



NATIONAL PRESIDENT'S REPORT



WELCOME

Welcome to the National President's Report, a summary of our meeting held on January 22, 2010.

It was wonderful to see so many of you at the National Corporate Leadership Meeting. My board colleagues and I continue to be inspired by your passion and commitment to the Movement.

We have experienced a year of achievements and challenges, and it is through our collaboration that our fortitude is strengthened. Thank you for your continued partnership, and for championing girls' right to lead.

Connie L. Lindsey
National President
Girl Scouts of the USA

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ACTION TAKEN BY THE NATIONAL BOARD OF DIRECTORS

January 22, 2010

- Ratification of a special rule of order to allow girl members to engage in activities, which may include the direct solicitation of money, from January 14 through September 8, 2010, to support emergency relief for the January 12 earthquake disaster in Haiti. Monies raised shall be contributed only to organizations on the approved list of agencies (see www.girlscouts.org for full list). Additions to the list shall be approved by the National President and the CEO of Girl Scouts of the USA.
- Nomination of an individual to serve on the board of directors of the World Foundation for Girl Guides and Girl Scouts, and appointment of an individual to represent GSUSA at special meetings of members of the World Foundation.
- The Report of Executive Committee action taken November 2009, which included:

Issuance of charters **without qualifications**, beginning January 1, 2010:

- To 8 GS councils for one year;
- To 5 GS councils for two years;
- To 6 GS councils for three years;

Issuance of charters **with qualifications**, beginning January 1, 2010:

- To 7 GS councils for one year;
- To 1 GS council for two years

Appointment of the GSUSA delegation to the WAGGGS Western Hemisphere Regional Conference

Authorization for a consent to action for the election of directors and officers of New York Girl Scouts Inc.

- A Girl Scout council charter for a two-year period
- The charge to the Bylaws Task Group and Strategy Task Group
- Appointment of Linda Mazon Gutierrez as chair of the Bylaws Task Group and Vikki Pryor as chair of the Strategy Task Group

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| APPOINTMENT TO FILL VACANCY | Appointed Lisa Black to fill the vacancy on the National Board Development Committee as a non-Board member, to serve until the time of installation of a successor at the next regular Session of the National Council. |
| ADOPTION OF AUDIT REPORT | Adopted the report of the Auditors, Grant Thornton LLP and Milligan & Company LLC for the fiscal year ended September 30, 2009. |
| APPOINTMENT OF AUDITORS | Appointed Grant Thornton LLP and Milligan & Company LLC auditors for the fiscal year ending September 30, 2010. |

Note: National President Connie Lindsey announced that on behalf of the National Board of Directors she had accepted, with regret, the resignation of Susan Taylor from the National Board. The National Board Development Committee will bring a recommendation to fill the vacancy to a future meeting.

EXECUTIVE RECOGNITIONS

- **Kathy Cloninger**
 - o Served as the keynote speaker at a Ladder’s Executive Breakfast, where representatives from many Fortune 500 companies were present to hear about the Girl Scout transformation.
 - o Featured on the *CEO Show* and in the November/December issue of *Fairfield Magazine*.
- **Kathy Cloninger & Ilene Lang:** Named among the “21 Leaders for the 21st Century” in WeNews
- **Patricia Diaz Dennis:** Honored by the National Hispana Leadership Institute (NHLI) for the leadership she has displayed throughout her career.
- **Linda Foreman:** Elected as secretary of the board of United Way of Greater Triangle in North Carolina
- **Marie Johns:** President Obama announced his intent to nominate Marie Johns for Deputy Administrator, Small Business Administration

- **Connie Lindsey:**
 - o Featured in VolunteerMatch.org advertisement, published in *The Chronicle of Philanthropy*.
 - o Profiled in *The Volunteer Spotlight* for her passion for Girl Scouting
 - o In attendance for President Barack Obama's signing of Girl Scouts of the USA's Centennial Commemorative Coin Act in the Oval Office.
 - o Featured on the Chicago-based ABC program "*Heart & Soul*"
 - o Included in the December 2009/January 2010 issue of *Ebony* magazine as part of the "Power 150" list (along with National Honorary President Michelle Obama)
- **Vikki Pryor and Connie Lindsey:** Received the Women's Bar Association of Illinois' "Women with Vision Award" in Chicago
- **Vikki Pryor:** Named in *Crain's New York* as one of the "50 Most Powerful Women in New York"
- **Gail Talbott:** Received the Nova Award, Lockheed Martin's highest honor
- **Davia Temin:** Hosted the New York City "debut" of the "Good Intentions: The Beliefs and Values of Teens and Tweens Today," the latest Girl Scout Research Institute study.

CEO YEAR-END REPORT

KATHY CLONINGER, CEO

Key Priorities for 2009

- Governance Structure
- Program Experience
- Brand

Structure and Governance

- 112 new councils in place (from 315)
- Average budget was \$2M, now \$7M
- Average number of girls served was 9,000, now 24,000
- Council rating of overall council/GSUSA partnership: 3.5 (up from 3.3)

Program

- Launched second Journey series
- Created training resources to help volunteers better understand and use leadership program
- Completed initial pilots for measuring the new 15 leadership outcomes for girls

Brand

- Developed brand campaign ideas, conducted consumer testing; ready to launch in March 2010
- Launched new research study, *Good Intentions*
- Positioned Girl Scouts as close collaborator with White House First Lady, focusing on women's and girls' issues
- Girl Scouts ranked #17 among 100 most powerful nonprofit brands (Cone Report)

Challenges for 2010 and Beyond

- Institute Systemic changes vs. superficial fixes
- Grow membership and achieve girl outcomes
- Achieve organizational performance goals
- Refine project management and execution
- Shift from internal focus to external positioning
- Build organizational capacity of 112 new GS councils and GSUSA (HQ)
- Reach financial soundness

TREASURER'S REPORT

Joan Wagnon, National Treasurer

- For the three-month period ending December 31, 2009 GSUSA financial results were \$946k better than budget as lower expenses more than offset lower membership dues receipts. Membership revenue was behind budget by 10.4% due mainly to transmittal delays at several councils.
- Anticipate achieving a balanced budget in 2010
- Capital Fund at \$52.4 million or 10.4 months of 2010 operating budget
- Investment markets experienced a strong rebound in 2009. Investment portfolio reporting a gain for the three months ending December 31, 2009 following a precipitous decline in 2008.
- Three-year outlook showing revenue between \$60 and \$63 million.

PENSION PLAN UPDATE

Connie Lindsey, National President

- Defined benefit retirement plans nationwide remain under stress
- While investment markets recovered in 2009, discount rates used to value liabilities fell thereby increasing pension liability
- The NGSCRIP funding challenge is being reviewed by the Ad hoc Pension Advisory Group under the leadership of Connie Lindsey, National Board Chair. The advisory group, which includes 10 council CEOs and five National Volunteers, met in person and via teleconference in January. Working with Mercer, an independent consultant. The group will review and recommend funding and plan design options to the National Board.
- A teleconference for all CEOs/Board Chairs took place on January 25 to update all councils on the plan's status and the work of the advisory group. The dialog with councils will continue at February's National Corporate Leadership Meeting with council input incorporated into the decision-making process now expected to be completed in the early summer.

REALIGNMENT REPORT

Linda Foreman, Second Vice Chair, Realignment Task Group Chair

- 79 new councils have been formed from 279 legacy councils
- Currently, 112 councils exist and 4 councils are in the merger process
- Length of merger process ranged from approximately nine - eighteen months

INTERNATIONAL COMMISSIONERS REPORT

Debra Nakatomi, International Commissioner

- The WAGGGS World Board announced the results of a comprehensive study of the implications of boys and men as members of WAGGGS at its 2009 annual meeting this fall. The World Board decided that in the future men and boys will not be accepted as members of WAGGGS.

- The World Association of Girl Guides and Girl Scouts (WAGGGS) is developing a new strategic plan, called Vision 2020, which GSUSA will contribute to during the Western Hemisphere Conference in Peru in June 2010.
- WAGGGS has increased its global leadership opportunities for young women and as a result, three GSUSA members attended the Climate Change negotiations in Copenhagen last December while another participated in the first ever Juliette Low seminar held in Africa in August 2009.
- WAGGGS announced in Copenhagen that it has received a new \$2 million grant from the UPS Foundation to support WAGGGS in creating platforms for girls and young women to learn, engage, and have voice on issues that affect their communities, countries and the world.

BOARD OF THE FUTURE

Sharon Matthews, Chair, National Board Development Committee; Member, National Board of Directors

The National Board Development Committee engaged the Board in a discussion about the state of the “Board of the Future.”

- Board members had the opportunity to provide input on the Girl Scout Movements greatest challenges in the next three-five years, what the ideal board looks like and talent needed in the next triennium to help accomplish the organization’s goals.