

LISE LUTTGENS

THANK YOU BETSEY AND GOOD MORNING, EVERYONE! WELCOME TO 2012—THE YEAR OF THE GIRL. AND IT IS A GREAT YEAR TO BE A GIRL SCOUT!

I STAND WITH BETSEY IN THANKING EACH AND EVERY ONE OF YOU FOR YOUR DEDICATION TO THE MISSION OF GIRL SCOUTING!

THIS 100TH ANNIVERSARY YEAR IS ONE OF HOPE AND CELEBRATION: WE ARE RECOGNIZING THE ENDURING IMPACT OF 100 YEARS OF OUR MOVEMENT AND JOYFULLY LAUNCHING THE SECOND CENTURY OF GIRL SCOUTING. I HAVE NEVER BEEN PROUDER TO STAND BEFORE YOU TO DELIVER OUR STATE OF THE COUNCIL REPORT.

YOU HAVE AT YOUR SEATS OUR 2011 ANNUAL REPORT. AND THE HEADLINES ARE AMAZING. THIS IMPRESSIVE REPORT GOES INTO FURTHER DETAIL ON MANY OF THE ITEMS THAT I WILL BRING UP TODAY. TAKE IT WITH YOU AS A REFERENCE FOR WHAT WE HAVE DONE TOGETHER OVER THE PAST YEAR.

IN THIS LAST YEAR, OUR COUNCIL TACKLED THE KEY PRIORITIES OUTLINED IN OUR 5-YEAR STRATEGIC PLAN, WHICH BETSEY DESCRIBED IN HER REMARKS. LAST YEAR, WE OUTLINED FOR YOU OUR 3 KEY SUPPORTING GOALS AS (1) MEMBERSHIP GROWTH THROUGH INTEGRATED MISSION DELIVERY, (2) FINANCIAL STABILITY AND GROWTH, TO SUPPORT BRINGING THE MISSION TO MORE GIRLS AND (3) STRENGTHENING OUR BRAND AND PHILANTHROPIC PRESENCE IN THE LA MARKET, IN ORDER FOR US TO ASSURE THE FINANCIAL GROWTH AND THE SUPPORT NECESSARY TO INCREASE MEMBERSHIP.

WE DO ALL OF THIS USING VALUES-BASED TEAMWORK AS PART OF OUR CULTURE AND THE WAY WE WORK TOGETHER. THESE GOALS HAVE REMAINED CONSTANT THIS YEAR AND WE CONTINUE TO FOCUS OUR WORK IN THESE AREAS.

YOU REMEMBER OUR MANTRA, “**50 IN 5**”: WE REACH OUT TO ALL GIRLS IN LA TO HELP THEM REACH THEIR FULL POTENTIAL THROUGH OUR MANY PROGRAMS AND OUR ROLE MODELS—ALL OF YOU HERE TODAY—WHO DELIVER OUR MISSION. I’M PLEASED TO REPORT THAT LAST YEAR, WE EXPERIENCED A 7% GROWTH IN MEMBERSHIP, COMPARED TO THE NATIONAL GROWTH AVERAGE OF .3%, AND EXCEEDED OUR MEMBERSHIP TARGET OF 41,000 GIRLS AND 24,000 ADULT MEMBERS. WE NOW STAND AS THE 7TH LARGEST OF THE 112 COUNCILS AROUND THE COUNTRY FOR MEMBERSHIP, AND OVER THE LAST TWO YEARS, WE ARE THE FASTEST GROWING COUNCIL IN THE COUNTRY!

LAST YEAR, BECAUSE OF MANY FACTORS TO INCLUDE THE ECONOMY, WE PROJECTED A BUDGET DEFICIT, AND AS YOU CAN SEE FROM THE AUDITED

FINANCIALS IN YOUR ANNUAL REPORT, WE MANAGED EXPENSES, RAISED REVENUES AND FINISHED THE YEAR WITH A POSITIVE BOTTOM LINE TO OUR OPERATING BUDGET. WE WERE ABLE TO MAKE CRITICAL ENHANCEMENTS TO OUR PROGRAM CENTERS AND CAMPS AND RELOCATE TO THE MARINA SERVICE CENTER. OUR ABILITY TO SUCCESSFULLY MANAGE OUR FINANCES CREATES FINANCIAL STABILITY ALLOWING US TO CONTINUE TO INVEST IN PROGRAMS AND PROPERTIES FOR OUR GIRLS AND FOR YOU, OUR VOLUNTEERS.

NOW, I WANT TO TAKE THIS MOMENT TO MAKE AN IMPORTANT ANNOUNCEMENT.

LAST YEAR, YOU MAY RECALL, WE HONORED LONG TENURED VOLUNTEER AND FRIEND BERNIE HORST WITH OUR GIRL SCOUTS OF GREATER LOS ANGELES VISIONARY AWARD. HER GENEROUS GIFT ALLOWED US TO BUILD A BEAUTIFUL SWIMMING POOL AT CAMP OSITO RANCHO WHICH HAS TRANSFORMED THE CAMP EXPERIENCE FOR THE GIRLS. I WAS PRIVILEGED TO HONOR BERNIE AT A DEDICATION LAST JULY WHERE WE HAD A POOL FULL OF GRATEFUL CAMPERS!

PLEASE JOIN ME IN ANOTHER ROUSING ROUND OF APPLAUSE FOR BERNIE WHO IS HERE WITH US TODAY.

THANK YOU, BERNIE.

IN THAT SAME VEIN OF SUPPORT AND PHILANTHROPY, I AM EXCITED AND HONORED TO ANNOUNCE THAT WE HAVE JUST RECEIVED THE LEAD GIFT TO BEGIN THE REBUILDING OF OUR BELOVED CAMP LAKOTA LODGE. AND ALL OF YOU ARE THE FIRST TO KNOW. THIS GENEROUS GIFT COMES FROM FORMER CHAIR OF THE SAN FERNANDO VALLEY LEGACY COUNCIL AND ACTIVE GIRL SCOUT ALUMNAE --ELIZABETH HART!

I AM PLEASED TO ALSO ANNOUNCE THAT THE LAKOTA LODGE DINING HALL WILL BE NAMED IN HONOR OF ELIZABETH'S 101 YEAR OLD MOTHER AND LIFELONG GIRL SCOUT, BERTHA MILBANK. ELIZABETH'S GIFT HERALDS THE OFFICIAL LAUNCH OF THE FUNDRAISING FOR THE REBUILDING OF THE CAMP LAKOTA LODGE. ELIZABETH, WILL YOU PLEASE STAND AND BE RECOGNIZED?

FROM THE BOTTOM OF OUR HEARTS AND ON BEHALF OF ALL THE GIRLS THAT WILL BENEFIT FROM YOUR GENEROUS SUPPORT, THANK YOU ELIZABETH.

AND AS FOR BRAND AND PHILANTHROPY: WHO DIDN'T EXPERIENCE OR HEAR ABOUT GIRLTOPIA, THE LARGEST GIRL EXPO IN THE NATION? OR THE SPECTACULAR GIRL SCOUTS 100TH ANNIVERSARY FLOAT IN THE TOURNAMENT OF ROSES PARADE? THESE EVENTS PLACED US SQUARELY AT CENTER STAGE IN SOUTHERN CALIFORNIA AND GARNERED PHILANTHROPIC SUPPORT AND SPONSORSHIP FROM CORPORATIONS AND

GIRL SCOUT ALUMNAE AROUND THE COUNTRY. BY A SHOW OF HANDS, HOW MANY OF YOU ATTENDED OR WERE INVOLVED IN SOME WAY WITH EITHER OF THESE TWO AMAZING EVENTS?

I WANT TO THANK UNION BANK FOR YOUR SUPPORT OF OUR FLOAT AND SPECIAL THANKS TO ONE OF OUR BOARD MEMBERS JANIS PENTON WHO CHAMPIONED THIS SPONSORSHIP AT HER COMPANY.

BECAUSE WE WILL BE TALKING ABOUT THE FLOAT WHEN WE HONOR OUR VISIONARY AWARDEES, I WILL SAVE MY ADDITIONAL REMARKS UNTIL THEN.

FOR THOSE THAT DID NOT ATTEND GIRLTOPIA, IT WAS OVER THE TOP SUCCESSFUL. THERE WERE 12,000 ATTENDEES, OVER 70 GIRL FUNSHOPS AND MORE THAN 150 EXHIBITORS. AND BECAUSE OF THE RAVE REVIEWS FROM ATTENDEES, SPONSORS, VENDORS AND SPEAKERS, SISTER COUNCILS FROM ACROSS THE COUNTRY ARE CALLING US FOR ADVICE ON HOW TO PLAN THEIR OWN FORM OF GIRLTOPIA. THANKS AGAIN TO TOYOTA FOR BEING OUR PRESENTING SPONSOR AND OUR BOARD MEMBER MELANIE BATISTE FOR SECURING THIS MAJOR DONATION.

I WANT TO ADD A FEW COMMENTS TO WHAT YVONNE AND REILLY SAID ABOUT THE ENERGIZING AND INSPIRATIONAL 2011 NATIONAL COUNCIL SESSION AND 52ND CONVENTION. WITH OUR 21 DELEGATES, WHOM YOU ELECTED LAST YEAR, AND OUR COUNTLESS OFFICIAL VISITORS, GIRL SCOUTS OF GREATER LOS ANGELES HAD QUITE A PRESENCE. WE WERE AMONG THOUSANDS THAT HELPED LAUNCH THE YEAR OF THE GIRL AND WELCOME OUR NEW NATIONAL BOARD AND CEO ANNA MARIA CHAVEZ. OUR DELEGATES ALSO INSPIRED MEMBERS FROM ACROSS THE COUNTRY TO SUPPORT THE FLOAT. WOULD OUR DELEGATES PLEASE STAND AND BE RECOGNIZED?

THANK YOU SO MUCH. YOU MAY BE SEATED.

I'M NOT SURE I COULD BE ANY PROUDER OF THE WORK WE HAVE DONE TOGETHER THIS PAST YEAR, AND NONE OF THIS WOULD BE POSSIBLE WITHOUT YOU, OUR DEDICATED VOLUNTEERS, OUR TALENTED BOARD AND LAST BUT NOT LEAST MY AMAZING STAFF. CAN I PLEASE HAVE ALL STAFF STAND UP SO THAT WE CAN GIVE YOU A ROUND OF APPLAUSE.

I WANT TO SHARE WITH YOU MY HOPE FOR THE FUTURE, WHICH GIVES ME ENERGY AND PURPOSE AS YOUR CEO. IN JANUARY, OUR BOARD CHAIR AND I HAD THE PRIVILEGE OF BEING INVITED BY GSUSA BACK TO NY AND DC AS ONE OF 10 COUNCILS TO PARTICIPATE IN THE LAUNCH OF THE YEAR OF THE GIRL'S NEW INITIATIVE CALLED TO GET HER THERE. THIS MULTI YEAR, MULTI PRONGED APPROACH WILL SERVE AS THE BOLDEST ADVOCACY AND FUNDRAISING CAUSE FOR GIRLS IN THE HISTORY OF OUR

NATION, NOT JUST FOR CURRENT GIRL SCOUTS AND ALUMNAE, BUT FOR ALL GIRLS AND WOMEN.

THIS MOVEMENT IS THE LARGEST GIRL-SERVING ORGANIZATION IN THE WORLD, SERVING 2.3 MILLION GIRLS IN PARTNERSHIP WITH ALMOST 1 MILLION ACTIVE VOLUNTEERS. WE KNOW THE POSITIVE IMPACT AND REACH OF GIRL SCOUTING IN OUR COMMUNITIES. AND WE KNOW LEADERSHIP DEVELOPMENT IS A BIG PART OF WHAT WE DO THROUGH OUR PROGRAM. WE KNOW FROM RESEARCH THAT GIRLS IN GENERAL ARE DISCOURAGED, ARE BACKING DOWN AND OPTING OUT. GIRLS FEEL THE BARRIERS TO LEADERSHIP PREVENT THEM FROM REALIZING THEIR ASPIRATIONS AND REACHING THEIR FULL POTENTIAL. IN YVONNE'S REMARKS SHE TALKED ABOUT A LETTER SHE RECEIVED FROM A GIRL WHO SAW HER PEERS NOT CARING ABOUT THEIR FUTURE.

ADDITIONALLY, THERE IS AN UNDERREPRESENTATION OF WOMEN LEADERS IN GOVERNMENT, IN STEM, AND IN KEY INDUSTRIES WHERE GIRLS NEED ROLE MODELS. THE INTERESTING NEWS IS THAT THE MAJORITY OF WOMEN LEADERS IN THESE SECTORS WERE GIRL SCOUTS.

THE RECENT ALUMNAE IMPACT STUDY OUTLINES THE POSITIVE EFFECTS OF GIRL SCOUTING ON OUR ALUMNAE, AND DESCRIBES THE POSITIVE LIFE OUTCOMES FROM THE GIRL SCOUT EXPERIENCE, WHETHER YOU WERE A GIRL SCOUT 5 YEARS AGO OR 50 YEARS AGO, AS I WAS.

OUR 100TH ANNIVERSARY IS THE PERFECT TIME TO SHINE LIGHT ON THIS CRITICAL ISSUE FOR GIRLS. OUR GOAL IS TO ASSURE BALANCED LEADERSHIP IN ALL ASPECTS OF GOVERNMENT, BUSINESS, PUBLIC AND PRIVATE SERVICE IN THIS GENERATION. BECAUSE WHEN GIRLS SUCCEED SO DOES SOCIETY. AND ALL OF US HAVE A ROLE IN MAKING THAT HAPPEN.

AUTHOR KOBI YAMADA HAS SAID, *"THERE IS NOTHING STRONGER THAN THE HEART OF A VOLUNTEER. WITH IT BEATS THE SPIRIT OF SERVICE, GENEROSITY AND COMPASSION... AND THE HEALTH AND WELL BEING OF OUR COMMUNITY, OUR COUNTRY, AND OUR WORLD."*

YOU ARE THE HEART AND THE LIFEBLOOD OF OUR ORGANIZATION IN DELIVERING THE GIRL SCOUT MISSION. OUR CALL TO ACTION JUST GOT BIGGER, AND I KNOW WE CAN CONTINUE TO MAKE A DIFFERENCE FOR ALL GIRLS AND YOUNG WOMEN. TOGETHER, WE WILL GET HER THERE.

IT IS A REMARKABLE TIME TO BE INVOLVED IN GIRL SCOUTING AND I LOOK FORWARD TO CONTINUING THE JOURNEY WITH YOU. THANK YOU AS WE MOVE INTO OUR SECOND CENTURY, THANK YOU FOR YOUR DEDICATION TO GIRL SCOUTING!