

## ***Girl Scouts in the Heart of PA Business Plan Update***

*January 13, 2010*

Helping today's girls become tomorrow's leaders continues to serve as our guiding principle as we bring to life the priorities outlined in our new business plan. Initiated by our need to put our council on firm financial footing while not losing sight of our long standing tradition of developing the leadership and self-esteem of girls, the business plan continues to roll out in strategic stages. The following are some highlights of our most recent and/or next steps:

### ***Retail Store is Back Online***

Essential Girl Scout materials can once again be purchased online at [www.gshpa.org](http://www.gshpa.org). To the returning online shopper the site may not look all that different; many improvements have been made behind the scenes to guarantee that the items purchased are in stock and will ship out as soon as possible without any additional steps or delays. Free shipping will continue on all orders placed through January 31, 2010 with shipping rates for future orders still under consideration. Over the course of the next few months, we will continue to make improvements to the online store's look, feel and usability and continue to plan to pilot the traveling trunk in at least one region this coming Spring.

### ***Six Task Forces to Convene in March 2010***

Input from volunteers and girls continues to be extremely important as we enter into the next planning and implementation stages of the business planning process. With this in mind, six task forces will begin to meet as early as March 2010 to recommend the best way(s) for our Council to *Invest in the Experiences that Build Leaders* and *Invest in the People Who Make It Happen*. More specifically, the task forces will focus on the following areas:

- Outdoor Experience
- Signature Programming
- Retail
- New Way of Work
- Customer Service
- Finance & Information Systems

### ***Announcement of Seven Key Camps is Coming Soon!***

The seven key camps that Girl Scouts in Heart of Pennsylvania will invest in moving forward will be announced this Spring. Current/past usage, current/future programming opportunities and current/anticipated overhead/capital/maintenance expenses are all being considered when selecting the seven key camps.

### ***Next Steps***

Look for future announcements in the weeks and months ahead as we continue to work together to help today's girls become tomorrow's leaders. As always, your opinion continues to be important to us and we encourage you to share your feedback at <http://www.gshpa.org/feedback.html>. Thank you to those who have shared their feedback thus far – many of your suggestions and questions will help make the implementation of the business plan even better.