



Legacy Circle Spotlight: Sue Major Technology trailblazer traces her steps back to Girl Scouting

A woman shaped by Girl Scouting has become a dynamic force in the business world.

Sue Major is founder and CEO of Major Executive Search, a global firm that places top-level professionals in technology and science positions.

The former Girl Scout is also currently a strong supporter of our organization. She included Girl Scouts San Diego in her estate plan by designating a bequest. A past member of our board of directors and fund development committee, Sue currently serves on the board development committee. She and her husband are also members of our Legacy Circle (see page 7), and were the 2012 Promise Circle honorees. They will serve as event chairs for our 19th annual Urban Campout fundraiser, slated for Friday, Sept. 9, 2016.

Sue specializes in executive placements for the wireless, mobile, software, digital media and manufacturing sectors, serving companies such as Telstra, T-Mobile, Qualcomm, Motorola Solutions and international high technology companies.



Her 15 years of experience in the executive search arena follows another 15 years in technology development working at world class global companies. The Girl Scout in Sue soared in both of these male-dominated fields.

While working as a product development manager during the nascent era of cellular telephony, she introduced numerous innovations, including market-leading two-way radios and cellular handsets. Sue helped create the first wireless personal digital assistant — the precursor to smartphones — and has been awarded patents for two wireless messaging inventions.

Sue (left, with her mother and daughter) is part of a three-generation Girl Scouting family. Her mom, Barbara Blackston, was a Girl Scout through high school in Connecticut. When Sue and her sisters were growing up in Valley Forge, PA, her mom led Sue's Scout troop for several years. Sue started as a Brownie and continued in scouting until high school. Her sisters were Girl Scouts also.

She moved to San Diego with her husband John,

Continued on page 3

Let's Build It Together!

Urban Campers raise paddles high for cabin construction

More than 500 friends of Girl Scouts San Diego gathered for Urban Campout: Island Treasures, which raised more than \$387,000 to support year-round adventures for girls. Included in that amount is \$150,000 donated by generous guests toward construction costs for a new cabin on our Balboa Campus. Board member Julia Brown was first to raise her paddle, with a \$25,000 contribution that was doubled on the spot, thanks to Katie and Dan Sullivan's offer to match donations up to \$50,000. An impromptu bongo drum performance by San Diego Police Chief and Girl Scouts' board member Shelley Zimmerman also inspired attendees to support the cabin campaign.

Thank you to everyone who took part, including the event committee led by co-chairs Karen Benito and Denise Scott. To view additional Urban Campout photos and sponsor/donor list, please visit sdgirlscouts.org/uc — and mark your calendars for Urban Campout 2016, set for Friday, Sept. 9!

In one big bite of an excavator, demolition of the New Cabin took place on the morning of Oct. 27. Ka Boom! DPR Construction is moving at lightning speed to outrun El Niño and finish in time to cut the ribbon on Saturday, March 12, the 104th celebration of Girl Scouts' birthday.

New cabin rebuilding project naming opportunities available

| | |
|---|------------------|
| Your name on the new cabin | \$500,000 |
| Fire suppression including engineering and installation of hydrant | \$250,000 |
| Interior furnishings package to include window coverings, wood flooring for main floor, carpet for the loft, tile and paint | \$50,000 |
| Mission-style roof and architectural elements | \$50,000 |
| Media and audio visual equipment will enable dual usage of the building as a learning classroom and overnight camping facility. Includes computers, flat screens, LCD projector and 10 tablets | \$25,000 |
| Technology upgrades for infrastructure | \$25,000 |
| Windows and doors | \$25,000 |
| Skylights (18) | \$25,000 |
| Bathrooms (4) | \$25,000 |
| Energy-efficient irrigation | \$10,000 |
| Illumination/lighting | \$10,000 |
| Pillars of Girl Scouting (16 available) | \$7,500 |
| Wash-up station | \$5,000 |
| Plumbing | \$5,000 |
| Picnic tables on the patio (2 available) | \$5,000 |
| Cubbies for the girls to store their backpacks and gear (30 available) | \$2,500 |



Barbara Dickey laying groundwork for girls' futures

With her recent \$50,000 gift to Girl Scouts' Charitable Gift Annuity program, Barbara Dickey sets the gold standard for "using resources wisely." Through the annuity, she can receive fixed payments for life while benefiting our organization. Based on her age, 86, Barbara will draw a guaranteed 8% return, or \$4,000 each year, for the rest of her life.

"This was a smart investment decision for me," surmises Barbara. "It gives me the opportunity to make a significant contribution to Girl Scouts while yielding a high return to help support me during my retirement years." She says she also appreciates the wide variety of planned giving options that are available. "It is wonderful that our council provides every possible tool for donors to consider."

Barbara's leadership within our organization spans more than a half a century. The former naval officer first connected with Girl Scouts San Diego in the 1960s. She began as a board member, then joined the staff as director of public relations. In her next role, executive director, she led the acquisition and development of Camp Winacka and Escondido Program Center, as well as extensive renovations at our Balboa Campus.

Her latest contribution builds on her previous financially savvy giving. Barbara's past estate planning-based donations include another charitable gift annuity and a

bequest. Barbara also established the Girl Scouts San Diego Fund at the San Diego Foundation.

"Barbara's continued generosity will have a lasting impact, helping to ensure that girls in future generations benefit from the life-changing leadership experiences available through Girl Scouting," says Jo Dee C. Jacob, Girl Scouts San Diego's chief executive officer.

To learn more about the Charitable Gift Annuity program and other planned giving options, visit sdgirlscouts.org and click on "give," or contact Merle Brodie at (619) 610-0804 or mbrodie@sdgirlscouts.org.



Technology Trailblazer

Continued from page 1

where they have raised their family and where both had career opportunities. The couple has two children, Barbara and John. Barbara, who was a Girl Scout for 12 years, graduated from college and is working as an investment banker at Goldman Sachs in San Francisco. One of Sue's sisters has three former Girl Scout daughters as well.

"Girl Scouting gave me the confidence to discover what I wanted to do, and make it happen!" Sue declares.

"I have fond memories, including going to camp and working on badges. I loved the camaraderie and I was always learning new things — everything from swimming to canoeing, organizing scavenger hunts to cooking. Most all of them had a team-building component," reflects Sue.

And when it came to the Girl Scout Cookie Program, Sue was a natural. "I learned how to meet and interact with people, make presentations without being nervous, handle money and deliver cookies in a timely, responsible manner," she recalls. "I was very competitive, always trying to sell the most in my troop!"

Looking back, she sees a correlation between those Girl Scout experiences and her professional success.

"The abilities I developed through Girl Scouting turned out to be skills I now use all the time. They're second nature to me," Sue says. "The ability to communicate, work effectively with others, build consensus, manage budgets — these are absolutely fundamental competencies required in my business."

Sue encourages girls to explore nontraditional career paths such as software engineering or computer science by participating in Girl Scouts' science, technology, engineering and math (STEM) programs and activities.

"When I see a resume with Girl Scouting on it, particularly earning a Gold Award, I take a second look. I know that woman applied herself and has accomplished a lot on her own. Girl Scouts can do anything they want to. There's really no limit. They can go into the science and technology sectors and be every bit as successful as their male counterparts ... and then some."

Girl Scouts on the move!

With support from generous donors, local Girl Scouts are exploring exciting new experiences ranging from space camp and wilderness hiking ... to empowerment theatre and taking a stand against hunger. Here are some snapshots from this past year.



Epic Adventure campers team building on the challenge course (top).

Olivia (below, left) recited Maya Angelou's "Phenomenal Woman" in our Empowerment Theatre programs showcase. Sofia (below, right) and six other local Girl Scouts attended space camp at the U.S. Rocket Center at Huntsville, Alabama.





Junior Troop 2034 earned the U.S. President's Volunteer Service Award for completing more than 300 hours of community work, including participating in the Stuff the Bus food drive – our annual councilwide service project.



Hundreds of Girl Scouts took part in I Love a Clean San Diego's 31st annual Coastal Cleanup Day. Girls earned patches for beautifying our beaches, bays, rivers, parks and canyons. Together, participants collected a record-breaking 104 tons of debris!



Backpacker Alex (left) savors cooking at base camp in the Minarets.



As part of a Girl Scout workshop at the San Diego Science and Engineering Festival, girls explored the science of light.



Molly (above left) and Kelsey were among Girl Scout day campers who wowed audiences with their performance of Shrek.

Leave a legacy!

How will you be remembered? Do you want to continue your support of girls' leadership development beyond your lifetime? If so, think about leaving a legacy gift to Girl Scouts San Diego!

The Legacy Circle honors friends who have included the council in their gift plans by naming Girl Scouts San Diego as a beneficiary of their will, trust or another planned giving arrangement. As a member of the Legacy Circle, you become a part of a select group of supporters who provide critical, long-term support for our council, ensuring that future generations of girls will benefit from the amazing experiences that only Girl Scouting provides. Members enjoy participating in social gatherings and events. They are recognized in this publication as well as our annual report.

Planned gifts may also provide personal benefits in the form of reduced estate, gift and/or income taxes, increased income, conversion of unproductive assets, and management of family wealth.

Please contact me to learn more about planned giving options. I would be happy to work with you and your professional advisors to create a strategy that suits your personal circumstances.

If you have already made plans to remember Girl Scouts, please let us know so that we can acknowledge your generosity.

Leave the world a better place! Join the Legacy Circle and empower future generations of girls to achieve their dreams.



Merle Brodie
Gift Planning Officer
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On the "Road to College"

More than 30 girls in grades 8-12 recently gathered to plan their futures. Girl Scouts San Diego hosted a "Road to College" workshop with help from members of San Diego Rotary Club's Girl Scout Committee. Girls received tips about which college admission test to take and how to pay for their education using scholarships available for Girl Scouts. They also explored strategies for adding a Gold Award project to a rigorous school and extracurricular schedule. In addition, participants discovered how to transform lessons learned inside and outside of the classroom into career opportunities. Girl Scouting is a platform for that."



CEO Jo Dee Jacob announces her retirement

After 15 years at the helm of Girl Scouts San Diego, Jo Dee Jacob is retiring as Chief Executive Officer, effective March 30, 2016. Her far-reaching contributions to our organization will have a lasting impact. Her achievements include spearheading two capital campaigns to improve and enhance our properties. She was also the catalyst for our local Operation Thin Mint® program, a community service project which has shipped over 2.5 million boxes of cookies and 20,000 hand-written notes of support to military troops overseas. As a member of our Legacy Circle since 2002, Jo Dee also supports our organization by including Girl Scouts San Diego in her estate plan.

Join us in honoring Jo Dee this spring during a special farewell recognition event on Saturday, March 12, 2016 (details TBA). The celebration will coincide with the dedication of our new cabin and the 104th anniversary of Girl Scouting.





Above, from left: Laura Wheeler, Sarah Wheeler, Jenny Stanchak recite the Girl Scout Promise with Solveig Deuprey.

Cindy Moore (below, left) becomes a Legacy Circle member and Doug Dawson speaks on behalf of the Ellen Browning Scripps Foundation.



Building enduring legacies

Promise Circle members sustain our organization by donating \$1,000 or more per year for council operations. The Legacy Circle welcomes supporters who include Girl Scouts San Diego in their estate plan.

Our recent Promise and Legacy Circles celebration provided a spectacular ocean view from the deck of Craig and Rebecca Irving's Point Loma home, as the setting for guests to reconnect with old friends and make new ones.

Doug Dawson accepted our 2015 Promise Circle Award on behalf of the Ellen Browning Scripps Foundation, in recognition of the organization's outstanding contributions throughout the community of San Diego, most especially their support of Girl Scouts San Diego. Olivia Young of our Empowerment Theatre program portrayed Ellen, the renowned educator and suffragist who donated millions to assist children and families. Ellen's values closely matched those of one of her contemporaries, Girl Scouts' founder Juliette Gordon Low.

Sarah Wheeler and Jenny Deuprey Stanchak — recipients of the Gold Award, Girl Scouts' highest honor — inspired guests with an impromptu Q and A of their fondest memories as Girl Scouts which included tales of their mothers as troop leaders, adventures in the wilderness, and the impact Girl Scouting had to help shape their careers today. In addition, Cindy and Bob Moore, founding family of Camp Winacka, joined our Legacy Circle that evening, which concluded with a sunset rendition of "Taps."

Girl Scouts San Diego's Legacy Circle

Melyn Acasio
 Meredith and Robert Alcock
 Barbara L. Alderson
 Virginia L. Barton
 Marla B. Black
 Helen Bloomfield
 Marie and Lee Boozel
 Merle and Mitchell Brodie
 Linda and Edgar Canada
 Sandra and Harry Carter
 Debra L. Cushman-Parrish
 The DeBello Family
 Solveig and Dan Deuprey
 Barbara J. Dickey
 Kathy Drucquer Duff and George Duff
 Anne and David Fege
 Arline M. Fisch
 Zita B. Gardner
 Tange Tipton Gavin
 Barbara Ann and David E. Groce
 Marni and William P. Hayman

Linda Helm Zackow
 Jim and Cheryl Hernandez
 Lucy and Tom Jackson
 Jo Dee and Glenn Jacob
 Linda and Mel Katz
 Gerry L. Keshka
 Kim and Evan Kleber
 Terry and George Klein
 Sarah K. Lamade
 Janet DeGruttola Lancaster
 Pamela Lynd
 Patricia Macdonald
 Susan and John Major
 Elinore Y. and Ralph V. Mazza
 Bob and Cindy Moore
 Mimi and Michael Murray
 Sara and Anthony Napoli
 Barbara J. Norman, ChFC
 Matt and Katherine Nowak
 Kristen K. Pieper and Family
 Debra and Charles Poey

Annie Revel
 Deborah and Michael Rider
 Patricia L. Roscoe
 Barbara Schettler-Jehl
 Nancy L. Scott
 Ellen Single
 Steven and Carol Stachwick
 Claudette and Ralph Steinhauer
 Jean B. Stewart
 Katie and Dan Sullivan
 Pamela L. Summers
 Coralie C. Thomson
 Evelyn Mack Truitt
 Elizabeth and Andy Van Pelt
 Kelly Waggonner
 Maggie Watkins
 Laura and Erv Wheeler
 Arelene E. Wolinski

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Girl Scouts: Turning obstacles into opportunity

Change a girl's life by giving today

"I came into this world weighing about a pound, and all I ever heard was how hard things would be for me," says Girl Scout Cadette Makayla.

"Well, they were right: Nothing comes easy. But Girl Scouting turned obstacles into opportunities. And now there's no stopping me!"

Makayla, who has cerebral palsy and other health challenges, recently took home a gold medal at the National Adaptive Rock Climbing Competition. She says her Girl Scouting experiences, including camp and becoming a top cookie seller, have given her confidence to pursue her dreams. Read Makayla's story at sdgirlscouts.org/makayla.

Girl Scouts helps every girl recognize her interests and aptitudes in a safe setting, and develop her full potential.

By making a tax-deductible gift today, you help shape the lives of tomorrow's leaders. Make your gift online by Thursday, Dec. 31 at www.sdgirlscouts.org/giving. For more information, contact Fund Development Associate Dawn Bruckel, at (619) 610-0705 or dbruckel@sdgirlscouts.org.

