



GSSEM Virtual Meeting for Leaders

October 2025



Welcome to the Fall Virtual Meeting for Leaders

Nafeesah Williams
Director of Member Support

Agenda



Girl Scouts of Southeastern Michigan

1

Member Support

2

Recruitment

3

Programs

4

Outdoor Experiences

5

Product Program

6

Retail

7

Volunteer Experience

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.



*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.*



Member Support Update

Meet the Member Support Team!



**Sabrina
Baron**

Member Support Specialist
Communities 2, 4, 7, 8
sbaron@gssem.org
810-600-5138



**Mary
Basile**

First Year Troop Support
Communities 2, 4, 7, 8
mbasile@gssem.org
586-464-2420



**Leah
Burian**

First Year Troop Support
Communities 9-12
lburian@gssem.org
313-870-2552



**Gale
Dembinski**

Service Unit Support
Communities 1-6
gdembinski@gssem.org
810-600-0611

Meet the Member Support Team!



**Daniela
Galindo**

Member Support Specialist
Communities 9-12
dgalindo@gssem.org
313-870-2553



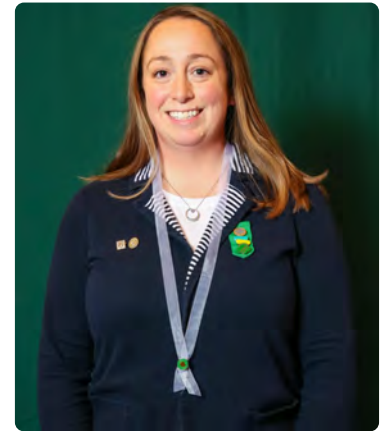
**Jessica
Locke**

Member Support Specialist
Communities 1, 3, 5, 6
jlocke@gssem.org
810-964-7444



**Matthew
Pruitt**

Service Unit Support
Communities 7-12
mpruitt@gssem.org
313-309-1144



**Stephanie
Quick**

First Year Troop Support
Communities 1, 3, 5, 6
squick@gssem.org
248-871-9204

2026 Membership Numbers

Girl Members	Adult Members	Lifetime Members	Total Members
10,724	3,896	2,507	17,127

Troop Update Form

To ensure your troop's information is accurate in our system, please have a look at our new Troop Update Form and be sure to complete it every year.

If your troop's meeting information changes, or you would like to change the desired number of girls the troop is open to taking, please complete this form at any point during the year:

www.gssem.org/troopupdate



2025 Memberships
expired October 1.

Please check your troop
roster to ensure that
everyone planning to
participate in the new
Girl Scout year has been
renewed.



Troop Leaders must regularly check and update their desired number of girls as changes are made to their rosters.



Mark your calendar for the New Leader Roundtable!

All first-year GSSEM troop leaders are invited to a virtual meeting hosted by the First Year Troop Support Specialists on Thursday, November 6th! We'll share important Council updates, essential troop leader resources, and have some time to network!

Cost: FREE! [Register now](#)

Registration deadline: November 5th

Questions? Please email Nafeesah Williams, Director of Member Support, at nwilliams@gssem.org.



Founder's Day

October 31st marks the birth in 1860 of Girl Scouts of the USA founder Juliette Gordon Low in Savannah, Georgia. Consider planning a small activity or event with your Service Unit or Troop to celebrate!



On October 31st Girl Scouts honor the memory and celebrate the birthday of our founder Juliette Gordon Low.

Celebrate her birthday by completing the Girl Scout Way Badge for your level and doing a service activity in her name. Visit girlscouts.org/badges to learn more.





How else to Girl Scouts celebrate Founders Day?

Play Kim's Game, Juliette Gordon Low Style

Kim's Game is an observation and memory game played by Girl Scouts and Girl Guides.

Act out the Juliette Gordon Low Story

Girl Scouts help act out the story of Juliette Gordon Low and how she started Girl Scouts all with fun actions and sound effects.

Honor Juliette Gordon Low's Legacy

Honor Juliette Gordon Low's legacy by working on a simple community service project based on the needs in your community.

Host a "Throwback Meeting"

Try activities from badges in another decade.

Learn about Girl Scout Traditions

From handshakes, SWAPS, singing favorite Girl Scout songs to cooking s'mores over a campfire, there are many traditions to choose from.



Member Support Update

Visit the GSSEM Council Museum in White Lake with your troop for a free tour and patch!

Contact Jan via text at 586-453-8861 to schedule your tour! Follow the Council Museum on Rallyhood for more information and fun events!

Become an Administrative Volunteer!

Service Unit Manager (SUM): Conduct regular outreach to Troop Leaders in your Service Unit. Connect volunteers to resources. Facilitate Service Unit meetings.

First Year Leader Mentor: Provide support to new Troop Leaders/Co-Leaders during their first year of service.

Communication Liaison: Provide communication to volunteers in your Service Unit through email and social media.

Resource Champion: Provide guidance and knowledge to troop leaders about Rallyhood and other resources.

Troop Organizer: Work with a Recruitment Specialist to support girls and adults in joining GSSEM within a school, organization, or community.

Interested in learning more? Contact your SU Support Specialist:

Communities 1-6: Gale Dembinski;

gdembinski@gssem.org.

Communities 7-12: Matthew Pruitt;

mpruitt@gssem.org

Help GSSEM expand our special interest troop offerings!



Visit www.gssem.org/specialty to learn more.

Contact Matthew Pruitt (mpruitt@gssem.org) for more info.

Recruitment Update

Recruitment Support



Keyocia Murphy

Director of Recruitment

kmurphy@gssem.org

313-400-1929

Flint Service Center



Meet the Recruitment Team!



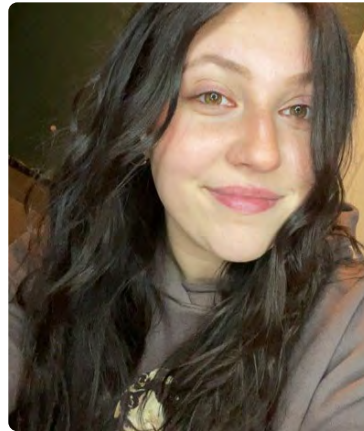
Coming Soon!

Communities 1,2,3
and SU0401



**Mary Beth
Mills**

White Lake
Communities 5 & 6



**Mackenzie
Uppleger**

Clinton Township
Communities 7 & 8



**Josh
Smith-Bogan**

Clinton Township
SU0402,
Community 9,
and SU1003



**Alexandra
Palazzolo**

Southgate
SU1001, and
Communities
11 & 12

Recruitment Managers are hosting a series of family information meetings at local schools to form new troops and or get families to join existing troops.

Start a new troop!

- See where recruitment will hold family information meetings at www.gssem.org/fim.
- Let Recruitment know of schools that would be a good fit for a family information meeting at join@gssem.org.
- Want to help recruit? Become a Troop Organizer! Contact your Recruitment Manager to learn more.

Need
recruitment
support?
join@gssem.org



Council Programs Update



The world of council
programming is...



“At GSSEM, we celebrate curiosity and math... the spark behind every creation.”

-Dr. Shelley



Lana Jaeger-Barstad
Program Specialist



Dweisha (Bolding) Heard
Lead MSL Program Specialist



Brooke Garland
MSL Program Specialist

Agenda

- **STEAM**
- **Financial Literacy**
- **Entrepreneurship**
- **GSSEM Mobile Steam Lab**

GSSEM's financial literacy workshops provide Girl Scouts a space to learn- to manage money wisely- and make smart choices for their futures.



Our team strives to empower Girl Scouts to shape tomorrow, ignite innovation and build futures.





GSSEM Entrepreneurship workshops help Girl Scouts turn their ideas into action to make a difference.



STEAM at GSSEM empowers Girl Scouts to be curious, think critically, and create boldly, helping them see themselves as future innovators, leaders, and changemakers.





Hands-on Experiences

Through hands-on experiences in Programming, STEAM, Financial Literacy, and Entrepreneurship, Girl Scouts are building the skills to innovate, achieve their dreams, and lead with courage.



Mission Connection

This type of programming challenges Girl Scouts discover their character, dream boldly, create fearlessly, and lead with confidence.



Creating Our Future

Girl Scouts are empowered to imagine more, innovate with purpose, and step forward as confident leaders.

STEAM, Financial Literacy, and Entrepreneurship Update

Upcoming Program Offerings

Check these programs out when they are posted on the GSSEM Calendar of Events!

- Women in Robotics
- GSSEM 2026 Robotics Team Kickoff
- Physics and Skydiving at iFLY
- Financial Literacy City with Junior Achievement
- Entrepreneurship at Kendra Scott
- USPTO Chemistry Day
- GSSEM Robotics Expo

Introducing the GSSEM Mobile STEAM Lab



The GSSEM Mobile STEM Lab is a bold, innovative classroom on wheels, bringing science, technology, and big ideas directly to every part of GSSEM!



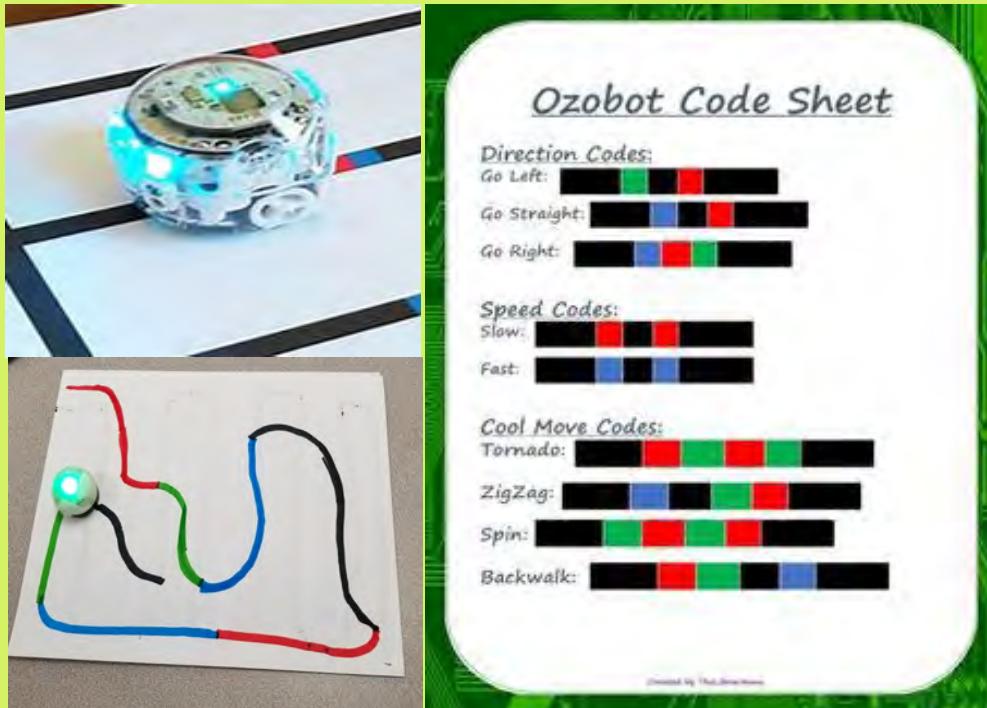


Students learn most efficiently by engaging in active learning.

- The Mobile STEAM Lab encourages Girl Scouts to design, build, test and fail.
- Girl Scouts learn that all attempts are important steps in innovation.
- Girl Scouts try new things and make mistakes in a safe and supportive environment.

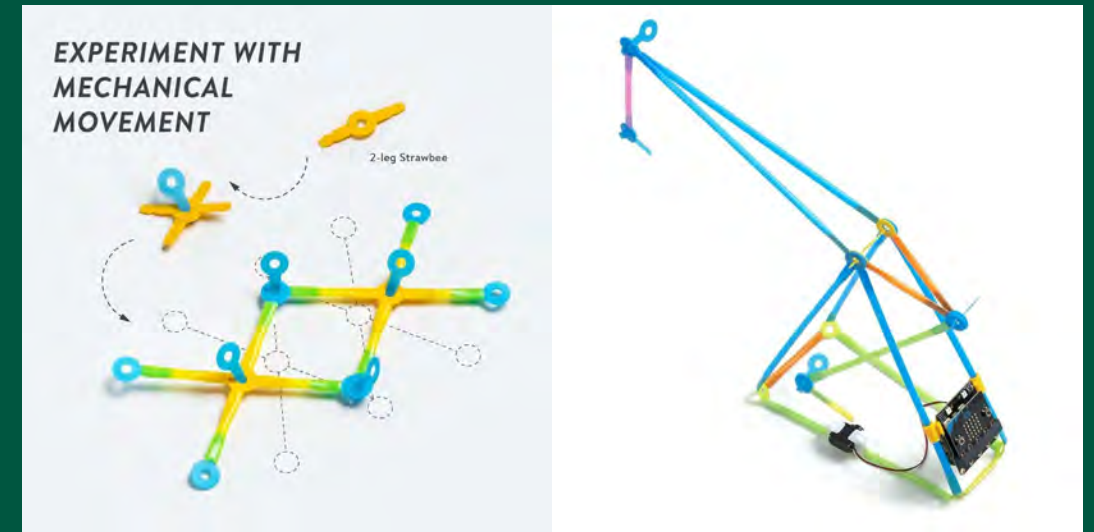
Ozobots

Engages Girl Scouts in Coding and Design.



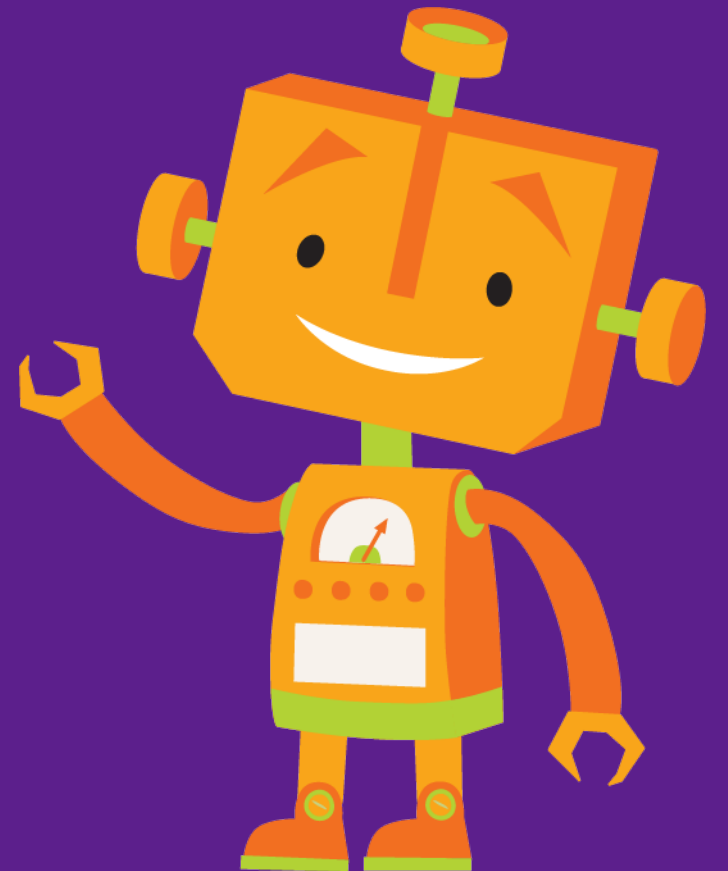
Strawbees

Engages Girl Scouts in engineering, architecture, design, mathematics, and coding.



We hope to see you soon at
an event! View and register
for council programs via
our event calendar

www.gssem.org/calendar



Questions?

Outdoor Experiences Update

Our Team



Paige Wigren

Vice President of
Outdoor Experiences



**Carleigh
Massaro**

Director of Camps



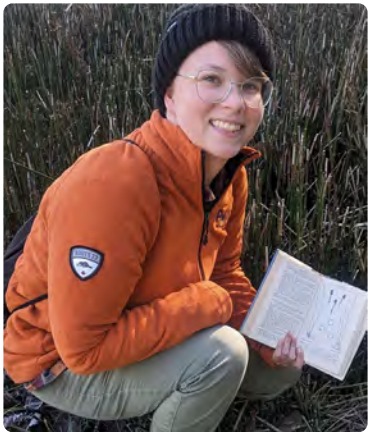
Mary Pierpoint

Assistant Camp Director



Amber Downs

Outdoor Experiences
Project Manager



Taylor Haugen

Outdoor Education
Program Specialist



girl scouts

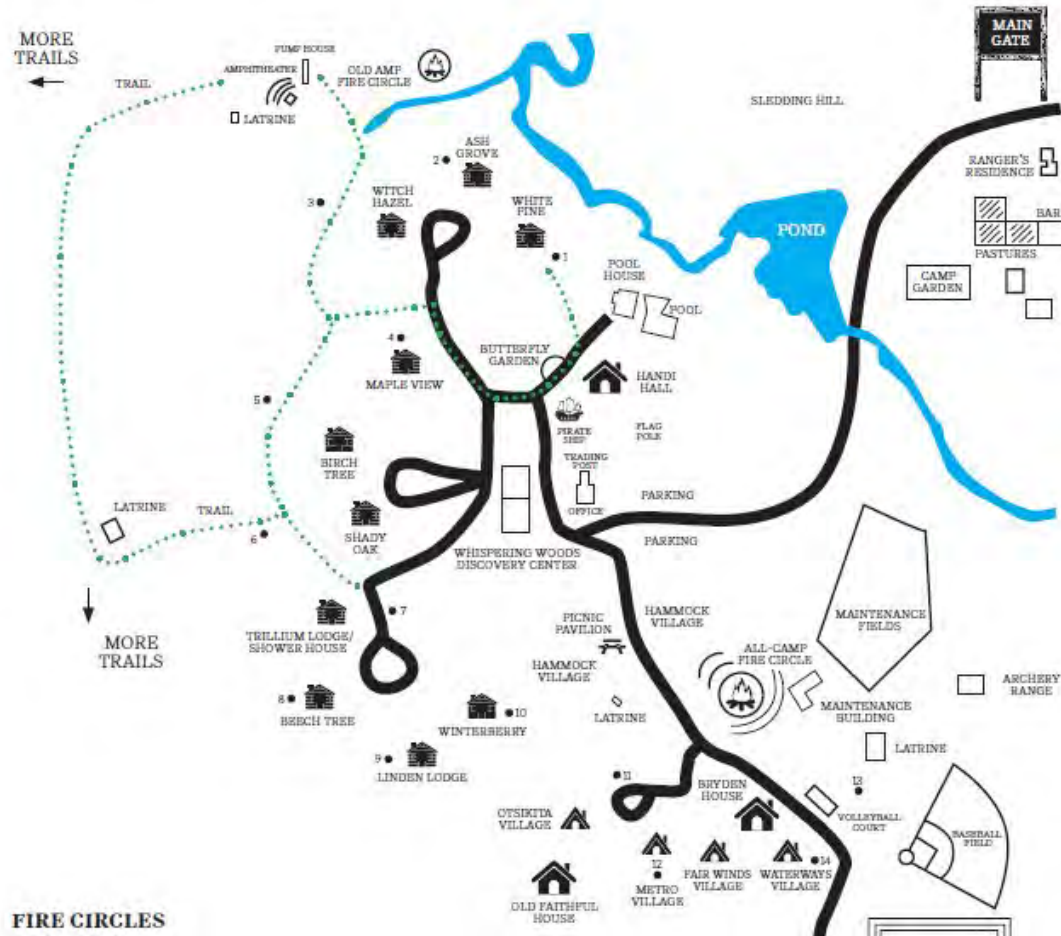
Outdoor Progression

Progression allows girls to learn the skills they need to become competent in the outdoors, including how to plan and organize outdoor activities. Acknowledge a girl's mastery of an outdoor skill and invite her to challenge herself further by taking that next step up and out! Outdoor fun can be endless when girls lead.



Camp Hawthorn Hollow (CHH)

Map of CHH
1046 B Mayer Rd
Columbus, MI 48063



Camp Hawthorn Hollow Lodging Options:

Villages

- Fairwinds, Waterways, Metro and Otsikita
- Each Village sleeps 20 people
- Support building
- "Rustic"
- Cost: \$200 per weekend

Lodge

- Maple View
- Sleeps 22 people
- Living Space
- Cost: \$385 per weekend

Cabins

- 7 Total (Ash Grove, Witch Hazel, White Pine, Birch
- Tree, Shady Oak, Beech Tree, and Linden)
- Sleeps 32 people each
- Fire pits, Kitchen, bathroom and shower
- Cost: \$375 per weekend

Tent and Backcountry Camping

Camp Hawthorn Hollow Cabins



Camp Hawthorn Hollow Villages



Camp Hawthorn Hollow Program Areas

- Archery
- Sling-Shot Range
- Music Garden
- High Ropes
- Low Ropes
- Climbing Wall
- BB Gun Range
- Axe Throwing
- Arts & Crafts Studio
- Pond/Creek Study
- Hiking
- Pool
- Hammock Villages



Camp Playfair

3135 Lakeshore Beach
Lexington, MI 48450
(810) 359-7500



Five miles north from the stoplight in Lexington.
-or-
Approximately one mile south of Applegate Road.



Camp Playfair Lodging Options:

Two Lodges:

- Ringler Lodge
- Sleeps 25 people
- Kitchen, bathroom, showers, community space

Trillium Lodge

- Sleeps 12 people
- Kitchen, bathroom, showers, community space

A-Frames

- Three A-Frame Cabins (Birches, Fern Dust, Aspen)
- Sleeps 12 people each
- Shared Bath/Shower House

Tent Hammock Village

Tent Sites

Camp Playfair



Camp Playfair Program Areas

- Nature Center
- Nautical Center
- Gaga Ball Pit
- Creek Discovery
- Tetherball
- Activity Backpacks
- Hammock Tents
- Sports Shed
- Beach Walking
- Rock Hounding
- Volleyball
- Tent Sites





Summer camp is a
2026 cookie reward!

Product Program Update

Meet the Product Program Team



Paige
Callahan



Heather
Dantuma



Laren
Wynn



Malea
Borucki



Victoria
Hungerman

Product Program Update

Cookie Program Dates

Program Launch

- Digital Cookie Sales Begin: Monday, December 15, 2025
- Cookie Program Begins: Monday, December 15, 2025

Cookie Rally

Event Date: Saturday, January 24, 2026

Booth Reservations

- Mall Booth Reservations Open Online: Monday, January 26, 2026
- General Booth Reservations Open Online: Tuesday, January 27, 2026
- All Booths Fully Open: Wednesday, January 28, 2026

Mark your calendars!

Cookie Program Dates

Troop Initial Orders

- Troop Initial Orders Due in eBudde: Thursday, January 29, 2026

Cookie Delivery Dates

- Thursday, February 5, 2026
- Friday, February 6, 2026
- Saturday, February 7, 2026
- Monday, February 9, 2026
- Tuesday, February 10, 2026

Mark your calendars!

Cookie Program Dates

Product Access & Sales

- Cupboards Open: Thursday, February 12, 2026
- Booth/Post-Initial Sales Begin: Friday, February 13, 2026
- Booth/Post Sale Ends: Sunday, April 5, 2026

ACH Sweeps

- Initial Order ACH Sweep: Wednesday, February 25, 2026
- Final ACH Sweep: Monday, April 20, 2026

Troop Rewards

- Troop Reward Orders Due: Friday, April 10, 2026
- Rewards Distributed to Troops: Mid-May 2026

Training dates
for both product
programs are
set!

gssem.org/trainingguide



Join the Cookie Committee!

Email productsales@gssem.org
for more information.





Check out
these helpful
links:

- **Join Cookie Committee**
www.gssem.org/cc
- **Cookie Program Resources**
www.gssem.org/csr
- **Request Cookie Kit**
www.gssem.org/cookiekit



Retail Operations Update

Retail Operations Update

Council Shop Hours

Clinton Township Council Shop

- Monday: 10:00 AM – 6:00 PM
- Thursday: 10:00 AM – 6:00 PM
- Friday: 10:00 AM – 6:00 PM
- Saturday: 10:00 AM – 2:00 PM

Southgate Boutique Shop

- Thursday: 12:00 PM- 7:00 PM

***Council shops are closed 3:00-3:30 PM for meal break.**

Get your Girl Scout
gear with GSSEM's
service center
order pickup!

www.gssem.org/pickup
pickup@gssem.org



Important Shop Dates:

Nov 23-30 – Closed for
Thanksgiving

Dec 14-Jan 4 - Closed
for holiday break

Jan 19 – MLK Day



Volunteer Experience Update

Volunteer Experience Updates

Download the GSSEM training catalog for direct links to all GSSEM trainings!

www.gssem.org/trainingguide

Upcoming Live Sessions

- | | |
|---------------------------------|-------------------------------|
| Oct. 27, 7:00-9:00 PM: | Managing Troop Finances |
| Nov. 1, 10:00-11:30 AM: | Engaging Girl Scout Families |
| Nov. 3, 7:00-8:00 PM: | Rallyhood for Troop Leaders |
| Nov. 11, 6:00-8:00 PM: | Managing Girl Scout Behavior |
| Dec. 1, 6:00-8:00 PM: | Difficult Conversations |
| Dec. 3, 7:00 PM-8:00 PM: | Troop Travel Office Hours |
| Dec. 6, 9:00 AM-4:00 PM: | Youth Mental Health First Aid |
| Dec. 9, 7:00-9:00 PM: | Managing Troop Finances |

GSSEM Volunteer Training Guide



Register for the 2026 Membership Year Kickoff on October 6!



girl scouts
of southeastern
michigan



Mental Health **FIRST AID**

from NATIONAL COUNCIL FOR MENTAL WELLBEING

YOUTH MENTAL HEALTH FIRST AID

Youth Mental Health First Aid Training is Saturday, December 6!

This training is great volunteers and
parents with youth ages 12-18.

Cost: \$30.00 for members

Registration Deadline: November 22

[Event Link](#)

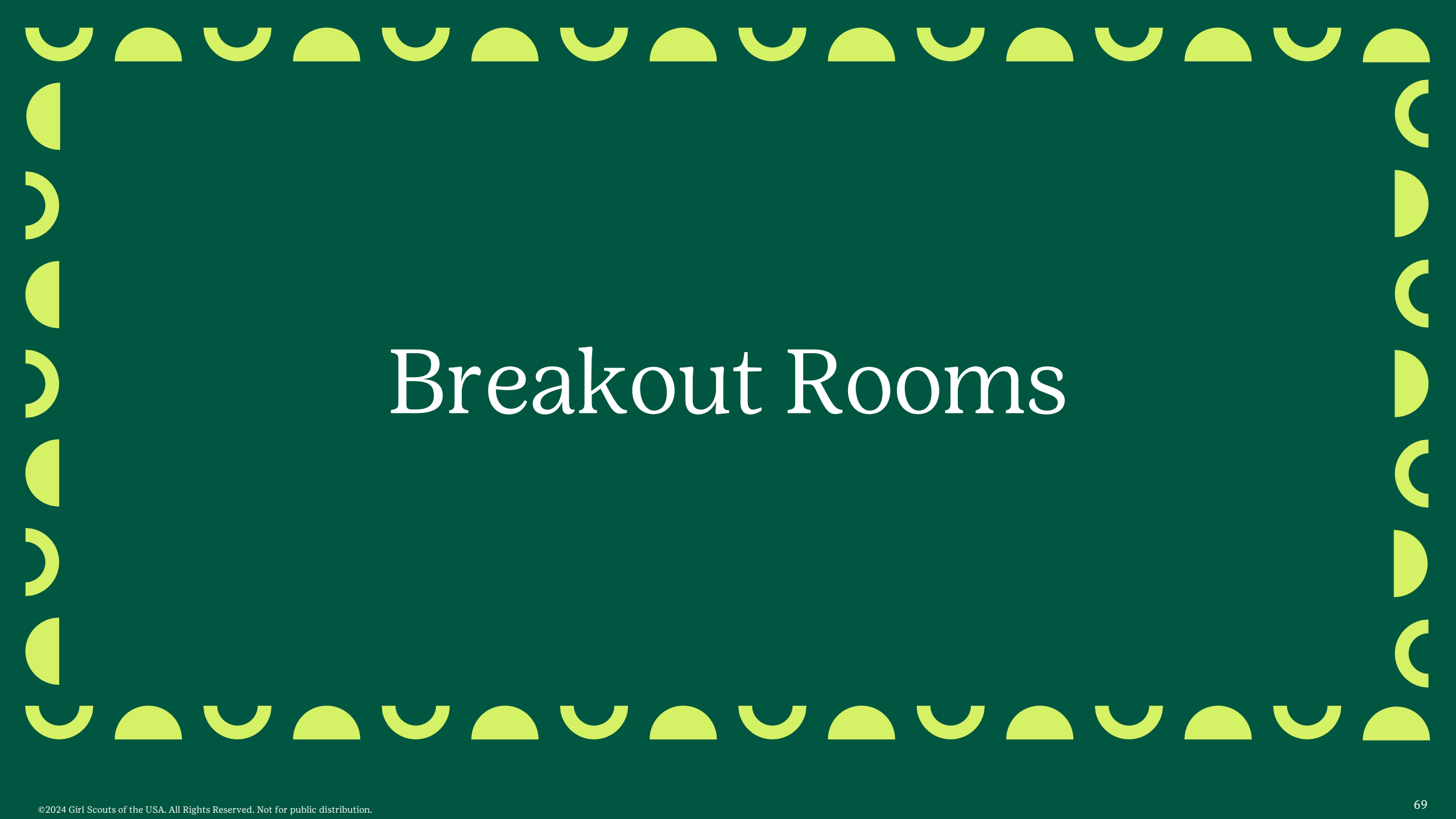
Learn how to respond with the Mental Health First
Aid Action Plan (**ALGEE**):

- A**ssess for risk of suicide or harm.
- L**isten nonjudgmentally.
- G**ive reassurance and information.
- E**ncourage appropriate professional help.
- E**ncourage self-help and other support strategies.

Nominations accepted now
through December 12 for the
2026 Volunteer National
Awards and Friend of Girl
Scouting!

www.gssem.org/volawards





Breakout Rooms

Thank You!

Survey:

https://girlscoutsusa.ca1.qualtrics.com/jfe/form/SV_77chfoiRCO_N6yGi



