



Girl Scouts in the Heart of Pennsylvania
18th Annual Meeting
April 23, 2025

The 18th Annual Meeting of Girl Scouts in the Heart of Pennsylvania Council was held virtually and broadcast from the Council Headquarters at 4640 Trindle Rd., Pennsylvania, online as a RingCentral webinar on Wednesday, April 23, 2025.

Meeting called to order at 7:01 PM

Quorum announced at 7:21 PM

Present:

Board of Directors Members: Jayne Huston, Amy Beamer Murray, Alison Bernhardt, Renee Mattei Montgomery, Betsy Keefer, Robyn Holder, Elizabeth DiLullo Brown, Ami Zumkhawala, Katrina Briddell, Daren Russ, Gina Suydam, Mary Pochobradsky, Scott Ehrig

Absent/Excused:* Adrienne Vicari, Dan Sheaffer

Jayne Huston, GSHPA Board Chair, opened the virtual meeting and welcomed the attendees to the 18th Annual Meeting of the Girl Scouts in the Heart of Pennsylvania. She reviewed the RingCentral platform to inform attendees of the features used to vote or comment during the meeting. Staff shared a video of the Girl Scout flag ceremony conducted by Girl Scouts from Troop 11102. Meeting attendees recited the Girl Scout Promise and the meeting was officially called to order.

Jayne Huston acknowledged all current Girl Scouts in the Heart of PA Board members and the troop and service unit level volunteers for their service and commitment to the mission of Girl Scouts. She thanked the GSHPA staff members for their behind-the-scenes work to ensure this meeting was a success and the national and service unit delegates for their participation.

GSHPA Financial Report – Dan Sheaffer, Board Treasurer, Executive Committee, and Property Committee Chair

Dan Sheaffer, GSHPA Board Treasurer, presented the year to date financial results for the fiscal year from October 1, 2023– September 30, 2024. GSHPA engaged an independent accounting firm to perform an audit of financial statements, the completed audit was filed with the State and posted on GSHPA’s website, gshpa.org.

There were several items of note in the review of the finances through the past fiscal year, October 1, 2023 – September 30, 2024. GSHPA girls generated \$8.9 million in product revenue to help support the Girl Scout Leadership Experience. Fundraising efforts generated \$1.2 million in contributions during this time, as the council continued to reconnect with past donors and establish new relationships to grow and diversify revenue sources.

During the current membership year, the Council extended \$83,000 in Financial Assistance throughout the year, this doubled the previous year. GSHPA also awarded almost \$39,000 in GO!Dough as product program rewards and early bird renewal incentives, which, in turn, encouraged girls to continue engaging in more Girl Scout activities and programming as they progressed through the entire Girl Scout Leadership Experience. This also doubled the previous year's awarded Go!Dough credits.

Lastly, while there had been a turn in the investment markets in recent months, GSHPA's conservative and long-term investment strategy continued to allow our Council to maintain a healthy operating reserve to protect the organization in difficult economic times.

Volunteer Honors – Amy Beamer Murray, Girl Scouts Vice Chair, Executive Committee, and Volunteer Strategy Committee Chair

Amy Beamer Murray noted it was important to honor and recognize all of our dedicated volunteers who brought Girl Scouts to life for so many. A revamped framework for committee members provided opportunities for connection to community members to increase diversity in volunteer types and collaboration with businesses. A long-standing tradition dating back to the beginning of Girl Scouts, Volunteer Awards acknowledged peer-nominated volunteers to receive honors for their outstanding dedication and service to Girl Scouts.

The Volunteers Awards Selection Committee was thanked for reviewing nominations, and award recipients would be honored on GSHPA social media sites. Amy Beamer Murray acknowledged that it was National Volunteer Appreciation Week and thanked all of the dedicated volunteers for their service.

Strategic Plan Report – Daren Russ, GSHPA Member at Large and Strategic Planning Committee Chair

Daren Russ shared the 2023-2026 strategic plan, which was in the third year of implementation. The plan had been created with input from key stakeholders, including members, volunteers, donors, community partners, board of directors, and council staff.

The vision was to be the preeminent girl leadership organization in central and northeast Pennsylvania where every girl had a supported place to discover her unique path, and focused on building and maintaining a strong foundation to implement strategies that support the three focus areas of girl, volunteer, and brand experiences.

The mission-focused guiding principles, followed closely by fun-infused activities and ethically driven standards, were coupled with engaged leadership, staff, and volunteers to create a resilient council where every member could thrive.

To ensure a strong and resilient Girl Scout council, an emphasis was placed on recruiting, retaining, educating, and training volunteers and staff as well as using best practices across every domain to maintain and grow a high-performing non-profit organization.

The first focus area was to deliver an inclusive, distinctive, full life-cycle experience for girls. As a result of these efforts, GSHPA saw an increase in girl participation in Entrepreneurial programming such as the Girl Scout Cookie Program. Additional resources were provided to volunteers and families to increase girl participation in Outdoor and Life Skill experiences. Another success in expanding the Girl Scout Leadership Experience was with the growth of the Academic Edge Program, which made Girl Scouting more accessible for girls in schools with 50% or higher of the student population qualifying for free or reduced lunches.

The second focus area was to expand pathways to engage volunteers in a variety of high-quality experiences. Work to support this focus area included easing volunteers' ability to provide opportunities for Girl Scouts, training experiences for new and seasoned volunteers, strengthening relationships with volunteers, and focusing efforts on volunteer support and membership recruitment.

The third focus area was to align the Girl Scout brand experience and awareness with our brand promise. Some successes that resulted from this focus included highlighting the impact of Girl Scouting through the annual Women of Distinction gala, working alongside elected officials and community influencers to spread the impacts of Girl Scouting, and sharing inspiring stories through our online presence.

The Strategic Planning Committee and Board of Directors continued to provide oversight, guidance, and support to the management team as they worked to implement the strategic plan.

Quorum Report – Scott Ehrig, GSHPA Member at Large

Scott Ehrig delivered the quorum report at 7:21 PM and noted that the Annual Meeting was being held pursuant to Article 1 of the Girl Scouts in the Heart of Pennsylvania Bylaws. Section 10 of Article 1 stated that a quorum was met if at least 25% of the corporation's delegates were present AND a majority of the service units were represented. Both provisions in the bylaws were met, and there was a quorum.

Since the 2024 Annual Meeting, the Girl Scouts in the Heart of Pennsylvania Board of Directors held official meetings in person or by conference call on three separate occasions. Additionally, the Executive Committee met three times. There was a quorum at all of these meetings.

Vote for Approval of Minutes and Presented Slates – Kathy McCorkle, Chair of the Board Development Committee and Ex-Officio to the Board of Directors

Kathy McCorkle introduced voting for the 2024 Annual Meeting minutes and for proposed changes to the GSHPA bylaws.

Presentation of GSHPA Board of Directors Board Officers, Members-at-Large, Board Development Committee, and National Delegate/Alternate Nominations

The Board Development Committee, elected by the council delegates, was pleased to announce the following nominations:

- GSHPA Secretary for a Second Term
 - Alison Bernhardt, Finance & Audit Committee Chair, and Executive Committee

- GSHPA Members at Large for a Second Term
 - Elizabeth DiLullo Brown, Strategic Planning Committee Member, and Executive Committee
 - Renee Mattei Montgomery, Volunteer Strategy Committee Member, and Executive Committee
 - Ami Zumkhawala, Strategic Planning Committee Member

- GSHPA Board Development Committee for a First Term
 - Robyn Holder, Member at Large, and Fund Development Committee Member
 - Elizabeth Schluter, Strategic Planning Committee Member

- GSHPA National Delegates
 - Adult Delegates
 - Siobhan Shadle
 - Belinda Stefl
 - Maggie Roat
 - Carol Thorton
 - Angela Dobson
 - Girl Delegates
 - Jeannette Varrassa
 - Jillian Scholl

- Alternate GSHPA National Delegates
 - Adult Alternate
 - Laura Trout
 - Girl Alternate
 - Ellen Kamps

Proposed changes to the GSHPA bylaws were next reviewed. The proposal was to change the current delegate model from a Service Unit delegate model to a self-perpetuating board. The proposed bylaw changes would shift the responsibility of governance from service unit delegates to the board of directors in an effort to allow volunteers to focus on the operational aspects of volunteer service.

Having no additional nominations received at least 10 business days prior to the Annual Meeting, the Chair declared nominations closed.

Voting – Jayne Huston, GSHPA Board Chair

The delegates discussed and voted on the election slates and bylaw proposals. The Mission Moment was shared, which highlighted the Girl Scouts Amplified Voices podcast and how it had built confidence, courage, and character in girls. Cathy Hirko, Marketing and Communications Director for GSHPA, presented announcements while votes were being tabulated.

Election Voting Results – Scott Ehrig, GSHPA Member at Large

Scott Ehrig thanked the delegates, Board of Directors, and Board Development Committee for their participation in the election. The Annual Meeting minutes from April 2024 were accepted, the candidate slates for the Board of Directors, Board Development Committee, and National Delegates and Alternates were elected as presented with a simple majority vote. The proposed bylaw changes were not accepted, as they did not receive the required 2/3 majority for passage.

CEO Remarks and Report – Janet Donovan, GSHPA President and CEO

Janet Donovan presented the CEO report to the membership and congratulated the newly elected Board members, Board Development Committee members, and National Delegates and Alternates.

Janet Donovan then referenced a new narrative she heard, “Girls in America are under attack,” and presented her takeaways as to how the script can be flipped for our girls. She emphasized the need for camp properties and facilities to serve as engaging, challenging, safe spaces for girls to explore and grow in the real world instead of the virtual one.

Volunteerism had plummeted nationwide, but in Girl Scouts, volunteer rates were considerably higher than the national average. This trend of increased, consistent volunteer engagement supported Girl Scouts and their ability to engage in diverse activities while being supported by volunteers.

She reported that GSHPA had started to expand outreach to lower income populations through the Academic Edge program, giving them the opportunity to join Girl Scouts. Academic Edge served 52 schools across GSHPA’s county footprint, and continued to grow thanks to the outreach program team.

Finally, she emphasized the impact that Council-led international travel opportunities had on older-girl programming. These opportunities included upcoming trips to Iceland, Japan, and Panama. Janet Donovan stated that while highest awards were one of the best ways for girls to build soft skills and serve their community, international travel programs helped to keep older girls meaningfully engaged regardless of their age.

In conclusion, Janet Donovan thanked our governance volunteer focus group members for their efforts and dedication to the topic.

Concluding Chair Remarks – Jayne Huston, GSHPA Board Chair

Staff shared a video highlighting the impressive Girl Scout year for GSHPA.

Jayne Huston expressed appreciation for all the work by staff in preparation for the Annual Meeting and thanked the delegates, volunteers, and members for their commitment to GSHPA.

The next Annual Meeting was announced for Wednesday, April 22, 2026, at 7:00 PM.

The Annual Meeting closed at 8:53 PM.