

# Connections

girl scouts  
louisiana east

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## Girl Scouts plan for Cookie business success.....STARTING TODAY!



### Mobile apps, email marketing provide Cookie sale with technology tools

There's no better example of Girl Scouts taking the lead to fuel their dreams than this year's Girl Scout Cookie theme of *Starting Today!*, where girls have fun learning how to launch their own cookie enterprise through Cookie Program activities. Beginning January 21, girls will learn firsthand the ins and outs of business basics while exploring entrepreneurship and accessing new technology tools, like a new Cookie locator mobile phone app and email marketing.

"Being the CEO of their own cookie business is a fun way for girls to learn business skills, Girl Scout style," said Alisha Moore, product sales director at Girl Scouts Louisiana East. "When you buy Girl Scout cookies, you support hands-on leadership that prepares a girl for personal and career success."

According to Moore, the Girl Scout Cookie Program is the largest girl-led financial

literacy program in the country, where Girl Scouts learn about goal setting, decision making, money management, people skills and business ethics. Girl Scouts in southeast Louisiana sold over 1 million boxes of cookies last year with all proceeds remaining locally to support troops' activities, special events and field trips, community service projects, and to help the council maintain camp properties, train and recruit volunteers, and provide the Girl Scout Leadership Experience.

Girl Scouts across the council's 23 parishes will take cookie orders beginning January 21, with deliveries beginning February 25. Cookies will be sold at various booth locations March 4 - 20. Varieties include *Thank U Berry Munch*, *Thin Mints*, *Samoas*, *Trefoils*, *Tagalongs*, *Do-Si-Dos*, *Lemon Chalet Cremes* and *Dulce de Leche* cookies. Cookies are \$3.50 per box upon delivery, and are preservative-free, kosher, with zero trans fats per serving.

Just as many companies give back to the community, girls will discover that their cookie business can too, by participating in the *Gift of Caring* community service program. This voluntary service project encourages customers to purchase cookies for donation to a non-profit organization and/or military group that the girls have selected in advance. After the cookie sale, Girl Scouts deliver the donated cookies or arrange for their shipment to our military men and women serving overseas. Last year, more than 5,000 boxes of cookies were donated through *Gift of Caring*.

According to Moore, "Girl Scouts are going wired!" with the addition of a new Cookie Locator mobile app, and increased use of email marketing and social media. The online Cookie Club "ask" feature allows girls to safely send emails to family and friends for cookie "promises," which they submit through an online order form that protects girls from unwanted communications. Girls love the fun of including social media in cookie marketing while still delivering cookies and receiving payment in person. Parent permission is required before girls can access their Cookie Club.

Customers will be able to find the location and times of Girl Scout cookie booth sales through the Cookie Locator mobile app, free to download from the iTunes store on January 17, or by calling \*\*GSCOOKIES (\*\*472665437) from their mobile phone. By using the phone's GPS location, customers can find cookie booths nearby, or cookies by zip code, city, or state. Customers can map their way to a cookie booth or share results with friends. Other information from nutrition info to discovering your Cookie personality, make this mobile app a lot of fun. The Cookie Locator is also available on the council website at [www.gsle.org](http://www.gsle.org).

### Save the date for 2011 Council Annual Meeting

Mark your calendar for the Girl Scouts Louisiana East 2011 Annual Meeting on Saturday, April 16, from 10 a.m. to 12 p.m., location to be announced. This yearly meeting is attended by council delegates who vote on the new board and other items of business. Delegate caucuses will be held in various locations around the council prior to the meeting.

The annual Adult Recognition event honoring adult volunteers and religious leaders and school principals will be held on a separate day. Award recipients will be pre-announced so volunteers can make plans to come out and recognize their peers.

Stay tuned for more information as plans are finalized.

### What's Inside

Cookie News

Troop Highlights

Girls' Highest Awards



## Update from the CEO

How do we remain relevant? How do we harness insight so as to make the best choices for the success of our girls and council?

Corporate Planning was the chosen process for many businesses and organizations, and it has remained in place for many years. A more strategic approach is to take a long hard look at your organization and assess what's being done "right," as well as what we are doing "wrong," and what needs to be done to address these facts. It's never easy to look in the mirror and see one's flaws, but it's a necessary process if Girl Scouts Louisiana East is to remain a relevant organization for girls.

Board Chair Jackie Daniels, Executive Vice President of Membership and Program Robin Guillmette, and I attended a Strategic Learning conference at Girl Scouts of the USA's Edith Macy Conference Center this past fall. You will be seeing and hearing a great deal about Strategic Learning over the next nine months, as we implement this process to help us propel our council and our ways of work into the 21st century. We began to hear a lot about "high capacity" councils when our two legacy councils were in the realignment phase almost three years ago. Now we will assess where we are and how we proceed to becoming that High Capacity council.

***"I realize that each year it has changed and grown until I know that, a decade from now, what I might say of it would seem like an echo of what has been instead of what is."***

**Juliette Gordon Low**

How relevant those words from our founder nearly a century ago remain today! Juliette Gordon Low realized even in the early stages of Girl Scouting that change is necessary in order for us to stay relevant, and here we are almost a century later still evolving and addressing the necessary changes.

Join with us as we begin this journey of strategizing how Girl Scouts Louisiana East will emerge as a High Capacity council in 2011 and beyond. We need your help in making our council the best it can be for our girls in southeast Louisiana. The essential undertaking of Strategic Learning is to create an intense focus on the few things that matter the most. For Girl Scouting it is the girls. For Girl Scouts Louisiana East it is our girls, our volunteers, and the process by which we build our girls to have the courage, confidence, and character, to make the world a better place.

***"The work of today is the history of tomorrow, and we are its makers."***

**Juliette Gordon Low**



Jackie Alexander

## News Briefs

### 2011 National Council Session/52<sup>nd</sup> Convention to launch year-long celebration

The 2011 Girl Scouts National Council Session/52<sup>nd</sup> National Convention promises to be a historic event, as Girl Scouts launches a year-long celebration marking our 100<sup>th</sup> Anniversary. Plan to join Girl Scouts from across the country and overseas in Houston, November 10-13, as we engage in the business of the Movement, enjoy exciting new educational opportunities for both volunteers and employed staff, and conduct a groundbreaking series of strategic conversations about the future.

Stay tuned for additional information as it is shared via email, social media, and in the council's upcoming Delegate Caucuses.

### Girl Scout uniforms to remain "Made in USA"

For the first time in nearly a decade, our national organization, Girl Scouts of the USA, is putting the manufacture of its uniforms out to competitive bid. News of this led to reports that the uniforms might soon be manufactured overseas, and as a result, Girl Scouts of the USA was contacted by parents, members, and volunteers requesting the iconic Girl Scout uniform continue to be made in the USA. Girl Scouts of the USA (GSUSA) has since altered its request for proposal to *require* that Girl Scout uniforms be manufactured in the United States. As always, GSUSA also requires that vendors agree to adhere to strict guidelines as to worker age, treatment, and safety.

### Girl Scouts research shows how social networking impacts girls' self image

The Girl Scouts Research Institute celebrated its 10th anniversary in November with the release of its latest study into the relationship between girls and social media. Based on an online study with more than 1,000 girls ages 14-17 who had social network profiles, the study found the vast majority said that although they use Facebook regularly, they prefer face-to-face communication, with 92% saying they would give up all of their social networking friends if it meant keeping their best friend.

The study found that girls see a disparity between their online and their offline image. Seventy-four percent of girls agreed with the statement that "most girls my age use social networking sites to make themselves look cooler than they really are" with 41 percent saying this described themselves. The study also found that girls downplay several positive characteristics of themselves online, most prominently their intelligence, kindness, and efforts to be a positive influence. In person, girls say they come across as smart (82%), kind (76%), and a good influence (59%), whereas online, girls consider themselves fun (54%),

funny (52%), and social (48%). Girls with low self-esteem are more likely to admit their social networking image doesn't match their in-person image and are also more likely to claim that the image they portray online is sexy and crazy.

The survey also sheds light on the fact that while 85 percent of girls have talked with their parents about how to be safe online, 50% admit to not always being as careful as they should be online. Sixty-eight percent of girls have had a negative experience on a social networking site, such as having someone gossip about them or being bullied. Furthermore, many girls are concerned that because of items posted online they won't get into their college of choice (42%), will miss a job opportunity (40%), and will get into trouble with parents and teachers (40%).

However there are some positive results as well. The study finds that social networking provides an avenue for girls to maintain better relationships and feel more connected to causes they care about. Fifty-six percent of girls agree that social networking helps them feel closer to their friends, and 36 percent think that social networks have increased the quality of their relationships. Fifty-two percent of girls have gotten involved in a cause they care about through a social network.

### Council sponsors one-day Relational Aggression/Cyber Bullying Conference

Girl Scouts Louisiana East will host "Girl Bullying: From Awareness to Action," a one-day conference for educators, parents, and community leaders on Saturday, March 26, at the New Orleans Marriott at the New Orleans Convention Center, thanks in part to funding from the Louisiana Children's Trust Fund. Experts in the field will present topics on relational aggression and cyberbullying to provide assistance in dealing with female bullying in your troops, classrooms and family.

Keynote speaker is Dr. Allan L. Beane, an internationally recognized expert on bullying whose program, *The Bully Free Program*, is used throughout the United States and abroad. Cost to attend the one-day conference is \$50 if pre-registering, \$75 at the door.

More information will be coming soon. For more information, contact Yvette Hairston, Vice President of Membership, at 504-733-8220, ext. 2238 or gsconference@gslc.org.



Girl Scouts at Carver Elementary in New Orleans participate in a relational aggression activity.

## Girl Scouts raise funds at fall luncheon in New Orleans

Approximately 150 friends, community members, and supporters of Girl Scouting heard how Girl Scouting makes a difference at the council's fall fundraising luncheon at the Audubon Tea Room in New Orleans. Luncheon sponsors were **Lakelawn Metairie Funeral Home and Cemeteries, Little Brownie Bakers, Textron Marine & Land Systems, Total Graphics, Inc., and Whitney Bank.**



*Council Chief Executive Officer Jackie Alexander, Mistress of Ceremonies State Representative Helena Moreno, and Council Board Chair Jackie Daniels.*

Mistress of Ceremonies and **Louisiana State Representative Helena Moreno** of New Orleans welcomed the guests as she remembered her days as a Junior Girl Scout growing up in Texas. Rep. Moreno is a member of *Troop Louisiana*, the Louisiana Girl Scouts' honorary Girl Scout troop of women legislators.

The program officially began, as all Girl Scout events do, with a flag ceremony conducted by members of **Girl Scout Cadette Troop 40350** followed by the invocation by the **Reverend Melvin Zeno.**

With the luncheon being held only a few days after the 150th anniversary of Girl Scout founder Juliette Low's birthday, the Girl Scouts recognized their founder's vision and her willingness to blaze new trails. Girl Scout Ambassador **Kate Induni** of Des Allemands talked about the leadership skills she's gained as a Girl Scout, the sisterhood felt within her troop, and discussed the challenges and enjoyment received from co-directing (with Girl Scout **Savanna Barbee**), the River Parishes Girl Scout Day Camp last summer as part of their Girl Scout Gold Award community service project.

Council Board Member-at-Large **Margie Loud Zeno** shared a few of the

community service efforts of local Girl Scout troops, and then the program was turned over to Girl Scout parent and alumna **Gillian Knowles-Jones** of New Orleans East. Knowles-Jones, who grew up in the Bahamas as a Girl Guide, is the mother of two Girl Scouts, including **Maris Jones**, who is currently attending the United World College of the Adriatic in Italy where she is working towards her International Baccalaureate on a full scholarship. Knowles-Jones spoke primarily about Maris who last year was recognized by Girl Scouts of the USA as a National Young Woman of Distinction, one of only 10 young women selected in the entire country for this achievement. Each of the girls so honored had earned the Girl Scout Gold Award – the highest award in Girl Scouting – and demonstrated extraordinary leadership in the completion of her community action project.

The event concluded with council Board Chair **Jackie Daniels** inviting luncheon guests to join the council's multi-year giving society.



*Rhonda Martinez wins a string of pearls during the luncheon raffle fundraiser.*



*Celeste Chiasson, Kate Induni, Gillian Knowles-Jones, and Morris Jones, Jr. pose for a photo.*



*Luncheon sponsors Steve Parnell of Little Brownie Bakers and Roy Logan of Total Graphics.*

## Join us for Baton Rouge fundraising luncheon planned for March

Girl Scout volunteers, alumnae, and friends of Girl Scouting are invited to attend the council's spring fundraising luncheon, on Thursday, March 3, from 12 to 1 p.m. (meet and greet at 11:30 a.m.) at the Lod Cook Alumni Center in Baton Rouge. Camp Marydale, the council's much loved Girl Scout camp near St. Francisville, will be the recipient of any money raised during the luncheon. This 400-acre camp has been enjoyed by thousands of Girl Scouts in southeast Louisiana, since it was dedicated by the Audubon legacy council in 1949.

Luncheon sponsors to date include **Valero St. Charles Refinery, Capital One, and Little Brownie Bakers**; however, additional corporate sponsors, as well as table captains who are those who host a table of their friends at the luncheon, are needed. The actual luncheon itself is free to attend, with a suggested minimum donation of \$50.

For more information about becoming a table captain or to receive an

invitation to the luncheon, contact Cerise McClendon, Fund Development Associate, at (225) 927-8946, ext. 2222 or (800) 644-7571.



*Luncheon proceeds will go to defray cost for upkeep of Camp Marydale.*



## Lagniappe Weekend at Camp Marydale set for February 25-27

*Have you ever wanted to enjoy Camp Marydale without your troop? Lagniappe Weekend is the perfect opportunity to enjoy the amenities of camp, while spending time with other adult Girl Scouts!*

Lagniappe Weekend, a weekend of networking, workshops and enrichment courses, is set for February 25-27 at Camp Marydale. Originally scheduled for last October, Lagniappe Weekend is a fun-filled weekend that provides a wonderful opportunity for any adult member to brush up on skills, meet new friends, and relax at Camp Marydale.

Activities include canoeing workshops, outdoor cooking classes, challenge course experience, archery, copper enameling, and a variety of enrichment workshops for leaders such as traditions, songs and games, ceremonies, and budget building. Each workshop will be 90 minutes long (with the exception of Outdoor Cooking). Participants do not have to be camp certified to attend this event.

Participants do not have to attend the entire weekend. Cost to attend is \$45 for the entire (3 day) or partial (2 day) weekend, and \$35 for Saturday-only attendees (an additional \$12 for T-shirt option). Deadline to register is February 4. Additional information, as well as a registration form is available at [www.gsle.org/training/lagniappeweekendintro.asp](http://www.gsle.org/training/lagniappeweekendintro.asp). So get packed and get ready for a relaxing, fun-filled, adults only weekend at Camp Marydale.



## Families give generously to Girl Scouts

From all appearances, **It's all about the Girls** is a very fitting theme for the Council's 2011 Annual Family Giving Campaign. Together, the parents and families of current Girl Scouts have raised over one-third of the 2011 Annual Family Giving Campaign's \$68,000 goal. Together, all of the participating service units, troops, and parents are making a statement to the community about the importance of the Girl Scout program by making a financial contribution. Together, we are truly making a difference in the lives of girls in southeast Louisiana by ensuring the future of Girl Scouts.

Congratulations to the following service units and their Service Unit Giving Captains for surpassing their campaign goals: 450 Algiers - Kathy Gunkel and Jan Fortin; 448 Belle Chasse - Jeanette Hardy; 428 St. Bernard/Arabi - Dale Retif and Tanya Palazzalo; 408 Metairie/Kenner - Susan Adam; 380 Covington - Fae Hamby; 116 Crestville - Kinesha Harris and Carolyn Breaux; 435 Gentilly/Lakeview - Betsy Stoner; 415 Metairie/River Ridge - Holly Johnston; 270 Patterson/Morgan City - Catherine Crane; and 442 Uptown/Central City - Kelley Bagayoko. The council is proud of each service unit for conducting stellar Family Campaigns this year. Enjoy your free Service Unit Encampment at Camp Whispering Pines!!



*Patterson/Morgan City Service Unit 270 enjoy a Fall Carnival, with cake auction, little wooden games, door prizes, and food.*



*Metairie/Kenner Service Unit 408 hold a Saints-themed Mother Daughter social. Above, Bridget and Susan.*

Additionally, a huge thank you to Gay Gauthier, Annual Family Giving Chair, for her hard work and dedication to Girl Scouts. The campaign would not be running as smoothly if not for her constant communications and keeping the service units up-to-date on their progress towards their goals.

To all other service units, you still have time to reach your goal. The deadline to meet your Annual Family Giving Campaign goal is September 30, 2011.



*Members of Daisy Troop 10138 pose with their dads at Baton Rouge Kenilworth Service Unit 114's Father/Daughter dance.*

### Service Units hold Family Campaign Events

One of the ways many service units are electing to participate in the Family Giving Campaign is through service unit events. This year over 16 service units conducted events benefiting the Family Campaign, including a fish fry, a mother/daughter social, a father/daughter dance, a Girl Scout carnival, mother/daughter line dancing, hoedown, plus many more exciting events.



*A couple of members of Marrero Troop 525 pose during Service Unit 444's Falling for Girl Scouts Family Hoedown.*

If you are interested in learning more about the 2011 Annual Family Giving Campaign or about contributing to Girl Scouts Louisiana East, please contact Carrie Thomas, Fund Development Associate, at 800-644-7571 ext. 2245 or [cthomas@gslc.org](mailto:cthomas@gslc.org).

## What's new for 2011?

### Third leadership journey to debut this spring

Girl Scout program resources – the handbooks, badges, and other program materials sold in the Council shop, are being updated, to keep current with the needs of girls today. Available this spring, the third leadership journey series, *"It's Your Story—Tell It!"* uses a storytelling theme in a fun and grade-level relevant way for girls to better understand themselves and their potential. The goal of this journey series is to get girls active, to get them doing things that build their skills and let them accomplish goals, whether personal or project-related.

Storytelling is more than just the written word! Creative expression and the arts are built into each sample session plan so that all along the journey, girls have opportunities to engage in a variety of arts, including performing, visual, culinary, and new media, to tell their stories and take action to make the world a better place.

The series includes: *5 Flowers, 4 Stories, 3 Cheers for Animals!* (for Daisies); *A World of Girls* (for Brownies); *aMUSE* (for Juniors); *MEdia* (for Cadettes); *MISSION: SISTERHOOD* (for Seniors); and *BLISS: Live It! Give It!* (for Ambassadors). Key elements to this journey include ceremonies and traditions, healthy living, outdoor pursuits, global ideas, take action projects, and profiles of inspiring women and girls.

This journey marks the third one created since 2008 when Girl Scouts of the USA (GSUSA) launched the leadership journeys, an innovative new program that helps girls develop their leadership skills. Journeys signaled the first step in a movement-wide effort to transition from an eclectic variety of program resources to one that emphasizes a consistent national experience built on Girl Scouting's three keys to leadership: Discover, Connect, and Take Action. Leadership journeys were developed intentionally to create the clear and nationally consistent Girl Scout Leadership Experience that girls, parents, volunteers and councils want. The two others include: *It's Your World - Change It!* and *It's Your Planet - Love It!*

### Girl's Guide to Girl Scouting available in fall 2011

The *Girl's Guide to Girl Scouting* is a fresh update of beloved traditions and is centered on skill building. This brand-new girl handbook will have one book available for each program level - Daisy through Ambassador. Although described as a book for girls, this book is considered to be a sufficient leader resource as well.

GSUSA is currently at work to produce new badges for Brownies through Ambassadors to be included in the forthcoming *Girl's Guide to Girl Scouting*. Daisies will continue to earn the Promise Center and Petals, but will also earn "leaves" when they complete activities tied to cookie sales and financial literacy. The handbook will include badge offerings, sections covering traditions and history, an awards log, and much more!

Among the badge offerings will be seven "Legacy badges" – for Brownies through Ambassadors – based on traditions and activities that have been in existence since Girl Scouts' beginning: Artist, Athlete, Citizen, Cook, First Aid, Naturalist, and Girl Scout Way. Badge activities will be progressive, so girls can build on skills they've learned at each level.

Some existing badges are currently out of date and will be permanently retired over the next year or two. Current handbooks and badge books can continue to be used, but will transition out over time as more girls use the *Girl's Guide to Girl Scouting* and the Journeys. There will be no change to Girl Scout uniforms.

In addition, council-specific patch programs can be found at [www.gslc.org/resources/councilpatches2.asp](http://www.gslc.org/resources/councilpatches2.asp) and the monthly patch puzzle at [www.gslc.org/resources/monthpatches.asp](http://www.gslc.org/resources/monthpatches.asp). For frequently asked questions about GSUSA's new program resources, visit [www.gslc.org/news/leadershipFAQ.asp](http://www.gslc.org/news/leadershipFAQ.asp)

# We love our Girl Scout camps!



New Orleans Brownie Troop 40774 enjoys a day trip to Camp Marydale. At left, Victoria.

Baton Rouge Crestville Service Unit 116 enjoys a service unit encampment at Camp Marydale.

**CCM**  
Camp Marydale



Brownie Ava plays Junior Disc Golf during her first overnight camping trip at Camp Covington.



Girl Scout Brownie Troop 30048 of Covington prepare for a future camping trip by making edible fire.

**CC**  
Camp Covington



Girl Scouts in Covington Troop 30892 don't have to travel far as they enjoy themselves at Camp Covington.



Members of Metairie Brownie Troop 40035 wade in the Bogue Falaya River during their troop camping trip to Camp Covington.



**Camp Whispering Pines CWP**



## Fall Festival celebrates Juliette Low's 150<sup>th</sup> birthday

For more photos, visit Girl Scouts Louisiana East's Facebook page!



# Bronze Award Highlights

The Girl Scout Bronze Award is earned by Girl Scout Juniors in a year-long process that prepares the group or individual for their final project. This service project exemplifies a girl's commitment to helping others and improving her community. Please join us in congratulating the newest



Albany Troop 30116 shop for pet supplies.

recipients of this highest of honors. With support from their community, **Miranda, Mckenzie, and Rebecca** of Albany Troop 30116 held a pet supply drive at Tractor Supply Company in Hammond and successfully collected pet food, collars, treats, and bedding for donation to their local SPCA under the guidance of their project advisor **Georgina Little**.



Delanna of Baton Rouge Troop 10420 with Linda Montagnino of Brave Heart.

The creative hands of Baton Rouge Girl Scout **Delanna** crocheted a pink blanket with hearts for a child in need at Brave Heart organization. Under the guidance of her project advisor, **Daphne Broussard**, Poiencot wanted the receiving child to know that someone loves and cares for them.

Members of Baton Rouge Troop 10420 **Sarah, Elise, Michele, Megan, Sidney, Sarah, Katy, Victoria, Avery, and Kelly** presented Girl Scout Sister Day for 40 local Girl Scout Brownies who earned five Try-Its in one day by participating in science, healthy eating, and physical fitness activities, as well as games around the world and drama. **Linda Wilson** served as their project advisor.



Baton Rouge Troop 10420 pinning ceremony.

**Sara, Kayla, Autumn, Sierra, Darian, and Madison** of Baton Rouge Troop 10435 with **Nichole Proffitt** as project advisor, taught over 100 Girl Scouts and adult volunteers the history of knot tying, how to tie different knots, and their different uses during their service unit campout.



Sophie, left, learns how to tie a knot from Kyleigh of Baton Rouge Troop 10435.

Baton Rouge Troop 10518 members **Rachel, Nina, Jessica, Allison Nichols, Emelia, Katie, and Emily** made sure that kids from low income families could play soccer by collecting 'gently used' soccer equipment. Under the guidance of project advisor, **Carol Babb**, the girls cleaned, conditioned, and donated over 45 items to the Baton Rouge Soccer Association.



Baton Rouge Troop 10518 displays donated soccer equipment.

Their love of animals led **Emily, Sarah, Jolie, Sidney, Desirée, and Victoria** of Baton Rouge Troop 10599 to sew 48 blankets and collect three months worth of newspapers to donate to the EBR Animal Control Center and the LSU Vet School for use in the care of their animals. **Lisa LaCour** served as their project advisor.

With a generous heart and a desire to help others less fortunate, **Jena, Regan, Kristen, Samantha, and Riley** of Baton Rouge Troop



Baton Rouge Troop 10599 displays their hand-sewn blankets.

10708 planned, prepared, and served dinner to 35 women and children at St. Vincent de Paul's Sweet Dreams Shelter under the guidance of project advisors **Lisa Haller and Diane Dean**.



Baton Rouge Troop 10708 cook at St. Vincent de Paul Sweet Dreams Shelter.

Cooking for 35 people can be a huge task, but that's just what **Kristina and Scarlett** of Metairie Troop 40214 did for the families at Ronald McDonald House. Not only did they prepare and deliver a delicious meal with support from project advisor, **Sheryl Abrams**, they also used their musical talents to provide a concert for the families.



Scarlett, left, and Kristine of Metairie at the Ronald McDonald House.

**Lauren** of Metairie Troop 40252 visited St. Francis Animal Sanctuary and learned that blankets were needed for the animals to sleep on instead of a cold concrete floor. With guidance from her mother, **Leslie**, and project advisor **Yvonne Evans**, and the support of family and friends, she sewed eight blankets and provided doggie doors for some new dog houses.



Lauren of Metairie.

An attention to detail was an important skill used by **Emily and Rebekah** of Metairie Troop 40361 when they repainted the large map of the USA on the playground of Our Lady of Divine Providence School. Project advisor **Gloria St. Pierre** encouraged the girls as they used a variety of colors to distinguish each state.

**Katlyn, Erin, Cameron, Grace, Kaley, and Summer** of Prairieville Troop 10020, with guidance from project advisor **Carolyn Mulrooney**, created a therapeutic garden with flowers, a bird house, and benches resulting in a tranquil sitting area for the residents of a local assisted living facility.



Rebekah, left, and Emily of Metairie repaint a playground map.

The artistic talents of **Hannah, Katherine, Victoria, Sydney, Morgan, and Morgan** of Prairieville Troop 10247 were used to design a castle themed mural on one wall of the family room at Cenikor substance abuse facility, creating an inviting atmosphere for children to visit their parents. **Tina Tanner** served as their project advisor.



Prairieville Troop 10020 creates therapeutic garden.

Prairieville Troop 10449 members **Amber, Raven, Allison, and Gabrielle** made the New Orleans Ronald McDonald House a feel like home by preparing a hot meal, creating craft bags for the kids, and providing inspirational artwork and a booklet of places to visit and things to do in New Orleans. Adult leadership was provided by **Brigitte Martin, Susan Waguespack, and Tracy Yoes**.



Prairieville Troop 10247 creates cheerful room at Cenikor.



Prairieville Troop 10449 at the Ronald McDonald House.



## Silver Award Highlights

Girl Scout Cadettes create change for themselves and their communities when they participate in a Girl Scout Silver Award project and earn this highest of awards for this Girl Scout level. Join us in congratulating the newest recipients of this honor, and read what they have done to create change in their world.

**Keyaira** and **Maya** of Baton Rouge Troop 10153 facilitated a clothing drive for people in need



*Maya, left, and Keyaira at Second Baptist Church.*

in their community under the guidance of their project advisor **Yolanda Griffin-Davis**. By reaching out to family, friends, and their church community at Shiloh Missionary Baptist Church, they collected, organized, and donated seven large bags of men, women, and children's clothing for distribution through Second Baptist Church.

**Brianna** of French Settlement worked with the Southeast Spousal Abuse shelter to collect clothing, accessories, and personal toiletries for the residents. With the support of her mother, **Lynn**, she collected over 1,000 items, laundered all of the clothing, then sorted and bagged everything for donation to the shelter.



*Janice, left, director of the Southeast Spousal Abuse program, presents Brianna, center, with a Certificate of Recognition.*

Children who attend the Springfield Head Start Program now have a weather resistant outdoor seating area thanks to the two new picnic tables that **Shelbilyn** of Ponchatoula Troop 31131 made and donated under the guidance of her grandfather, **Bryon**, and her mother, **Katherine**, who served as her project advisors.



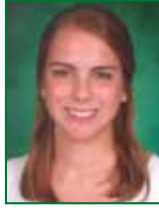
*Shelbilyn, left, presents two new picnic tables to student Elizabeth, Principal Randy Bush, and teacher Donna Smothers at the Springfield Head Start Program.*

**Mieklan**, **Kristen**, **Sarah**, **Madison**, **Mason**, **Megan**, and **Erin** of Prairieville Troop 10262 revitalized an old trail at Camp Marydale with inspirational messages and re-named it Inspiration Trail. With support from their project advisor, **Theresa Grego**, and parent volunteers, the girls built an arbor with benches and stepping stones at the entrance near Pioneers Paradise to provide an area for meditation and prayer.



*Prairieville Troop 10262 gather at the entrance to their Inspiration Trail at Camp Marydale.*

## Gold Award Highlights



*Jennifer*



*Emily*



*Rachel*



*LeAnna*



*Kathryn*



*Rachel*



*Theresa*



*Meghan*

The Girl Scout Gold Award is the highlight of a girl's years in Girl Scouting, where she demonstrates her leadership ability by designing and implementing a plan of activities which promote community service, personal and spiritual growth, positive values, and leadership skills. She is also responsible for creating and implementing a sustainable and ongoing community service project. Girl Scouts Louisiana East is honored to announce the newest recipients of the Girl Scout Gold Award and their community service projects.

**Jennifer**, a 12-year Girl Scout and senior at Mandeville High School, created a wall of photo memories at the New Orleans Catholic Charities Adoption Center, giving birth and adoptive families a sense of connection. Her project advisor was **Donna Cousins**. A member of the National Honor Society and the Academic All State Cross Country Composite Team, she plans to study nursing at Southeastern Louisiana University after graduation.

**Emily**, an 11-year Girl Scout and graduate of St. Joseph's Academy in Baton Rouge, helped to facilitate a weekend survival retreat for 60 eighth grade students, where the challenges of navigating high school issues were discussed in a safe and encouraging environment. Her project advisor was **Brenda Shuff**. Currently a freshman at Southeastern Louisiana University with a major in nursing and a minor in French, she plans to become a nurse anesthetist.

As a 12-year piano student, **Rachel** of Slidell used her musical talents to create two CDs of Christmas carols and an accompanying song book for the residents of Camellia Gardens Retirement Community. A 10-year Girl Scout and graduate of Northshore High School, she developed her project under the guidance of **Angeliq Strotter**. Rachel currently attends Southeastern Louisiana University with a major in nursing and a minor in piano performance.

The singing circle benches at Camp Whispering Pines are no longer falling apart thanks to the new ones **LeAnna** of Slidell built to replace them with guidance from her project advisor **John Cousins**. A Girl Scout for 11 years, LeAnna graduated as valedictorian from Northshore High School, and is currently a freshman at Rhodes College.

The rich history and cultural attractions in St. Tammany Parish are highlighted in a new Scouting for St. Tammany Parish Patch Program created by **Katheryn Lloyd** of Slidell under the guidance of her project advisor **Judy DeLuca**. Lloyd is a 12-year Girl Scout, graduating with honors from Pope John Paul II High School, and currently attending Louisiana State University as a freshman in nursing.

Fleur de Boutique is open for business thanks to **Rachel** of Slidell who re-organized new and gently used clothing to create a special shopping outlet at K Bar B Ranch, a residential treatment center for abused girls, and where **Donna Arostegui** served as her project advisor. A Girl Scout for 10 years and graduate of Northshore High School, she currently attends Texas A&M University as a freshman in elementary education.

**Theresa**, an 11-year Girl Scout and graduate of St. Scholastica Academy in Covington, organized a Healthy Kids event for 65 Girl Scouts in her community with volunteer health care professionals providing activities and information on dental hygiene, nutrition, career exploration and stress. Her project advisor was **Kathy Schiro**. She currently attends the University of Southern Mississippi as a freshman in interior design.

A love of animals and a commitment to improving her community led **Meghan** of Denham Springs to build a 120-foot dog run for the local animal shelter, raising awareness for responsible animal welfare and receiving guidance from her project advisor, **David Stringfellow**. A Girl Scout for 12 years and graduate of Denham Springs High School, she currently attends Louisiana State University as a freshman in accounting and finance.

## Girl Scouts learn to live healthy at National Girls Day event with Kappa Delta

Personalizing chef's hats, making healthy snacks, and learning a new jazzercise routine were just a few of the fun activities in which more than 100 Girl Scouts participated at the Girl Scouts/Kappa Delta National Girls Day event at Woman's Hospital in Baton Rouge.

With Kappa Delta members leading the way, girls rotated through each station where they participated in role playing and interactive discussions about healthy relationships, and learned the importance of physical activity with a new jazzercise routine. Professional dietitians from Woman's Hospital shared their tastiest secrets and showed the girls how healthy eating habits can be delicious, too! Learning tips on how to reduce stress and find your inner confidence was led by Girl Scout adult volunteer **Misty Billiot** and **Larose Troop 20232**.



Troop Leader Misty Billiot with Lainey from Brownie Troop 20232, and Alyssa and Madison from Daisy Troop 20661 in Larose.

Ahnya and her dad, Roderick, along with Abigail of Prairieville Troop 10815 decorate chef's hats. At right, Miss Louisiana Page Pennock visits with one Girl Scout Brownie.



Ahnya and her dad, Roderick, along with Abigail of Prairieville Troop 10815 decorate chef's hats. At right, Miss Louisiana Page Pennock visits with one Girl Scout Brownie.



Donna and her daughter Ashley from Holden Brownie Troop 30819.



Members of New Roads Troop 10429 have fun staying fit with a new dance routine.

## Girl Scouts encourage Healthy Living

Motivating girls to adopt healthy lifestyles which includes physical fitness, good nutrition, and all aspects of health including emotional and social well-being, is an initiative of Girl Scouts Louisiana East.



Members of Daisy Troop 10301 from St. Aloysius in Baton Rouge learn about healthy eating, Halloween style, thanks to the creative talent of some mothers and leaders. Elke Ellzey, aka Wonder Woman, relays the food pyramid to the girls while explaining that "fun" foods in moderation are fine. The timing of the presentation was perfect with trick-or-treating following the next week.



Members of Thibodaux Girl Scout Junior Troop 30783 de-stress, as they earn the Stress Less Badge. At right, they're all aboard Acadian Ambulance as part of earning the first aid patch.



Girl Scout Brownie Troop 20232 of Larose visit the German Coast Farmers' Market at the Ormond Plantation in Destrehan where they enjoy demonstrations and samples. The girls focus for this outing was the "Eat Right, Stay Healthy" Try-It.



Girl Scouts earn their "High on Life" badge by completing a fun workshop at the Drug Enforcement Administrations' traveling exhibit about the damage drugs cause.

## Let's Recognize Our Outstanding Volunteers!

Do you know a leader that has gone above and beyond the call of Girl Scouts this year? Maybe you know a principal that has bent over backwards to help a group of Girl Scouts in your school? Do you know someone that you want to honor for all that she or he does for your Girl Scouts? If so, honor them at the 2011 adult recognition event (TBA) by submitting an Adult Recognition application which can be found along with the recognition criteria at [www.gsle.org/forvolunteers/adultrecognition.asp](http://www.gsle.org/forvolunteers/adultrecognition.asp). Deadline for nominations is 4:30 p.m., Tuesday, February 1. Please contact Matthew Chustz at [mchustz@gsle.org](mailto:mchustz@gsle.org) or (225) 927-8946 with any questions.

### Council Level Recognitions

- Appreciation Pin
- Honor Pin
- Thanks Badge
- Thanks Badge II
- President's Award
- Outstanding Principal Award
- Outstanding Religious Leader

## Girl Scouts meet Ruby Bridge

Girl Scouts were excited to meet Ruby Bridge, who played an important part in the Civil Rights movement when she became the first African-American child to attend an all-white elementary school in the south. The girls were participating in a Book Badge Workshop this fall.



Ruby Bridge with Mikaiyla.



Troop 40625

# Troop Highlights



Girls in New Orleans East Troops 40148, 40096, and 40579 learn to make pasta at the Southern Food and Beverage Museum.

These Prairieville Girl Scouts observe one of the experiments demonstrated at LSU's Super Science Saturday sponsored by LSU's Chemistry Department and the Baton Rouge American Chemical Society.



New Orleans Junior Troop 40821 earn their First Aid badge, then witness "First Aid experts in action" as the doctors of Children's Hospital carve pumpkins.



Marrero Troop 40525 camp at Yogi Bear during Rangers Birthday Weekend.



Girl Scouts attending the Art to Wear Workshop hosted by LSU's Kappa Delta Sorority learn the Kappa Delta sign! Each troop brought an article of clothing to paint and Kappa Delta members provided visors, aprons, and socks to be painted and bedazzled.

Girl Scout Day at the Renaissance Festival is a troop favorite. At right, Troop 10134. Below, Gonzales Troop 10340 enjoy dressing up.



Troop 10103 masters a Corn Maze.



Brownie Troop 30048 of Covington decorate a tree for the Tammany Trace's Holiday of Lights.



Covington Girl Scout Troop 32021 visits with Mayor Candace Watkins to discuss the responsibilities and challenges of being Mayor.

Members of New Orleans Junior Troop 41368 prepare for their camping trip at Tickfaw State Park.



Sarah and David enjoy Algiers' father/daughter dance.



Covington Brownies in Troop 30152.



Brownie Troop 10271 is one of the 15 troops who participated in the Baton Rouge Christmas Parade. At right, Slidell Brownie Troop 30232 participates in the French Food Festival parade.



Slidell Brownie Troop 30044 dresses their scarecrow as a sister Brownie for the City of Slidell's scarecrow contest, receiving an honorable mention.



Luling Brownies in Troop 21346 visit the Fast Food Farm in Gramercy.



Girl Scouts from Hynes Charter Troop 40031 dress up for the Girl Scout Tea at Longue Vue Gardens.



# Community Service Highlights



Luling Brownie Girl Scout Troop 21346 display eight baskets they made for local shut-ins with items they collected such as soaps, tissues, cookies, books, writing pads, coffee etc.



Girl Scout from Abita Springs and Covington participate in the Lake Pontchartrain Basin Foundation's Beach Sweep.



Troop 10803 packs 200 snack bags for the physically and mentally challenged children attending Buster Brown Day at the State Fair.



Girl Scouts in Baton Rouge troops 93037, 93033, 92603, and 93000 collect items for the St. Vincent DePaul Dining Room.



Members of Brownie Troop 20024 of Destrehan are surprised with a visit from two local service people recently returned from an overseas tour, as they and other Girl Scouts stuff 57 shoe boxes for servicemen overseas.



Ponchatoula Troop 30678 sponsors a Toy Drive and pictures with Santa with the toys collected going to needy children in the Hammond and Ponchatoula areas.



St. Pius X Girl Scout Junior Troop 40821 of New Orleans purchase books for the Ronald McDonald House with funds earned from the Fall Product Sale.



Girl Scout Junior Troop 41014 from John Curtis Christian in River Ridge display hand-made posters at a school assembly during National Recycling Awareness Week to encourage students to recycle. At right, the troop conducts a school-wide food drive for Second Harvest Food Bank, delivering 16 boxes of canned and non-perishable goods that will provide 609 meals to families in need.



Members of St. Aloysius Daisy Troop 10045 make sandwiches which are delivered to a local drop in center for those in need, as well as cupcakes in honor of Juliette Low's birthday and delivered to an assisted living center.

Prairieville Junior Troop 10251 hold a few of the first aid items they donated to Dutchtown Baptist Church for their Chilean missions.



Gonzales Girl Scout Troop 10340 collects over 2,300 pounds of food for food drives they held at two local Ralph's Markets.



Girl Scouts from St. Bernard Parish help the St. Bernard Project rebuild a home. At right, Sarah sands a wall.



Marrero Academy Daisy Troop 40909 collects over half a ton of food (1079 lbs = 830 meals) which they deliver to Second Harvest Food Bank.



Members of Algiers Troop 40840 collect items on behalf of military troops at their service unit's Father/Daughter Dance.



Prairieville Daisy Troop 10210 holds a food drive for Baton Rouge Food Bank.

## Girl Scouts in the News

### Adults

Council Board Member-at-Large **Kizzy Payton** of Baton Rouge was named as one of Baton Rouge Business Reports' 2010 Forty Under 40. This award showcases men and women under the age of 40 who are influencing decisions, capturing the entrepreneurial spirit and balancing bottom-line results with involvement in community and charitable activities. Payton is the Director of Public Information for the Louisiana Community & Technical College System.

Girl Scout volunteer **Janice Williams**, a 25-year employee with the Department of Transportation and Development who teaches horseback riding at Camp Marydale, has been selected to receive the Charles E. Dunbar, Jr. Career Service Award in February.

The Dunbar Award is the highest honor classified state employees can receive for their service to the citizens of Louisiana. The Civil Service League bestows the award on local, state and municipal civil service employees who distinguish themselves through unselfish service to the citizens of Louisiana. Nominees are judged on commitment to classified service, contributions toward workplace improvement, personal initiative, and volunteer community service.

*Know of a girl or adult Girl Scout who has been recognized in the community? Information may be sent to the Communications Department, Girl Scouts Louisiana East, P.O. Box 10800, New Orleans, LA 70181-0800 for possible inclusion in Girl Scouts in the News.*

## In Memoriam

Girl Scout volunteer **Barbara Wick** of Metairie passed away in November at age 69. Barbara was devoted to Girl Scouting where she combined her dedication to her Catholic faith and Girl Scouting by volunteering with the New Orleans area Catholic Committee on Girl Scouting for many years. An employee of WLAE public television, she volunteered with many other organizations in her community as well.

Our thoughts and prayers are with her family during this time of grief.

## Participate in our Community Partnership events and support Girl Scouting

An easy way to give to Girl Scouts Louisiana East is by participating in our partnership events. By exploring new avenues of fundraising, such as our collaborations with the New Orleans Hornets (Saturday, January 22), Pampered Chef, and local restaurants, the council is generating funds needed to operate efficiently. The *Scouting for Supper* nights have been very successful so in 2011, we will hold one night per month, where you can dine out and support the council. Thursday, January 27 is Domino's Pizza night and February 24 is Applebee's night. Mention the Girl Scouts when ordering (a flyer is required for Applebee's), and the council will receive 20 percent of all generated sales.

## Leave a Legacy

Become a member of the Juliette Gordon Low Heritage Society by remembering Girl Scouts Louisiana East in your estate planning. As a member, you not only create a legacy, you can also reduce your current or future tax burden, increase your income, and meet your own personal and financial objectives.

Making a planned gift does not require great wealth, and Girl Scouts Louisiana East will work with you and your tax or estate planner to help determine which type of gift is best for you.

## Friends of Girl Scouting

### Donors\* from 10/1/10 to 12/31/10

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**Thank you  
for your support!**

# Connections

Girl Scouts Louisiana East serves the parishes of Ascension, Assumption, East Baton Rouge, East Feliciana, Iberville, Jefferson, Lafourche, Livingston, Orleans, Plaquemines, Pointe Coupee, St. Bernard, St. Charles, St. Helena, St. James, St. John, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Washington, West Baton Rouge, and West Feliciana. It is funded by voluntary philanthropic contributions, the cookie and fall product sales, fees for services, and the United Way in selected parishes.



## The Girl Scout Mission

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

## The Girl Scout 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.

## The Girl Scout 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.

## Camp s'more at summer resident camp

Summer time will be here before you know it, and Girl Scouts will once again be enjoying summer resident camp at Camps Marydale and Whispering Pines. From favorite activities like canoeing, swimming, and cooking over an open fire, to riding horses, climbing the rock wall and challenging yourself on the high and low ropes courses, and of course singing, archery, playing games, and having a camp fire with s'mores, there's fun planned every single day. This is what childhood experiences and memories are all about.

Summer resident camp offers girls in 1<sup>st</sup> – 12<sup>th</sup> grade a fun-filled atmosphere where they develop their talents, explore new things, strengthen their self-worth, develop group

living skills and broaden their awareness of nature as well as their surrounding natural resources. The resident camp program is accredited by the American Camp Association and is supervised by trained staff. A Camp Open House will be held on Sunday, April 10, from 1 to 3 p.m. for parents and girls new to resident camp and interested in finding out more information about camp, touring the camp, etc.

Session information will be available on the Council website at [www.gsle.org](http://www.gsle.org) in late January, and a resident camp brochure will be mailed to Girl Scout households in February. Sessions typically are held in June and July and prices vary based on session length.

## Give the gift of Camp

In this New Year, the gift that makes a difference is the gift you give today to Girl Scouts Louisiana East. By making a donation to the Campership Fund, you provide a girl who would otherwise be unable to attend camp - a priceless outdoor experience. Each year, we receive countless requests for financial help. The approximate cost of a week at camp is \$250.

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