



## The Girl Scout Journey STEMs Out to Include New Paths for Today's Girls

THE DEVELOPMENT OF THE GIRL SCOUT MOVEMENT

Juliette Gordon Low, a woman of means and privilege at the turn of the century, spent several years searching for something useful to do with her life. Her search ended in 1911 when she met Sir Robert Baden-Powell, founder of the Boy Scouts and Girl Guides, and became interested in the new youth movement. She soon began channeling all her energies into founding the fledgling movement now known as Girl Scouts. On March 12, 1912, Juliette Low gathered 18 girls and registered the first troop of American Girl Guides. The name of the organization was changed to Girl Scouts the following year. From the original 18 girls, Girl Scouting has grown to 3.7 million members and is the largest educational leadership organization for girls in the world.

In developing the Girl Scout movement in the United States, Juliette brought girls of all backgrounds into the out-of-doors, giving them the opportunity to develop self-reliance and resourcefulness. This practice continues today in central Maryland at our four camp properties. Girls discover how to navigate the challenges and wonders of the outdoors while connecting with girls from all across the central Maryland region—and beyond. In addition, our Project Anti-Violence Education (P.A.V.E.) Summer Enrichment Camp brings the camping experience to at-risk youth who have never experienced camping or extended time in rural settings while reinforcing lessons about good-decision making and leading healthy lives.

Juliette Gordon Low also encouraged girls to prepare for traditional homemaking as well as for possible future roles as professional women—in the arts, sciences and business—and as active citizens outside the home. Today, Girl Scouting includes science, technology, engineering and math (STEM) activities, as well as programs that allow girls to explore business development and implementation. In addition to programs like Business Up and the annual Cookie Sale Program Activity, girls have the opportunity to engage women business leaders in thoughtful conversations and dialogue through our annual Women's Leadership Forum and to spend the day with women business leaders as a "shadow" through the Distinguished Women's Award Reception. Keeping its focus on preparing girls for successful futures in the business, academic and scientific fields, Girl Scouts has influenced more than 50 million girls, women and men who have belonged to it; in fact nationally, 78% of women in leadership roles were Girl Scouts. Regionally that list includes Paula Singer, President and Chief Executive Officer of Laureate Online Education; Laura B. Black, entrepreneur and community leader; Sharon R. Pinder, President and Chief Executive Officer of The Pinder Group, LLC; U.S. Senator Barbara Mikulski (D-MD); Beverly Byron (former U.S. Congresswoman) and a host of other prominent and influential women.

As the Girl Scout organization approaches its 100th year Anniversary and Girl Scouts of Central Maryland its 50th, the proud tradition Juliette Gordon Low began in 1912 continues. Like many traditions however, the pathways and programs have changed to reflect the expanded opportunities now available to women. We invite you to witness the ways today's girls experience Girl Scouting and to support them on this life-changing journey. In fact, we are counting on your investment in their futures.

Yours in Girl Scouting,

Traci A. Barnett, M.B.A.  
Chief Executive Officer

Girl Scouts of Central Maryland's 30th Annual  
**DISTINGUISHED WOMEN'S  
AWARD RECEPTION**

**Please join us Thursday, April  
29, 2010, 5:30 p.m.** at the Baltimore  
Country Club, Roland Park to celebrate  
women leaders – past, present and future  
– at our annual networking fundraiser, the  
Distinguished Women's Award Reception.  
Tickets are \$75.00

For tickets, sponsorships or additional information,  
contact Maria Johnson, Vice President, Advancement  
410-358-9711, ext. 247 or [mjohnson@gscm.org](mailto:mjohnson@gscm.org)



**Ambassador Sponsor**  
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Girl Scouting!

2010 Distinguished Women Honorees



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