

PRESS RELEASE



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FOR IMMEDIATE RELEASE

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Girl Scouts of Central Maryland’s “Cookie College” Training Ground for the Next Generation of Women Business Executives

Baltimore--Goal Setting, economic literacy, marketing skills, fundamentals of business management, teamwork and self-confidence. If you think this sounds like a syllabus for a business course for entrepreneurs, you’re almost right. These are the skills that Girl Scouts acquire through the annual Cookie Sale program activity. These are also the skills they will learn about at a one-day “Cookie College” seminar on August 16, 2007 at the Johns Hopkins Carey Business School.

Women business executives from the Federal Reserve Bank of Richmond, Baltimore branch; KPMG LLP; The Brick Companies; the Baltimore Business Journal; and Davis Inotek Instruments, LLC will be among the “Cookie College professors.” In addition, Tom Kunkel of Harford County’s KidsNews, newspaper; Jenny Trostel, President and CEO of SAAB of Baltimore; Laura Gamble, President, Bank of America, Maryland; Janet Davis-Leak, Publisher and Editor-in-Chief of WomanScope newspaper; and Elaine Bonneau, Publisher of Expression magazine will also be on hand to share their insights and knowledge on the fundamentals of managing and promoting a business.

Now in its 91st year, the Cookie Sale program activity has evolved from a local sale to the nation’s leading business and economic literacy program for girls. Through cookie sale activities girls learn fundamental business skills that teach them to build teams, communicate ideas and

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Where Girls Grow StrongSM

make sound business decisions. At Cookie College girls will practice making change, set budgets, learn how to develop business plans and business proposals, and learn how to promote a business with guidance and advice from successful business women and men.

“This is a concrete example of the Girl Scout mission in action,” stated Girl Scouts of Central Maryland CEO Traci Barnett. “For years Girl Scouts has touted the leadership benefits afforded girls who participate in scouting,” Barnett said. “The fact that 66% of women of professional achievement were Girl Scouts at some point in their youth makes it clear that Girl Scouting does indeed develop skills in girls that will help to make them successful in their future endeavors.”

The annual Girl Scout Cookie Sale takes place in central Maryland from September 14 through December 1, 2007. During the 2006-2007 cookie season Girl Scouts in central Maryland sold 1,617,625 boxes of cookies. With leadership from adult volunteers and the help of family and friends, girls realized \$905,075 for troop treasuries to be used for community service projects, trips and activities. This was the second highest proceed amount since the 2003-2004 Cookie Sale when troop treasuries raised \$912,887.

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Girl Scouts of the USA is the nation’s leading organization dedicated solely to girls. Girl Scouts of Central Maryland serves 30,000 girls in Baltimore City, Anne Arundel, Baltimore, Carroll, Howard and Harford counties. Girl Scouting builds girls of courage, confidence and character who make the world a better place.