



100 YEARS

A century of building leaders

Happy Birthday, Girl Scouts San Diego! What an exciting moment in history. Since our inception in 1917, Girl Scouts have explored new fields of knowledge that help them become exceptional leaders. Our movement today is as important and relevant as ever.

Through Girl Scouting, girls build five core outcomes: a strong sense of self, positive values, healthy relationships, challenge-seeking abilities and community problem-solving skills.

These focus areas will take center stage during our first-ever State of the Girl conference, where we'll empower teens to thrive, and adults to guide them. Join us for the workshops and luncheon on Friday, July 7 at the University of San Diego's Center for Women's Leadership (register at sdgirlscouts.org/sotg). More than 200 participants will explore the emerging truths and trends girls face in San Diego, the ground-breaking work Girl Scouts is leading to make a difference, and the

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Legacy Circle Spotlight: Kim Kleber

Introducing “Girl Scout for life” Kim Kleber: a proud Girl Scout mom, alumna, troop leader and volunteer. Kim and her husband Evan (pictured) are members of our Legacy Circle.

Kim experienced the power of Girl Scouts in her youth. The once-shy child grew as a leader by trying new things, like horse camp, the cookie program, and earning badges after poring through her Girl Scout handbook to select projects. Benefits included finding out what she *didn't* enjoy, like sewing: “I made the ugliest bicentennial drawstring skirt. It was just hideous!” she reminisces with a laugh. She also gained key skills. While earning a challenging theater badge, Kim developed perseverance and what would become a lifelong habit of following through on commitments.

The curiosity she expanded through Girl Scouting — combined with the leadership of her role model mother, a school principal in Detroit — paved a path to professional success.

Currently a marketing director for GoDaddy, Kim holds a bachelor of science in industrial and operations engineering degree from the University of Michigan. After college, Kim landed a job in San Diego as an engineer for National Steel and Shipbuilding.

Later, while working at Qualcomm over 19 years, Kim's career morphed from engineering and program management to product marketing and business

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Girl Scout Kendra loves everything about Girl Scouting — from the cookie program to Technology Goddesses camps.

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development. She moved up the ranks, starting as a senior industrial engineer and eventually becoming a senior director of technical marketing. Her unique skill set — an engineer who also happened to be a strong communicator — opened doors to that transition.

“During the pre-smartphone era, new technology was rolling out quickly,” recalls Kim. “My job was to listen to what the techies were saying and translate it to something the non-techies could understand.”

Kim and her husband Evan live in Del Mar with their 16-year-old daughter, Kendra. The Canyon Crest Academy 10th grader has been in Girl Scouts since kindergarten.

“Kendra loves Girl Scouting. Loves everything about it. She bleeds green!” says Kim. Kendra is currently working on her Gold Award, building on past experience like leading service unit sing-alongs and camp sessions, as well as taking action to better the community through troop Bronze and Silver Award projects. Kendra is also very active in the Technology Goddesses program and other STEAM (science, technology, engineering, art and math) activities.

Kendra’s Girl Scout experiences have furthered Kim’s desire to help “engineer” girls’ futures.

“Seeing Kendra so deeply engaged in Girl Scouting makes me want to continue to do all I can to help,” says Kim, who began volunteering for Girl Scouts as the leader of Kendra’s Daisy troop because she felt she could be a role model. “My passion is to inspire and encourage girls to be strong leaders, especially on the technology front.”

Kim’s volunteer roles have included leading Kendra’s troop and supporting her service unit as encampment, sing-along

and cookie coordinator. She is also a big fan of our annual fun fundraiser. Kim and Evan have attended Urban Campout since Kendra was in first grade. “It’s so much fun! The greatest part is you don’t have to — you can’t! — wear heels!” Among favorite memories: When she found herself bidding for an auction item (a meal hosted by The French Gourmet owner Michel Malécot) against a friend, Stacy Matseas, she proposed they go in together. They won the package, and the dinner party became an annual tradition.

Another way Kim supports Girl Scouts is through planned giving. By making a lasting donation to our council, Kim joins other generous donors who are part of our Legacy Circle.

For Kim and Evan, naming Girl Scouts San Diego as a beneficiary of the family’s estate was part of a bigger picture. They had already determined with their financial planner that they needed to write a will. The next step was deciding where they would want their money to go if something were to happen to all of them.

“It took a lot of soul searching,” reflects Kim. “We had to ask ourselves: What really matters to us? I don’t think anybody can tell you where to give; it has to be from the heart. Yes, it’s from your pocketbook, but the idea of where it’s going is from the heart.

“And Girl Scouts was one of the obvious choices that came to mind. Girl Scouts matters because we’re passionate about it, and we believe in the mission. We knew what a difference it makes for Kendra and so many other girls. Not every girl has parents who introduce them to and/or can afford the wide variety of leadership experiences Girl Scouts offers, and that was really important for me.”



Kim is the leader of her daughter Kendra’s Troop 1312 (shown here at a Girl Scout World Thinking Day event).



Seated, from left: Cool Women inductees Patty Maysent, Brittney Reese, Felena Hanson, Carol Rowell Council, Lorie Hearn, Wendy Urushima-Conn, Mary Jean Anderson, Phyllis Epstein, Lynn Schenk and Marcela Celorio. Standing: Girl Scout presenters Shreya Huilgol, Jaiden Phillips, Caroline Sanborn, Sierra Harvey, Roni Nelson, Amira Walia, Reagan Cloutier, Adrienne Santa Romana, Maya Kota and Rebecca Ebling.

Introducing Girl Scouts San Diego's Cool Women of 2017

Congratulations to the Cool Women Class of 2017! This year's honorees (pictured above with their Girl Scout presenters) are:

- **Mary Jean Anderson**, *president/owner, Anderson Plumbing, Heating & Air*
- **Marcela Celorio**, *Consul General of Mexico in San Diego*
- **Carol Rowell Council**, *co-founder, SDSU Women's Studies Department*
- **Phyllis Epstein**, *community volunteer and philanthropist*
- **Felena Hanson**, *founder, Hera Hub*
- **Lorie Hearn**, *executive director/editor, inewssource*
- **Patty Maysent**, *CEO, UC San Diego Health*
- **Brittney Reese**, *Olympic silver medalist; coach, San Diego Mesa College*
- **Lynn Schenk**, *former U.S. Congresswoman, attorney*
- **Wendy Urushima-Conn**, *president/CEO, Asian Business Association*

“We’re proud to honor 10 exemplary women for their extraordinary leadership and community service,” said Carol M. Dedrich, MBA, CFRE, chief executive officer of Girl Scouts San Diego. “Our Cool Women’s personal and professional lives make them consummate role models for girls.”

Thank you to everyone who participated in our 17th annual Cool Women luncheon and awards ceremony! This lovely celebration took place at the Paradise Point Resort. View photos, event video, *San Diego Union-Tribune* article and

News 8 feature at sdgirlscouts.org/cw. Cool Women event proceeds will help keep Girl Scouting available and affordable for more than 34,000 local girl and adult members.

Girl Scouts San Diego board member Julia Brown and Judge M. Margaret McKeown, both proud Girl Scout alumnae and Cool Women, co-chaired the event, which was emceed by CBS News 8 anchor Marcella Lee. During the ceremony, each honoree was presented by a teen Girl Scout who had interviewed her and written an introduction.

During a mentoring session preceding the luncheon, the Girl Scouts had the opportunity to meet and interact with 2017 awardees and several Cool Women alumnae. How cool!



Cool Woman of 2017 Phyllis Epstein leads a Girl Scout mentoring session.

Girl Scouts San Diego continues to celebrate 100 years!



Coronado Library: Girl Scout historic exhibit

It all started in 1917 with Coronado Troop 1, the first Girl Scout troop west of the Rockies! Friends, including Peggy Price with CEO Carol Dedrich (above), Arline Fisch (far right), and Marti Baird and Fran Styles (right) gathered to reminisce over historical items and share fond memories.



To kick off cookie season, local eateries infused their favorite varieties into delectable dishes. Cool Woman Chef Deborah Scott (left) and Girl Scout dad Chef Percy Oani (below, far right) with Chef Bernard Guillas delighted us with their creations!

San Diego Restaurant Week





Operation Wing Scout 1951 and today!

Southwest Airlines is sponsoring Girl Scouts to take flight! Future aviators boarded the USS Midway, trained on flight simulators and toured the flight deck's aircraft. Up next, a tour and training at Southwest headquarters in Dallas.

100 years of Girl Scouts selling cookies

Girl Scout Cookie entrepreneurs sold over 2.6 million boxes of cookies in 2017 to help fund troop programs and community service projects. Thank you, [RJS Law](#), for sponsoring 10 billboards to promote the cookie program!



Finish Chelsea's Run

More than 1,000 Girl Scouts participated in the 5K and family festival. Chelsea's parents, Girl Scout board member Brent and Kelly King (right), say, "Girl Scouts is where Chelsea first learned that her voice mattered and that she could make a difference."



Building on Juliette's dream

As we celebrate 100 years of Girl Scouting in San Diego, I invite you to consider making a legacy gift, just like Juliette Gordon Low, our national founder and earliest planned gift donor.

I recently had the opportunity to visit the Juliette Gordon Low Birthplace museum in Savannah, Georgia. While walking the halls of the place where Juliette launched Girl Scouting in 1912, I marveled at her vision. It was here that she made the famous phone call declaring, "I've got something for the girls of Savannah, and all of America, and all of the world, and we're going to start tonight!"

To date, more than 59 million American women have enjoyed Girl Scouting during their childhoods, thanks to Juliette. She demonstrated extraordinary leadership in every area, including financial. She famously sold her heirloom pearls to fund initial Girl Scout operations. A lesser known fact is that Juliette converted the carriage house of her home into the first national headquarters. She later bequeathed her property to Girl Scouts.

By following in Juliette's footsteps, we can continue to empower girls of all backgrounds to reach their potential. Planned giving options include naming Girl Scouts San Diego as a beneficiary of charitable gift annuities, life insurance policies and living trusts. In doing so, you have the opportunity to join our Legacy Circle for friends who include Girl Scouts San Diego in their estate planning.

Help us maintain the legacy of our founder by supporting the next generation of leaders. I would be happy to meet with you to explore customized giving strategies to benefit both you and Girl Scouts.



Merle Brodie
Gift Planning Officer

How to use your life insurance to make a gift

Life insurance is an asset you may not think of donating to Girl Scouts San Diego until you hear how powerful, practical and easy it can be. To make a deferred gift to us while still protecting your family's future, simply designate Girl Scouts San Diego as the recipient for all or a portion of the proceeds of a life insurance policy.

How it works:

- Contact your insurance company to request the policy's change-of-beneficiary form.
- Name Girl Scouts San Diego as a beneficiary.
- State the percentage of the policy's value you would like us to receive.
- Return the completed form to your insurance company.

Make a gift, receive lifetime payments

Unexpected changes sometimes occur in life, such as the death of a loved one or a downturn in the economy. But with the help of a charitable gift annuity, you can add security to your future.

Benefits include:

- Potential to receive increased disposable income.
- Income tax deduction for a portion of the gift.
- Portion of payment is income-tax-free throughout your estimated life expectancy.
- Capital gains income can be reportable over your life expectancy in most cases
- After your lifetime, remaining of your gift will support our mission, helping fulfill your philanthropic goals.

A charitable gift annuity can be accomplished with a simple contract between you and Girl Scouts. You make a donation and we, in turn, pay you a fixed amount each year for the rest of your life. The rate of payment you receive doesn't fluctuate with the stock market, interest rates or inflation. It is firmly set at the time of your gift and never changes. After your lifetime, the remaining balance is used to fulfill our mission.

If you think a gift annuity might be right for you, we would be happy to calculate your benefits (with no obligation) based on contemplated gifts of various amounts.

To learn more about planned giving, contact Merle Brodie at (619) 610-0804 or mbrodie@sdgirlscouts.org.



(From left): Sarah Houghton, Liza Crisafi, Katie Sullivan, Megan Delgado and Lindsay Estrada.



Urban Campout: Celebrate 100 Years

Let's light up the night and revel in the Century of Girl Scouting in San Diego! Please join us for Urban Campout: Celebrate 100 Years on Friday, Sept. 15, 6-11 p.m. at our Balboa Campus. This is also the 20th year of Urban Campout. Take advantage of early bird rates by purchasing tickets by Monday, July 31. For details, visit sdgirlscouts.org/uc.

“Urban Campout is San Diego’s opportunity to celebrate a spectacular century of support for girls and young women on their leadership journey,” says Honorary Co-Chair Katie Sullivan. She is pleased to co-chair this milestone event alongside her Girl Scout alumnae daughters Lindsay Estrada, Megan Delgado and Sarah Houghton, and Event Chair Liza Crisafi.

You won’t want to miss the fun fundraiser for grownups. Wear vintage or glittery attire or come as you are for an evening of gourmet food and drinks, auction bidding, games and dancing under the stars to a live band. Your support will help us keep Girl Scouting available and affordable for all girls as they explore life skills, STEAM and the great outdoors.

Honorary Committee members include: Roseanne and Rick Brooks, Regina and Shea Buckley, Sandra and Harry Carter, Liza and Tony Crisafi, Nadine and Carlo Daleo, Dori and Andy Gallagher, Tange and Thomas Gavin, Barbara and David Groce, Shellie and Greg Kalinsky, Linda and Mel Katz, Deanna Martin Mackey, Susan and John Major, Kimberly and Mike Manhard, Andrea Migdal and Michael Tierney, Mimi and Mike Murray, Patti Roscoe and Jim Tiffany, Darlene Shiley, Katie and Dan Sullivan, and Katherine D. White.

Special thanks to Urban Campout sponsor Southwest Airlines, the official airline of Girl Scouts San Diego.

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actions we can take as a community to raise awareness and change the future for girls.

Juliette Gordon Low would be proud of her legacy! She founded the national Girl Scout movement with an emphasis on inclusiveness, the outdoors, self-reliance and service. Girls were encouraged to test their mettle in nontraditional activities some considered “boyish.” Girls learned marine survival skills and about flying airplanes through programs like The Mariners and Wing Scouts. They cared for the needy during times of both war and peace. The first Girl Scout handbook featured badges like Electrician, Ambulance, Economist and Swimmer. Over the years, badge categories expanded to include topics ranging from aerospace to zoology.

We remain dedicated to realizing Juliette’s vision of inclusion. From day one, Girl Scouts welcomed girls from all backgrounds and walks of life. San Diego was especially proactive in that regard. When President Woodrow Wilson and the First Lady visited San Diego in 1919, they were greeted by Girl Scouts representing Mexican, French, Korean, Japanese, English, Canadian, Chinese and African American populations.

The wider we open our doors, the more *everyone* benefits — because our mission is to build girls of courage, confidence, and character, who make the world a better place. With your continued support, we can help keep Girl Scouting available and affordable to all girls.

Centennial-themed events

Join us in celebrating the 100th anniversary of Girl Scouting by volunteering for or attending our upcoming events:

- Councilwide Bridging Ceremony** — Saturday, May 20
- Gold and Silver Award ceremonies** — Saturday, June 17
- State of the Girl conference** — Friday, July 7
- Volunteer Conference and Celebration** — Saturday, Aug. 26
- Urban Campout: Celebrate 100 Years** — Friday, Sept. 15
- Camp Exec** — Friday-Sunday, Sept. 22-24
- 100th Anniversary Sunset Celebrations** — Saturday, Sept. 30



Girls can't wait for camp!

Some girls love to hike in the mountains, sleep under the stars and sing around a campfire with their new friends. Others long to ride horses, make robots or learn to canoe.

Camp is just around the corner ... and scholarship requests are arriving daily from girls like:

- Jasmine, a 14-year-old girl who lives in low-income housing with her disabled mother and little sister. At camp, Jasmine can feel like a kid again, free from her usual responsibilities of cooking and laundry.
- Ellie and Anna, who live in a car with their mother and two siblings. All year, these sisters look forward to enjoying their own space and beds at camp.
- Monica, a 12-year-old bullied for having autism, who sees Girl Scout camp as a safe place where she can be herself.

Your gift of \$500 can send a girl to Camp Winacka or Camp Whispering Oaks for a week. Every donation, of any size, makes a difference.

Why camp? Your contribution will help more girls build their independence in the safe and fun setting of camp. Studies show that girls who regularly spend time outdoors eclipse their peers in environmental stewardship, more readily seek challenges, and are better problem-solvers — all important traits in 21st century leadership.

Help make Jasmine, Ellie, Anna and Monica happy campers! With your support they will experience the invaluable benefits of Girl Scout camp and build skills they need for today and tomorrow.

Give girls a summer to remember!

Donate today at sdgirlscouts.org/donate or contact Director of Development Laura Rice at (619) 610-0735 or lrice@sdgirlscouts.org.



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