

CEO for a New Century



Photo Credit: Business Journal
Serving Greater Milwaukee

Following a national search, **Christy L. Brown** of Milwaukee has been appointed chief executive officer of GSWISE. Most recently serving as vice chancellor of finance and administrative affairs for the University of

Wisconsin-Milwaukee, Brown officially assumed her new role on October 30.

Brown's appointment comes as the organization is in the midst of a yearlong national celebration of its 100th anniversary designed to honor its legacy and create urgency around girls' issues. She replaces Molly T. Fuller, who resigned this May after leading the organization for four years.

"Girl Scouts is the premier leadership organization for girls with a trailblazing legacy that spans 100 years," said Brown. "The country has never needed Girl Scouts more than it does today. What girls are accomplishing in Girl Scouting is inspiring. **I'm eager to work with our girl members, volunteers, board of directors and staff as the organization embarks on a new century of empowering girls to take the lead in their own lives and make a difference in their communities and across the world.**"

Kathleen O'Brien, chair of the GSWISE board of directors and senior vice president for academic affairs at Alverno College, says: "Christy is the right person at the right time for our organization. She has a tremendous track record, and her visionary leadership is going to be invaluable as we work to fulfill our mission to be the premier leadership experience for girls in ways that are relevant, engaging and meaningful."

Girl Scouts is Top Brand in the USA!

It's been a big year for Girl Scouts-and it just got bigger. Girl Scouts of the USA has been selected a 2012 Harris Poll EquiTrend Brand of the Year!

The 2012 Harris Poll Non-Profit EquiTrend (EQ) study measures the brand health of 87 nonprofit brands across seven important categories, including Youth Interest, Animal Welfare, Health, Social Service, Disability, International Aid, and Environmental.

Girl Scouts of the USA has seen a steady improvement in its brand equity score since first appearing in the Harris Poll EquiTrend study in 2009. A strong Emotional Connection score, which is a necessary element for every nonprofit, is one of the main reasons this girl-centric organization has risen to the top.



"The organization has a lot to be proud of in this celebratory year, and this recognition is one more affirmation from the American public that Girl Scouts is a valued member of our society," said Dana Markow, vice president of youth & education research at Harris Interactive.



Girls of Summer Has Lasting Impact for Milwaukee Girl

The *Girls of Summer* softball league offers girls a safe environment to learn softball basics and healthy living. For one young woman, participation not only helped her to see the value of exercise and teamwork; it also set her on a professional career track.

Kianna loved her four years with *Girls of Summer*. When she was too old to join, she kept returning to volunteer until she was old enough to work this year as an umpire; all because she loved the atmosphere and wanted to give back.

She knows that this program is more than just softball skills; it also gives girls life skills such as self-confidence and how to work with and respect others.

Girls of Summer started her love affair with sports which inspired her to pursue a degree in physical therapy with sports emphasis. Kianna will graduate from Messmer High School in the spring, but before she heads off to college, she plans to work with *Girls of Summer* one more time.

"I learned a lot of skill building and morals that I still use to this day. *Girls of Summer* is a program that helps young girls to build confidence and take with them life values that will become very useful in the future. It was absolutely one of the most valuable experiences of my life," she said.

Girls of Summer is made possible through the continued support of the **Brewers Community Foundation**.



Quick Takes on Leadership Experiences & Summer Fun

For the past 100 years, Girl Scouts has offered girls opportunities to be adventurous and explore the outdoors. Today's girls can choose from a wide range of activities; from resident and day camps, to events and programs—there is something for every girl.

This summer, nearly 11,000 girls from all over Southeast Wisconsin have continued the tradition of Summer Girl Scout Sisterhood by participating in one or more of these summer activities.



Resident and Volunteer-led Day Camp

From exploring the Apostle Islands via kayak, to tie-dyeing T-shirts, or learning about forensics, girls had numerous activities from which to choose. These experiences offer girls fun and exciting opportunities to try new things and make new friends.

“At camp I felt at home.”
—Riley, Day Camper



“It made be a better person by helping my leadership and communication skills grow.” —Aaliyah, Camp Alice Chester Camper

Project Care -True U!

This summer extension of the Girl Scout Leadership experience served 835 girls in K-5th grade, who were already taking part in summer activities at Community Learning Centers and MPS Recreation sites.

True U is a new four-hour workshop which helps girls identify and build healthy relationships. During this time, girls discovered: the importance of challenging themselves, what makes a person a good friend, how to work and connect as a team, and how to combat relational aggression.



True U Day Camp Adventures

Some True U participants also had the opportunity to attend day camp; for many of the girls, it was their first Girl Scout camp experience. Camp Silverbrook hosted the one day adventures for 240 girls, entering grades 1-5. Throughout the day, girls learned to cook, sang songs, and made crafts. To round out their experience, they also swam in Lucas Lake and played camp games.

Girls of Summer



For the 12th year, GSWISE and the MPS Recreational Division have partnered to offer Girls of Summer. This year, 175 Milwaukee girls developed softball skills in a supportive, all-girl environment. Along the way, they developed self-confidence, leadership and healthy living skills—all while having fun!

To end the season, the girls celebrated by participating in an All-Star game at Helfaer Field located just outside Miller Park. From the incredible facility, to the announcer and music, it was a memorable day for the girls, their families, and the staff. Girls of Summer is made possible by a grant from the **Brewers Community Foundation**.

“I learned how to make new friends... to be nice and share. I used to be so selfish! I used to go ‘no’! [I]’m gonna be 13, it’s an opportunity for me to be like get responsible and stop acting like a child.”
—Charnaya, 13, Girls of Summer Participant

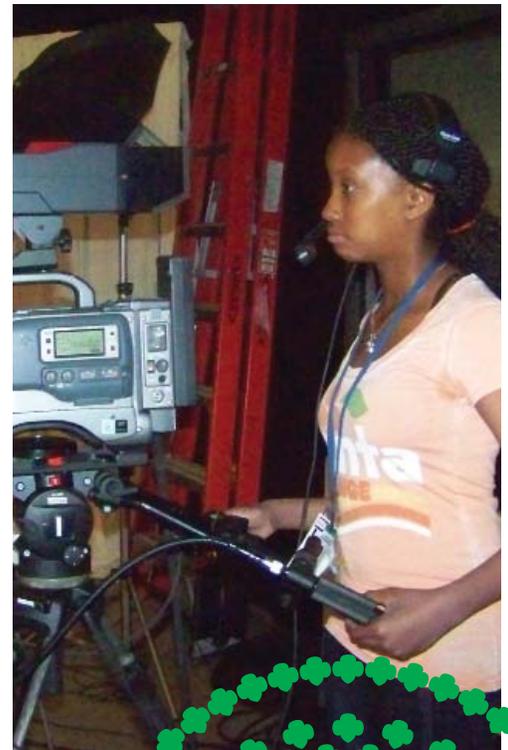
Camp iGirl

Dozens of area girls moved onto Alverno's campus for a hands-on week with technology and social media. Girls, ages 11-18, experienced a taste of college life: classroom sessions with professors, individual and group assignments, cafeteria dining, and living on campus.

This year, girls chose from one of four tracks: digital video production, digital photography, desktop publishing, website design, or they could choose to be a “dabbler” and try a little of each. Included in the week was a mentor lunch where girls talked with professional women about their careers and workplace technology.



“These activities helped me understand that I like to be very creative and I’m really interested in math and science.”
—Chyenne, Camp iGirl participant



Sisters Receive 2012 Young Women of Distinction Award

The Murali sisters, Anjana (left), 16, and Ananya (right), 14, are on a mission: to take action in their community. Back in May, the sisters were honored with the Young Women of Distinction Award, along with receiving their Silver Award for *Community Traffic Signal*. This distinction is given to select young women who demonstrate excellent leadership and whose Gold, Silver, or Bronze Award Projects addresses a local challenge and creates a measurable and sustainable impact.

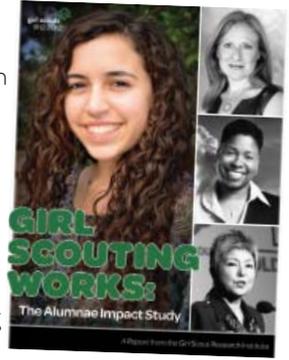
Their motivation to take action came after an inattentive driver bumped into them in the school's crosswalk. The sisters were aware that this had been an ongoing problem so they decided to research the extent. When they discovered that half of students surveyed said that they either had been hit by a car or had close calls while walking, they knew that something needed to be done. Their research, interviews and multiple presentations, resulted in the installation of walk signals, a new traffic signal, and posting crossing guards at the busy intersections around Shorewood Schools. Reflecting back, Anjana says, "The best thing that I learned is that no idea is too small to make an impact."



Anjana, who is also a GSWISE girl board member, is already in the beginning stages of *Chess for Girls*, her Gold Award Project. She says chess has taught her valuable life lessons and wants other girls to have that same experience. Through girl-to-girl mentorship, she hopes to bring more girls to the game. Ananya is still deciding among her many Gold Award ideas, but says in the meantime she'll help with Chess for Girls and participate with GSWISE's Youth Leadership Council. She believes all Girl Scouts should work towards an award because, "They not only learn social skills and life skills, but also educate and inspire other people by taking action and making an impact in their community."

Girl Scouting Works!

Released earlier this year by the Girl Scout Research Institute (GSRI) *Girl Scouting Works: The Alumnae Impact Study* helped communicate what many already knew...Girl Scouting works!



Key findings reveal that women who were Girl Scouts display positive life outcomes to a greater degree than women who were not Girl Scouts. These outcomes include a stronger sense of self, greater community service, more active civic engagement, additional education and higher incomes. These positive life outcomes are seen for Girl Scout alumnae across age/generations, social class, and race.

For the fifth year in a row, the GSWISE Senior Survey also revealed that Girl Scouting works—right here in Southeastern Wisconsin. In each of the years, 100% of respondents noted they were pursuing a post-secondary education or enrolled in a branch of the military. This year's graduating class unanimously agreed that Girl Scouts:

- helped them to build leadership skills
- developed skills that they are applying to other areas of their lives, and
- gave them the chance to connect with their community through volunteer service (94% said they would continue to volunteer in their community)

Survey results also indicate that GSWISE activities and events are positioning area girls for success as leaders and change-makers of the future. In fact, 69% said they participated in career exploration activities in Girl Scouts, 80% said Girl Scouts helped them to become global thinkers, and more than 50% of our graduating seniors are pursuing a STEM career (Science, Technology, Engineering, Math).

One recent high school grad summed it up like this: "I would not be who I am today without Girl Scouts. Girl Scouts has made me more confident, a better leader, more creative, able to communicate with others, and has changed my life."

Girl Scouting works!

To view the complete study, visit the alumnae section of www.girlscouts.org.



Please join us in securing the future of Girl Scouting for girls in our community by establishing a planned gift to Girl Scouts of Wisconsin Southeast. Contact Tracy Wayson at twayson@gswise.org to learn how to include Girl Scouts in your estate plans.

Series Pathway: A Perfect Fit for Latina Outreach

Girl Scouts of Wisconsin Southeast recently launched the Series Pathway as part of the Hispanic Leadership Project. The Series Pathway, one of six ways a girl can participate in Girl Scouting, focused on engaging hundreds of Latinas in the Girl Scout Leadership Experience, many for the first time.

During the eight week Series experience and through the *aMAZE!* Journey*, girls learned about the twists and turns of getting along while growing to become positive leaders in their schools. Topics for discovery included, exploring relationship obstacles, how to manage peer pressure, and identifying and addressing bullying behavior. Girls were able to connect with each other, practicing relationship skills individually and as a team, as they planned for and carried out their Take Action Projects.

Girls at Notre Dame Middle School, an all-girl, predominately Latina school, created an education campaign. They informed their fellow students about the dangers of sending inappropriate texts, the devastating impact of cyber bullying, and strategies to stay safe in social media, as part of their Take Action Project.

In addition to their *aMAZE!* Series leadership experience, girls at Notre Dame Middle School were also engaged in the Camp Pathway and had a blast at Camp iGirl and Camp Alice Chester this summer as they discovered new friendships, explored the out of doors, learned how to ride a horse, and how to build a website. Looking ahead to year two, GSWISE is expanding offerings in the Series Pathway and partnering with additional schools throughout Southeastern Wisconsin to give girls the confidence, the skills and the experience they need to lead.

The Hispanic Leadership Project is made possible through a grant from the **MetLife Foundation**.

(*) To learn more about Girl Scout Journeys, *aMaze* and the Girl Scout national program portfolio visit: www.girlscouts.org/program/journeys/



To learn more about these stories,
visit "Support Girl Scouts" at www.gswise.org.



Celebrating 100 years of Girl Scouts



Meet the Girl Bloggers of GSWISE



Girls Build Confidence and Life Skills Through *destinations* Travel

GIRL SCOUT

ALUMNAE

where are they now?

Kenosha Entrepreneur Credits Girl Scouts with Life's Success



Many alumnae take pride in having been part of Girl Scouts and credit Girl Scouts with providing key building blocks for success later in life. Kenosha's Earlene Girman is one of them.

A Girl Scout in the 1940's, Earlene built the courage, confidence and character she needed to make the world a better place for herself, her family and her community.

Today Earlene is semi-retired and living comfortably, thanks in part to the success of a chain of early learning centers she founded in the 1980's. "Girl Scouting gave me the courage to take a risk," Earlene said of the entrepreneurial endeavor.

Though she was offered a partial scholarship from Carthage College out of high school, Earlene did not want to put any financial burden on her family. Instead she chose to become a wife and mother—proudly raising three children (two girls and a boy) with her husband Mark.

When the children were grown, Earlene decided it was time to take her professional dreams off the shelf. At the age of 45 she courageously went back to school, earning both a bachelor's and master's degree in education.

With experience and accreditation firmly in place she founded *Mary Morning Nursery*, a preschool operating a half-day program two days a week. Word of her quality academically-

focused program spread quickly, as did the request for additional hours from dual income families. In changing with the times, Earlene grew her business, establishing *Children's Land of Learning* with seven sites in Kenosha and an additional three sites in Milwaukee a few years later.

"People laughed when I told them I was going to be an entrepreneur," Earlene said. But Girl Scouting had taught her to believe in herself.

Shy as a child, Earlene found the Girl Scout environment to be a safe place to take healthy risks—a nurturing environment that helped her to build self-confidence, and increase her self-esteem.

As she reflects on the many successes of her life Earlene fondly recalls Girl Scouts. "Girl Scouting taught me about friendship, communication and honesty, and how to be a good listener...It also gave me the courage to take a risk," she said. "I still live by the Girl Scout Promise and Law today."



The following is an excerpt from an email reply received by GSWISE Camp Directors who reached out to recruit camp alumna Carolyn for Sunny Trails day camp this past summer:

To my loved camp team,

As I am sure you have already noticed I will not be able to attend camp this week. I took a job working as a private chef for a family on their yacht for several trips they would be making this summer in the British Virgin Islands... I am truly heart-broken as I was looking forward to camp so much...

I have been thinking quite a bit this week about the strong impact Girl Scouting has made on my life. ...Girl Scouts has given me the confidence in myself to go above and beyond and try new things. From the time you are a Daisy you are told you can do anything you want in life if you put your mind to it and try your hardest, but you must remember

whatever you do in life you must do fairly, and treat every Girl Scout as a sister. Those are words to live by, and because of those words I have accomplished a lot I am proud of. I moved 1,000 miles away for college to pursue something unconventional to follow my heart. At 19 was able to say I was living in NYC and working the pastry department of New York's largest catering company. And at 21 I can say I graduated with a bachelor's degree in three years with job offers on both coasts.

It's taught me how to be a woman of leadership in a time when women are still not always seen as such. Last week I walked into a butcher shop to buy a whole lamb shank that I would later break down and serve for dinner. I went in wearing my chef coat and was asked "baby doll do you want us to cut this up for you" "no, I can handle this." A man walked in while I was ordering wearing a similar white coat and was instantly addressed as 'Chef.' He ordered pre-made burger patties. Oh the irony.

I wish with all my heart I would be there. Remember there is a Girl Scout at an end of a dock watching the same sun set thousands of miles away with the words "day is done gone, gone the sun" playing through her head.

Carolyn

To read the letter in its entirety, visit the "Support Girl Scouts" section at www.gswise.org





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TOGETHER THERE.ORG



A girl's successful future: how to get her there.

Today's girls are destined to lead tomorrow's boardrooms and courthouses and run our hospitals and technology start-ups. But a cycle of discouragement is stopping girls from moving forward. They're backing down from their aspirations. They're opting out from activities they once loved. They're even shying away from raising their hands in class.

Girl Scouts is working to change all that and bridge the leadership gap for girls—but we need your help!

There are many ways for you to participate. Your involvement can be as easy as learning more about girls' issues or as profound as volunteering your time to mentor area girls. Your tax deductible gift to Girl Scouts of Wisconsin Southeast is another way to ensure area girls have access to powerful and innovative Girl Scout events and activities that will allow them to discover their own leadership potential.

Please join in the movement **ToGetHerThere**.

To learn how, contact Michelle Fobair at mfobair@gswise.org and to make an on-line gift to GSWISE visit www.gswise.org.

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