



NATIONAL PRESIDENT'S REPORT



Welcome

Welcome to the President's Report—a summary of our January 9, 2009 National Board of Directors meeting. My board colleagues and I are committed to making positive, effective decisions that empower the Girl Scout Movement and most importantly, the girls we serve. Our report is just one of the many ways we'll share news of our Movement's plans and progress. We look forward to listening to you, learning from you and working with you as we transform the lives of girls—and make our world a better place.

Connie L. Lindsey
National President
Girl Scouts of the USA

Action Taken by the National Board Of Directors January 9, 2009

At its meeting held January 9, 2009, the National Board of Directors approved the following by unanimous consent:

- New York Girl Scouts, Inc. consent to action;
- Triennial calendar of meetings (2009-2011);
- Reports of Executive Committee Action taken 10/30 and 12/9;
- Nomination of an individual to serve on the board of directors of the World Foundation for Girl Guides and Girl Scouts, Inc., and appointment of an individual to represent GSUSA at special meetings of members of the World Foundation.

The National Board also took the following actions:

Committee/ task group charges

Approved charges for the following committees/task groups:

Audit Committee

Finance Committee

Investment Subcommittee of the Finance Committee

Executive Compensation Committee

Fund Development Committee

Advocacy Task Group

WAGGGS Task Group

Task Group on National Realignment of Girl Scout Councils

Ad Hoc Chartering Task Group

Setting The Course: Ways Of Work For The National Board

Connie Lindsey, National President shared a briefing paper on the national board structure and ways of work for the triennium.

- The National Board is committed to (1) leading strategically, (2) setting priorities and (3) determining the future of the movement
- The National Board will foster a work environment of mutual respect—honest and open communication—and leverage the knowledge and expertise of board members by aligning those talents with the strategic direction of the organization.
- A more streamlined board structure will include permanent, yet fewer committees, which will carry out the core work. Committees will be supplemented by fluid task groups, which will emerge as need arises.
- Building the relationship between the national organization and Councils is a priority and the Board will explore ways to strengthen Council communication (national meetings, conference calls, written communications, visits, etc.). The Board also will help foster a broader sense of participation and direction setting by national delegates, board chairs and CEOs, and create a more effective governance system that engages national delegates and results in a successful 2011 National Council Session.

CEO Year-End Report

Kathy Cloninger, CEO

Key Priorities for 2008

- Create a relevant and outcomes-based program experience
- Create a brand that inspires girls to join
- Create a governance structure that is decisive, agile, market driven

Leadership Program: 2008 Results Highlights

- New leadership journeys delivered to councils, spring 2008
- 460,000 journeys books sold
- 15 national leadership outcomes published, February 2008

Brand: 2008 Results Highlights

- Laurel Richie appointed SVP/CMO, March 2008
- Agencies reviewed; new contracts signed
- LEADER Magazine redesigned

Structure and Governance: 2008 Results Highlights

- Realignment 80% complete
- Governance resource materials provided to councils

Membership

- Girl and Adult total: -3.2%; -112,956
- Over a two-year period, there is a clear difference in membership between non-realigning councils and those who have gone through the process: Not realigning: -0.1%; -742,143 / Realigned (64 councils): -6.6%; -2,206,978

Council finances

- Total council revenues (2007): \$775.1Million
- A cross-functional task force is developing financial action plans to support Councils. This topic will also be a focus at the 2009 CEO Summit.

Realignment Report

Linda Foreman, National Second Vice Chair, Realignment Task Group Chair

Statistics as of January 1, 2009:

- 68 of the 80 scheduled mergers are complete (represents 85%)
- Of the original 312 councils in 2006, 283 are merging into 80 new councils. To date 243 councils have merged (87%).
- There are currently 134 councils
- 97 of the 109 councils are in place (89%)

Treasurer's Report

Joan Wagon, National Treasurer

Results for the two-months ended November 30, 2008

- Total revenue: \$15.5 million, about \$800,000 less than budgeted due to lower than expected membership receipts. GSM results remain strong.
- Expenses totaled \$8.7 million or \$1.5 million below budget for the two months. The pace of spending is expected to accelerate, as significant brand, program and council support initiatives are underway.
- On a net basis, the excess of revenue over expense at November 30 is \$733,000 favorable to budget.
- A planned operating deficit of \$6 million for fiscal 2009 is budgeted to be met by funds designated by the National board from prior years' operating surpluses.
- GSUSA entered the economic downturn in a strong position; however, the impact of the financial markets on GSUSA assets is significant resulting in a net asset base of \$154 million vs. \$215 million a year ago and a reduction in reserves.

Financial Outlook

- There is uncertainty about the length and depth of the downturn in the US economy.
- GSUSA net assets will continue to decline in the near term and achievement of budgeted revenue is not assured.
- Councils face financial challenges in this economy and are looking to GSUSA for assistance.
- The National Board is maintaining an awareness of the organization's financial condition. Contingency planning will assure that budgeted net results are achieved.

Investing In Girls

Davia Temin, First Vice Chair, Fund Development Committee Chair

- It is important that we demonstrate the crucial value of Girl Scouting to girls in our country.
- The 100th Anniversary is a focal point for the enthusiasm of our 50 million alumnae and is an opportunity to support the new Girl Scouting going forward.