



**Girl Scouts in the Heart of Pennsylvania  
SEVENTH ANNUAL MEETING  
May 3, 2014**

The seventh annual meeting of the Girl Scouts in the Heart of Pennsylvania council was held live from the WITF studio in Harrisburg, Pennsylvania, and via broadcast to satellite locations in York, State College, Montoursville, and Scranton on Saturday, May 3, 2014.

The meeting began with a welcome from Board Chair Carolyn Warman and a Girl Scout Flag Ceremony and GS Promise led by Troop 10788 from Dauphin County, Julianne Carr-Phillips, caller. A video greeting from the CEO of GSUSA, Anna Maria Chávez, was played.

Carolyn Warman then called the business meeting to order and outlined the meeting's agenda to include:

- Review the financial status of the council
- Elect board members, board development committee members and national council delegates
- Leadership reports from the Board Chair and Council CEO
- A keynote speech from a recent Gold Awardee

Warman recognized the GSHPA board members in attendance. She thanked WITF for the great meeting location and thanked the GSHPA staff members—especially coordinator, Shelly Sprenkle—for their essential role in organizing the annual meeting. Warman paid tribute to GSHPA Secretary Laura Muia, who passed away on April 28, 2014, and led the meeting in a moment of silence in her honor.

**CEO Report**

GSHPA CEO Jane Ransom discussed the lesson of Hannah Penn, who governed the colony of Pennsylvania for 14 years in the 18<sup>th</sup> Century but has only just been recognized with a portrait at the State Capitol as a Governor of Pennsylvania. She said that Penn was up to the task of governing a colony because her Quaker parents believed that girls should receive an equal education to the one received by boys. The lesson is that given the right encouragement and opportunities, women can do anything men can do.

Ransom reported on the many ways in which the volunteers, staff and board of GSHPA provided the right encouragement and opportunities for the girls in our membership, including:

- The council's Healthy Promise initiative
- The troop experience provided to girls through volunteer leadership of more than 2,000 Girl Scout troops
- The aMAZE weekends for Cadettes with anti-bullying curriculum
- Thousands of girl-led community service projects

- Pilot Girl Scout Teams—short-term Girl Scout programs at Y's and recreation centers
- Urban outreach programs for at-risk girls
- Gold Award achieved by 80 girls
- \$15,000 of scholarship assistance to 13 graduating seniors
- Expanded outdoor programming at upgraded camp facilities

Ransom discussed council initiatives to improve GSHPA operations, including:

- Restructure and expansion of membership staff
- Personify membership data base
- Transition from Service Unit structure to Girl Scout Communities
- Continued implementation of GSHPA's Business and Camp Development Plans
- Completion of the council's \$5 million 100<sup>th</sup> anniversary fundraising campaign

The council is in good fiscal health, but Ransom said that GSHPA board and management must look forward at the negative impact of declining membership on our finances. The council's strategic planning process is looking at how much we can do with limited resources and where to make trade-offs between quantity and quality.

Ransom thanked all council delegates for their hard work and commitment to the mission of building the leadership and self-confidence of girls. She said she hoped to see many delegates at the Gold Awards ceremony on June 21 and at Kick-Off on September 6.

### **Keynote Speaker**

Sarah Narus, an Ambassador Scout from Dauphin County Troop 939, delivered reflections on her 13 years in Girl Scouting which culminated with her earning of the Gold Award this year. She reported on her Gold Award project—an urban garden in Harrisburg. Narus is a senior who will graduate from Bishop McDevitt High School next month. After graduation she will attend The Catholic University of America in the fall.

### **Financial Report**

Dolly Lalvani, GSHPA Treasurer, reported that the audit completed in January 2014 by the SF&Company auditors found GSHPA's financial statements were a fair and accurate representation of the council's financial position, and that the changes in our net assets and cash flows for the current fiscal year conformed to generally accepted accounting standards, meaning that GSHPA's was a "clean" audit. Lalvani reported that total assets increased from 2012 by approximately \$1.27M. This was due to several factors, most significantly the receipt of \$823,000 in gas royalties from the gas well at Camp Archbald and the sale of Camp Lycogis with a gain of approximately \$300,000. The Council had total assets in excess of \$17.4M and investments in excess of \$6.4M. Our overall financial position remains strong although we are facing some challenges in the current year. And as expected, we were able to close the fiscal year with a zero balance on the Line of Credit.

Program revenue decreased by about \$500,000 and revenue from public support decreased by \$885,900, thus overall revenue decreased by about \$1.4 million. The decrease in revenue can be attributed to the large increase in 2012 due to the 100<sup>th</sup> Anniversary. Although our revenue is down from 2012, we are above 2011 revenue by \$168,000.

Expenses continued to be well managed and decreased from 2012 by about \$86,000. GSHPA is in the strongest cash position of the council's existence, with an increase over the prior year of \$776,596. This is mainly due to the receipt of the gas royalties. However, we have had significant outlays for camp development so we must continue to monitor our cash position carefully. To continue with positive cash flow and not have to rely on a credit line or other financing means, management needs to continue actively managing operations and the board must continue its strong oversight of GSHPA's finances.

Fiscal year 2014 began on October 1, 2013. The board adopted a budget developed by management based upon GSHPA's business plan. As of March 31<sup>st</sup>, year-to-date revenue is \$1.84 million. The cookie sale is expected to result in \$7.5 million in revenue.

Dolly Lalvani commented on the Council's pension expense, saying that, although the GSUSA defined benefit retirement plan was frozen in 2010, GSHPA must still fund benefits earned by its employees, and those of its legacy councils, while the plan was active. For 2013, GSHPA made payments totaling \$452,000 to the plan. A \$200,000 increase in this expense was budgeted for 2014. GSUSA has a Pension Advisory Group that has been working with the IRS to obtain some relief in these payments. The IRS granted relief last month that will require that we pay the same total amount due, but will allow us to make these payments over a longer time period. This will ease expenses in our 2014 budget by \$94,000.

Lalvani completed her report by pointing out a few examples of GSHPA's excellent fiscal management over the last year including:

- Reserves have grown from 3 months to 13.9 months
- Percentage of public support has grown from 15.1% to 19.2%
- The average per girl cost has declined from \$329 to \$299
- The return on net assets has gone from -43% in 2008 to 12.6% by 2013

### **Quorum Report**

Karen Snider, Vice Chair, delivered the secretary's and quorum report. She indicated that GSHPA is in compliance with Article 1 of GSHPA's Bylaws. Article 1, section 10 states that a quorum is present if at least 25% of the corporation's delegates are present AND at least one delegate from a majority of Girl Scout Communities (formerly known as Service Units) is represented. At this meeting, 78 of a possible 144 delegates were present and 54 of a possible 84 GS Communities were represented. Accordingly, both provisions in the bylaws were met and a quorum was present.

Snider reported that since last year's annual meeting, the GSHPA Board of Directors has held six official meetings either in person or on conference calls. One of these was a 1 ½ day retreat. There was a quorum at all of these meetings. Additionally, the Executive Committee of the Board met five times and a quorum was present at each meeting.

Only two delegates submitted comments or objections to the reading of the 2013 annual meeting minutes, so Carolyn Warman declared the minutes approved as presented.

## **Presentation of the Slate & Elections**

Veronica Longenecker, Chair of the Board Development Committee, announced the 2013 slate to the delegates for their approval, asking the board nominees to stand.

### *At-Large Board Members, first 3-year term ending 2017*

Joanne Bankos, York  
Karen Best, Lemoyne  
Peggy Chown, York  
Jacqueline Esposito, State College  
Richard Frerichs, Millersville  
Rogette Harris, Harrisburg  
Kathy McCorkle, Harrisburg  
Roberta Soltz, Bloomsburg

### *At-large Board Members, second 3-year term ending 2017*

Bonnie Burke, Danville  
Betsy Keefer, York

### *Board Development Committee Members, second 2-year term ending 2016*

Linda Hicks, Harrisburg  
Veronica Longenecker, Lancaster  
Barbara Sherlock, State College

### *National Council Delegates, one 3-year term ending 2017*

#### Board of Directors:

Carolyn Warman  
Veronica Longenecker

#### Staff:

Ann Hughes  
Suzanne Moore  
Jane Ransom

#### Volunteers:

Kathy Leight  
Kim Schon  
Stacey Joy  
Marla Steele  
Kathy Rudisill (Alternate)  
Conni Yoder

#### Girls:

Ally Neville  
Sarah Frick (Alternate)  
Laura Steele  
Alexandria West

Carolyn Warman asked Veronica Longenecker if any additional nominations had been received in the ten days prior to the meeting pursuant to the Bylaws. No additional nominations were received and Warman declared the nominations closed. The slate was voted on by individual site, using phone lines for the satellite locations. The slate was unanimously approved and the nominees duly elected.

## **Board Chair Report**

Carolyn Warman's report focused upon the future of the council. She noted that GSHPA is in the final year of its Business Plan which has served us well, combined with our Camp Development Plan, Strategic Learning, and Operational Plans. But the Board recognized that it was time review all those plans – to move forward with an integrated strategic plan to help direct our organization into the future.

Now that GSHPA has reached our seventh anniversary as a Girl Scout Council, we are ready to position ourselves for the future with a new, unified strategic plan. Last summer, the board created a Strategic Planning Committee. Lisa Watson and her committee have been working hard over the year in partnership with CEO Jane Ransom and her management team. We are pondering big questions like:

- Who is our primary customer? (girls, volunteers, parents?)
- What does GSHPA offer that no other organization can offer to girls in our region?
- How can we best develop girls with courage, confidence and character, who make the world a better place in 2014 and beyond?

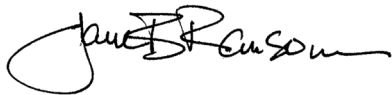
There are several workgroups exploring these issues and we will report back to you next year on the results. Warman expects that the new Strategic Plan will help us better focus our time, energy, and funds so that we can remain the premiere leadership development organization for girls.

Carolyn Warman thanked the volunteers for all they do, whether at the troop, community, or council level. She extended thanks to Jane Ransom and the staff, as well, remarking that it takes all of us working together to create these opportunities for our region's future leaders.

## **Adjournment & Closing Flag Ceremony**

The color guard retired the colors and the business meeting was adjourned at 10:56 a.m. A Volunteer Recognitions Luncheon followed the business meeting at the Sheraton Hotel.

Respectfully submitted by,



Jane Ransom  
President & CEO  
Girl Scouts in the Heart of Pennsylvania