

NYPENNNews

July 2010



Emily creates a wishboat at the bridging ceremony of Girl Scout Troop 50402 in Massena.
Photo taken by Girl Scout Senior Jaclyn R.

Join Our Mailing List!



Short Notes!

Binghamton Service Center Moves to Mall

The new offices for this center will be located in the Oakdale Mall in Johnson City. As plans unfold and we're closer to an opening, we will communicate the exact location and hours through an e-blast, this e-bulletin and our website! Stay tuned!

[Kick-offs Scheduled!](#) See the article below for details. Key volunteers for service units should attend.

E-News Update

Happy Anniversary!



On July 8, 2010 Girl Scouts of NYPENN Pathways turned one year old. I want to thank each and every one of you for all your hard work this year, sometimes sacrificing personal commitments and plans to support the work that needed to be accomplished in support of the 20,000 girls for whom we (volunteers and staff members) have dedicated our service in Girl Scouting. Enjoy the portrait of Juliette Low that hangs in the National Gallery. She was young in this portrait, just as we are young in the lifespan of NYPENN. Sometimes I think we're trying to catch up on 99 years so we're well positioned on the 100th Anniversary (2012) for the next 100 years of Girl Scouting in our jurisdiction. I know that many of you

We'll publish this new version of our e-newsletter monthly, so be sure your Girl Scout friends have joined our e-list! [See more below.](#)

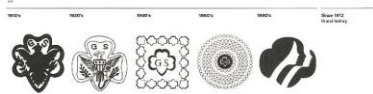
sometimes feel the same way given all the changes resulting from creating our new identity as NYPENN from the differing ways of work of our five legacy councils. Thank you so much for raising concerns so we can address them, but most of all for your understanding, support, and openness to creating our new path forward. Happy Anniversary!

Thank you again for all your contributions that made this first year full of accomplishments of which we can all be proud.

Pam

Pam Hyland, President/CEO

Girl Scouts Unveil New Brand



After extensive research and development, Girl Scouts debuted a brand campaign this month designed to communicate the power girls have to change the world through Girl Scouting. The campaign is known by the tagline *What Did You Do Today?* Included is a distinctive trefoil mark, revised color palette and refreshed logo originally designed in the 1970s. Above you can see a depiction of the Girl Scout trefoil and its transformation to today's service mark. You will see more of the new brand on the materials produced by the council in the coming year.

See just a sampling of the campaign by clicking on the link below:

[What Did You Do Today?](#)

Girl Scouts Dig for the Past



Seventy-five Girl Scouts assisted Dr. LouAnn Wurst of Michigan University on an archeological dig in June. The excavation took place at Ball Farmstead in the Finger Lakes National Forest in Hector, NY. They gained tactical and practical skills such as record keeping, measuring, sifting, and troweling, along with the 29 adults also in attendance.

Photo courtesy of the Finger Lakes National Forest.

Healthy Media for Youth Act Introduced

The Girl Scout Research Institute's latest survey, *Girls and Body Image 2010*, revealed alarming statistics about teen girls' relationships with the media and fashion industry. Nearly 90 percent of girls surveyed say the media places a lot of pressure on girls to be thin and 60 percent of girls compare themselves to models. Body dissatisfaction can result from this comparison, and leads to serious health problems, such as unhealthy eating and dieting habits. More than half of girls (55 percent) admit they diet to lose weight and 31 percent admit to starving themselves or refusing to eat as a strategy to lose weight.

This research prompted Girl Scouts of the USA to work closely with Congresswomen Tammy Baldwin (D-WI) and Shelley Moore Capito (R-WV) to develop the Healthy Media for Youth Act (H.R. 4925). This bill supports media literacy programs and youth empowerment groups, facilitates research on how images of women and girls impact youth, and establishes a National Taskforce on Women and Girls in the Media to develop voluntary standards that promote healthy, balanced, and positive images of girls and women.

The importance of this bill is best summarized by the father of a Daisy Girl Scout from Colorado, who is "happy to see that GSUSA has put its support behind the bipartisan supported Healthy Media for Youth Act (H.R. 4925). Our kids are assaulted every day with negative images of girls and women and H.R. 4925 can help combat this. Thank you very much for always thinking of our precious girls first!"

Girl Scouts is now seeking Congressional cosponsors for the bill. Join the Girl Scout Advocacy Network, www.girlscouts4girls.org, today to send a letter to your member of Congress asking them to sign on to the bill and be a Voice for Girls!

Council's 2010-11 Take Action Project - Body Image! NYPENN leaders, look for a packet coming your way this fall that will help you work with girls on grade-level appropriate activities around the messages they receive on body image. This take action project was chosen by our 27-member Girl Advisory Board.

 Forward to a Friend

Kick-off Meetings Scheduled

Service unit managers, communications coordinators and program consultants should plan on attending one of the council's "What Did You Do Today" kick-offs in August as we launch the 2010-11 membership year. Look for an email with details coming from your membership staff member soon.

Meanwhile: Mark your calendar! All are scheduled for 6 to 8:30 p.m.

Monday, August 16, New Hartford

Wednesday, August 18, Cayuga Community College, Auburn

Thursday, August 19, Watertown Service Center

Monday, August 23, Sidney Memorial Library

Wednesday, August 25, Horseheads and Binghamton BOCES

(a live link will be done between the two sites)

Get the News You Need

The refreshed e-newsletter will come to you monthly with the up-to-date news about Girl Scouting in our area. Be sure your Girl Scout friends and families have joined our e-list! When they join, they have the option of receiving the newsletter in a text format if downloading graphics is problematic.

In addition to the monthly e-news, you may on occasion receive an "e-blast," or message on a single topic.

We also plan to produce, in hard copies, two newsletters to be mailed to all our families; one in the fall and one in the spring. You will also receive the council's annual report sometime in the spring, and this fall look for THE ROAD MAP -- a guide to upcoming activities.

We welcome photos of girls in action! Make sure the girls have permission to be photographed from their guardians, and submit to info@girlscouts.org. Be sure to send along a caption identifying those in the photo and the activity. Photos may be used in this newsletter, or posted in the photo galleries of our website or the GSNYPENN Facebook Fan page.

Upcoming Events

<u>Event Name</u>	<u>Location</u>	<u>Event Date</u>	<u>Deadline</u>
Junior Mystery Tour	It's a Secret!	8/24-25	
Enchanted Forest Water Safari	Old Forge	8/24	8/16
White Water Rafting (wait list)	North River	8/20	
Erie Canal Trip (wait list)	Frankfort	8/28	8/9

Kaying in the Adirondacks	Follensby Clear Pond	9/17	8/27
Susequehana Canoe Team Intro Mtg	Amahami	9/19	
veni.vidi.vici	New Hartford	10/9-10	10/1
MOST Overnight	Syracuse	11/13	

For a details on our activities, see our [Activities Page](#).

Please forward this e-bulletin to others in your service unit and troops so they can learn about all of the exciting things going on at Girl Scouts of NYPENN Pathways, Inc.

Girl Scouts of NYPENN Pathways, Inc.
info@gsnypenn.org