

Annual Meeting of the General Assembly

April 15, 2023

Welcome!

Call to Order

**Kathy Moock,
Board Chair**



Flag Ceremony

GSNEO National Delegates



Girl Scout Promise

On my honor, I will try:
To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

**Members may substitute for the word "God"
in accordance with their own spiritual beliefs.*

Girl Scout Law

I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.

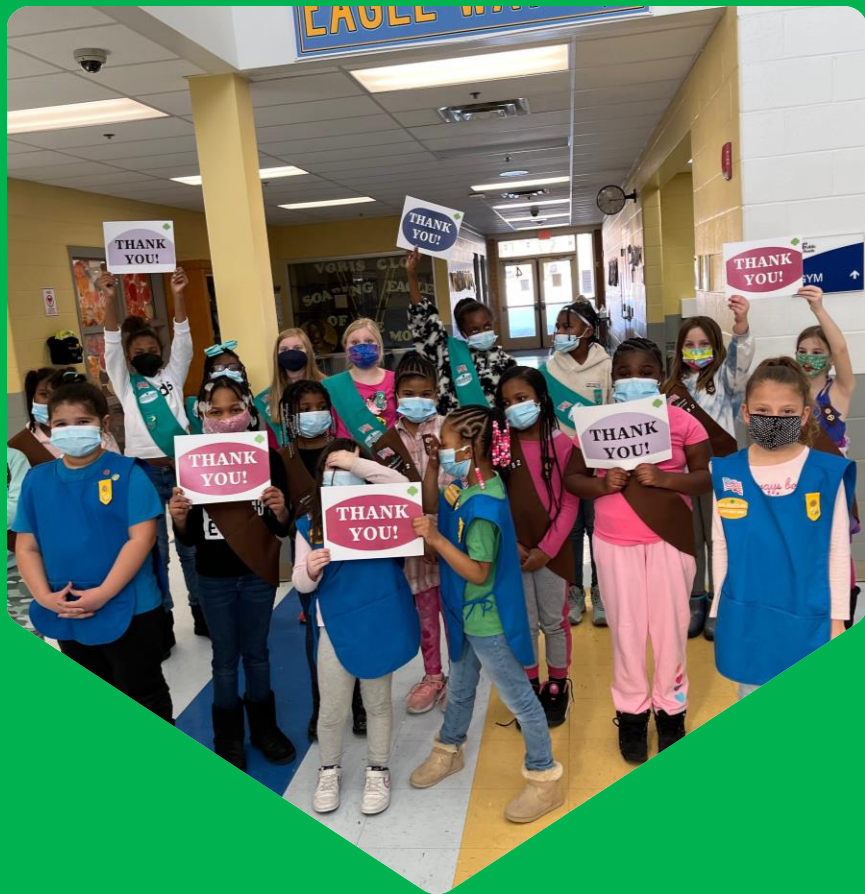


April is Volunteer Appreciation Month!

This month gives us the opportunity to celebrate those who so generously dedicate their time and talents to help build girls of courage, confidence, and character, who make the world a better place.

This year, National Volunteer Appreciation Week is celebrated from April 16-22, with National Girl Scout Leader Day celebrated on April 22.

We will present 69 individual volunteer awards and 3 group awards at our annual Volunteer Recognition event today immediately following our Annual Meeting. We will also be honoring 15 service units with the President's Award, which recognizes their achievements in the 2021-2022 membership year!



Thank you

Jane Christyson, CEO
Membership Delegates
National Delegates

GSNEO Board Members

Chair - Kathy Moock

Vice Chair - Robyn Gordon

Treasurer - Kate Asbeck

Secretary - Cindy Skelton-Becker

Directors-At-Large

Diana Bilimoria, *PhD*

Tami Bolder, *CPA/ABV, ASA, MBA, DBA*

Vivian von Gruenigen, *MD*

Michelle Henry

Judith Matsko

Sandra Rapp

Sandra Reid

Nicole Rodenfels

Laura Schultz, *Esq.*

Ellen Stephens, *SHRM-SCP*

Karen Stock, *PhD*

Kimberly Togliatti-Trickett, *MD*

Heather Valentino

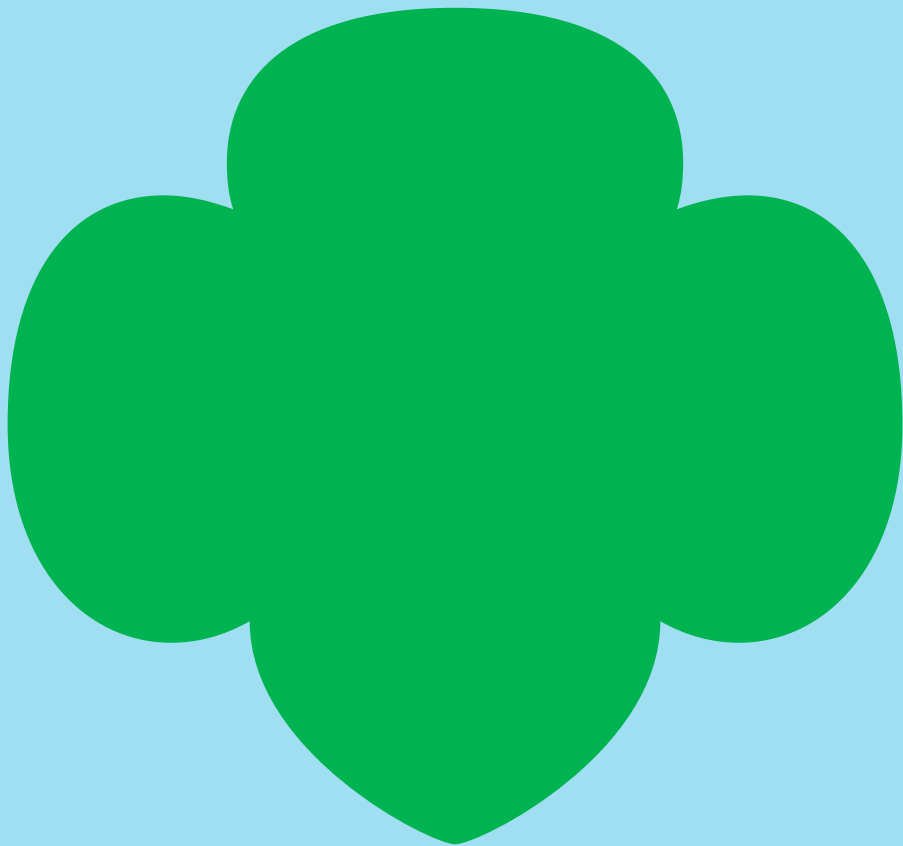
Chris Venditti

Chris Young, *MSN, MBA, RN, NEA-BC*

Girl Directors-At-Large

Shelby Bennett

Sydney Harbour



Retiring

Adult Board of Directors

Kim Togliatti-Trickett

Heather Valentino

Girl Board of Directors

Shelby Bennett

Board Development Committee

Kaitlyn Pillar

Today's Annual Meeting Procedures

Establishment of Quorum

- If you have a question or comment, please raise your hand.
- Each voting member should vote separately.
- According to the Girl Scouts of North East Ohio Bylaws, Article IV, Section 1 – Voting members of the General Assembly shall consist of: all voting members of the Board of Directors; all Girl Board of Directors-at-Large; all members of the Board Development Committee; Membership Delegates; and National Delegates and Alternate National Delegates.
- Per Article V, Section 1 –Thirty-five (35) voting members of the Council shall be present to constitute a quorum for the transaction of business, provided that at least twenty-three (23) of the voting members present are Membership Delegates.
- Any questions?



Cindy Skelton-Becker
Board Secretary

Quorum Report

**Kathy Moock,
Board Chair**



Adoption of the Agenda



2023 Annual Meeting
Saturday, April 15, 2023, 9:30am
Sherwood Forest, Valley View, Ohio

- | | | |
|-------|--|---|
| I. | Call to Order | Kathy Mooock, Chair
GSNEO Board of Directors |
| II. | Opening Ceremonies | |
| III. | Quorum Report | Cindy Skelton-Becker, Secretary
GSNEO Board of Directors |
| IV. | Adoption of Agenda | Kathy Mooock, Chair |
| V. | Elections | Karen Stock, Board Development Committee Chair |
| | a. Board of Directors: Directors-at-Large | |
| | b. Board of Directors: Girl Directors-at-Large | |
| | c. Board Development Committee | |
| VI. | Treasurer Report | Kate Asbeck, Treasurer
GSNEO Board of Directors |
| VII. | Operations and Committees Report | Jane Christyson
GSNEO Chief Executive Officer |
| VIII. | New Business | Kathy Mooock, Chair |
| IX. | Question and Answer | Kathy Mooock, Chair |
| X. | Closing Ceremonies | |
| XI. | Adjournment | Kathy Mooock, Chair |



Elections

Elections and the roles and responsibilities of the Board Development Committee

Karen Stock
Board Development
Committee Chair



Adult Directors-at-Large Slate – Full Term (Board)



Diana Bilimoria, Ph. D.
Case Western Reserve University



Tami Bolder
CBIZ Valuation Group



Lamar Hylton, Ph. D.
Kent State University



Marla Perez-Davis
Retired, NASA



Sandra Rapp
TravelCenters of America



Craig Sutton
Eaton Corporation



Adult Directors-at-Large Slate – Full Term (Board)



Vivian von Gruenigen, MD
NEOMED



Angel Williams
Timken Company



Chris Young, MSN, MBA,
RN, NEA-BC
Akron Children's Hospital



Adult Directors-at-Large Slate – New Board Seat (Board) One Year Term



Claudia Diaz- Singer
The J.M. Smucker Company



Lisa McKay
Swagelok Company



Adult Director-at-Large Slate – Unexpired Term (Board)



Michelle Henry
FirstEnergy Utilities

Girl Directors-at-Large Slate (Board) – One Year Term



Imani-Chamere Ivey



Sydney Harbour

Board Development Committee (Full Term) – Two Years



Una Lauricia
Pearne & Gordon LLP



Angel Williams
Timken Compan



Voting

Voting Procedure for Elections

We will be voting via Qualtrics using our Smartphones, iPad, or Tablet.

This morning you should have received an email from Governance with the following link for election voting.

https://girlscoutsusa.ca1.qualtrics.com/jfe/form/SV_5AsysJfVu4OkZ5s

A device can be used to vote multiple times on one device (in case a mom and daughter are sharing a phone to vote).

In order to know who has voted, you will be asked your name.

Validate You are Voting In Person

Click on the image with Girl Scout Cookies on the
Qualtrics Survey to proceed.



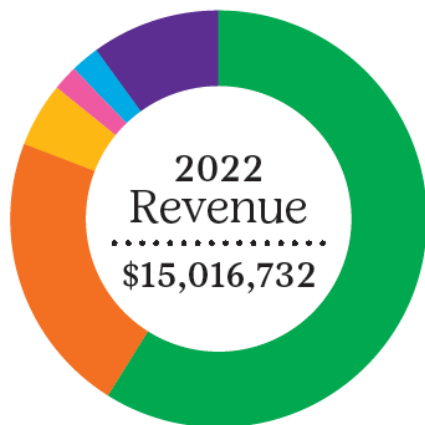
**Kathy Moock,
Board Chair**





Kate Asbeck

Finances



■ 59%	Product Sales, net	\$8,920,013
■ 22%	Public Support*	\$3,341,927
■ 5%	Program Fees	\$682,207
■ 2%	Interest & Dividends	\$312,628
■ 2%	Retail Sales	\$299,638
■ 10%	Miscellaneous**	\$1,460,319

* Includes \$443,447 in Employee Retention Credits

** Includes \$1,071,557 PPP Loan Forgiveness

■ 39%	Troop-led programs	\$5,513,990
■ 29%	Council-led programs	\$4,118,898
■ 13%	Core Mission Support - HR, IT, Finance, Executive	\$1,898,576
■ 4%	Core Mission Support - Fund Development	\$593,959
■ 15%	Investment Losses	\$2,097,789



The audited financial statements and Federal Form 990 are located in the Our Council section of our website at gsneo.org



Assets

Cash & Short-Term Investments	\$4,638,664
Other Current Assets	473,856
Land, Building & Equipment <i>(net of depreciation)</i>	20,877,466
Restricted Investments	8,183,501
Other	1,030,774
<hr/>	
Total Assets	<u><u>\$35,204,261</u></u>

Liabilities and Net Assets

Current Liabilities	\$1,190,608
Long-Term Debt	2,616,429
<hr/>	
Total Liabilities	\$3,807,037
Net Assets	31,397,224
<hr/>	
Total Liabilities & Net Assets	<u><u>\$35,204,261</u></u>



Financial Report Analysis

Financial condition is good. 2021-2022 results impacted by:

- Improved product sales,
- Improved retail sales,
- Improved program fee revenue,
- Substantial investment losses,
- Government support through forgivable loans and payroll tax credits.

Financial reserves, budget discipline, and government assistance will sustain GSNEO in good health through the 2022-2023 fiscal year.

Audited financial statements and Federal Form 990 are online at gsneo.org.





Jane Christyson
GSNEO
Chief Executive Officer

Committee and Operations Reports

Fund Development

Women of Distinction 2022

344 Attendees

Over \$80,000 raised to support our girls!



2022 Women of Distinction Honorees

Women of Distinction

Judge Theresa Dellick
Mahoning County Juvenile Court

Jennifer Deutsch
Park Place Technologies

Ka-Pi Hoh, Ph.D.
The Lubrizol Corporation

Michelle P. Medina, MD, FAAP
*Cleveland Clinic Community Care
Cleveland Clinic Lerner College of Medicine /
Case Western Reserve University School of Medicine*

Sondra Miller
Cleveland Rape Crisis Center

Sherry Neubert
The Goodyear Tire & Rubber Company

Tiffani Sutton
The Cutting Board Academy

Karen Talbott
Child Guidance & Family Solutions

Magistrate Jennifer D. Towell
Akron Municipal Court

Judge Annalisa S. Williams
Akron Municipal Court



Leaders of Tomorrow

Jordan Anamasi
Avon High School

Shelby Bennett
Lake Ridge Academy

Nicole Kerner
Midview High School

Advancing Women Award

KeyBank's Key4Women Program



Congratulations to all of our 2022 Women of Distinction honorees! Our 2022 Women of Distinction Awards Event will take place on Friday, May 6, 2022. For more information visit gsneo.org/wda.

Women of Distinction 2023



Friday May 19, 2023

InterContinental Cleveland

Sponsorship Information and Tickets available at
wda.givesmart.com

2023 Women of Distinction Chair:

Dr. Ka-Pi Hoh,

Organizational Change Management Director,
Lubrizol, and 2022 Woman of Distinction honoree

2023 Women of Distinction Emcee:

Betsy Kling

WKYC Studios Chief Meteorologist, 5PM Anchor.

2023 Women of Distinction Honorees

Elizabeth Z. Bartz, State and Federal
Communications, Inc.

Mayor Annette Blackwell, City of Maple Heights

Jessica Cohen, Verizon

Grace Gallucci, Northeast Ohio Areawide
Coordinating Agency (NOACA)

Susan V. Juris, Hospital and Healthcare
Executive/Consultant

Marcia Moreno, AmMore Consulting LLC

Elaine Russell Reolfi, CommQuest Services, Inc.

Shannon Scott-Miller, Colors+

Diana L. Selzer, S&T Bank

Autumn Ziemba McKenzie, Milestones Autism
Resources

Advancing Women Award Honorees -

Outstanding organizations or companies who receive the Advancing Women Award for showing a strong commitment to advancing women in the workplace.

**The Goodyear Tire & Rubber
Company**

Davey Tree Expert Company

Leaders of Tomorrow - Three Girl Scouts are awarded the Leaders of Tomorrow scholarship for exemplifying the core values and mission of Girl Scouts.

**Grace Guy
Lengitu Hovanic
Rachel Whary**



STEM Center of Excellence

STEM Center Capital Campaign Update

We have raised \$4,858,880 from 160 gifts for the campaign.

Overall, we achieved **69%** of our **\$7 million** campaign goal.

We are within **\$341,000** of hitting the **\$5.2 million benchmark** we need to reach in order to break ground on the building.

The Daley Family Foundation has committed a \$1.5 million total gift for the STEM Center. They have issued a special challenge match for any new or increased gifts or pledges made to the campaign.

We have submitted a \$1.5 million request for a federal earmark.

We also have an additional **\$1.9 million** in requests in process.

You're Invited!

Juliette Gordon Low Society Event

We will welcome Dianne Belk, Founding Chair of our Juliette Gordon Low Society, and her husband, Lawrence Calder, on Tuesday, May 16 at 4:30 PM at the Chickadee Program Center at Camp Ledgewood

The event will celebrate our current JGLS members and share opportunities to become a member

Dianne and her husband Lawrence Calder have made planned gifts to nearly every Girl Scout council in the USA, **including GSNEO**

Dianne will share her inspirational Girl Scout story



2023 Gratitude Gatherings

Save the Dates!



Lorain Area/Lorain Community College

Monday June 5, 2023 @ 5:00 PM

Warren Area/The Avalon

Date/Location TBD

Mentor Area/Paradigm Bldg, Mentor HS

Wednesday August 2, 2023 @ 10:30 AM

Camp Ledgewood, Chickadee Program Center

Thursday August 10, 2023 @ 6:30 PM

Dessert First Gala 2023

Save the Date!

Saturday, October 7, 2023

New Location:

John S. Knight Center in Akron



Properties



Camp Timberlane

April 2022 Bridge Rededications



Fullgrave Bridge

Est. 2022



Rainbow Bridge

Est. 1995



Fisher's Crossing

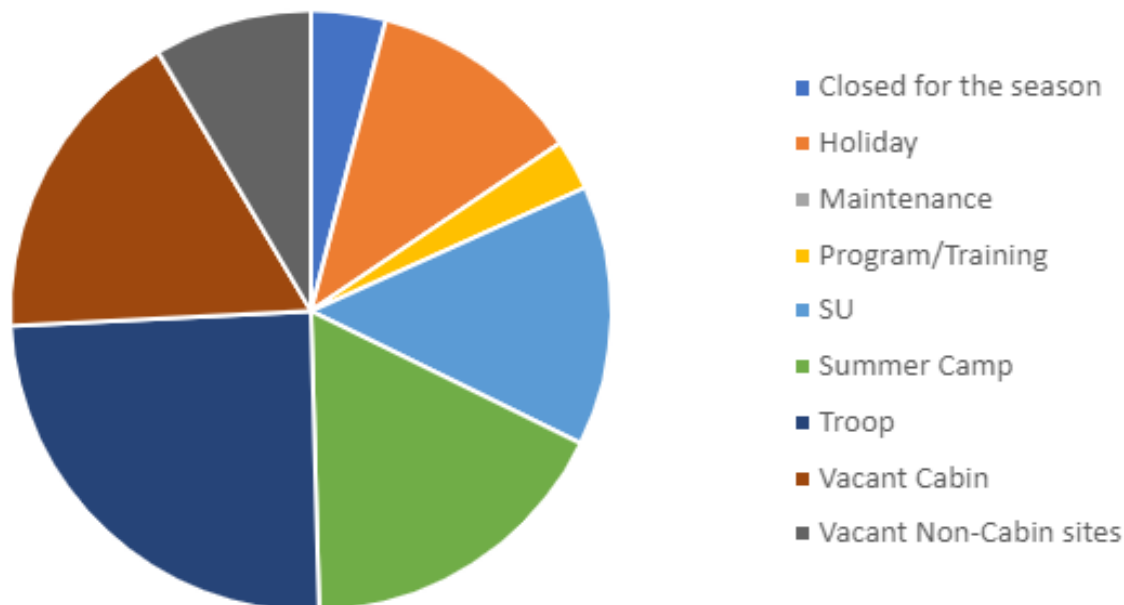
Est. 2022



Camp Timberlane

Usage/Vacancy Type	Percentage of Overnight Capacity	
	MY2022	MY2021
Troop	24.65%	15%
Service Unit	13.99%	4%
Summer Camp	17.31%	17%
Program/Training	2.71%	6%
Vacant Cabin	17.31%	32%
Vacant Non-Cabin sites	8.48%	6%
Holiday	11.54%	10%
Maintenance	0.00%	0%
Closed for the season	4.02%	10%
Total Campers for the Year	6099	3706

Usage for 2021-2022





Camp Sugarbush

Thanks to Capital Campaign Chairs

Mary Jeanine Pippino and Shelley Taylor





May 1, 2022 – Re-Dedication Celebration









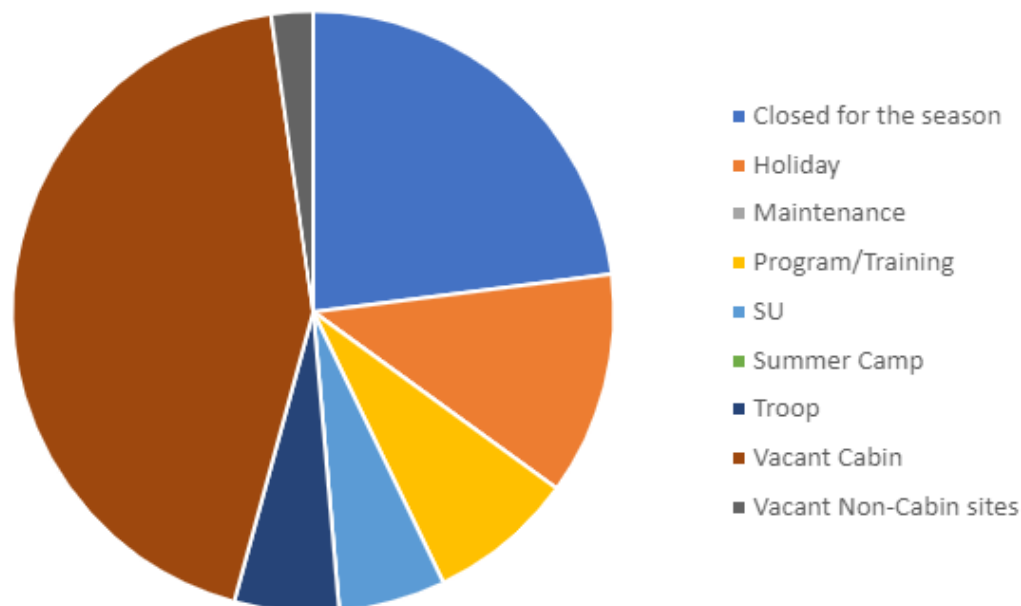




Camp Sugarbush

Usage/Vacancy Type	Percentage of Overnight Capacity	
	MY2022	MY2021
Troop	5.65%	4%
Service Unit	5.77%	1%
Summer Camp	0.00%	0%
Program/Training	7.57%	4%
Vacant Cabin	41.83%	30%
Vacant Non-Cabin sites	5.53%	41%
Holiday	11.54%	12%
Maintenance	0.00%	0%
Closed for the season	22.12%	8%
Total Campers for the Year	1617	924

Usage for 2021-2022





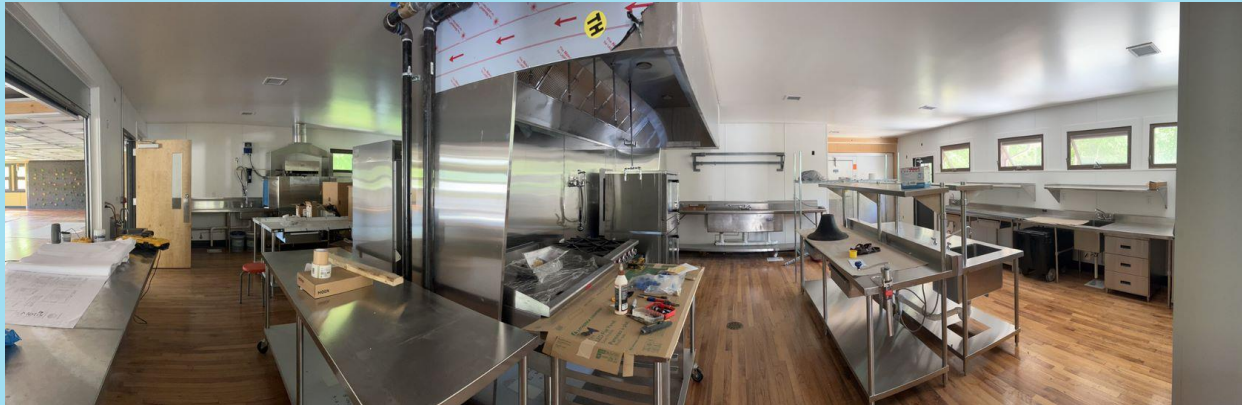
Camp LedgeWood

Low Lodge









Chalet

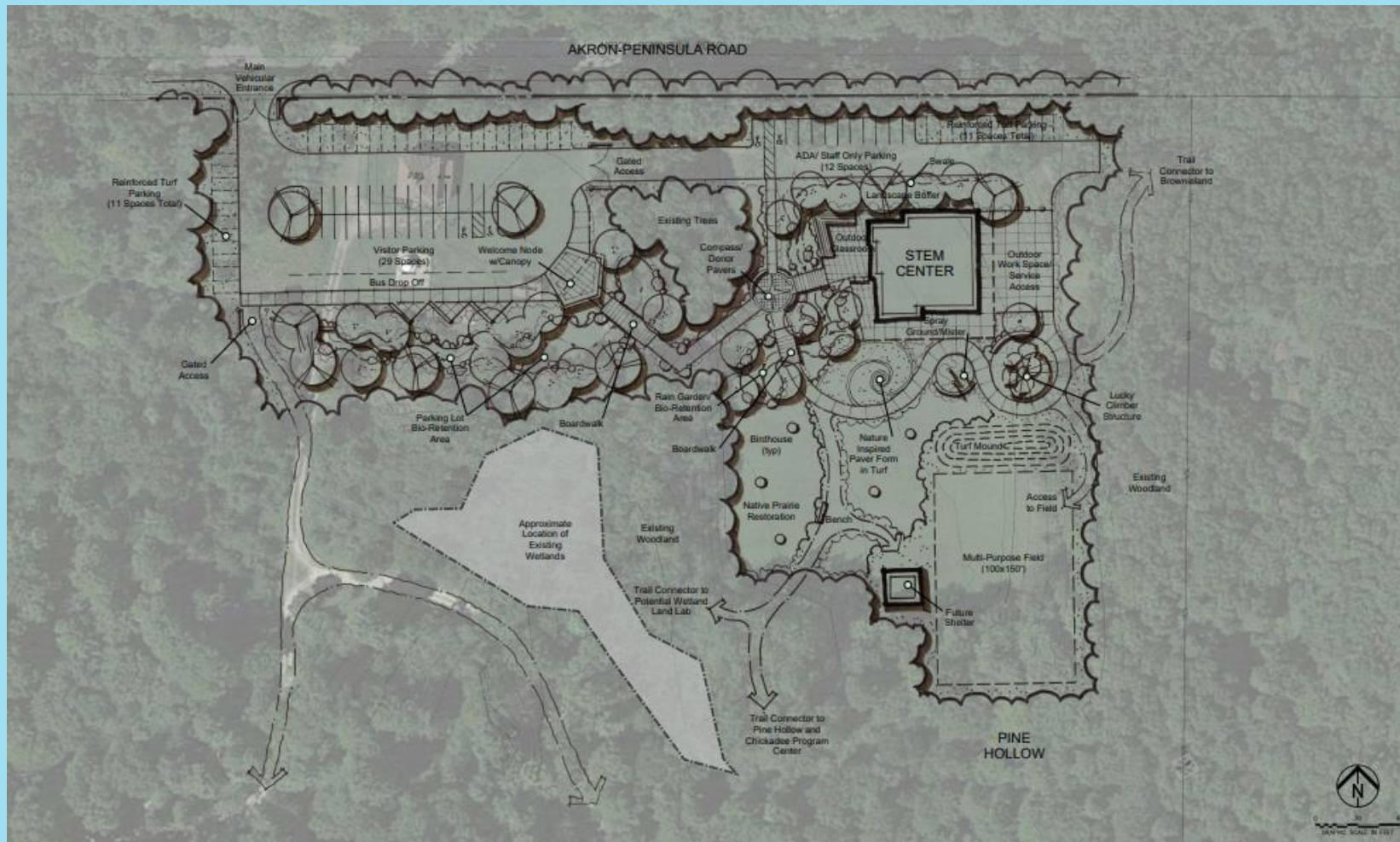


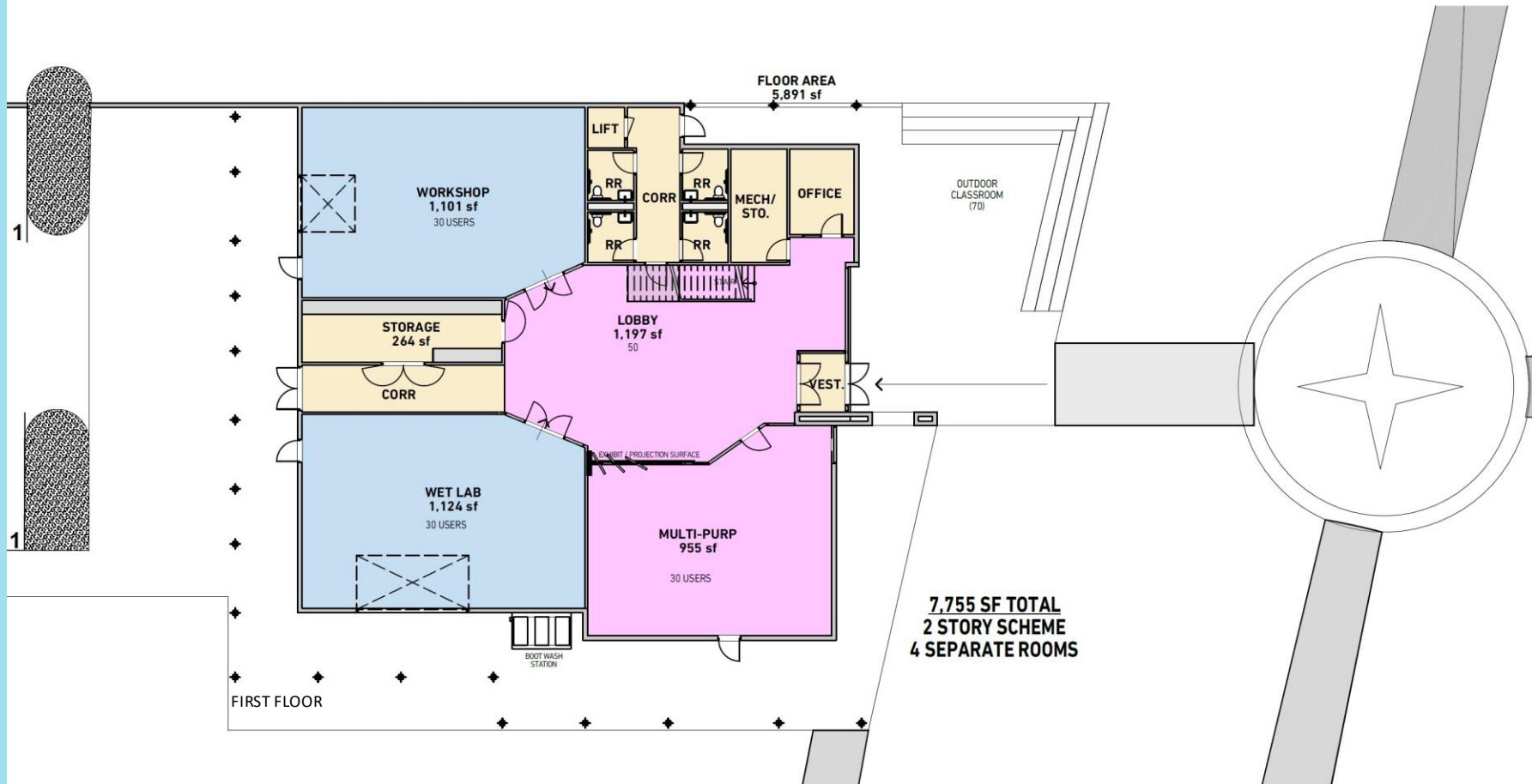


Chalet - Bathroom and Kitchen Updates









FLOOR AREA
1,861 sf

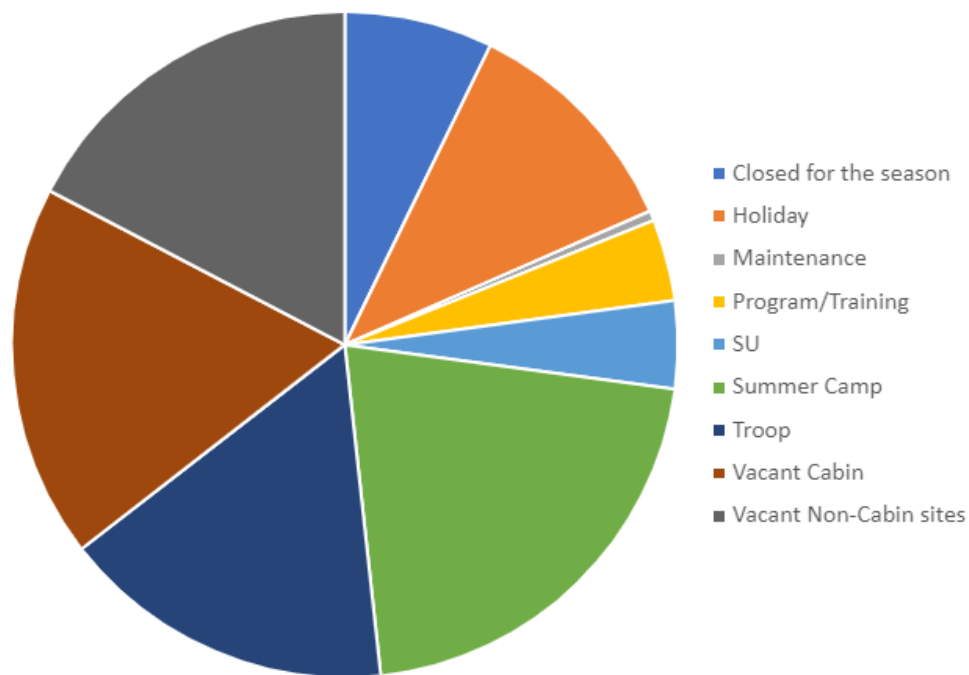


SECOND FLOOR

Camp LedgeWood

Usage/Vacancy Type	Percentage of Overnight Capacity	
	MY2022	MY2021
Troop	16.23%	10%
Service Unit	4.25%	1%
Summer Camp	21.15%	19%
Program/Training	3.97%	11%
Vacant Cabin	18.15%	30%
Vacant Non-Cabin sites	17.35%	10%
Holiday	11.22%	9%
Maintenance	0.48%	1%
Closed for the season	7.21%	10%
Total Campers for the Year	8610	7165

Type of Usage for 2021-2022



Recruitment Updates



Membership Recruitment



Volunteer-led troops

2021-2022 Goal: 4,600 girls

2021-2022 Actual: 4,905

Continued themed event strategy

Continued digital marketing campaigns

Increased school flyer distribution and bracelet rallies year-over-year

Saw rebound in some communities post-pandemic



Volunteer Support and Services

Girl Scout volunteers wear many hats!



Business Manager



Adventure Guide



Organization Wizard



Safety Supervisor



Cheerleader



Support System

@girlscouts



APPRECIATION STATION 2022: Thank you, GSNEO Volunteers!

+ Add to board



Want to share some 'kudos' for your favorite GSNEO volunteer? Click 'Add to Board' above, write your message, upload or select a photo from the library, and be sure to sign your message! Our CEO, Jane Christy, VSS Director, Liz Kohler, and I will be reading select messages in a Facebook video for Leader's Day on April 22- stay tuned to see if your message is featured! 🌟

From Shayne Bartlett

Jackie B is my Girl Scout inspiration! Thanks for pushing me out of my comfort zone and helping me start up another troop! ❤️

From:
Barb M.
From Girl Scouts of North East Ohio



THANK YOU, you amazing, amazing GSNEO volunteers! We couldn't do what we do without your incredible support. Your enthusiasm is the inspiration that fuels our work, which fuels the amazing Girl Scouts we all love watching bloom into leaders! 🌟

Thank you, thank you, thank you!
Yours in Girl Scouting,
Laura M. (Fund Development)

From Laura Mottor



Thank You
To Our Amazing
Volunteers

With volunteers like you, we have a chance to make this world a better place. Thank you for all your hard work. It makes all the difference.

From Julie Lampe

Christina Hill is the best. She goes above and beyond to come up with ideas to get the girls involved. Hats off to Christina!

From:
Susan S.
From Girl Scouts of North East Ohio

Misty Peck,
You inspire me! I love our girls and learning with you and them!

From:
Alicia Jamerson
From Shayne Bartlett



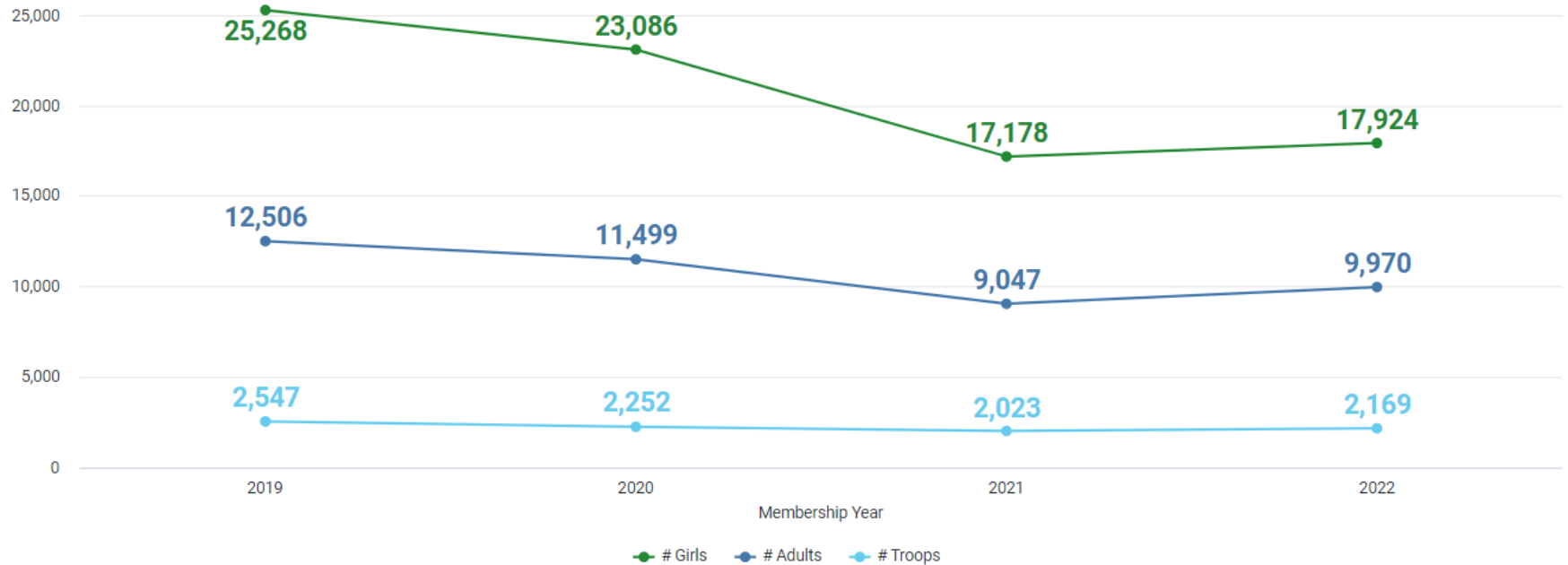
Barb and Abby are always there to help execute my crazy Girl Scout ideas. They help keep our troop organized and on-task, but also add a fun dynamic to any project our girls are doing. I would be absolutely lost without these two leaders! Troop 90929 is so lucky to have them both!

From:

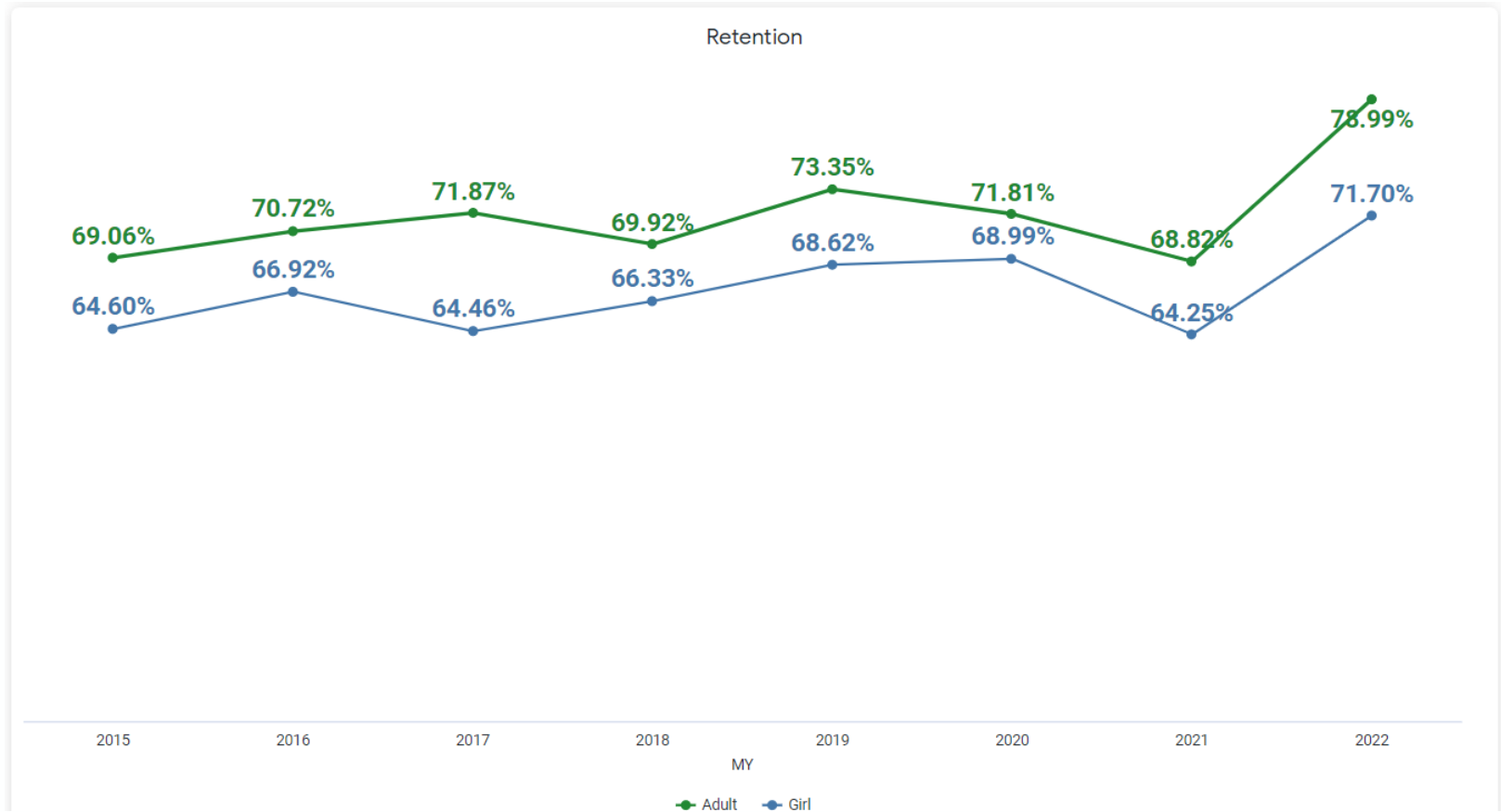


Membership 2019 - 2022

Membership Past Four Years



Retention 2015-2022





MY2024 Spring Renewal Timeline

April 1

- 2024 Membership Renewal Available
- Extended Year Membership Available
- Renewal Website Live

May 8

- GSNEO Spring Renewal Drawings Begin

June 14

- Spring Renewal Campaign Ends
- 2023 Finance Reports Due



GSNEO Year to Year Comparison - 2023

As of 4/14/23		Girls	Adults	Lifetime	Total
Current Membership Year	2023 YE Goal	19,100	10,770		29,870
	2022 YTD	16,737	7,267	2,179	26,183
	2023 YTD	17,312	7,713	2,296	27,321
	Year over year % Change	3.44%	6.14%	5.37%	4.35%
	% of Goal	90.6%	92.9%		91.5%



2022 Service Unit Team Volunteers

107 SU Product Distribution Managers

84 Service Unit Directors

75 SU Treasurers

52 Troop Mentors

46 SU Registrars

33 SU PR Coordinators

14 SU Community Liaisons

12 SU GSLE Coaches

6 SU Juliette Coordinators

4 SU Startup Troop Coach

433 SUT Volunteers in 123 Service Units



Service Unit Renewal Goals Reached

100% and above - 57 SU's

90% - 99% - 29 SU's

80% - 89% - 16 SU's

70% - 79% - 14 SU's

116 out of 123 SU's reached at least 70% of their renewal goal that was set for the MY22 year.



Juliette Girl Scouts (Individually Registered Girls)



Membership Year 2022

1,037 – Registered Juliettes at GSNEO

93 – Juliettes participated in the 2022 Cookie Program

68% of Juliettes are in grades K-5

32% of Juliettes are in grades 6-12

59 Caregivers are Juliette Chaperones

In 2021-2022 we engaged our members in exciting renewal incentives such as GSNEO Day at the Zoo, and Super Troop activity incentives!



Which allowed us to retain 12,246 girls and 4,934 adults for the 2022 membership year!





Youth Mental Health First Aid

\$10,000 Grant received from GSUSA

2 volunteer instructors Trained by GSUSA & National Council for Behavior Health

3 of 4 sessions completed before July 31, 2023

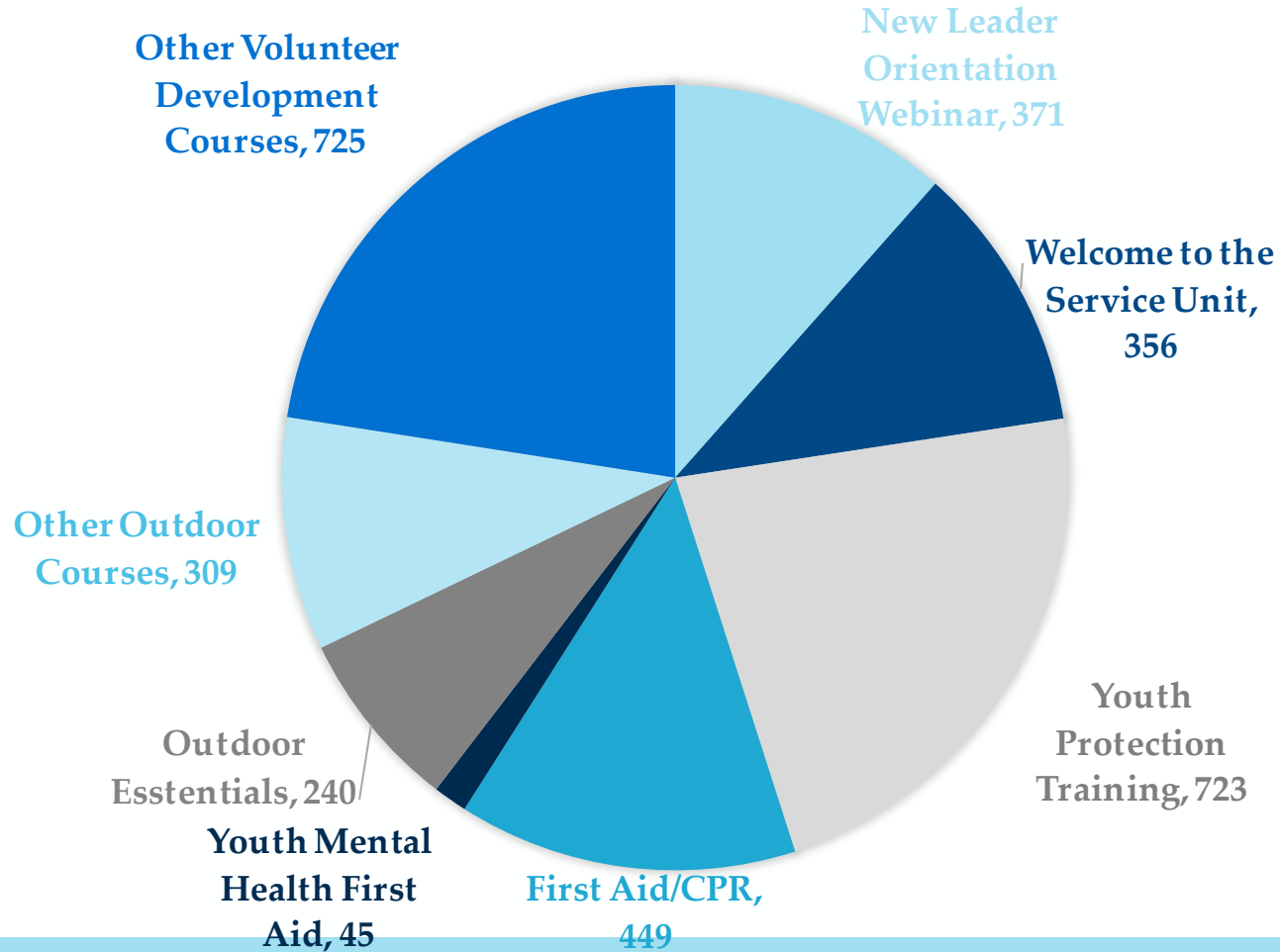
45 attendees out of the 60 required for the grant

Blended Learning: 3-4 hours pre-work and 8 hours in class, with follow-up requirements

More session to come in Fall 2023 and Spring 2024



Volunteer Training in MY2022 by the numbers





Service Unit Team Kickoff 2022-2023





Adult Learning Experience 2022





Girl Experience

STEM into the Future!

**Roaming the Red Planet –
NASA Community Anchor
Award**



Girl Scout Gold Award Celebration



Destinations: Tall Ship Sail School



Product Sale

2022 Magazine & Snack Program

The theme for the Product Programs this year was “Go Bright Ahead,” and our Girl Scouts having been doing just that!

- 3,134 girls participated – an increase of 12.6% over last year.
- Total sale of \$790,790.88 was a 20.3% increase over 2021!

Lauren F, a Girl Scout Cadette from troop 50681 in North Ridgeville won Sealia the Seal, the 4' mascot of the Magazine & Snack Program! All girls who sold over \$250 were entered into a drawing to win Sealia.



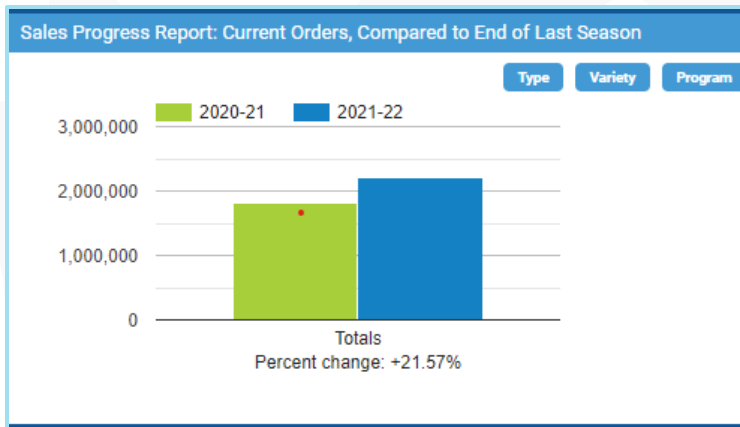
2022 Cookie Program

The 2022 Cookie Program ended **21.75% higher** than 2021, with an increase in girls participating.

Total packages sold was 99% of 2019 pre-covid sales and 65% girl participation vs 2019

Our top seller was a fourth grader from Medina with 3,029 packages.

The new Adventurefuls cookie was also introduced for the 2022 Cookie Program.



Troop/Girl Participation				
	20-21	21-22		
Troops Selling	1532	1486	97%	
Troops Reg.	1840	1729	94%	
	83%	86%		
Girls Selling	10911	11724	107%	
Girls Reg.	17828	15062	84%	
	61%	78%		

**Kathy Moock,
Board Chair**



New Business

Questions & Answers

Retire the colors





Adjournment



Thank you

