

An E-Newsletter for Volunteers



Girl Scouts 'n' I  
TOGETHER, we make a difference!

July 2010

### **NEW BRAND: Notice A New Look?**

Girl Scouts of the USA (GSUSA) is in the process of revitalizing and reenergizing of its brand to reach a new generation of girls. After extensive research and development, Girl Scouts has unveiled debuted a long-term, multichannel brand campaign that is designed to reacquaint the country with the iconic organization and communicate the power girls have to change the world through Girl Scouting.

“About one out of every 10 girls participates in Girl Scouting and that’s a tremendous number when you think about it. But that also means that we have a great opportunity to grow even after almost 100 years. We have literally revamped our entire organization to appeal to that 90 percent of girls who aren’t benefiting from the Girl Scout Leadership Experience. And with our new brand work, we think we have the right message at the right time.” (Kathy Cloninger, Chief Executive Officer of GSUSA)

With a new *What Did You Do Today?* campaign tagline, GSUSA is repositioning Girl Scouts with a message that is relevant to girls and the lives they lead today. Their research has revealed that while many girls and parents knew about us, they had a very limited view of us. While we are proud of our \$700 million cookie business run by girls, we offer so much more than that, and this new work is designed to let people know about all the new and exciting things girls do every day as Girl Scouts.

“Our brand promise is that Girl Scouts gives every girl access to life-changing experiences that inspire her to do something big. That’s a promise we keep every day, and you don’t have to look much further than our National Young Women of Distinction and Gold Award earners to see evidence of that.” (Laurel Richie,

### **PROGRAM: Minds For Design—Engineering Program**

Fifteen Girl Scout Cadettes and Seniors took part in the week long Minds For Design program, funded in part by a grant from the US Department of Education. During the program, the girls learned about the environmentally friendly design of the new Sherman Hospital in Elgin and toured the new geothermal lake. Through hands-on activities, they learned about electrical engineering by assembling solar-race cars and battery-operated robots; mechanical engineering by designing and building a “kicking machine;” and the design process by redesigning a paperclip. The week’s activities culminated in their work on redesigning and/or inventing a new product. Prototype designs included a device to clean sand off feet, an adjustable headband, a bowl to keep popcorn warm, a portable four-square game, and an expandable storage bag for sleeping bags. A female civil engineer also visited the girls to help them examine careers opportunities in engineering.



Elgin Service Center, 12N124 Coombs Rd., Elgin, IL 60124  
Freeport Service Center, 5040 Business Rt. 20 W, Freeport, IL 61032  
Rockford Service Center, 2101 Auburn Street, Rockford, IL 61103  
Sugar Grove Service Center, 200 New Bond, Sugar Grove, IL 60554

847-741-5521  
815-235-8777 or 800-925-3327  
815-962-5591 or 800-242-5591  
630-897-1565

## **PROGRAM: THE BIG READ!**

Girl Scouts of Northern Illinois' summer reading program, THE BIG READ! is off to a fantastic start! Over 220 girls from GSNI are participating in the reading program this summer. It is so great to see girls excited about reading. Remember to turn in those book reports; they can be turned in all summer long. Book report forms can be found on our council website [www.girlscoutsni.org](http://www.girlscoutsni.org). Just click on the Girls tab & then the Program Events on the drop down.

There are several ways to turn in those book reports:

Mail book reports to: GSNI, Sugar Grove Service Center, 200 New Bond St., Sugar Grove, IL 60554

Attn: THE BIG READ! Fax book reports to 630-466-7018, Attn: THE BIG READ! If you have any questions or would like to e-mail book reports, please contact Nicole at [nvelazquez@girlscoutsni.org](mailto:nvelazquez@girlscoutsni.org) or call 630-897-1565, Ext. 7184.

## **COMMUNICATIONS: Girl Scout Emissary Network**

**Does your girl love the spotlight?** Would your Girl Scout or the girls in your troop love the spotlight? If so, they may want to consider applying to the Girl Scouts of Northern Illinois' Emissary Network! We will have two casting calls this summer for girls who may be interested in joining the Emissary Network.

The Emissary Network consists of Girl Scout Daisies, Brownies, Juniors, Cadettes, Seniors, and Ambassadors trained in public speaking and poise, on call for Girl Scout media and networking opportunities.

Families are vital to the Emissary Network! As a family member, you are responsible for transporting your Girl Scout to and from various events. Also, you would be helpful in making sure your girl has a somewhat flexible schedule to be on call for Girl Scouts, since we often receive media calls on short notice.

It's easy to apply for the Girl Scout Emissary Network! Simply attend the casting call in your area to gauge your girl's interest. If she wants to participate, she will fill out an application to be accepted in the Emissary Network. **NOTE:** A parent or guardian **must** attend the casting call along with each girl.

The West Casting Call/ Photo Session will be held Saturday, July 24, 1-3 P.M. at the Friendship Center, Camp McCormick, Stillman Valley, IL and the East Casting Call/ Photo Session will be held Saturday, August 7, 1-3 P.M. at Dean Lodge, Camp Dean, Big Rock, IL.

There is no fee to attend a casting call. However, registration is required. Reservations for each casting call are accepted online at [www.girlscoutsni.org/event.html](http://www.girlscoutsni.org/event.html) (click on the link to *Program Calendar and Online Registration*). Deadline for registration is July 19 (West) and August 2 (East). For more information, or to register over the phone or via e-mail, contact Ann-Marie Soderstrom, Emissary Network Coordinator, at 815-962-5591, Ext. 7172, or e-mail [asoderstrom@girlscoutsni.org](mailto:asoderstrom@girlscoutsni.org).

## **Know a Girl Scout Doodler?**

Do you know an artistic Girl Scout? Girl Scouts of Northern Illinois is collecting small and medium size pen and pencil sketches or line drawings to be used in GSNI publications. Your Girl Scout's artwork could be viewed by over 20,000 people who receive council publications! All levels of sketches are needed, from Daisy beginners to Ambassador designers. Drawings can be of various words or phrases, such as "i Lead," "camp," or variations of "Girl Scouts," etc. Girls can also submit sketches of nature scenes, notebook doodles, and fun graphics. Let the creativity flow!

Artwork may be scanned and e-mailed to Vanessa Campbell at [vcampbell@girlscoutsni.org](mailto:vcampbell@girlscoutsni.org), or snail mailed to Girl Scouts of Northern Illinois, Attn: Vanessa Campbell, Elgin Service Center, 12N124 Coombs Rd., Elgin, IL 60124. Please include Girl Scout's name, address, home phone, age level, and troop (if applicable). For more information, please contact Vanessa Campbell at [vcampbell@girlscoutsni.org](mailto:vcampbell@girlscoutsni.org).

## **VOLUNTEER DEVELOPMENT: NADA certification**

All archery trainers have until May 2011 to be NADA (National Alliance for Development of Archery) certified. Any questions about becoming NADA certified should go to Jenny Savage at Ext. 7119, or [jsavage@girlscoutsni.org](mailto:jsavage@girlscoutsni.org).

## **Volunteer Recognition Committee**

GSNI is looking for volunteers to be on the Volunteer Recognition Committee for the 2011 Recognition Event.

## **JUMP START!!**

GSNI invites you to a very special event to get a **JUMP START!!** on the 2010-2011 Girl Scout Membership year. Jump Start training is for Service Unit Managers, Troop Coordinators, Juliette Coordinators, Recognition Chairs and Program Consultants. Please plan to join us to receive all the new year's membership information. You can sign up for any date at any service center: July 26, Elgin Service Center 6:30-9 P.M. ; July 29, Rockford Service Center or Sugar Grove Service Center, 6:30-9 P.M.; or July 31, Freeport Service Center, 9:30 A.M. -12 P.M. To register, contact Johanna Munday at 847-741-5521, Ext. 7118. We are rolling out new information and will have plenty of time to do some Girl Scout networking.

## **PRODUCT SALES: Fall Product Dates**

Fall product sale dates for the 2010-2011 membership year are October 8 – 24 with deliveries November 15 – 20. We encourage all troops/groups to participate in the QSP/Ashdon Farms product sales program.

## **Girl Scout Cookie Sales Information**

Watch for information regarding the online voting process for next year's sale incentives. The voting survey will run from July 14 through July 28. Girls will have the opportunity to choose the incentives they like best for recognizing their achievements. GS Cookie Sale dates for the 2010-2011 membership year will be January 9 – 23.

# GSNI CALENDAR

**JUNE 1 - SEPTEMBER 5** GSNI will be observing summer hours as follows:

Barrington Girl Scout Express

Sunday Closed

Mon., Tues, Wed. 9:30 A.M.-5:30 P.M.

Thursday 9:30 A.M.-7 P.M.

Friday and Saturday 9:30 A.M.-2:30 P.M.

Service Centers

Saturday and Sunday Closed

Mon.-Thurs 8:30 A.M.- 5 P.M.

Friday 8:30 A.M.-1 P.M.

**JULY 26** JUMP START training, Elgin Service Center, 6:30-9 P.M.

**JULY 29** JUMP START training, Rockford Service Center or Sugar Grove Service Center, 6:30-9 P.M.

**JULY 31** JUMP START training, Freeport Service Center, 9:30 A.M. -12 P.M.

**SEPTEMBER 6** GSNI closed in observance of Labor Day

**SEPTEMBER 11** Thin Mint Sprint