
Lauren Rosche	Metro	13
Sylvia Scott	Southern Indiana	15
Willie Steen	Metro	11
Debbie Stephens	Metro	13
Belinda Stone	Metro	12
Jessica Walter	Southern Indiana	2
Jan Yonts	Pennyroyal	19

30 Years

Name	Service Area	Area
Becky Gibson	Pennyroyal	20
Karen Greene	Caveland	17
Terri Massey	Metro	8
Nicole Raymond	Metro	8
Patricia Richardson	Metro	11
Judith White	Pennyroyal	19

35 Years

Name	Service Area	Area
Ann Dever	Metro	14
Donna Self	Metro	11

40 Years

Name	Service Area	Area
Karen Rogers	Metro	14
Lisa West	Southern Indiana	2

45 Years

Name	Service Area	Area
Debbie Melton	Pennyroyal	19
Elizabeth Parks	Caveland	17

50 Years

Name	Service Area	Area
Betsy Ogles	Caveland	16
Vivian Reverman	Metro	14

55 Years

Name	Service Area	Area
Barbara Harned	Heartland	4
Ann Kowalkowski	Heartland	5

25 Years or More of Volunteer Service

25 Years

Name	Service Area	Area
Becky Gibson	Pennyroyal	20
Tomi Given	Metro	10
Karen Kaake	Southern Indiana	3
Terri Massey	Metro	8
Sylvia Scott	Southern Indiana	15
Dawn Shrum	Caveland	17
Willie Steen	Metro	11
Carol Stonecipher	Southern Indiana	3

30 Years

Name	Service Area	Area
Judith White	Pennyroyal	19
Leslie Whitesell	Bear Creek	23

35 Years

Name	Service Area	Area
Linda Lightfoot	Caveland	17
Jennifer Thomas	Caveland	17

40 Years

Name	Service Area	Area
Rose Davis	Caveland	17
Faline Hill Rodman	Metro	13

45 Years

Name	Service Area	Area
Debbie Melton	Pennyroyal	19

In Memoriam, for her 50 Years of Membership and Volunteer Service

Irma Goff, Pennyroyal, Area 19

Service to Volunteers Award recognizes an active staff member for outstanding service to volunteers above their job description.

- Meredith De Renzo
- Ronci Johnson

Volunteer of Excellence Award recognizes outstanding service while partnering directly with girls to implement the Girl Scout Leadership Experience of the council's mission delivery to girl and adult members.

- Santosh Bhatt, Area 8, Metro
- Cassandra Calkin, Area 12, Metro
- Dawn Durr, Area 12, Metro
- Elizabeth Edghill, Area 12, Metro
- Jamie Farley, Area 8, Metro
- Justine Ginter, Area 13, Metro
- Sarah Hernandez, Area 13, Metro
- Gwyneth Hetzel, Area 12, Metro
- Dawn Jacob, Area 12, Metro
- Michelle Krauser, Area 12, Metro
- Hannah Lareau, Area 10, Metro
- Lynn Thompson, Area 24, Bear Creek
- Kelly Wolf, Area 13, Metro

Appreciation Pin is awarded to those who show exemplary service in support of delivering the Girl Scout Leadership Experience with impact on one geographic area of service (troop, service unit, area, service area, council, Girl Scout Movement, etc.).

- Cassie Blausey, Area 10, Metro
- Christina Boyle, Area 23, Bear Creek
- Emily Ellegood, Area 24, Bear Creek
- Kim Hawes, Area 10, Metro
- Amy Keeling-Walton, Area 6, Heartland
- Claydean McCallon, Area 24, Bear Creek
- Valerie Milholland, Area 2, Southern Indiana
- Jen Walters Petry, Area 12, Metro

- Anna Richards, Area 1, Southern Indiana
- Dawn Ruiz, Area 10, Metro
- Bobbi Sellers, Area 1, Southern Indiana
- Alana Turner, Area 6, Heartland
- Laura Whitlock, Area 10, Metro
- Kristen Wilson, Area 13, Metro
- Jan Yonts, Area 19, Pennyroyal

Silver Cardinal is an award that is a GSK tradition honoring outstanding service beyond one service.

- Theresa Batliner, Area 14, Metro
- Cynthia Miles Brown, Area 13, Metro
- Ria Chandler, Area 9, Metro
- Cecelia Cloos, Area 26, Bear Creek
- Dorothy Gadlage, Area 10, Metro
- Debby Hoelscher, Area 13, Metro
- Charmaine Powell, Area 8, Metro
- Nicole Raymond, Area 8, Metro
- Kenyatta Thomas, Area 11, Metro
- Deanna Thompson, Area 15, Southern Indiana
- Lisa Thompson, Area 3, Southern Indiana
- Cassie Wigginton, Area 10, Metro

Gold Cardinal is an award whereby outstanding or exemplary service that benefits an entire service area, or the entire council is recognized.

- Lisa Freeman, Area 10, Metro
- Simon Keemer, Area 8, Metro
- Sharon LaRue, Area 12, Metro
- Lisa Pigman, Area 13, Metro
- Patricia Richardson, Area 11, Metro
- Vanessa Viers, Area 11, Metro
- Jan Walker, Area 13, Metro

Heart of Gold is awarded to those who show continuous notable service at any level from troop to Board of Directors. Typically awarded to a volunteer who has been awarded the Daisy, Pillar of Support, Appreciation Pin, Volunteer of Excellence, Juliette Low, and may have received other awards, and continues to provide devoted, dependable service to girls and/or adults.

- Shirley Grise, Area 16, Caveland
- Sharon Handy, Area 15, Southern Indiana
- Joyce Seymour, Area 11, Metro
- Debbie Stephens, Area 13, Metro

Thanks Badge is one of the highest awards in Girl Scouting. Those who receive this award have performed duties that are outstanding or exemplary service that benefits the entire council or the Girl Scout Movement and is so significantly above and beyond the call of duty that no other award would be appropriate.

- Karen Kaake, Area 3, Southern Indiana

Thanks Badge II is one of the highest awards in Girl Scouting. The award recognizes continued outstanding or exemplary service performed by a Thanks Badge recipient that benefits the entire council or the Girl Scout Movement and is so significantly above and beyond the call of duty that no other award would be appropriate.

- Connie Lynn Bell, Area 1, Southern Indiana

Special Recognition Ceremony

Presented by Kacee Sanchez:

Kacee Sanchez, an Ambassador Girl Scout and Girl Board Member, gave Sharon Handy a special honor for her dedication and service to Girl Scouts of Kentuckiana.

Closing the Meeting

The Order of the Silver Trefoil retired the colors.

Meeting Adjourned: 3:00 pm EDT

Respectfully submitted,

Simon Keemer

Secretary, GSK





Thank you to our 2026 Annual Meeting Planning Committee and to the many others who made Annual Meeting a success.

Christina Boyle	Alyssa Rademacher
Cecelia Cloos	Christy Sanders
Gwyn Hetzel	Laura Sanders
Danyelle Huffman	Willie Steen
Kandace Huston	Markeeta Wilkerson
Joe Kenney	
Terri Massey	
Clayden McCallon*	

The 2027 Annual Meeting will be held in April in Elizabethtown.

The council seeks another great group of volunteers to serve as the planning committee. If you are interested, please complete the form found at bit.ly/gskam27.

*Denotes Committee Chair

girl scouts 
of kentuckiana