



# Community Team Conference

July 24, 2021



# Welcome

Thank you for stepping into a Community Team role for the 2021-2022 membership year. Whether this is your first year in this role or your thirtieth, you are an asset to our council.

With the closing of an unprecedented membership year filled with a pandemic and uncertainty, it is important we remember who we are and what we stand for.

We are Girl Scouts.

We are the preeminent leadership development organization for girls with programs that give every girl a chance to practice a lifetime of leadership, adventure, and success.

We were started on March 12, 1912, by Juliette Gordon Low, a woman who believed in our girls and what they could do.

We continue to honor her legacy and vision of creating girls of courage, confidence, and character who make the world a better place thanks to dedicated volunteers like you.

We are committed to you in our annual Community Team Conference by providing an unprecedented opportunity to hear from leadership professionals.

And as we embark on a new membership year, there is one thing we know: we got this.

Today, Tomorrow, Together. Girl Scouts of Citrus.

# Who We Are

## Our Mission

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

## 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.

## 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.

# Agenda

<b>8:30 AM – 9:00 AM</b>	<b>Check-in</b>
<b>9:00 AM – 10:00 AM</b>	<b>Opening Ceremony:</b> Maryann Barry <b>Opening Plenary:</b> Why Girl Scouts by Dads
<b>10:00 AM – 10:30 AM</b>	<b>Session 1:</b> <ul style="list-style-type: none"><li>• Leadership Breakout: Logistics Team</li><li>• Deep Dive: New Troop Mentor</li><li>• Business Services FAQ</li><li>• Girl Scout History</li></ul>
<b>10:30 AM – 11:15 AM</b>	<b>Plenary:</b> Productive Communications with Jill Huggett
<b>11:15 AM – 11:45 AM</b>	<b>Session 2:</b> <ul style="list-style-type: none"><li>• Leadership Breakout: Program Team</li><li>• Deep Dive: GIFTs for Girls</li><li>• Customer Care FAQ</li><li>• Girl Scout Branding</li></ul>
<b>15-Minute Break</b>	
<b>12:00 PM – 1:00 PM</b>	<b>Plenary:</b> DEI Foundation with Jose Rodriguez
<b>1:00 PM – 1:30 PM</b>	<b>Session 3:</b> <ul style="list-style-type: none"><li>• Leadership Breakout: Member Support Team</li><li>• Deep Dive: Safety Coordinator</li><li>• Business Services FAQ</li><li>• Girl Scout History</li></ul>
<b>1:30 PM – 2:15 PM</b>	<b>Plenary:</b> Trust Transformation with Roy Reid
<b>2:15 PM – 2:45 PM</b>	<b>Session 4:</b> <ul style="list-style-type: none"><li>• Leadership Breakout: Community Leads</li><li>• Deep Dive: Volunteer Toolkit</li><li>• Customer Care FAQ</li><li>• Girl Scout Branding</li></ul>
<b>2:45 PM – 3:30 PM</b>	<b>Plenary:</b> brainSHIFT with Dr. Romie
<b>3:30 PM – 4:00 PM</b>	<b>Closing Plenary</b> <b>Super Citrus Winners</b> <b>Closing Ceremony</b>

# Plenaries and Biographies

## **OPENING PLENARY: Why Girl Scouts by Dads**

Presented by Matt Troy, Kurt Hauser, Fred Kosiewski, Michael Garvey, and Nelson Camargo

### ***Plenary Description***

Discover what it means to be Man Enough to be a Girl Scout. Hear from a selection of dads about what it means to support Girl Scouts and see their girls grow.

**Time:** 9:30 AM – 9:55 AM

## **PLENARY: Productive Communications**

Presented by Jill Huggett

### ***Biography***

Jill Huggett, a certified professional career coach, is the founder and CEO of Bridgepath Career Advisors, LLC – a full service, global executive career management firm. As a career management partner for life, Jill works with professionals to uncover their value and align that to their career to maximize their potential. The results are comprehensive and include increased career satisfaction and greater contribution to employers. Jill is also a coach with the Harvard Business School and a thought leader contributing to Forbes Magazine. Prior to founding her career management business, Jill had a progressive corporate career in Financial Services. She was Vice President, Investment Analysis at Fidelity Investments, and an Associate with JP Morgan. Jill received a Master of Business Administration degree from Boston College and a Bachelor of Science degree from East Carolina University.



### ***Plenary Description***

The way we communicate has changed dramatically in recent years. Yet communication remains at the heart of relationships and how business gets done. Mastering Productive Communication will reduce conflict, increase productivity, and provide a foundation for trusted relationships. In this workshop, you will learn how to improve your communication skills to ensure you are "productively" communicating.

**Time:** 10:30 AM – 11:15 AM

## **PLENARY: DEI Presentation**

Presented by Jose Rodriguez

### ***Biography***

José Rodriguez currently serves as the **Chief Diversity Officer at Cabrini University** where he serves on the President's Cabinet for diversity, equity, and inclusion initiatives. Provides vision and leadership in promoting an institutional culture that values and supports diversity and inclusion on campus. Serve as the champion for the University's overall diversity and inclusion agenda by developing and facilitating strategies, decision-making, priority setting, and action necessary to advance diversity and inclusion at all levels of the University. Chair a University Diversity and Inclusion Council that will work closely with the President's Cabinet to develop and implement a diversity strategic plan. Oversee campus-wide education and training programs to heighten awareness, sensitivity to, and knowledge of diversity, equity, and inclusion issues. He has experience as a student and diversity advocate for over 25 years. Known as a primary champion for the welfare of the student body through guidance, support, and development. José is highly respected for his ability to quickly develop rapport with all members of the institution community and for building working relationships with other departments and divisions. In his current position, he is responsible for helping the University become a more accepting place for all who walks on the campus. He designs trainings for faculty, staff, and students. He counsels and advises students on academic and co-curricular initiatives, orientation, and leadership development through advising student organizations, campus-wide program, crisis intervention, facilitations, and mediating. He coordinates community outreach programs, retention services, academic enrichment programs, and international student services. He collaborates with other units like Human Resources in developing an onboarding program for new employees as well as facilitates unconscious bias training for search committees. He was awarded a Fulbright in 2007 where he spent time in Germany. He currently is Chair of the NCAA association wide Minority Opportunity and Interest Committee. \*Certified Diversity Trainer through The Anti-Defamation League (ADL) and The National Multicultural Institute (NMCI).



### ***Plenary Description***

This session will provide you with the understanding and knowledge of what DEI means and how it plays a major pivotal role within the girl scout community today.

***Time:*** 12:00 PM – 1:00 PM

## **PLENARY: Working as a Team & Trust**

Presented by Roy Reid

### ***Biography***

Roy W. Reid, Jr., APR, CPRC is a leading authority on trust, public relations, business communications, and marketing. Named one of the “Top 100 Thought Leaders Influencing Trusted Business Behavior” by *Trust Across America/Trust Around the World*, he received a Lifetime Achievement Award from the organization for his original work in the areas of personal and organizational trust. He is the Executive Director of Communications for AdventHealth, one of the nation’s largest healthcare systems. Throughout his career, Roy has worked with Fortune 500® companies, major healthcare organizations, entrepreneurs, professional service firms, and public agencies to create critical communication focused on earning, cultivating, or restoring trust. A sought-after keynote speaker, he has worked with leading brands such as Wal-Mart, Walt Disney Resorts, 5/3 Bank, Junior Achievement, and CSX Transportation. Reid is the co-author of *The Trust Transformation*, an evidenced-based training program with Dr. Omayra Mansfield in 2018. Roy is Accredited in Public Relations (APR) and an active member of the Public Relations Society of America (PRSA). He is a Certified Public Relations Counselor (CPRC) of the Florida Public Relations Association (FPRA) and an Alumnus of the University of Central Florida whose Nicolson School of Communications inducted him into its Hall of Fame. He is also student and instructor of martial arts, holding a master’s certification and fifth-degree black belt in Taekwondo.



### ***Plenary Description***

Trust is an essential ingredient in our personal and professional relationships. The Trust Transformation is an evidence-based program designed to help you grow the most fulfilling, productive, and enriching relationships through a more intentional effort to cultivate trust. By focusing on trust as the foundation of your relationships, beginning with yourself, you will produce important and tangible benefits. Roy’s presentation will equip and train you to cultivate stronger trust in your relationships and become a more trusted voice. In addition, there are tools and actionable ideas within the program that addresses your health and wellbeing.

***Time:*** 1:30 PM – 2:15 PM



## **PLENARY: brainSHIFT**

Presented by Dr. Romie

### ***Biography***

Dr. Romie is a triple board-certified physician, award-winning speaker, and national media expert. She currently serves as Chief Wellness Officer at Evolution Hospitality, where she has scaled a mindfulness and wellness program for over 7000 employees. Dr. Romie's expertise is routinely featured in the national media, and on global stages for corporations, athletes, and professional associations. She mixes her unique authority in neurology, integrative medicine, and mindfulness to transform cultures and teams through the busy brain cure, "brainSHIFT".



### ***Plenary Description***

Get ready to break your stress cycle and brainSHIFT to up level your performance and leadership.

***Time:*** 2:45 PM – 3:30 PM

## **CLOSING PLENARY: Engaging Your Leader**

Presented by To Monarch Trails Team Leads



Tonya Warren  
Program Lead



Michele Mayall  
Member  
Support Lead



Ashley Penkala  
Logistics Lead

### ***Biography***

Monarch Trails community is led by three volunteers who met through Girl Scouts and have developed a great friendship over time while holding different community roles throughout the years on the community leadership team.

Tonya Warren, Michele Mayall, and Ashley Penkala have all prided themselves on community engagement and finding new ways to help ease the stress, encourage

community input, and lead our community as a team. "Team Work Makes the Dream Work" is a quote we always laugh and joke about but, at the same time we all wholeheartedly believe in this quote as we do things within the community.

We were all volunteered for our first role on the team and, at times, voluntold to do other roles over the years; but we all did them with the best interest of the girls and the community in mind. We are ALWAYS willing to try something new and talk each other off the ledge every now and then. We all have completely different personalities, believe it or not, but we think this element is what makes up such a good team.

### ***Plenary Description***

Hear from Monarch Trails Service Community leadership as they share their experiences and tips and trips for getting their Community leaders and troops involved and engaging in Community involvement.

***Time:*** 3:30 PM – 3:45 PM



# Leadership Breakouts

## **Team Leadership Breakout Descriptions**

Gather with your Community Team and Community Champion & Relationship Managers along with a Vice President to learn the essence and importance of your role. We will discuss what it means to be part of your specific Team and what are some best practices to support each other and succeed.

*Attendees are pre-assigned based on role.*

## **LEADERSHIP BREAKOUT: Logistics Team**

**Attendees:** Logistics Lead, Community Treasurer, Community Cookie Chair, Community Fall Product Chair, Juliette Product Coordinator, Communications Coordinator, GIFTs for Girls Coordinator, Recognitions Coordinator

**Time:** 10:00 AM – 10:30 AM

## **LEADERSHIP BREAKOUT: Program Team**

**Attendees:** Program Lead, Safety Coordinator, Volunteer Toolkit Coordinator, Camporee Team Coordinator, Event Team Coordinator, Community Service Coordinator, Global Connect Coordinator, Bridging and Traditions Coordinator, Older Girl Mentor

**Time:** 11:15 AM – 11:45 AM

## **LEADERSHIP BREAKOUT: Member Support Team**

**Attendees:** Member Support Lead, Registrar, Girl Scout Engagement Chair, New Troop Mentor, Site Coordinator

**Time:** 11:15 AM – 11:45 AM

## **LEADERSHIP BREAKOUT: Leads**

### ***Description:***

You have a lead role. You are part of a team. Now what? In this Leadership Breakout, leads will meet with the Executive Team to learn about what it means to be a leader for your Community.

**Attendees:** Logistics Lead, Program Lead, Member Support Lead

**Time:** 2:15 PM -2:45 PM

# Deep Dives and Objectives

## **DEEP DIVE: New Troop Mentor**

Understating the nuts and bolts of being a New Troop Mentor. Our proactive volunteer focus process, the gsLearn Co-leader Training path and the why, handoff with connecting and tools and reporting. Bring back to the Community and reinvigorate their leaders.

**Time:** 10:00 AM – 10:30 AM

## **DEEP DIVE: GIFTs for Girls**

Learn more about the tools and resources available to you as GIFTs for Girls chair. Demonstrations on our new giving platform, where all your forms are and a few best practices.

**Time:** 11:15 AM – 11:45 AM

## **DEEP DIVE: Safety Coordinator**

Are you ready to take a Deep Dive into what it is like to be a Community Safety Coordinator? Then join us in this session where we will share valuable information, share personal experiences, and learn how to effectively manage safety in the Girl Scout world. This session will be for new and experienced Community Safety Coordinators to come, share and learn.

**Time:** 1:00 PM – 1:30 PM

## **DEEP DIVE: Volunteer Toolkit**

Building knowledge to share with your volunteers! First-hand knowledge from a volunteer to volunteers. Join Misty Carroll from South Lake Community in learning some valuable tips and tricks of the Volunteer Toolkit.

**Time:** 2:15 PM – 2:45 PM

# Workshops and Objectives

## **WORKSHOP: Girl Scout History**

Juliette Gordon Low envisioned an organization that would prepare girls to meet their world with courage, confidence, and character.

In 1912, in the midst of the Progressive Era—and at a time when women in the United States couldn't yet vote—this nearly deaf 51-year-old sparked a worldwide movement inspiring girls to embrace, together, their individuality, strength, and intellect.

**Time:** 10:00 AM – 10:30 AM, 1:00 PM – 1:30 PM

## **WORKSHOP: Business Services FAQ**

Business Services is part of your foundation from paperwork to outwardly building the Girl Scout Brand and our Shop.

### ***Objectives:***

- Build an understanding of our Business Service team and how they work with your Community and troops.
- Learn the importance of shopping local.

**Time:** 10:00 AM – 10:30 AM, 1:00 PM – 1:30 PM

## **WORKSHOP: Customer Care FAQ**

We are here for you! Hear from our Customer Care team as they explore some of the most frequently asked questions and discover why they should be your first stop.

### ***Objectives:***

- Build an understanding of Customer Care topics and solutions.
- Develop confidence in using Customer Care for follow-up to your interactions.

**Time:** 11:15 AM – 11:45 AM, 2:15 PM – 2:45 PM

## **WORKSHOP: Girl Scout Branding**

Girl Scouts is moving towards a new form of branding; a new look, and a new way of promoting Girl Scouts. Join us in this workshop as we give you the do's and don'ts for navigating through the new branding for Service Communities.

**Time:** 11:15 AM – 11:45 AM, 2:15 PM – 2:45 PM

## Takeaways

This image shows a single sheet of white paper with horizontal green ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## Takeaways

[illegible]

# Community Connections

At in-person conferences, we can exchange business cards so that we can stay in contact with all the people that we meet or are inspired by. We can keep this alive by writing down contact information given throughout our virtual conference.

Name: \_\_\_\_\_

Community: \_\_\_\_\_

Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_

Community: \_\_\_\_\_

Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_

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Community: \_\_\_\_\_

Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_



# Follow-Up Meeting

Date: \_\_\_\_\_

Location: \_\_\_\_\_

## Community Champion and Relationships Manager

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Today, Tomorrow,  
Together.  
Girl Scouts of Citrus.

