

## FOR IMMEDIATE RELEASE

### **MEDIA NOTES & PHOTO/B-ROLL OPPORTUNITY:**

- *Media is invited to Girl Scouts' ToGetHerThere Luncheon, Wed., Dec. 10, 10 a.m. –2 p.m. at the Ray Dolby Ballroom, Hollywood, CA, 90028. Please contact Melanie Larsen, [mlarsen@girlscoutsla.org](mailto:mlarsen@girlscoutsla.org), to RSVP and to schedule interviews with honorees and featured speakers.*

## **Girl Scouts of Greater Los Angeles Announces 2014 ToGetHerThere Luncheon Honorees and Featured Speakers**

**More than 800 influential LA women will attend Dec. 10 event at Ray Dolby Ballroom to support girl leadership**

**LOS ANGELES, Nov. 20, 2014** – On Dec. 10, a network of **more than 800 of LA's most influential women and key business leaders** will gather at the 2014 ToGetHerThere Luncheon at the Ray Dolby Ballroom in support of greater LA girls, tomorrow's leaders. Many of these women former Girl Scouts themselves, their goal is to address the confidence gap girls face (for instance, only one in five girls believes she has what it takes to be a leader), and help them realize their full potential through the Girl Scout Leadership Experience.

National celebrity spokesperson for Girl Scouts of the USA, **Robin McGraw—bestselling author, television personality, philanthropist, and entrepreneur**—will address the audience of accomplished women and 100 high school Girl Scouts in attendance, on the importance of leading by example and the positive role the organization plays in helping girls unlock the courage, confidence, and character they need to make the world a better place.

"I am so excited to lend my voice and influence to the Girl Scouts' mission to enable girls across the country to reach their greatest potential," shares McGraw. "Girl Scouts gave me so much from confidence, to leadership skills, to fun memories with friends. There is nothing quite like being a Girl Scout, and I want to help ensure that every girl has that opportunity."

In the morning, the 100 high schoolers will take part in mentoring sessions and have the unique opportunity to meet and be matched with some of LA's leading female executives—including additional luncheon speakers **Toyota Motor North America, Inc. Chief Communications Officer Julie A. Hamp**; **Girl Scouts of Greater Los Angeles CEO Lise L. Luttgens**; and special guest **Anna Maria Chávez, national CEO for Girl Scouts of the USA**.

During lunch and throughout the program **emceed by Studio 11 LA and FOX 11 News co-anchor Christine Devine**, one Girl Scout will sit at each table of women executives, giving the girls another opportunity to network and interview some of LA's most influential women. **The event will be visually inspiring—decked out in Girl Scout green.** And as a nod to the upcoming Girl Scout Cookie season starting Feb. 1, guests will enjoy **desserts inspired by Girl Scout Cookies, created by Wolfgang Puck**.

The ToGetHerThere Luncheon will also honor GSGLA's ToGetHerThere Champions, **Deloitte** and **Toyota Motor North America, Inc.**, corporations who innovate and lead in the fields of leadership; business and financial literacy; outdoor adventure; STE[A]M (science, technology, engineering, art, math); and healthy living, and have made a commitment to ToGetHerThere through their financial support of these Girl Scout programs. Also recognized: Women of Distinction sponsors **EY** and **Robin McGraw Revelation**

**ToGetHerThere is a bold advocacy and fundraising cause dedicated to girls' leadership**—a multi-year, multi-pronged effort to break down societal barriers that hinder girls from leading and achieving success in every field from technology and science to business and industry. Girl Scouts of Greater Los Angeles is leading the way to address this imbalance through the ToGetHerThere campaign and luncheon. For more information, visit [girlscoutsla.org](http://girlscoutsla.org).

## **2014 ToGetHerThere Luncheon Honorees and Featured Speakers:**

### **Robin McGraw, National Celebrity Spokesperson for Girl Scouts of the USA**

Robin McGraw is a bestselling author, television personality, philanthropist and entrepreneur. She is featured daily on *Dr. Phil*, where she is a familiar face and friendly voice to the audience, speaking often to issues that affect women. Robin has worked for many years with a variety of philanthropic causes that serve to improve the lives of women and children. Robin is the National Celebrity Spokesperson for the Girl Scouts of the USA. She is also a National Spokesperson for C.A.S.A. (Court Appointed Special Advocates for Children), a founding board member of The Dr. Phil Foundation and a member of the American Red Cross National Celebrity Cabinet. With the launch of her own charitable foundation, When Georgia Smiled, in October 2013, Robin set out to enact real change by creating and advancing programs that help women and children, especially those affected by domestic violence, live healthy, safe and joy-filled lives. Robin's tireless philanthropic efforts were recognized in November 2014, as she was named the Honoree at the 21st Annual Knock Out Abuse Gala in Washington, D.C. Robin is a sought-after public speaker and has appeared on a variety of broadcast programs. She is the author of two #1 *New York Times* bestselling books: *Inside My Heart: Choosing to Live with Passion and Purpose* and *What's Age Got To Do With It?* In April 2014, Robin launched her purpose-driven lifestyle brand, Robin McGraw Revelation. Connect with Robin McGraw Revelation on [Facebook](#), [Twitter](#), [Instagram](#), [Pinterest](#) and [YouTube](#).

### **Julie A. Hamp, Group Vice President & Chief Communications Officer, Toyota Motor Sales, USA, Inc.**

Julie A. Hamp is responsible for marketing, product and brand communications for the Toyota, Lexus and Scion brands; corporate reputation; stakeholder engagement; investor relations and sales communications; manufacturing communications; and corporate advertising. She was recently honored as an auto industry trailblazer at the 2014 Annual Women and Power Feminist Press Gala. Prior to joining Toyota, Julie was chief communications officer and senior vice president, communications and consumer relations for PepsiCo. She has also held a number of positions during her tenure at GM, including vice president, communications for General Motors' European region in Zurich; general director of communications for the Latin America, Africa and Middle East Region; general director for sales, service and marketing communications in North America; and vice president of communications for Saturn.

## **Additional Featured Speakers:**

### **Anna Maria Chávez, Chief Executive Officer, Girl Scouts of the USA (GSUSA)**

A lifetime member of Girl Scouts and an award-winning community leader, Anna Maria Chávez attributes her career success to the skills she learned in Girl Scouts. After graduating from Yale University and pursuing a law degree from the James E. Rogers College of Law at the University of Arizona, she was admitted to the Bar for the U.S. District Court for the District of Arizona, the Arizona Supreme Court, and U.S. Supreme Court. Later, in Washington D.C., she held numerous posts in President Clinton's administration, and has served the first of two female governors in Arizona as deputy chief of staff for urban relations and community development under then-Governor Janet Napolitano. In 2009, Anna became CEO of Girl Scouts of Southwest Texas. In 2011, she was appointed CEO of Girl Scouts of the USA.

### **Lise L. Luttgens, Chief Executive Officer, Girl Scouts of Greater Los Angeles (GSGLA)**

A Girl Scout alumna, Lise L. Luttgens became CEO of GSGLA in December 2008. Previously, she was principal and founder of Luttgens & Associates, Inc., an executive coaching and consulting firm specializing in organizations in transition. She has served as interim CEO of Ronald McDonald House Charities® of Southern California as well as chief operating officer for the LA Unified School District's Fulfillment Fund. Lise was also chief operating officer at Children's Hospital Los Angeles (CHLA) and the Doheny Eye Institute at the USC-Keck School of Medicine, as well as CEO of the Doheny Eye Hospital, and is a past president of the Organization of Women Executives and vice president of the board of trustees of the Los Angeles Ronald McDonald House, for which she received the Kim Hall Award for Outstanding Service. She is featured in *Women Leaders at Work: Untold Tales of Women Achieving Their Ambitions* by Elizabeth Ghaffari, and in 2012 was nominated as CEO of the Year for the *LA Business Journal's* Women Making a Difference Awards, and named a PBS SoCal Community Champion.

**About Girl Scouts of Greater Los Angeles**

*Girl Scouts of Greater Los Angeles serves more than 40,000 girls in partnership with more than 20,000 volunteers throughout the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. The council engages girls through programs in Leadership, Business and Financial Literacy, Outdoor Adventure, STE[A]M (science, technology, engineering, art, math), and Healthy Living. To join, volunteer, reconnect, or support, visit [www.girlscoutsla.org](http://www.girlscoutsla.org) or call 213-213-0123.*

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