



**girl scouts**  
of the missouri  
heartland



**2010  
annual report**

what if... girls ran the world? a new generation of leaders is growing ... leaders who have a strong sense of themselves and their values ... who can make meaningful connections across class, ethnicity, age, and geography ... who step up to take action, constantly and passionately, to make the world a better place.

girl  
scouts  
are  
making  
it  
happen.



# starting now...

Dear Friends,

Discover. Connect. Take Action. You will hear much in the years ahead about these three keys that form the basis of the Girl Scout Leadership Experience, our innovative new program for girls.

The Girl Scout Leadership Experience does not simply teach girls about leadership; it engages them in the leadership process. Whether they participate in weekly troop meetings, attend summer camp, or complete a few one-day workshops, girls in our program work cooperatively and learn by doing.

During 2010, we delivered the Girl Scout Leadership Experience and the new Journeys curricula at all grade levels. Our financial assistance program ensured that all girls in our 68-county area had access to Girl Scouting. We served approximately 15,000 girl and 5,000 adult members. At our Young Women of Distinction luncheon in April we recognized 34 outstanding young women who had earned the highest award in Girl Scouting - the Girl Scout Gold Award.

2010 was a year of changes. New technologies were learned, new ways of communication were implemented, and our new brand was introduced. We were amazed at the level of commitment from volunteers, board members, donors, and staff, all of whom helped our council prosper and deliver on its promise and mission.

2010 also was a year of "firsts." We hosted our first Trefoil Tea fundraiser in May and recruited a council-wide team of volunteers, community members, board members, and staff to kick off our Strategic Learning process in the fall.

Thank you for the important role you played in 2010 in helping us build a high performing council uniquely positioned to deliver the best Girl Scout Leadership Experience to girls in central and southern Missouri, southeastern Kansas, and northeastern Oklahoma.

Yours in Girl Scouting,



*Tina Stillwell*  
Tina Stillwell  
Chair of the Board



*Jennifer M. Orban*  
Jennifer M. Orban  
Chief Executive Officer

**our vision** is being the premier leadership development experience for girls in southern and central Missouri, southeast Kansas and northeast Oklahoma, helping them to discover their own sense of self, connect with others in an increasingly diverse world, and take action to make the world a better place.



# we focus

on our  
*Corporate*  
*Goal: Girl*  
*Scouts of*  
*the Mis-*

souri Heartland will manage organizational structure and system changes to implement GSUSA's Core Business Strategy while maintaining and expanding the Girl Scout program.

## Strategic Priorities

**Leadership** – Long term membership growth for the Girl Scout Movement through flexible and consistent participation options.

**Program Experience** – Relevant and outcomes based.

**Brand** – Inspire girls to join.

**Governance Structure** – Decisive, agile and market driven.

**Diverse Volunteers** – Join easily, continuously learn and serve in flexible ways.

**Funding** – Making girls a philanthropic priority.

## Counties Served

Missouri (63): Audrain, Barry, Barton, Benton, Bollinger, Boone, Butler, Callaway, Camden, Cape Girardeau, Carter, Cedar, Chariton, Christian, Cole, Cooper, Dade, Dallas, Dent, Douglas, Dunklin, Gasconade, Greene, Hickory, Howard, Howell, Jasper, Laclede, Lawrence, Madison, Maries, McDonald, Miller, Mississippi, Moniteau, Montgomery, Morgan, New Madrid, Newton, Oregon, Osage, Ozark, Pemiscot, Perry, Phelps, Pettis, Polk, Pulaski, Randolph, Reynolds, Ripley, Saline, Scott, Shannon, Stoddard, Stone, St. Clair, Taney, Texas, Vernon, Wayne, Webster, and Wright

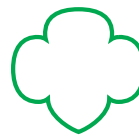
Kansas (3): Bourbon, Cherokee, and Crawford

Oklahoma (2): Delaware and Ottawa



## 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.

endless ways to turn boring days into days they'll remember all their lives ... today's Girl Scout program offers more choices and more reasons that ever to join.

Girl Scouts of the Missouri Heartland was pleased to offer six participation pathways to girls in 2010.



# camp

738  
girls  
from all

Girl Scout age levels and all regions of our council attended summer camp in 2010. New program sessions included *Beasty Bugs, Night Crawlers* (with nighttime challenges), *Photo Phrenzy, Hard-Hatted Hannahs* (a hands-on service week), and *GuardStart* (lifeguard preparation).

**Summer camp opportunities** were offered at four program centers in Missouri: Cherokee Ridge in Patterson, Finbrooke in Rogersville, Latonka in Wappapello, and Mintahama near Joplin.

In addition to summer camp, more than 100 groups also participated in **overnight camping** at our program centers.



***“You learn ‘I’m tough...  
I can do anything’...”***

***-Kelsey,  
Girl Scout Senior  
and 9-year camper***

# events <sup>208</sup> pro-gram

events were attended by 10,800 girls during our 2009-2010 membership year. From science and technology to arts and culture to nature and challenge courses, program costs were kept as low as possible to allow as many girls as possible to benefit.

Thanks to the generosity of the Rockefeller Philanthropic Advisors Fund, we received a \$5,000 grant for our **Girl Scouts Forever Green Take Action** programs. More than 150 girls gave back at a service day at the Mintahama, Finbrooke, Silver Meadows and Latonka Program Centers.

Events such as volleyball clinics, science workshops, and horseback-riding sessions gave girls the opportunity to be **mentored** by female college students - role models of independence and leadership.

77 teen girls attended a **teen conference** called *Live Healthy, Lead Healthy*, where they were empowered to focus on inner beauty, self-care, and positive choices. Of course, they also had tons of fun with workshops on yoga, recycled gifts, healthy relationships, and more.

In this tough economy, it was more important than ever that our girls learned about financial responsibility. Nearly 200 girls attended our *Making CENTS in the City* **financial literacy** programs, where they learned about needs versus wants, goal-setting, and budgeting.



***“If you ever join Girl Scouts it will be the best thing that has ever happened to you.”***

***-Madison,  
Girl Scout Junior***



# series

Short-term opportunities

allowed girls to benefit from Girl Scouting's outcomes, even if time or money didn't allow for a year-long experience.

1,681 girls from at-risk and low-income groups participated in Girl Scouting through thematic series programs.

The **Zink the Zebra** program taught young girls about a spotted zebra, and showed them that it is okay to be different in today's diverse and multicultural world.

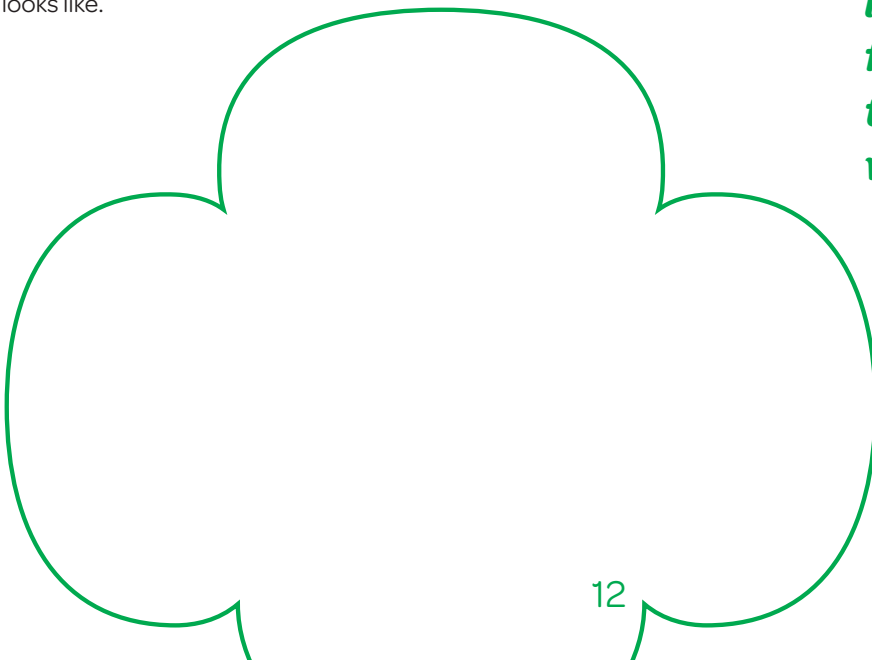
Girls were empowered to discover a stronger sense of self through the **Uniquely ME** program.

In our **Positive Power** program, girls learned how to connect through healthy relationships - and about what a healthy relationship (friendship or dating) looks like.



***"I am so different from other girls and in Girl Scouts I have found great friends that accept me for who I am."***

***-Samantha,  
Girl Scout Cadette***



# travel

From  
day  
trips

to weeklong adventures, girls explored near and far this year. Girl Scouts visited local veterinary offices, restaurant kitchens, wildlife refuges, national parks, and other local points of interest. Others traveled the country - and the world...

In June 2010, nine girls traveled to **Savannah, Georgia** to visit the birthplace of Girl Scouting. They enjoyed a guided tour of the home of Girl Scout founder Juliette Gordon Low, as well as excursions to Tybee Island, downtown Savannah, and Girl Scouts of North Central Alabama's Camp Cottaquilla.

Girls in our council also had the opportunity to travel with us to **nearby attractions** such as the Cosmosphere in Hutchinson, Kansas and the City Museum in St. Louis, Missouri.

Thanks to a grant from Girl Scouts of the USA, two Girl Scout Cadettes, one staff and one volunteer spent four days at the **Goddard Space Flight Center** (GSFC) in Maryland learning about NASA's Science Mission Directorate (SMD). The group will use its training to bring an astronomy club and more STEM (science, technology, engineering, and math) programs to our council.

Girl Scout Senior Amanda Steinmetz of Columbia, Missouri was one of only 24 girls selected nationwide to attend the Ireland Multi Sport Adventure **Girl Scout destination** in June 2010. In addition to learning about resource conservation and environmental education, Amanda's week of adventure included exciting challenges such as climbing cliffs, ocean kayaking, and exploring the enchanting forests of Tollymore.



*"I remember when I first got in the van, I had no idea how close [we] would get in like 5 days and make so many memories."*

*-Kelsey,  
Girl Scout Cadette  
on her trip to Savannah*



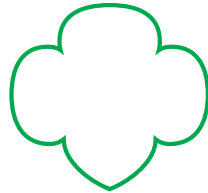
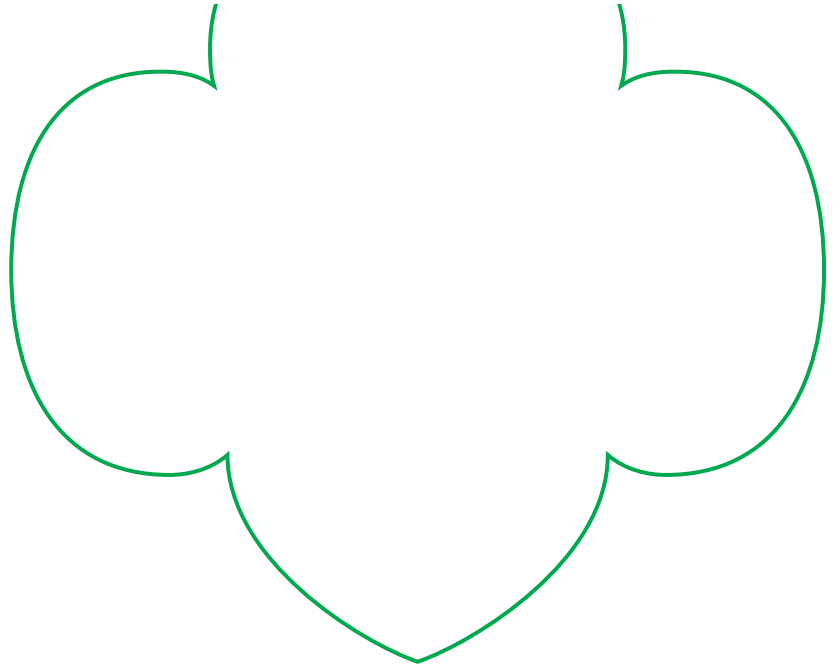
# troop

The  
1,366  
Girl

Scout troops in our council were busy this year, discovering new challenges, connecting with their communities, and taking action as advocates and problem-solvers.

Girls gave thousands of hours of **community service** this year. They sponsored collections to help restock empty food shelves, provide necessities for crisis nurseries, and sent shoes to children in Haiti. They enlivened community gardens and parks, painted churches and community centers, started recycling programs at their schools, and much more.

Many of our 4,751 adult members provided **volunteer support** for girls in troops. Whether they served as a troop leader, organized the girls' product program activities, or drove them on field trips - we know that girls benefited from the presence and mentorship of positive adult role models.



*"I love my friends, my troop leader (my mom) and my assistant leader (my friend, Jenni). My troop did the CROP walk, leaf raking and Christmas caroling at a nursing home. That is how I learned Brownies always help people. I am happy to be a Girl Scout!!!"*

*-Paige,  
Girl Scout Brownie*

# virtual

The tech-savvy

girls of today need contemporary ways to interact with us and with each other. With an average of 3,762 website visitors a month, Girl Scouts of the Missouri Heartland kept its online presence known!

Girl and adults alike had the opportunity to regularly connect with us through online technology. With a total of 1,150 **Facebook** fans by the year's end, Girl Scouts of the Missouri Heartland also kept in touch through a blog, Twitter account, and e-mail blasts to our members.

Nearly 5,000 girls participated in a fall product program and more than 9,400 participated in the winter **Girl Scout Cookie program**. Through both of these programs, girls were given the opportunity to complete online learning activities such as goal-setting and product marketing.



*"gsmh rocks."*

*-Dakota,  
Girl Scout Junior,  
via Facebook*

**our girls** remain at the forefront of what we do. Our methods, resources, and procedures continue to evolve to allow us to provide the best Girl Scout Leadership Experience possible.



# Many of our eleven program centers

received improvements this year, thanks to generous community volunteers who gave their time and talents in support of our girls.

Volunteers from the Springfield Public Works Department and Cox Health provided major improvements at the **Finbrooke Program Center** during a United Way Day of Caring. Their projects included grading roads, enlarging the parking lot, constructing a zip line landing, trimming overhanging limbs, creating a new entrance area, painting, and pressure washing.

Employees from Learfield Communications cleaned the lodge and bathhouse at **Green Berry Acres Program Center**. They also cleaned and repaired gutters, and trimmed bushes and trails during a United Way Day of Caring.

100 students from Truman University's Alpha Phi Omega service group spent a day building a fire circle, clearing trails, cleaning, and painting at the **Silver Meadows Program Center**.

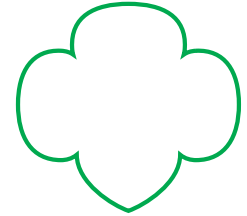
Missouri Southern State University students painted and organized supplies at the **Mint-ahama Program Center**. United Way Day of Caring volunteers helped with spring cleaning at the lodge.

Church volunteers and troop leaders helped get the **Cherokee Ridge Program Center** ready for summer camp by cleaning and power washing.

Church members cleaned the horse barn and lodge at **Sacajawea-East Program Center**, as well as clearing trails and cutting wood.

The Jefferson City and Cape Girardeau **Service Centers** also received help from local volunteers - US Bank employees in Jefferson City and Day of Sharing volunteers and the Rambling Roses Garden Club in Cape Girardeau.

**Site assessments** were also performed at all program centers, providing us with feedback to ensure continued safety and functionality.



# tech

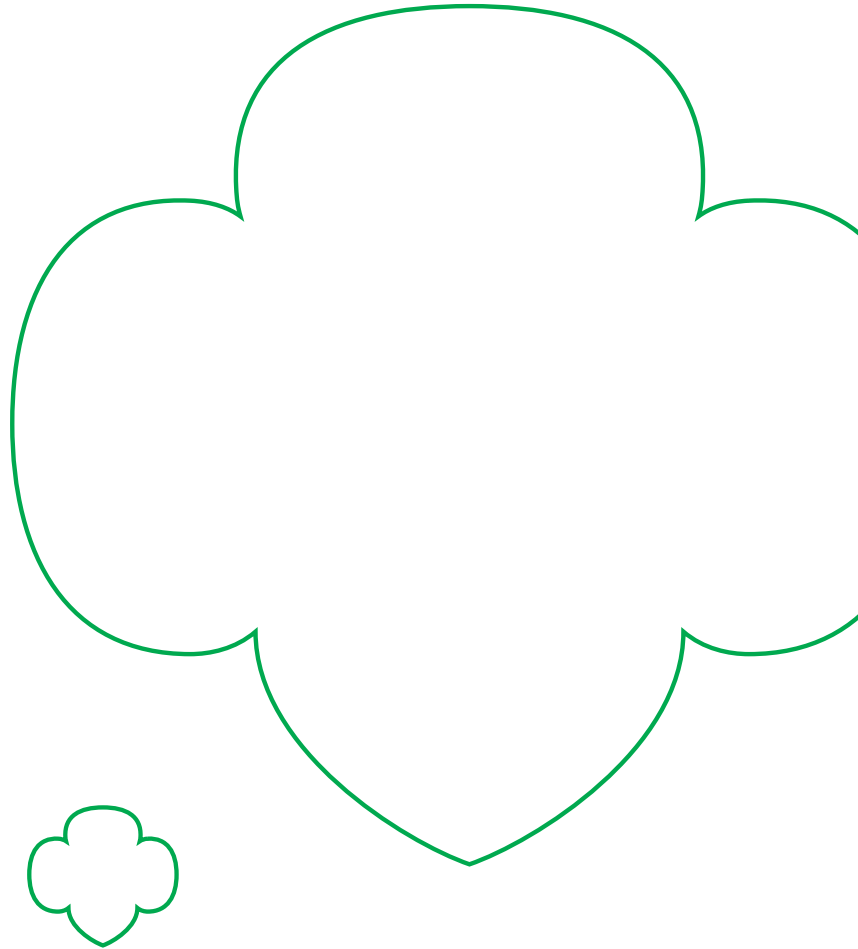
nology  
improve-  
ments in

2009-2010 helped us provide better customer service to girls and their families.

We increased our **bandwidth** speed by six, greatly reducing the time it takes to process data and customer inquiries in our online-hosted applications.

We also increased our **productivity** by implementing webinar technology, replacing our main data server, and improving our connection stability.

Finally, we began a transition to **remote-access data**, which has the benefits of lower hardware and maintenance costs, increased security, and better data retention. It will also open the opportunity for mobile work stations, and more flexible work solutions for staff.



# retail

shop op-  
erations  
increased

this year, despite a slight decrease in overall membership. A new operating system helped to ensure better customer service and record-keeping at our five retail shop locations.

A new  
**brand** cam-  
paign  
from

Girl Scouts of the USA was implemented this summer, as part of its Core Business Strategy.

Although Girl Scouts is a well-loved and iconic brand, this was an important opportunity for the Girl Scout Movement to ensure that our position as experts on leadership development would be recognized and that our vitality and importance for today's girls understood.

A **new logo** is easily recognizable as Girl Scouts', but its design and color are fresh and contemporary - a great way to usher in a new era as we approach 100 years of Girl Scouting in the USA.

In July, a new marketing campaign, with the tagline "**What Did You Do Today?**" leveraged the power of a question to all audiences, while appealing to each person individually.

With more than \$125,000 in **donated air-time and media services** for the 2009-2010 membership year, we look forward to continued opportunities to share the refreshed image and strong message of Girl Scouting in 2011.



# volunteers

remain vital to the successful delivery of the Girl Scout Leadership

Experience to our most important customers - girls.

They gave countless hours as troop mentors and advisors, program facilitators, voting representatives, product program chairs, clerical assistants, and much more.



# council voting representatives

(alphabetically, with service unit number) as of September 30, 2010

Gayle Archer	705	Katie Feldman	755	Debra Maples	724	Mike Sisney	
Donna Ballman	763	Becky Flatness	733	Cindy McIvey	762	Michelle Sisson-White	738
Glenda Barchak	726	Heather Forrester	742	Jodi McSwain	727	Jackie Sloan	761
Cathy Barton	733	Renee Foster	713	Donna Meador	704	Morgan Sloan	761
Terri Basho	753	Teresa Fritz	741	Donna Messer	703	Penny Slusher	770
Carla Bax	741	Jenny Gallet	701	Veronica Messer	703	Carma Smith	760
Constance Bearnes	741	Sara Gardner	731	Sherry Meyer	736	Traci Smith	750
Lynn Beeson	707	Lisa Garrett	766	Julie Middleton		Tabitha Somers	706
Darla Bell	752	Janet Gasper	734	Libby Mobley		Anne Soots	
Lisa Berendzen	741	Rhonda Geeslin	724	Debby Moyers	764	Donna Stack	774
Wendy Berkelman	756	Kara Gibbins	775	Amanda Mueller	759	Jamie Standley	708
Beverly Evans		Lindsey Godfrey	720	Holly Murdock	712	Kay Stevenson	766
Fantasy Bledsoe	728	Becky Godi	757	Heather Mustain	720	Tina Stillwell	
Jean Bollinger		Virginia Gray	710	Vicki Myers	741	Marla Stroup	772
Linda Bormann	737	Bronya Gumper	754	Dee Nichols	747	Carol Taylor	714
Heraleen Bowers	773	Kate Gumper	754	Lorraine Nieder	718	Pam Thiesen	731
Amanda Brandt	748	Brandy Hager	762	Betsy O'Day	737	Rosalyn Thompson	776
Gayla Bratton	751	Patty Hamlin	760	Jennifer Orban		Gail Timpe	771
Nancy Bray		Danielle Hanson	750	Lisa Orr	722	Terri Tomlin	
Susan Brayton	717	Carolyn Harris		Staci Owens	715	Tonya Tooley	744
Tracie Bruton	734	Joe Harris		Angi Ozbun	769	Keri Towne	715
Missy Buckner	773	Joan Harter	723	Jennifer Pace	710	Renee Trout	
Tara Burn	707	Donna Haslag	748	Teresa Pearson	774	Jamie Turner	732
Staci Burton	745	Sandy Hastings	770	Patrica Pellock	738	Wendy Tynes	755
Debbie Busker	718	Melanie Hein	728	Dawn Petersen	773	Kayla Vandiver	744
Jennifer Buswell	746	Abigail High	723	Sharon Peterson		Janelle Varvaro	738
Lindsey Campbell	759	Renee Hobbs	714	Phyllis Pickard	771	Tina Wall	722
Melinda Cardone	740	Mary Hobbs	767	Karin Poppe	719	Deanna Ward	721
Cara Carter	738	Shirley Hodges	747	Lori Powderly	771	Nancy Ward	725
Jennifer Cary	740	Gabbie Hodgkiss	772	Catherine Provorse	767	Rebekah Watson	724
Donna Cash	742	Julie Humphrey	716	Wende Pruden	772	Amber Weimer	716
Heidi Chick		Lee Ann Jestis	739	Loretta Pyatt	744	Stacy Weinstein	735
Jennifer Christensen	758	Anner Johnson	711	Melinda Rathbun	757	Angela Whitaker	729
Donald Claycomb	748	Jeanne Jones	739	Denise Read	750	Nani Wilde	706
Ashley Cochran	756	Jennifer Jones	769	Cheri Reese	772	Deidra Williams	729
Eky Combs	768	Mary Lynn Jones-wright	799	Sarah Reese	751	Kelly Williams	732
Jerry Combs	768	Pat Kaempfer		Evelyn Rehagen	763	Paula Wilson	736
Meredith Combs	768	Michelle Kaine	713	Betsy Reichard	702	Deidre Wipke-Tevis	738
Holly Crane	710	Jean Kalapathy	724	Pat Renard	771	Trinity Wise	712
Natalie Crawford	725	Jamie Keith	709	LeAnn Reynolds	713	Michael Wolfe	
Stephanie Crawley	735	Beth Kelsey	754	Valarie Richardson	762	Penny Wood	701
Mary Daly	738	Kris Kessler	726	Mary Jo Rieth	717	Jennifer Wood	704
Caron Davis	721	Myra Knight	762	Carla Riggs	745	Jennifer Worley	731
Kellie Davis	756	Lisa Koch	720	Jennie Robinson	734	Brittany Worley	708
Debbie Deakins	705	Mary Korte	727	Connie Rouse	728	Michelle Yost	708
Heather Dickson	743	Molly Kucera	750	Kathryn Ruble	746	Cheri Young	752
Joyce Dixon	752	Melanie Ladd	721	Kristy Rupe	743		
April Drumright	776	Christy Lane	753	Kara Sanders	730	<b>National Delegates</b>	
Beverly Dudley	750	Shirley Lawler		Kathy Schaefer	764	Renee Trout	888
Drucella Durall	765	Jenny Lemke	702	Denise Schiefelbein	730	Mary Lynn Jones-wright	799
Harley Durall	765	Diana Long	728	Elli Schimpf	723	Don Claycomb	748
Vonda Earnheart	775	Annette Lowe	732	Ginger Schneider	756	Vicki Myers	741
Lee Elliff-Pound		Barbara Lowrey	722	Christina Shoemaker	711	Janelle Varvaro	738
Belinda Elliston	709	Ralph Lowrey	723			Beth Kelsey	754
Carolyn English						Constance Bearnes	741

# support

for our volunteers was offered in person and online.

Nearly 1,000 volunteers completed at least one **training** to help them provide support to girls. Leadership Essentials, Basic Outdoor Skills, Basic Troop Camping, and CPR and First Aid trainings were offered at various locations throughout the year.

Sixteen adults completed a **facilitator training course**, bringing the number of volunteer training facilitators in our council up to 65 and allowing us to decrease the travel time for volunteers who need trainings.

To better serve our new volunteers, we offered two **online trainings** - Volunteer Orientation (Part 1) and Leadership Essentials (core knowledge about Girl Scouts and the Girl Scout Leadership Experience).

Ten extraordinary adult volunteers were honored with peer-nominated **council awards** at our annual meeting event (see sidebar).

172 adults, mostly volunteer voting representatives, attended the **annual meeting** event in Branson, Missouri in March.

***She will help us, but we usually have to try to do it all ourselves."***

***-Corey,  
Girl Scout Junior  
on her volunteer  
troop leader***



## adult recognitions 2010

### Appreciation Pin

Karla Geerlings  
Renee Hobbs  
Christy Lane  
Lori Powderly  
Deidre Wipke-Tevis  
Nani Wilde

### Honor Pin

Gail Timpe  
Kristull Wingert

### Thanks Badge

Joelle Mason  
Jan Rorrer

achievement of goals, hopes,  
dreams ... We  
empower girls  
to believe in themselves, to set their standards high, and to pursue  
their passions.

Whether it's meeting a sales goal for the entrepreneurial Girl Scout  
Cookie Program or completing the 70+ hours of service required  
to earn the Girl Scout Gold Award, girls inspire and amaze us each  
and every day.



The Girl Scout  
**gold  
award** is  
earned  
by  
fewer  
than

5% of all Girl Scouts nation-  
wide. We were pleased to  
have 39 girls submit their final  
paperwork for this prestigious  
honor during our 2009-2010  
membership year.

34 girls were honored at a **Young Women of Distinction** event in Rolla, Missouri in May. Pins for Girl Scout Gold and Girl Scout Silver Award-ees were generously purchased by The Bank of Missouri - Cape Girardeau and the Benevolent and Protective Order of the Elks Lodges #639 (Cape Girardeau) and #513 (Jefferson City).

Longtime Girl Scout volunteer and supporter, Harryette Campbell, was present for the announcement that honorees at the 2010 event would receive a **lifetime membership** to Girl Scouts of the USA as a gift.

To earn the Girl Scout Gold Award, girls are required to complete more than 70 hours of leadership and service, culminating in a **sustainable community project**. This year's projects included after-school girl empowerment and fitness programs, improving and supporting a local homeless shelter, nature conservation and restoration, and an original picture book to help children in the Court Appointed Special Advocates system.

*"I wanted to push myself... but I never knew just how much I would grow from the experience. I really feel like I took on the project as a child and I have left this project an adult."*

*-Amy, Girl Scout Ambassador*



## scholarships

### Ed Felker Memorial Scholarship and Thanks Badge Scholarship

Samantha Green     \$1,000

### College Scholarship

Shelby Chittum     \$500

Megan Stahl     \$500



# The Girl Scout cookie

program teaches girls 5 essential skills:

- \* Goal setting
- \* Decision making
- \* Money management
- \* People skills
- \* Business ethics

Before they head out door-to-door, or set up outside your local market, girls set sales goals based on the activities and service projects they want to complete. They practice counting money, talking to potential customers, and responding to the dreaded “no.” The **business and life skills** that they learn stay with them for a lifetime.

We were proud to recognize our girls’ efforts with more than \$980,000 in earned **troop proceeds** and recognitions from the Girl Scout Cookie program and fall product program. Troops used these funds for activities, membership and program fees, service projects, and more.

Individual girls earned nearly \$155,000 in **Girl Scout Cookie Credit**. More than 75% of participants in the Girl Scout Cookie program earned this recognition item, which could be used for girls’ membership dues, camp and program fees, uniform pieces, and retail shop merchandise.

237 girls also earned a \$150 **Program Credit** for reaching or surpassing a goal of selling 500 boxes of Girl Scout Cookies. This credit could be applied to summer camp, program events, or council-sponsored travel opportunities.



*“Everything we do teaches us something, so whenever we are having fun we are learning too!”*

*-Sydney,  
Girl Scout Brownie*

The Girl Scouts of the USA

# medal of honor

for lifesaving is awarded to just a few girls each year, in recognition of courageous leadership in challenging situations.

Girl Scouts of the USA was proud to present Madilyn Brown, a Girl Scout Brownie from Holts Summit, Missouri, with the award at our annual meeting event in March 2010.

When Madilyn's grandfather said he wasn't feeling well, and then wouldn't answer any of the questions that she asked him, she knew something was wrong. While many people might have panicked in this situation, then-seven-year-old Madilyn did not. Calmly, she went to wake her grandmother from a nap and called her mother, who is a nurse. Because her grandmother's movement was slowed from a recent foot surgery, Madilyn had the responsibility of trying to keep her grandfather awake. She shook him as hard as she could, and yelled his name at the top of her voice.

It worked. After her grandfather, who is diabetic, awakened, his family discovered that his blood sugar had dropped into dangerously low numbers. Because of Madilyn's quick thinking and calm response, he was spared slipping into a coma.



***“You have shown incredible courage...You are a testament to the principles of the Girl Scout Promise and Law.”***

***-Kathy Clonginger,  
CEO of Girl Scouts of  
the USA, in a personal  
letter to Madilyn Brown***

thank you for your support of girls in  
Girl Scouts of the Missouri  
Heartland during our 2009-

2010 membership year. Because of you, we can continue to provide girls with a safe and supportive environment in which to develop leadership skills.

Because of you, more girls will discover a strong sense of self, connect with their peers in healthy ways, and take action to help make the world a better place.



**2010** was a year of bigger and better things for Girl Scouts of the Missouri Heartland. Diversifying our income streams was a priority as we sought to give donors even more opportunities to support the Girl Scout Leadership Experience.

Girl Scouts of the Missouri Heartland established the **Legacy Circle**, a planned giving society for donors who wish to create a lasting gift in their estate plans. Longtime Girl Scout supporter Harryette Campbell was presented with the first pin. We are very appreciative of those who have made a gift of cash, stocks, real estate, or life insurance to support our girls.

Service units, volunteers, and staff used their imaginations to create nearly fifty baskets that were auctioned at the annual meeting event in March. Proceeds from the **basket auction** supported our financial assistance fund.

A **high tea event**, sponsored by The Bank of Missouri – Springfield, was held in May. The resource development committee, assisted by the Springfield chapter of the Kappa Delta Sorority and alumnae, hosted an elegant three-course meal of savories and sweets.

Despite a hot, humid August day, golfers enjoyed the 16th annual **Girl Scout Golf Invitational** at Meadow Lake Acres Country Club in New Bloomfield, Missouri. Corporate sponsors were Central Bank/Central Trust & Investment Co., Hawthorn Bank, N.H. Scheppers Distributing Co., and the Miller Family Foundation.



# donors

October 1, 2009 through September 30, 2010\*

## PLATINUM (\$5,000 or more)

Bass Pro, Inc.  
Girl Scouts of the USA  
Isadore Delappe Trust  
Schneider Foundation  
Wal-Mart Foundation

## GOLD (\$1,000 - \$4,999)

Ameren UE - Cape Girardeau  
Associated Electric Cooperative, Inc.  
Bicknell Family Foundation Fund  
Community Foundation of the Ozarks  
Constance Bearnes  
W. Gordon Buckner  
Harryette Campbell  
Central Bank  
Jerry Paul & Eky Combs  
Commerce Bank  
Margaret Conroy  
Mary Daly  
Dolphin Land Company, Judy Earnest  
Emerson Climate Technologies  
Coralie Forsee  
Gamma Phi Beta, Zeta Delta Chapter  
Ann Gentry  
Lindsey Godfrey  
Hawthorn Bank  
Verne Johnson  
Charolyn Miles  
Miller Family Foundation, Inc.  
Libby and Everett Mobley  
Nestle Purina PetCare Company  
NH Scheppers Distributing Co.  
Northern Trust  
Optimist Club - Jackson  
Orscheln Industries Foundation  
Fred and Becky Rosenberger  
Dr. Jayne Scherrman  
Anne Soots  
Tina Stillwell  
The Bank of Missouri - Springfield  
Frank Alan Wilcox

Michael Wolfe  
Youth Of The Ozarks Thrift Store

## SILVER (\$500 - \$999)

Alliance Water Resources, Inc.  
Ameren UE - Jefferson City  
Nancy Bray  
Central Bank of Lake of the Ozarks  
Paul and Holly Combs  
Jane Earnhart  
Elks Lodge #639 - Cape Girardeau  
Jim and Willa Fees  
David Gretlein  
Tom and Laura Hinkebein  
Janet Allen Fithian Foundation  
JPMorgan Chase Foundation  
Kiwanis Club - Dexter  
Lions Club - Branson/Hollister  
Lori Malloy  
MBS Textbook Exchange, Inc.  
Russell and Valarie Morrow Moseley  
Moser's Supermarkets  
Naught-Naught Agency  
Optimist Club - Jackson Noon  
Jennifer M. and Leo Orban  
Orscheln Management Co.  
Positronic Industries, Inc.  
Valerie Richardson  
Rotary Club - Cape Girardeau  
Rotary Club - Piedmont  
Rotary Club - Poplar Bluff  
Christopher Scott  
Springfield Grocer Company  
Summit Financial Solutions  
Twin Rivers Regional Medical Center  
Gary Wilbers  
Williams-Keepers, LLC

## BRONZE (\$250 - \$499)

ABC Laboratories  
American Legion Post 195 - Jay, OK  
Ilena M. Aslin  
Donald and Joan Beck  
Boone County National Bank  
Boone Hospital Center  
Capital Region Medical Center  
Heidi Chick

Carol Clark  
Commerce Bancshares Foundation  
Pittsburg, KS  
Commerce Bank of Cape Girardeau  
Jan and Bob Cope  
Dan and Paulette Cotner  
Missy and Clay Cravens  
Shawn and Jayme Dement  
Janet L. Dingman  
Shelly Drymon  
E. M. Burger Memorial Foundation  
Elks Lodge #513 - Jefferson City  
First State Bank and Trust Company  
First State Community Bank - Cape  
Girardeau  
Joan and Eric Gibson  
David and Kara Glaus  
Vivian Glover  
Tiffany Hartke and Rob Nelson  
Cindy Heinemann Waites  
Susan Holliday  
Horton Animal Hospital  
Marc Hoskins  
IBM Employee Services Center  
Carolyn and Jeff Imhoff  
Jefferson Bank of Missouri  
Jefferson City Medical Group  
Kaye Kisse  
Kiwanis Club - Columbia  
Kiwanis Club - Fulton  
Knight Heating, Inc.  
Landmark Bank  
Lions Club - Kennett  
Karla Lundien  
Tim and Kristin McPherson  
Microsoft Giving Campaign  
Jim and Karen Miller  
Mitchell Insurance Inc.  
Greg Morrow  
Lois Muff  
Vicki Myers  
Ober & Associates  
Deborah Oglesby

(cont'd)

**\*We have tried to ensure that this list is comprehensive. If corrections need to be made, please contact us so that we can amend our records. Thank you for your support.**

## BRONZE (cont'd)

Old Missouri National Bank  
Ovid Bell Press  
Lois Puchta  
Judy Reynolds  
Brigitte Scott  
Mike and Kathy Shivelbine  
Gerald and Shirley Stevens  
The Bank of Missouri - Cape Girardeau  
Mike and Terri Tomlin  
Renee and Hank Trout  
Sandy Vaughn  
Liam Watts  
Penelope Willard  
Patty Workman

## PATRON (\$100 - \$249)

Alan Wire Co.  
William and Rebecca Ambrose  
John and LaVeda Banken  
Rose and Matt Beck  
Linda Becker  
Bill and Laura Bennett  
Carolyn Sue Berkemeyer  
Bi-State Southern  
Blakemore Cotton & Grain, LLC  
Carl and Barbara Blanchard  
Carolyn Bock  
Ron and Jean Bollinger  
Lawrence and Alice Breeze  
Delores Brooks  
Charles B. and Sandy Brown  
Charles T. and Mindy Brown  
Jonelle Brown  
Delores Burger  
Buzzi Unicem USA  
Jane Campbell  
Capital Ritz Dance Studio - Kwei Su  
Citizens Bank of Charleston  
Don and Linda Claycomb  
Commerce Bancshares Foundation -  
Poplar Bluff  
John and Rebecca Cook  
Cosmopolitan Club  
Crow, Reynolds, Shetley, McVey, LLP Attorneys  
Terry E. and Terry A. Crowell

Dalton & Mowrer  
Mary Ann Danforth  
Carol Dawson  
Mary Kay Day  
Larry and Linda Dillman  
DKO Consulting, LLC  
Eagles Club - River Hills Aerie #4034  
Elks Lodge BPOE #2652  
Elks Lodge No. 639 - BPO Elkettes  
First Midwest Bank of Piedmont  
First Missouri State Bank  
Focus Bank - Sikeston  
Neil Fossnight  
Four Corners Development Co.  
Mary Russell Fox  
Mark Frazier  
Dr. Julie Freeman  
Fusselman Salvage Company  
Deborah M. Gahan  
Julie and Terrel Gallaway  
James Gieselmann  
Stan and Jane Grimm  
Marjorie Grindstaff  
David and Judy Haggard  
Billy Hammond and Liliana Visscher  
Harris Pharmacy  
Carolyn Harris  
Robert and Geneva Hartle  
Robert Haupt  
Nancy Hedges  
Henry and Mary Ann Hessman  
Richard and Cheryl Mothes Hetzel  
George and Schirley Huey  
April Isbell  
Jennings Brothers, Inc.  
Dolly Jewel  
John and Mary Jane Schultz  
Stephanie Johnson  
Mary Lynn Jones-wright  
Junior League of Springfield  
Wilford Kallmeyer  
Kiefner Brothers, Inc.  
Kiwanis Club - Fredericktown  
Kiwanis Club - Poplar Bluff  
Kohlfeld Distributing  
Laclede Lodge #83 Masonic Lodge  
Law Offices of Pelts, McMullan & Edgington

Dr. Shirley Lawler  
Melissa Lawson  
Joshua Leek  
Dr. T. Wayne Lewis  
Limbaugh Firm, Attorneys at Law  
Stephen and Marsha Limbaugh  
Lions Club - Charleston  
Lions Club - Tipton  
Thomas and Christina Ludwig  
Janice Lumsden  
Susan Marnier-Sides  
Charolyn Martin  
Joseph Martin  
Jean M Mason  
Edward Matthews, Jr.  
Stefanie McCall  
Kathleen Metter  
Tom and Joyce Miller  
Terry and Marla Mills  
Charlene Mitchell  
Kay Mocabee  
Montgomery Bank - Cape Girardeau  
Montgomery Bank - Sikeston  
James and Eleanor Moreton  
Gayle Morris  
J. Michael and Jean Mowrer  
Jennifer and Wayland Mueller  
Kathleen Murnan  
Jonna and Tim Neterer  
Noble Wear LTD  
Noranda Aluminum  
Eric Olson  
Fred Palmer  
Adelaide Parsons  
Kent and Ann Polsgrove  
Frances Pulliam  
Ralph's Supermarket  
Ed Reser  
Dr. Raymond and Ann Ritter  
Robertson, Scherer & Collins  
Rotary Club - Perryville  
Winifred Runge Stribling  
Drs. Patrick and Janet Ruopp  
Hertha Russell  
Gary and Wendy Rust  
Sabreliner Corporation  
Patricia A. Sanders

(cont'd)

Hammons and Nancy Schanda  
 Ginger Schneider  
 SEMO Title Company  
 Senath State Bank  
 Shivelbine's Music Store  
 Sikeston Motor Company  
 Mary Simmons  
 Lori Simms  
 Bob and Jackie Sloan  
 William and Sharon Smith  
 Linda Regan  
 Denise Stewart  
 Larry Swindle  
 Ian and Ellen Thomas  
 George Thomlinson  
 Thompson Hills Investment Corp.  
 Debra Tracy  
 Turnbough Building Supply  
 United Way of Morris County NJ  
 Bob and Barbara VanArk  
 W.S. Vandivort  
 Susan Vaughn  
 VFW Post 4282  
 Susan Voros  
 Eunice Waller  
 Tom and Tracy Weber  
 Wellpoint Associate Giving Campaign  
 White River Lawn Care  
 Greg and Anna Whiteman  
 Brenda Ziegler

**GIFTS IN KIND**

ABC Interbake Foods  
 Alliance Water Resources, Inc.  
 Ambrosia Flowers  
 Ameren UE - Dexter  
 Ameren UE - Callaway Plant  
 Ashdon Farms  
 Askinosie Chocolate  
 Bollinger Real Estate Services  
 Chateau Girardeau  
 Heidi Chick  
 City of Columbia  
 Clear Channel Communications  
 Coca-Cola Bottling Co.  
 Comfort Inn - Jefferson City  
 Comfort Inn - Springfield

LeeAnn Dean  
 Delta Dental of Missouri  
 Dr. Pepper Bottling Co.  
 Drury Hotels  
 Dutton's Theater  
 Edward Jones  
 Fechtel Beverage Co.  
 Grand Country Music Hall  
 Great Southern Bank  
 Herschend Family Entertainment  
 Holiday Inn Select  
 J. Bruner's  
 J. Stiles Total Training, LLC  
 Jim Stafford Theatre  
 Journal Broadcast Group  
 KDEX Radio  
 KFJX 14 Fox Television  
 KFVS 12  
 KMIZ 17 JW Broadcasting  
 KOLR 10 Fox Television  
 KOMU 8 Television  
 KTTS Radio  
 KY3 Television  
 KZRG Radio  
 KZWV 101.9 The Wave  
 Larry's Motor Sports  
 Craig & Lisa Lehman  
 Lodge Of The Ozarks  
 MC Sports  
 McDonald's  
 Meadow Lake Acres Country Club  
 Midwest Family Broadcasting  
 Missouri Botanical Gardens  
 Missouri Credit Union  
 Naught-Naught Agency  
 New Wave Communications  
 NH Scheppers Distributing Co.  
 Oscar J. Boldt Co.  
 Ozark Public Broadcasting  
 Premier Bank  
 Presley's Country Jubilee  
 Radio Springfield  
 Railwood Golf Club, LLC  
 Realityworks  
 Rivercut Golf Course  
 Running Chics  
 Semo.Net

South City Automotive  
 St. Louis Cardinals  
 St. Louis Rams  
 Jerry Stroup  
 Tan-Tar-A Resort  
 Teters Floral Products  
 Susan Vaughn  
 Windsor Foods  
 Jeff and Penny Woods

**GRANTS**

3M Foundation (outreach)	\$4,000
Commerce Bancshares (Financial assistance)	\$250
Empire District Electric Co. (STEM Program)	\$5,000
Enterprise Holdings Foundation (Girl Scout Leadership Experience)	\$1,000
Girl Scouts of the USA	
Girl Scouts Forever Green	\$5,000
Journey Three Series	\$9,749
Goddard Space Camp	\$1,300
USDA Rural Programming	\$20,000
Leggett & Platt, Inc. (Fin. Assistance)	\$1,000
LEGO League	\$2,000
Springfield Hall of Fame (archery equipment)	\$1,000
Tri Lakes Board of Realtors (outreach)	\$500
UW Bank Dexter/Joplin and Springfield (Girl Scout Leadership Experience)	\$2,000
Zonta Club (Masters of Disaster Pgm)	\$250

**UNITED WAYS**

Baxter Springs United Fund  
 Callaway County United Way  
 Carthage Area United Way  
 Heart of Missouri United Way  
 Heart of the Ozarks United Way  
 Kennett United Way  
 Ottawa County United Way  
 Randolph County United Way  
 Sedalia-Pettis County United Way  
 Sikeston/Bootheel Area United Way  
 United Community Fund of Neosho Area  
 United Way of Central Missouri  
 United Way of Crawford County  
 United Way of Delaware County

(cont'd)

## UNITED WAYS (cont'd)

United Way of South Central Missouri  
United Way of Southeast Missouri  
United Way of Southwest Missouri  
United Way of the Ozarks  
United Way of Vernon County

## MEMORIALS & TRIBUTES

*In Honor of Cindy Waites*  
Isabelle's House

*In Honor of Harryette Campbell's Birthday*  
Tom and Laura Hinkebein

*In Honor of Karen Miller*  
Norma Lou and James Kelley

*In Memory of Doris "Beaver" Brown*

Jonelle Brown  
Jerry Paul & Eky Combs  
Charolyn Miles  
Joella Jones  
David and Rose Ann Huck  
Bob and Anne Baldwin  
Diane Hanrahan  
Joe and Heath Farmer  
Markey Ford  
Lorraine Grimes  
Renee Trout

Ron and Linda Marler  
Hammons and Nancy Schanda  
Charles and Sandy Brown  
Kenneth and Marilyn Barkett  
Libby and Everett Mobley  
Ilena M. Aslin  
Harryette Campbell  
Cynthia Weber  
Floyd and Peggy Polsgrove  
Jim and Karen Miller  
Helen Grogan  
Melodie Powell  
Barbara Stoffer  
Evelyn Campbell  
Jane Campbell  
Jan and Bob Cope  
Maschmeyer & Stoffer  
H.B. Campbell Trust

Maschmeyer & Campbell  
April Isbell  
William and Susan Baxley  
Bob and Ann Bye

*In Memory of Edna Sargent*  
Bob and Ann Bye  
Doris Brown  
Harryette Campbell  
Jan and Bob Cope

*In Memory of Elizabeth (Betty) Baker*  
Glen and Melanie Beaman

*In Memory of Faith Fodge*  
Jan and Bob Cope  
Ron and Linda Marler  
April Isbell  
Renee Trout

*In Memory of Jim Boone & David Dowdy*  
Jim and Karen Miller

*In Memory of Katie Walker*  
Ron and Jean Bollinger

*In Memory of Loretta Moeckel*  
Keith and Shelly Moeckel

*In Memory of Martha Jean Hicks*  
Ilena M. Aslin

*In Memory of Mary Gosnell*  
Jean Phillips

*In Memory of Nadine Shipman*  
Bob and Ann Bye  
Tom and Laura Hinkebein  
Dorothy Ellsworth  
Bob and Kim Young  
Tim and Ann Clark  
Jan and Bob Cope  
Mary Lynn Jones-wright  
J.R. and Marsha Wilson  
Libby and Everett Mobley  
Dale and Jeanice Tanner

*In Memory of Rose Barbour*  
David and Rose Ann Huck

*In Memory of Sallye Letassy*

Jennie Allec  
Jess and Becky Armor  
Ilena M. Aslin  
Vicki and Stephen Bess  
Bob and Ann Bye  
Harryette Campbell  
Linda Casey  
Joe and Heath Farmer  
Clara Freeman  
Hallmark Cards (Employees)  
David and Stacy Hawkins  
Tom and Laura Hinkebein  
John and Iris Hunt  
April Isbell  
Martha Margreiter  
Ron and Linda Marler  
Charolyn Martin  
Michael and Kim Miller  
Libby and Everett Mobley  
Heather Nagy  
Oklahoma Diabetes Center (Employees)  
Lee and Diana Reed  
Renee Trout  
Barbara Voth  
Len and Amy Williams  
Debbie and Darren Yount

*In Memory of Shirley Baldwin*  
Sam Unnerstall

*In Memory of Vera Stillwell*  
Tom and Laura Hinkebein  
Lindsey Godfrey  
Renee Trout

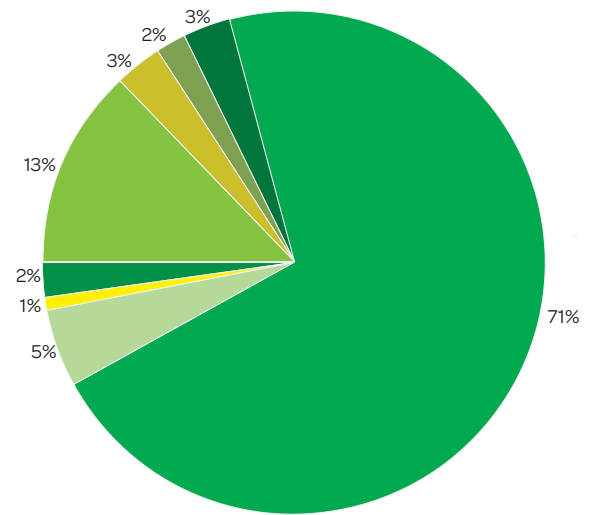
*In Memory of Wilma Morrow*  
Alyx Chevalier  
April Isbell  
Johnna White-Edwards  
Kerissa Allbritton  
Melody Hutchison  
Renee Trout  
Sue Ziegenhorn-Williams

# financial report

October 1, 2009 through September 30, 2010

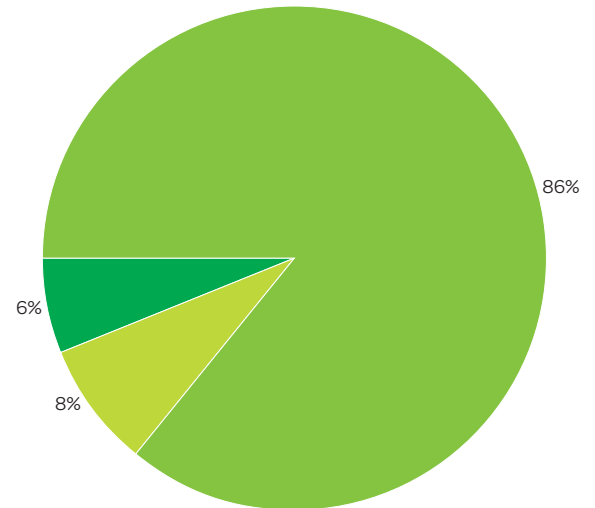
## Income

Contributions (Cash)	\$591,080
Contributions (Products & Services)	\$145,176
Investments	\$112,671
Merchandise Sales (Net)	\$135,224
Product Sales (Net)	\$3,249,600
Program Services	\$228,806
Special Fundraising Events	\$27,607
Other Revenue	\$65,517
<b>TOTAL</b>	<b>\$4,555,681</b>



## Expenses

Program Services	\$4,026,222
Fundraising	\$391,256
General and Administrative	\$279,926
<b>TOTAL</b>	<b>\$4,697,404</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>\$(141,723)</b>



# staff

as of September 30, 2010

## Senior Management Team

### Chief Officers

**Executive** Jennifer M. Orban  
**Finance** Janet Dingman  
**Development** Laura Hinkebein  
**Communications** Brigitte Scott  
**Operations** Anne Soots  
**Membership/  
Leadership Pgm.** Valarie Morrow Moseley

**Executive Asst.** Missy Cravens

## Accounting

**Assistants** Lynn Cook  
Vicki Sammons

## Business Services

**Coordinators** Kerissa Allbritton  
Heather Duncan  
Laura Lane  
Karen Ragsdell  
Cassie Sickman

## Communications

**Specialists**  
**Marketing/PR** Anne Hyde  
**E-Media** Liam Watts

## Community/Membership Development

**Senior Manager** Linda Becker  
**Specialists** Alyx Chevalier  
Megan Clinefelter  
Kara Glaus  
Vivian Glover  
Shandon Hill  
Dawn Irvine  
Jonna Neterer  
Marley Pugh  
Sara Ruth  
Melissa Stark  
Julie Wall  
Megan White  
Johnna White Edwards  
Amy Ybarra  
Sherrey Young

## Human Resources

**Director** Joan Gibson  
**Coordinator** Judy Reynolds

## Information Technology Manager

Sharlene Wells

## Leadership Program

**Senior Manager** Carolyn Imhoff  
**Specialists** Keely Elfrink  
Lori Enyart  
April Isbell  
Karen Lawrence  
Stefanie McCall  
Deborah Oglesby

## Product Program

**Specialists** Melody Hutchison  
Mary Beth Schwenck  
Karen Taylor

## Properties/Risk Management

**Manager** Sandy Vaughn  
**PT Maintenance** Norman Goehman  
John Rouintree  
**Ranger/Caretaker** James Carter  
**Rangers** Mark Frazier  
Vince Guelbert  
Mike Johnson  
Mike Sixkiller-Henningsen  
Robert Sloan

## Retail

**Manager** Kaye Kisse  
**Receptionist/  
Retail Clerk** Rose Beck  
Carol Bingle  
Felicia Johnson  
Lori Malvitz  
Julia West  
Sue Ziegenhorn-Williams

## Resource Development

**Managers**  
**Collaborations** Shelly Drymon  
**Resource Dev.** Renee Trout

## Volunteer Development

**Senior Manager** Shirley Stevens  
**Specialist** Patty Workman



## membership totals

	08-09	09-10
<b>Girls</b>	16,389	14,791
<b>Adults</b>	5,201	4,751
<b>Lifetime</b>	780	836

## Board of Directors 2009-2010

as of September 30, 2010

### OFFICERS

<b>Chair</b>	Tina Stillwell
<b>1st Vice Chair</b>	Donald Claycomb
<b>Secretary</b>	Sharon Peterson
<b>Treasurer</b>	Michael Wolfe

### EX-OFFICIO OFFICERS

<b>Chief Executive Officer</b>	Jennifer M. Orban
<b>Chief Financial Officer</b>	Janet Dingman

### MEMBERS-AT-LARGE

Jean Bollinger  
 Heidi Chick  
 Lee Elliff-Pound  
 Lindsey Godfrey  
 Carolyn Harris  
 Mary Lynn Jones-wright  
 Dr. Shirley Lawler  
 Brigitte Marrs  
 Julie Middleton  
 Libby Mobley  
 Marla Moody  
 Vicki Myers  
 Valerie Richardson  
 Dr. Annette Sobel  
 Terri Tomlin  
 Susan Vaughn

### BOARD DEVELOPMENT COMMITTEE

Libby Mobley (Chair)  
 Nancy Bray  
 Pat Kaempfer  
 Dr. Shirley Lawler  
 Vicki Myers  
 Valerie Richardson

### Girl Scouts of the Missouri Heartland

210 South Ingram Mill Road  
 Springfield, MO 65802  
 877-312-4764  
[gscouts@girlscoutsmoheartland.org](mailto:gscouts@girlscoutsmoheartland.org)  
[www.girlscoutsmoheartland.org](http://www.girlscoutsmoheartland.org)

