

FOR IMMEDIATE RELEASE

At Nov. 5 Event: First Lady Amy Elaine Wakeland Joined Girl Scouts in Honoring High School Emerging Leaders and Women of Distinction Jan Swartz and Katherine Adkins More than 600 influential LA business leaders gathered at the 2015 ToGetHerThere Luncheon, raising \$425,000 for girl leadership programs in greater LA

LOS ANGELES, Nov. 10, 2015 — On Nov. 5, a network of **more than 600 of LA's most influential women and key business leaders** gathered at Girl Scouts of Greater Los Angeles' 2015 ToGetHerThere Luncheon at the JW Marriott L.A. Live to hear about the current state of girls and women in LA and beyond—and how Girl Scouts is leading the way in supporting greater LA girls to become tomorrow's leaders. **The event raised \$425,000 for critical Girl Scout programs in greater LA.**

[\(Click here to view photos from the event.\)](#)

After mentoring 70 Girl Scout Emerging Leaders—high schoolers who have demonstrated keen leadership ability—executives from **Princess Cruises; Toyota Financial Services; Ernst & Young, LLP; Citizens Business Bank; Westfield Corporation**, and more joined the girls for an inspiring luncheon focusing on women and girl leadership development. The program included talks by Girl Scouts of Greater LA's 2015 Women of Distinction **Jan Swartz**, the first female president of Princess Cruises, and **Katherine Adkins**, vice president, general counsel and secretary of Toyota Financial Services; as well as **Amy Elaine Wakeland**, City of Los Angeles First Lady; **Lise L. Luttgens**, chief executive officer of Girl Scouts of Greater LA (GSGLA); and **Tia Carrere**, actress and Grammy-winning artist. Fox11 News Anchor **Christine Devine** emceed.

First Lady Amy Elaine Wakeland addressed each Girl Scout, as they received their prestigious Emerging Leader pin. All of the Girl Scout Emerging Leaders have earned the Girl Scout Gold Award, Girl Scouts' highest honor, for leading large-scale, sustainable projects addressing community needs.

Wakeland talked about the leadership pipeline—supporting young women on a path toward career success, noting that one of the issues she has personally taken on in the Garcetti Administration is gender equity, and that for the first time in history, gender parity has been achieved across all city boards and commissions.

"Today, 52% of those positions are held by women. They join our mayor's chief of staff, two deputy mayors, and a councilwoman as the female leadership of Los Angeles," Wakeland said. "As I look out over this room, I see the faces of the young ladies who will one day grow up to take their place—becoming the leaders of Los Angeles."

GSGLA CEO Lise L. Luttgens expressed the timely need to address the confidence gap which girls face in adolescence, sharing recent sobering figures, including:

- 70 percent of girls do not believe they measure up in their appearance, performance in school, and relationships with friends and family
- 60 percent of girls avoid participating in fundamental life activities, because of concerns about the way they look
- 25 percent of girls are too afraid to raise their hand in class.

Luttgens shared that this trend continues into adulthood: "Look at the number of women who still have issues caused by lack of self-esteem. Many women do not believe they are good enough to ask for a raise, and they shy away from advancement because they are not confident they can do the job," Luttgens said. "What hope do we have for our girls if women still struggle with their own confidence? We have more than hope. We have Girl Scouts."

Other event speakers echoed Luttgens' call to action in supporting and helping Girl Scouts expand its reach through the **ToGetHerThere campaign, which was launched and fueled by the fact that only one in five girls believes she has what it takes to be a leader.** Its slogan: Together, we can get her there.

Speaking directly to the high school girls in the audience, Girl Scout alumna and Woman of Distinction Jan Swartz expressed her support: "No matter where your journey takes you, I know as Girl Scouts you are well-prepared to become the leaders of tomorrow and all of us are here to help you on your journey."

Woman of Distinction Katherine Adkins also took the opportunity to acknowledge the future leaders in the room: "The fact is that less than five percent of the general counsels of Fortune 500 companies are women. I'm lucky to work for a company that values diversity and saw me as capable. And I know—looking at the caliber of women in this room— that that number will move from 5 percent to 50 percent or more!"

Currently, GSGLA serves 40,000 girls in Los Angeles County and parts of Ventura, San Bernardino, and Kern counties, engaging girls in programs in leadership, STE[A]M (science, technology, engineering, art, math); outdoor adventure; business and financial literacy; and healthy living. The nonprofit's goal is to give every girl in greater Los Angeles the opportunity to gain courage, confidence, and character through Girl Scouts. To lend support through donations or volunteering with Girl Scouts of Greater Los Angeles, visit girlscoutsla.org.

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 or call 213-213-0123.

—END—



2015 Girl Scouts of Greater LA Woman of Distinction Katherine Adkins, vice president, general counsel and Secretary, Toyota Financial Services.



2015 Girl Scouts of Greater LA Woman of Distinction Jan Swartz (center), president, Princess Cruises.