



# Making a Difference

FOR FRIENDS OF GIRL SCOUTS SAN DIEGO ♦ WINTER 2021



## One Young Girl Inspires an International Company

Presenting to more than fifty professionals across the globe would make most people sweat a bit, but as a seasoned cookie entrepreneur, Gabby →



p. 3

### Help Her Hone Skills

Asking questions helps girls become successful entrepreneurs.



p. 4

### The Ugly Truth

Compelling Conversations with DA Summer Stephan, human trafficking advocate.



# One Girl Inspires Deeper Engagement

*[continued from cover]*

Ortega reflected, “I was slightly nervous—and slightly excited.”

Last winter, when public health restrictions were very strict, Girl Scouts became very innovative in marketing their products. Unable to market face-to-face, they could no longer go door-to-door or have booths. The girls quickly dove into digital marketing, put door hangers on homes, and even managed GrubHub sites.

...and Entrepreneurs to Business, aka E2B, was created. With so many meetings online, it made sense to offer 5-minute presentations on those video calls from Girl Scouts marketing their cookies. Interested girls were coached on best practices, matched with meetings, and created their own presentations. After an introduction, they popped their unique

cookie link in the chat, so anyone on the call could click and make a purchase.

Gabby Ortega, a Junior Girl Scout in fourth grade, was one of those E2B Girl Scouts; she had planned to do a Power-Point, but decided to speak from her notes as she presented to Philips Corporation early one morning.

“She was very articulate, and mature for her age.”

Paul Khait, head of Global Training, Education and Market Enablement with Philips Image Guided Therapy – Devices, learned about the E2B program at the San Diego Chamber, and promptly seized the opportunity for his international team. A father of two daughters and big proponent of giving young women

opportunities to build business skills, this aligned with him personally, and also with his company (Philips has a strong family focus, a charitable culture, and 75% of the leaders in his division are women).

In her presentation, Gabby enthusiastically shared her goals, her love of camp, and enlightened the group about Operation Thin Mint (OTM), in which supporters can purchase cookies to send to troops overseas. “Gabby was very poised,” stated Khait. “She was very articulate, and mature for her age.”

In just a few minutes, Gabby really inspired people, resulting in well-over 100 packages sold, as well as OTM donations.

Gabby’s impact didn’t end there. A couple of months later, one of Paul’s team members who lived in Maine volunteered to be a mentor for a GSSD Speed Mentoring Session via Zoom.

In September, the Philips team, still inspired by this young entrepreneur, signed on to sponsor GSSD’s Power Her Promise campaign. They see what a powerful impact Girl Scouts has had on Gabby’s life, and want to ensure more girls can benefit from that.

Gabby’s story is a reminder to never underestimate the power one person, no matter one’s age, has to inspire and engage others.



*Gabby (l.) at the 2021 Elite Entrepreneur Executive Experience at Joan Embery's Pillsbury Ranch*



# CEO UPDATE

Carol Dedrich

## I Empower Girls!

As we gather with our friends and family over the holidays, we will undoubtedly reflect on the past year. While 2021 has been full of unexpected challenges, I am grateful for the many inspiring learnings and collaborations we have experienced together. Difficult at times and rewarding, it continues to be an honor to serve all who are connected with Girl Scouts San Diego.



We are building in girls the skills and resilience to overcome barriers, and fostering their courage, confidence, and character. Our committed volunteers and staff work tirelessly to deliver programs that open doors, ignite curiosities, and give our 15,000 girl members the wings to soar toward their unique goals.

Every day, we are championing girl ambition. The Girl Scout Leadership Experience empowers girls to take action in endless ways, including anti-bullying campaigns, feeding the hungry, helping ESL students, and cleaning our beaches and trails. One story we shared recently addressed the traumatic effects the pandemic has had on girls' mental health and a Camp Winacka counselor who made a lifesaving difference. Missed it? Visit [sdgirlscouts.org/Amelia](https://sdgirlscouts.org/Amelia).

You have watched Girl Scouts transform from shy, insecure little girls to confident risk-takers and changemakers as they have grown from Daisies to Brownies and all the way to Ambassadors. Do you have a New Year's resolution? As you reflect on the past year and look to the year ahead, please join me in resolving to empower girls at every turn—together, we will witness their growth and the impact they will have on our community for years to come.

Please do not underestimate your impact on the girls in your life. I truly believe our future is better because **you** are a champion for girls.

Happy Holidays!

## Girls Build Business Acumen

Financial literacy has been a cornerstone of Girl Scouts from the beginning. We know when girls develop the skills to be sound stewards of their own and other people's money, it fosters a sense of confidence in handling money and making financial decisions that serves them for the rest of their lives—whether they choose to become the CEO of a Fortune 500 company or the CFO of their family.

Did you know the Girl Scout Cookie Program is designed to be an entrepreneurial experience? This program, which has been around for more than a century, is often girls' first introduction to business planning and entrepreneurship. Through the cookie program, girls develop five lifelong financial literacy and entrepreneurship skills: goal setting, decision making, money management, people skills, and business ethics—all key to success in business and life.

When Girl Scouts in San Diego and Imperial counties start to market their cookies on Sunday, Jan. 30, 2022, you can help them hone their skills by asking questions like:

- What is your goal?
- How close to your goal are you?
- What is your best marketing technique?
- How do you determine how to set up your display?
- Describe your products.



**Operation Thin Mint<sup>SM</sup> (OTM)** is a local San Diego Girl Scout service project you can support during the cookie season. In addition to purchasing cookies, you can make a donation to OTM to send cookies to deployed troops serving around the world, as well as veterans close to home. Along with their cookies, the troops receive handwritten notes from Girl Scouts. Since it started right here in San Diego in 2002, more than 3.7 million packages have been delivered!



<<Addressee>>  
<<Address Line 1>>  
<<Address Line 2>>  
<<City>>, <<State>> <<ZIP>>



## Making a Difference



### The Ugly Truth...

Join DA Summer Stephan and GSSD CEO Carol Dedrich for a Compelling Conversation about The Ugly Truth about Human Trafficking. DA Stephan, a staunch advocate for protecting children and families, is recognized as a national leader in the fight against human trafficking.

Wednesday, Feb. 16, 2022,  
5:30-6:30 p.m. Register for free  
at [sdgirlscouts.org/compelling](http://sdgirlscouts.org/compelling)  
conversations

### A Gift that Pays You!

A charitable gift annuity with Girl Scouts can provide you with guaranteed fixed payments for life, an immediate tax deduction, and potential tax incentives...and most importantly, the satisfaction

that you'll be making a positive difference in girls' lives. Now individuals aged 65 or older can benefit with a minimum investment of \$10,000.

For more information, please contact Liz Sheahan at 619-610-0735 or [lsheahan@sdgirlscouts.org](mailto:lsheahan@sdgirlscouts.org) today.



### Holiday Camps!

Kids off school? Check out our one-day camps—they fill up fast! Presidents Day and Spring Break now offered at [sdgirlscouts.org/camp](http://sdgirlscouts.org/camp).



Please join us on Thursday, Mar. 24, 2022, 11:30 a.m.-2 p.m., at Hilton La Jolla Torrey Pines, as we celebrate San Diego's Cool Women and Emerging Leader Girl Scouts class of 2022!

### When you empower girls, they soar, and you can too!

When you empower girls, they do great things. Give at [sdgirlscouts.org/give](http://sdgirlscouts.org/give) today, post "I Empower Girls" on social media and tag #GSSD by 5 p.m. on Dec. 31 to be entered into a drawing to win 4 roundtrip tickets compliments of Southwest Airlines. [sdgirlscouts.org/coolwomen](http://sdgirlscouts.org/coolwomen)

**You can empower a girl.**  
**Go to [sdgirlscouts.org/give](http://sdgirlscouts.org/give) to donate today.**

### Have an Old Car?

Have an old car, camper, boat or motorcycle you don't need? Whether it runs or not, Girl Scouts San Diego can accept your vehicle donation. Just call 855-500-RIDE (7433) today to have it towed at no charge.

You'll free up the space in your driveway, get a tax deduction, and empower a girl. What could be better than that?!