

Girl Scouts of the Desert Southwest - eNewsletter



COUNCIL NEWSLETTER

Issue 01

JULY 2010

Hello [NAME],



THE BEST OF GIRL SCOUTING RECOGNIZED AT AWARD CEREMONIES

Girl Scouts of the Desert Southwest recognized the achievements of their 2009/2010 Gold Award recipients at three Annual Girl Award Ceremonies across the region: Odessa, Texas on April 23, 2010, Artesia, New Mexico on May 15, 2010 and El Paso, Texas on May 23, 2010.

These Girl Scouts represent the best of Girl Scouting and are the foundation of the Girl Scout mission: Girl Scouting builds girls of courage, confidence, and character, who make the world a better place. They dedicated many hours to achieve their goals.

Eight girls were presented with the highest award in Girl Scouting, the Girl Scout Gold Award:

Sydnee Gatewood of Alpine, Texas



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Nationally, about 2,500, or 6%, of Girl Scouts age 14-18 earn their Gold Award each year. Someone once described the Girl Scout Gold Award as being "what you really want to be remembered for" in Girl Scouting. For many, the leadership skills, organizational skills, and sense of community and commitment that come from "going for the Gold" set the foundation for a lifetime of active citizenship.

You are receiving this newsletter because you registered through our website www.gsdsww.org. Please forward it to parents and volunteers who have not signed up yet.

Girls also received awards for Bronze and Silver Award projects, religious endeavors, and top cookie sales.



Janet' Sloan (GSDSW Outdoor Program Manager and Gold Award Coordinator), Claire Nelson, Jay'me Shrauner and Sydnee Gatewood.



Girl Scouts honored at Girl Award Ceremony in Odessa, Texas.

GIRL SCOUT GOLD AWARDEES HONORED AT STATEWIDE CEREMONY

Texas Gold Awardees were recognized for their community service and leadership achievement at the State Gold Award Celebration in Austin, Texas on June 14, 2010. Three girls from our council were presented with the Gold Award. They are Claire Nelson of Midland, Texas; Jay'me Shrauner of Midland, Texas; and Sydnee Gatewood of Alpine, Texas.



Diane Flanagan (GSDSW CEO), Jay'me Shrauner, Claire Nelson, Sydnee Gatewood and Cathy McKelvain (GSDSW Board Chair).

GIRL SCOUTS OF THE USA IS KICKING OFF ITS NEW BRANDING CAMPAIGN!

What's a branding campaign? What's a brand? A brand is an identifying mark or label. When you see it, you know instantly what company or product it represents. Think of McDonald's golden arches or Nike's swoosh.

Girl Scouts is a well-loved, iconic brand. In refreshing the brand identity, GSUSA aims to stay true to our brand values-the cornerstones of leadership, sisterhood, and inclusion. From ad campaigns to a refreshed logo, GSUSA has created a visual brand language that conveys the Girl Scout movement as it exists today and that speaks to our core audience - girls - in a way that engages and resonates with them. Most importantly, in all of the brand work,

everyone wants to ensure that we communicate our brand promise: Girl Scouts gives every girl access to life-changing experiences that inspire her to do something big.

The trefoil has been a brand element since the beginning (1912). The Profiles were added to the Girl Scout brand system in (and haven't been updated since) 1978. In refreshing the profiles, GSUSA dropped the forehead a little to create bangs lending a more contemporary look. Then they aged down the nose a bit and added strength to the mouth.



The Girl Scout identity is more than just a "logo." It is a system of marks, typefaces, colors, layout schemes and more. The system helps to support our brand story and unify our communications. The new branding campaign went public in July, so you will begin to see some changes in the look and feel of all Girl Scouts of the Desert Southwest materials starting now!

Please contact the GSDSW Communications Department with any questions at epennell@gdsw.org or 800-895-7390 ext. 221.

CONGRATULATIONS TO THE GIRL SCOUTS OF THE DESERT SOUTHWEST 2009-2010 SCHOLARSHIP RECIPIENTS

Sidney Gatewood of Alpine

Samantha Guerra of El Paso

Abigail Sanchez of Odessa

Natasha Suri of Roswell

Katherine Wentworth of El Paso

VOLUNTEER CONFERENCE 2010

When: Saturday, August 28, 2010

Where: Camp Mitre Peak

Registration forms and workshop information will be available on our website on July 31st.

YOU'RE INVITED TO THE 5TH ANNUAL CAMP MITRE PEAK CHUCKWAGON COOKOUT. YEE HAW!

Saturday, August 21, 2010

7 to 9 PM / \$25 per person

Join us under the West Texas skies and in the shadow of Mitre Peak for an evening of food, friends and fun. Feast on mouthwatering prime rib prepared by the Cocklebur Camp Chuckwagon Cookin' Crew while listening to the soothing guitar sounds of Bake Turner.

RSVP by August 16th at 800-594-5677 ext. 305.

COUNCIL WILL BE CLOSED FOR STAFF TRAINING JULY 20th – 22nd

All Girl Scouts of the Desert Southwest Council offices will be closed for staff training from Tuesday, July 20th through Thursday, July 22nd. Our offices will re-open on Monday, July 26th.

UPCOMING GIRL PROGRAMS

- [Jardin Scouts](#) - Deming, NM - 07/16/10
- [A Night at the Diablos](#) - El Paso, TX - 07/16/10 - 07/17/10
- [A Night at the RockHounds](#) - Midland, TX - 07/17/10 - 07/18/10
- [Gourmet Girls Summer Day Camp](#) - Roswell, NM - 07/19/10 - 07/21/10
- [Family Night: Around the World Egypt](#) - Roswell, NM - 07/22/10
- [Cake Decorating](#) - El Paso, TX - 07/22/10
- [Jardin Scouts](#) - Deming, NM - 07/23/10
- [Cave Crawl](#) - El Paso, TX - 07/24/10
- [On Safari](#) - Midland, TX - 07/26/10 - 07/30/10
- [Chocolate Challenge](#) - Artesia, NM - 07/27/10 - 07/28/10
- [Jardin Scouts](#) - Deming, NM - 07/30/10
- [Jump Rope Jump Off](#) - El Paso, TX - 07/31/10
- [Wonders of Water \(W.O.W\)](#) - El Paso, TX - 08/03/10 - 08/04/10

[SUBSCRIPTIONS]