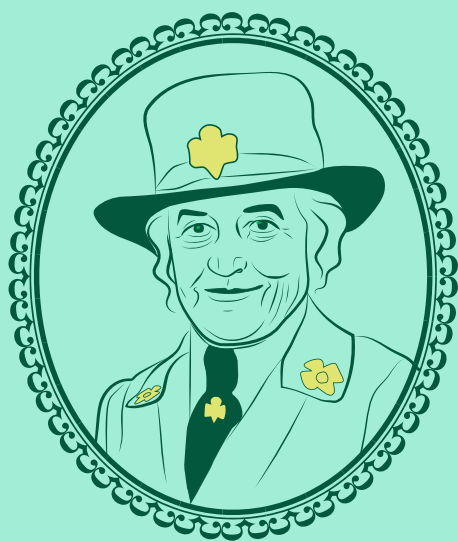


The Lowdown

Alum Newsletter // Winter-Spring 2024



Celebrating Juliette: Our Remarkable Founder

Join us March 15-16 during Girl Scout Week for “Juliette: Our Remarkable Founder” a special two-day event in Binghamton, N.Y. We’ll go back in time to learn about our formidable founder, Juliette Gordon Low, and two equally influential women in U.S. history. This multifaceted event includes programming and activities for both girls and adults and is dedicated to learning more about “Daisy.”

Juliette’s great-niece, Margaret Seiler, will speak about her during Friday evening’s fundraising dinner. We’ll also hear from acclaimed author Stacy A. Cordery, Professor of History at Iowa State University, who will share why she was compelled to write Juliette’s story. Come back Saturday for hands-on programming and activities hosted at The Discovery Center of the Southern Tier. (An optional overnight at Camp Amahami is also available on Friday evening.)

- **Dinner on Friday, March 15 from 6-8 p.m.**
The Carlton Room at the DoubleTree by Hilton Hotel Binghamton
\$75 per person
- **Activities on Saturday, March 16 from 10 a.m. - 4 p.m.**
The Discovery Center of the Southern Tier
\$5 per GSNYPENN member, \$30 per troop/group (max. 8), \$20 general admission

Register now at gsnypenn.org/ourfounder.

LOOK INSIDE!

- History and Archives Corner/Alum Spotlight
- Reflecting on Member Year 2023
- Staff Spotlight



Dear Friends of Girl Scouting,

I hope this letter finds you well! Please forgive the late arrival of our newsletter issue. 2023 was an exciting and busy year for us all, as you will read below.

Since I began overseeing both Advancement and Retail Operations for the council last spring, I've had the wonderful opportunity to create a new position on my team. In October, I welcomed Jennifer Phillips as our Advancement Manager. You can read more about Jennifer in our Staff Spotlight.

On the Retail side of things, in September we started an in-house press shop through which we can customize shirts, sweatshirts and other items allowing us to save money and pass those savings on to our members. We also hope to make items for local businesses and the public, so if you know anyone looking for custom apparel, please send them our way! All proceeds raised through this endeavor support our mission.

As of this newsletter's publication, I'm also pleased to share the great news that we've already hit 93 percent of our Member Year 2024 membership goal! We now have the fourth highest membership retention rate in the country out of all 112 Girl Scout councils nationwide.

Our four beautiful camp properties are busy preparing for the fast-approaching Summer Camp season. We're also gearing up to host our council's 15th Annual Meeting in May at Camp Hoover in Tully, N.Y. If you're interested in attending, please contact us at info@gsnypenn.org or call 1.800.943.4414. (Complete registration details are forthcoming and will be posted at gsnypenn.org and across our social media.)

I hope you enjoy this issue of The Lowdown!

Yours in Girl Scouting,



JoAnne Morak
Vice President of Advancement & Retail Operations



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The Lowdown Staff

Executive Editor: Jaime Alvarez

Editor: JoAnne Morak

Creative Director: Kaitlyn Greer

Content Contributors: JoAnne Morak, Rita Chirumbolo Ernstrom, Jennifer Phillips

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History and Archi

Rita Chirumbolo Ernstrom GSNYPENN History and Archives



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

In one simple statement and close to 112 years of Girl Scouts making history, is the powerful message that history matters.

In 2024, the Girl Scouts of NYPENN Pathways (GSNYPENN) History and Archives Committee (H&A) will celebrate its 15th anniversary of service to the membership and community served within our council. Established in 2009 with representatives from the five Legacy Councils that merged to become GSNYPENN, the committee submitted to the Board of Directors for their approval the Purpose Statement: The Girl Scouts of NYPENN Pathways History and Archives Committee collects, preserves Girl Scout history and memorabilia for the purpose of promoting and advancing the Girl Scout Movement.

Why does history matter? H&A through its operational strategy to promote and advance Girl Scouting, provides service to girls; serves adult members and alums; and collaborates with community organizations. H&A has partnered with over 20 regional museums, historical societies and libraries to promote Girl Scout history. Some of these include the Fenimore Art Museum, Roberson Museum & Science Center, Utica Children's Museum, Jefferson County Historical Association, Onondaga Historical Association, Museum, Tompkins County Historical Society and the Deposit Historical Society.

H&A helped launch our newly formed council at its first Annual Meeting in 2010, providing historical displays of the Legacy Councils' histories and promise for their combined futures along with a timeline fashion show modeled by girl representatives, Daisies through Ambassadors, from all five Legacy Councils at the council's 10th Anniversary, H&A provided a full-scale display.

Lives Corner/Alum Spotlight

Written By:
Arumbolo Ernstrom
and Archives Committee Chair



Individual members of H&A took the lead at GSNYPENN's 100th Anniversary of Girl Scouting Jamboree in 2012 with activity stations themed around time capsules, a passport through the Honoring Our Heritage Patch Program and even making appearances as Juliette Gordon Low! Also, in conjunction with the 100th Anniversary, capturing alum stories was led by our committee.

GSNYPENN was the first council in the nation to have a Girl Scout Boutique in a mall. H&A members assisted with the marketing of the boutique, providing design and installation of the commercial window displays.

Year in and year out, H&A supports Service Unit activity, milestone events at camp properties, Fall Kick-Offs, camporees, alum events, as well as responds to phone and email queries from former Girl Scouts. Individual members of H&A also work to research and compile information on specific topic areas. To name just two, H&A now has a list of all recipients of the Golden Eaglet recognition in each of the five Legacy Councils and H&A research contributed to the National Girl Scout research on the first Native American troop.

In January, H&A, with the help of council staff, released the refreshed Honoring Our Heritage Patch Program! When it was first launched in 2010, it received recognition from the National Girl Scout organization as a GSUSA "Best Practice."

The Girl Scout Movement has a rich history of being supportive of girls and women who lead their lives with courage, confidence and character. Historians of this movement have the unique vantage point to interact with the spirit of that history every day in what they do.

So, why does history matter? It does because every girl matters. H&A's work of today supports girls by building a foundation for them and the history of tomorrow.

A heartfelt thank you to the GSNYPENN History and Archives Committee:

Julie Billings	Alberta Menickelli
Diane Bootie	Deb Schwarting
Katherine Bootie	Joan Sprague
Sherry Crawford	Susan Swanson
Bev Crim	Lee Walton
Diane Hughes	Holly Young
Carleen Lattin	Judi Zeamer
Kathy Lawrence	

2023 GSNYPENN Hall of Fame Inductees

Recognizes a lifetime commitment to the Girl Scout Movement within GSNYPENN; the recipient has supported the council in a variety of ways including in the community, volunteering in a variety of roles, and through a financial gift. Presented annually each spring at our Volunteer Appreciation Dinners.

Jane & Clay Converse of Dryden, N.Y.

Nomination letters for Jane and Clay Converse used the word "passion" many times.

Merriam-Webster defines passion as "a strong liking or desire for or devotion to some activity, object, or concept." The Converses demonstrate their Girl Scout passion daily through actions that speak louder than words. They've provided years

of Girl Scout volunteer work and knowledge related to programming, leadership, training, event facilitation, and membership growth and retention. Anyone who has had the pleasure to connect with the Converses observes firsthand the way they are revered and respected across the council as volunteers who ensure girls always have access to Girl Scouting in their communities. By showing up, supporting, mentoring, encouraging and being a sister to every Girl Scout they have both made a truly indelible impact on Girl Scouting across all 26 counties served by our council.



Nominate a volunteer for our 2024 awards or view locations and dates of our upcoming Volunteer Appreciation Dinners at gsnypenn.org/volunteerrecognition.

GSNYPENN Press Shop

Through our newly established Press Shop, we serve our members and the public by creating custom apparel that is both designed and made in-house. All proceeds support our council and mission. Here is a quick look at some of the items we can customize:



- business/company t-shirts and other apparel
- sports team shirts
- "Girls Trip," "Family Vacation" and other special event-themed apparel

Receive a 10% discount on your first order if you say you saw it printed here!

To place an order, contact Ray Mulno, Director of Retail, at rmulno@gsnypenn.org or 315.288.6477 or scan this QR Code!



A Reflection on Member Year 2023

Summer Travel

Destination: 56th National Council Session & Girl Scout Convention

In July, GSNYPENN Delegates and staff attended the NCS & Convention in Lake Buena Vista, Florida. Those who attended were also able to enjoy adventuring around Disney World. Every three years, delegates from every council across the nation and USA Girl Scouts Overseas—our National Council—meet to discuss, debate and vote on issues important to our Movement and elect national leaders for the next triennium. We're excited to share that the 57th NCS & 2026 Convention will take place in Washington, D.C., from July 20-25. Girl Scouts Nation's Capital will be our host council, and we're grateful for their hospitality and support in preparing for and carrying out this important event for our Movement.



Destination: Japan

In July, 28 GSNYPENN Girl Scouts and 20 volunteers, staff and caregivers traveled abroad to Japan for 10 days. There, they learned about Japanese culture and history.



Women of Distinction 2023: Honoring Shanel Boyce

On September 26, we celebrated Shanel Boyce, a practicing clinical therapist and licensed practical nurse, as our 2023 Woman of Distinction at our annual breakfast in Binghamton. We were honored to bestow this recognition upon Shanel in celebration of her leadership and impact on the greater Binghamton community.



A seasoned community organizer, activist, advocate and consultant, Shanel specializes in intersectional anti-racism education and advocacy. She holds a breadth of personal and professional experience in housing, criminal justice reform, and education. Shanel is a founding member of B.A.W.S.E. (Black Activist Women for Social Equity.) On top of it all, she is also a proud Girl Scout mom!

Women of Distinction are an exceptional group of women who exhibit outstanding leadership through mentoring, community service and/or business; leadership that embodies the Girl Scout mission of building girls of courage, confidence, and character, who make the world a better place. Proceeds from the celebration support GSNYPENN Gold Award Girl Scout Scholarships.

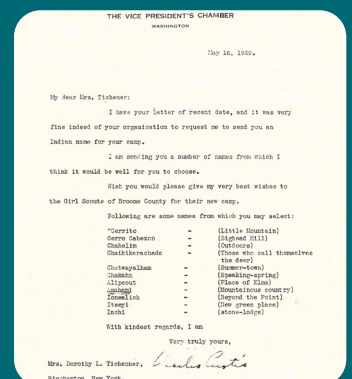
Class of 2023 Gold Award Girl Scout Celebration

On November 18, we gathered at Drumlins in Syracuse to recognize 16 GSNYPENN Girl Scouts for earning their Gold Award during the 2022-2023 membership year. Event attendees included award recipients and their families, council staff and board members. The keynote speaker was Marla Velky-Reger, LCSW-R, a Girl Scout alum, licensed clinical social worker and co-owner of Cazenovia Community Fitness. A total of \$10,000 was awarded in council scholarships thanks to funds raised in part through the Women of Distinction breakfast and other donors.



Honoring Our Heritage Patch Program

Through this council patch program established in 2010, all levels of Girl Scouts can learn about the history of Girl Scouting in the USA and across our footprint. We have now incorporated modern technology to reach today's girls where they are. Our History and Archives Committee of dedicated volunteers worked with council staff for the better part of a year to update and modernize the program. The redesigned booklet and revamped Heritage Trunks officially launched at the start of 2024 and are filled with more resource materials for every step. Learn about the program and reserve a trunk now at gsnypenn.org/heritage.



GSNYPENN Mini Museum

Our Mini Museum space located at our Maine Service Center is ready for members and the public to enjoy! Please reach out to JoAnne at jmorak@gsnypenn.org or 315.288.0953 to schedule a visit. This project was made possible thanks to a generous grant from the William G. Pomeroy Foundation, which is committed to supporting the celebration and preservation of community history.



Alum Candlelight Tour of Seward House

On December 9, 20 GSNYPENN alums had a private tour of the William H. Seward House Museum in Auburn, N.Y. They experienced a Victorian Christmas with all the trimmings and trappings and learned about the Seward family's holiday traditions.



DEIB Mission Statement

In 2023, our Diversity, Equity, Inclusion & Belonging (DEIB) Committee comprised of council staff members came together to create a mission statement that reflects our standing on these issues as a council. Read the full statement below:

girlscouts
of nypenn pathways

Diversity, Equity, Inclusion & Belonging (DEIB) Mission Statement

The Girl Scouts of NYPENN Pathways Council (GSNYPENN) is committed to fostering a culture that values diversity, equity, inclusion, and belonging for our members, volunteers, Board of Directors, and staff.

We recognize that differences in age, race, gender, nationality, sexual orientation, physical ability, thinking style, and background bring richness to our organization.

These differences help us connect better with the areas we serve and help build relationships among ourselves and within our communities.

The key to our success is developing, hiring, and retaining a diverse team and ensuring all members have a sense of belonging.

Belonging further enhances what we bring to our team, our members, our volunteers, our families, and our communities.

We are committed to using these practices in the communities we serve and our workplace.

About GSNYPENN

Girl Scouts of NYPENN Pathways is chartered by Girl Scouts of the USA to administer the Girl Scout program in 24 counties of New York and two in Pennsylvania. We're the preeminent leadership development organization for girls. We offer every girl a chance to practice a lifetime of leadership, adventure, and success.

We are dedicated to serving our council membership. Your support stays local and gives girls across our region the opportunity to experience the magic of Girl Scouting.

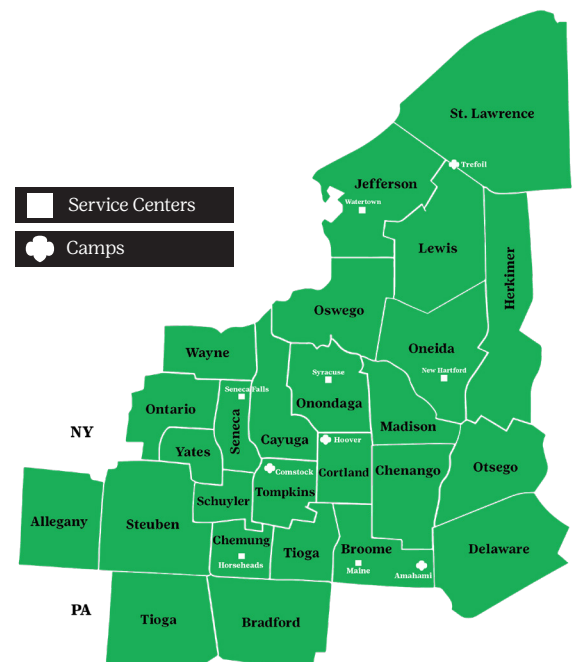
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Building girls of courage, confidence, and character who make the world a better place.

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Staff Spotlight

Meet Jennifer Phillips: Advancement Manager

Jennifer grew up in Wayne County where she was a Girl Scout and member of our Legacy Council, Seven Lakes. Her mother was her troop co-leader, inspiring Jennifer to become the same role model for her daughter's troop. Her daughter, Cecelia, is currently a Brownie in our council. Jennifer resides in the Mohawk Valley with her husband Keith, daughter Cecelia and four dogs. They spend a lot of time in the Adirondacks, taking surprise road trips and gardening.



Jennifer came to GSNYPENN after 26 years working in retail management in the higher education community. In 2022, she began working part-time as a Troop Formation Specialist helping to build membership in the Utica area. During this time, she knew she wanted to take on a bigger role in our council. Her love of connecting community and philanthropy led her to joining our Advancement team as the full-time Advancement Manager.

Jennifer says it's always at the forefront of her mind to be aware of how Girl Scouts play an immediate supportive role in the lives of all who walk the path Juliette Gordon Low laid for us almost years ago. Listening to stories about how Girl Scouts shaped today's leaders is what drives her enthusiasm to connect with our donors and alums.

Juliette Gordon Low Society

Have you made a planned gift to Girl Scouts to become part of this national society? Please let us know so we can honor you with this beautiful pin! If you haven't, it's easy. You can leave any amount or percent of your life insurance or estate to Girl Scouts—a small bequest can make a huge difference for our Girl Scouts' future!



Did You Know?

In 2018, GSUSA and Dianne Belk, Founding Chair of the Juliette Gordon Low National Society, raised a challenge for each council across the nation to acquire four planned gifts. In return, each council would receive a planned gift of \$10,000 from Dianne Belk and Lawrence Calder. GSNYPENN accepted and met this challenge!

We hope you'll consider making a gift and joining the society! Contact JoAnne to discuss your options. Membership ensures you remain connected to GSNYPENN now and in the future.