



Camp CEO

2022 Guidebook

A weekend-long retreat for leadership development.

girl scouts 
of west central florida

Table of Contents

Camp CEO Overview	4
Campus Map	5
Tips and Tricks	6
Coaches	6
Speakers and Panelists	17
Speakers and Sponsors	20
Burst of Inspiration	21
Meet Our Girls	23
Meet Our Team	27
Share the Camp CEO Experience	29
What's Next?	30
Evaluation Instructions	31
My Super-Powered Plan	32
Camp CEO Word Cloud	33

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Leadership Weekend

September 9–11 / Camp Wai Lani, Palm Harbor



Camp CEO is a weekend leadership retreat that connects high school Girl Scouts with accomplished female professionals. Through a series of workshops and hands-on experiments, girls will have the opportunity to work alongside a team of women coaches while gaining advice on education and career decisions. The women who serve as speakers and coaches will have the opportunity to connect with and inspire the next generation of women in civic entrepreneurial, STEM and professional leadership.

Our girls range from grades 10–12 and will represent several of the eight counties that Girl Scouts of West Central Florida serve.

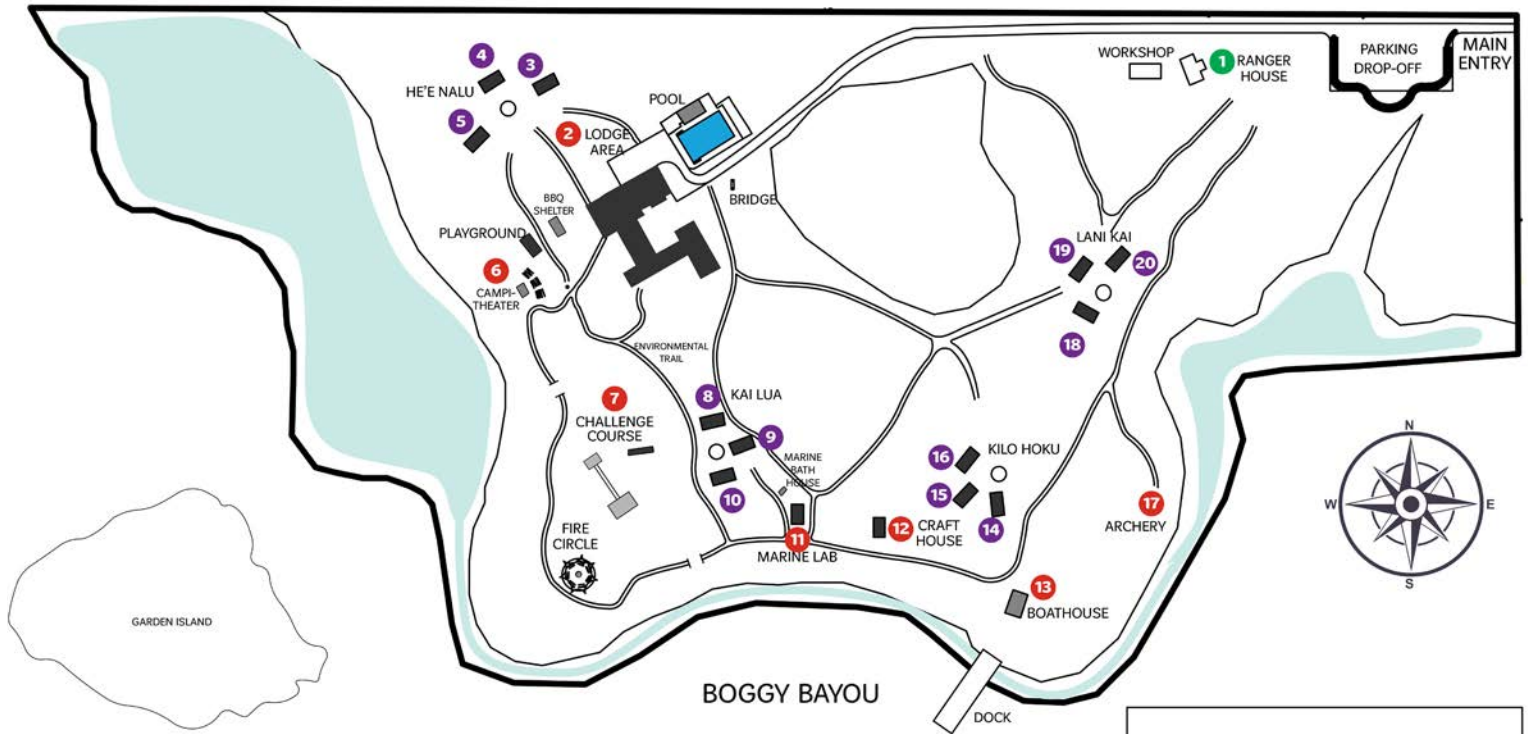
Camp CEO Goals for Our Girls:

- Owning their individual strengths
- Learning the benefits of embracing mistakes
- Instilling self-confidence
- Exploring unique careers
- Understanding their strengths and how they contribute to a team
- Learning how to stay focused and confident while being in a career with fewer women
- Leading social change
- Moving forward confidently



Camp Wai Lani

500 Wai Lani Road, Palm Harbor, FL 34683

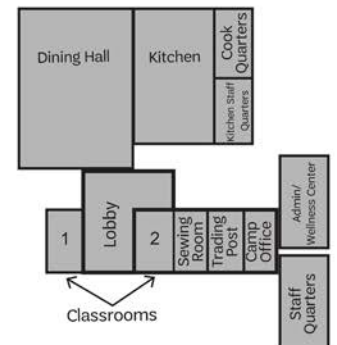


● Operations
① Ranger House

● Sleeping
③ ④ ⑤ He'e Nalu
⑧ ⑨ ⑩ Kai Lua
⑬ ⑭ ⑮ Lanai Kai
⑯ ⑰ ⑱ Kilo Hoku

● Activity Center
⑰ Archery
⑬ Boathouse
⑥ Campitheater
⑦ Challenge Center
⑫ Craft House
② Lodge
⑪ Marine Lab

Details of Lodge Area



Kilo Hoku

Sleeping arrangements for Coaches who decide to stay overnight from Saturday to Sunday will be in Kilo Hoku, a community cabin with multiple sets of bunk beds. Kilo Hoku includes the following accommodations:

- Air Conditioning
- Electricity
- Private Restrooms

Coaches



Alexis Black

Alexis Black is a Tampa Bay native, where she attended the University of South Florida and graduated with a degree in Environmental Science and Policy. Alexis' career in the environmental field began in 2017 when she was hired by the Florida Department of Environmental Protection to work as an inspector that traveled across the Tampa Bay Region ensuring that projects within wetlands and surface waters and at solid waste facilities (e.g., landfills) were managed in-compliance with state and federal environmental regulations. Alexis was the President of the department's Effective Communication Program, a program modeled after Toastmasters, for two years.

Currently, Alexis is working with the City of Tampa as an Environmental Specialist stationed at the City's McKay Bay Waste-to-Energy Facility where she manages all the Facility's environmental programs and initiatives. Alexis graduated from the University of South Florida with her M.S. in Management in May 2022. Alexis is also an active member of Emerging Leaders of Tampa Bay.



Eteri Boyle

Eteri is an Inspired experienced technologist leader driving Big Data initiatives across Citi TTS business focusing on Data Management and Operations, Analytical Data Solutions, Big Data platforms and Data Warehousing. She concentrates on leveraging teams and their talents to drive greater productivity.

Tips on Mentoring Your Girl

When caring and supportive adults mentor girls, they learn by example and become leaders in their own right—in their troops, their schools, their communities, and in the world! Girl Scouts aren't just mentees—they also become mentors as they grow and guide the younger girls following in their path. The result is an incredible cycle of mentoring that continues for generations of Girl Scouts to come!

- Approach each mentorship differently
- Get to know your mentees on a deeper level to help build strong relationships
- Do not feel pressured to give them advice right away, take the time to listen
- Do not assume – engage in conversation and ask questions
- Share your own mistakes and failures – this is one of the best gifts a mentor can give
- Celebrate their achievements



Susan Tillinghast Campbell

Susan is an HR Business Partner at Accenture. She's been there over five years and started out as a Technology Recruiting Specialist. Susan attended Florida State University and then California State University, Long Beach for her Human Resource Management Certificate. Susan also has a rich history of girl scouting. She is a Lifetime Girl Scout, Gold Award recipient and Girl Scout Troop Leader (Troop 806) for over thirteen years!



Milena Canete

Milena is fluent in Spanish and has a diverse background in intelligence collection, analysis, and open-source research. She holds a Master's Degree in Public Administration and a Master's Degree in Criminal Justice from the University of Central Florida, where she specialized in learning about crime, law, and deviance with a focus on public service. While her education allowed her to land an entry-level position as a government contractor straight out of college, she was able to quickly advance due to her work ethic and curiousness to learn.

While in government, she identified patterns and trends that assisted in the disruption of criminal organizations. She currently works at Citibank and is a part of the data intelligence team where she helps identify and mitigate financial risks. This past July, Milena received her Commission in the United States Coast Guard and currently dedicates herself to working at the Port Security Unit in Clearwater as a junior officer. While balancing her careers in Corporate America and the Military, Milena is focused on becoming financially independent. Milena's core values are that of family, health, and happiness. In her spare time, she enjoys connecting with nature, working out, and trying new food with the people she loves.

Coach Responsibilities & Information

- Remain on campus until the conclusion of the program on Saturday at 9:45 p.m. or if staying overnight Sunday at 10:15 a.m. Please contact one of the GSWCF staff members listed on page four. If you must leave before the program ends for the day, please contact a staff member.
- Engage the girls as much as possible (including mealtimes) – some will have no problem carrying out a conversation and others will need more encouragement.
- “Be present” and keep calls, texts and emails to a minimum. This is not only for the girls’ benefit, but also as a courtesy to our speakers and presenters.
- Girls have been grouped with coaches based on similar interests and their career goals.
- The girl-coach relationship is intended for the duration of the weekend, but you are welcome to extend your mentorship beyond Camp CEO if that is what you and she decide.
- Like all Girl Scout programs, Camp CEO is girl-led. Coaches are there to encourage and guide the girls during discussions and activities, but should not be leading it.



Kathalin Carvalho

Kathalin has over 15 years of experience working in the areas of BSA, Risk Management, Corporate Compliance and Criminal Investigations for domestic and international institutions. She is CAMS certified and a Certified Compliance Corporate and Ethics Professional (International) (CCEP-I). She has written on several corporate compliance topics for local and international newswires and trade publications and has presented on anti-corruption and compliance topics to domestic and international audiences.

In 2014, Kathalin was showcased by ACAMS (Association of Certified Anti-Money Laundering Specialists) as one of the influential women who is making her own mark in the AML (Anti-Money Laundering) and financial crimes field; and more recently in December 2017, she was recognized as the ACAMS AML Professional of the Month for her tremendous dedication to the AML profession. Kathalin co-founded the ACAMS Central Florida Chapter to assist local professionals working in the financial industry within the Central Florida Region in receiving education on critical financial topics for the prevention of fraud, money laundering, human trafficking and other financial crimes. Kathalin also works as a Part time instructor at Ana G Mendez University facilitating many courses within its criminal justice program since 2019.

Kathalin was featured by Jabil's Woman's Leadership program also known as "Jabil Joules" in which she speaks about how her diverse experiences and multi-cultural background have positively impacted her career at Jabil as well as presenting on her professional, educational and working experience in the U.S. to empower other company's employees in the South America region (Mexico & Brazil).



Erin Cherry

Erin currently works as a Vice President - Program Management Lead within Citibank, where her primary responsibility is authoring a Technology Project Management Procedure and providing oversight to technology project teams. Prior to working for Citi, she held various positions including technology service coordinator, help desk coordinator, and IT specialist in the US Army. Erin graduated from the University of West Florida with a Bachelor of Science degree. She is married with three dogs and one needy cat, and enjoys exercising, reading, crocheting, and spending time with friends and family!



Michelle Christie

Originally from New Jersey, Michelle moved to Florida where she studied Health Sciences and Public Health at the University of South Florida. She continues to serve and lead in the community through coaching, program development and coordination, and grant writing initiatives as Founder of All Health & Education, a health and wellness consulting company and Promoted Professionals, a professional development company. Her experience with fundraising and event coordination includes work with federal, nonprofit, for profit and not for profit entities such as Department of Health, Department of Children and Families, Centers for Disease Control, clinics/outpatient centers, financial institutions and more. Whether building community gardens or partnerships, she continues to develop and manage content for organizations across the state and increasing health awareness nationwide.

After nearly a decade of training leaders in the implementation of education, physical, nutrition and mental health programs, for youth and adults, Michelle transitioned to the finance industry to support partners and clients of a bank and credit union to elevate their financial wellness in West Florida. Currently, she works as Senior Manager of Financial Inclusion & Impact with the National Credit Union Foundation managing grants, leading events, and developing strategic plans for financial well-being initiatives.

In the last year, Michelle has served her community as Chair of Emerging Leaders of Tampa Bay, a young professional development group with the Tampa Bay Chamber, advisory boards for St. Petersburg College, and Financial Literacy Chair on the board of Project. Most recently, she joined the board of Girl Scouts of West Central Florida as Vice Chair of the Board Governance Committee. She enjoys mentoring students and helping people of all ages to set personal and professional goals. Her passion for sharing knowledge, talents, and time while empowering and connecting leaders are just a few of the ways she impacts her community. Most of all, she finds joy in hiking, traveling, watching movies with her husband, and connecting with family and friends.



Grace Dudlicek

Grace currently works as a Program Management Senior Analyst at Citi in Tampa. In her role, she is part of a team that defines governance over technology and operations projects related to the bank's ongoing Transformation initiative, and monitors adherence to established procedures. In 2012, she graduated from Lake Forest College with a bachelor's degree in Communications and Sociology & Anthropology. Shortly after graduation, she moved to St. Petersburg, Florida, where she currently resides. Prior to Citi, Grace has professional experience in several different industries, including IT service management, sales, and hospitality management. Her hobbies include reading, traveling, being active, and playing board games with friends and family.



Michelene Everett

Michelene is a graduate of the International School of Hospitality & Tourism at Fairleigh Dickinson University (FDU), with core studies in Professional Meeting Management. She is a Certified Meeting Planner (CMP), Digital Event Strategist (DES), and currently serves on the board of MPI Tampa Bay. With extensive event management experience planning live events with upward of 100,000 attendees and 15,000 attendees virtually. Michelene is experienced in delivering organizational value by using events to drive behavior change that serves business goals. With her full career experience dedicated to event/project management, Michelene is uniquely specialized in digital event strategy, user experience, content and engagement strategies, digital marketing, production, and business analytics. As an industry leader, her main drive is to use events to change the way we communicate—as individuals, as brands, and as a society.



Connie Gage

Connie has raised four children and has two incredible grandchildren! Connie was a former Girl Scout, Troop Leader, “Cookie Mom” and has been volunteering in the community for over 30 years. Connie serves on the board for the Rotary Club of Tampa, two-time past chair for the South Tampa Chamber of Commerce, former president of LAMPLighters of Tampa Bay and also served on the board for Metropolitan Ministries.



Lisa Gilmore

Lisa Gilmore is both the founder and the heartbeat behind Lisa Gilmore Design. Lisa launched LG in December 2011 when the farmhouse décor trend was beginning to take off. But Lisa wasn’t drawn to light, neutral colors and shiplap. What she leaned toward, and what the Tampa Bay area was lacking, was a design firm that embraced color and pattern. Since the beginning, Lisa coined her style “liveable glamour.” But glamour isn’t always velvet and chandeliers. Glamour is different for each person. Liveable glamour is beautiful, functional, and available to everyone, even those with kids or pets. A home styled with the liveable glamour approach is one that ignites stories, a place where its owners can be content and feel their best. As the visionary of Lisa Gilmore Design, Lisa is spreading that mission: to fill more homes with liveable glamour. Above all, Lisa is an artist; she finds inspiration everywhere, whether she’s biking around town, traveling to cool, new spots, or browsing fashion boutiques. Lisa has become passionate about helping other creative business owners realize that it is normal to make mistakes and learn along the way. Her story, featured on many podcasts including SUCCESS Stories, has helped numerous other entrepreneurs build better businesses. Lisa has a degree in interior design and has been featured in publications such as Architectural Digest, Florida Design, and Aspire Magazine. She is a bicoastal resident of both Florida and Vancouver, B.C.



Melissa Foss

Melissa Foss is a Supervising Senior Staff Attorney with the 13th Judicial Circuit's Legal Department, where she provides support and assists the judges in Hillsborough County with the execution of their judicial duties. Melissa graduated summa cum laude from the University of South Florida with a Bachelor of Science in Microbiology (and a minor in public health) before heading to Stetson University College of Law. There she graduated summa cum laude with her Juris Doctor degree. She then completed her Master of Arts in Library and Information Science at the University of South Florida while working full-time as an attorney. Melissa enjoys being involved with the local legal community. She is a member of The Florida Bar, the Hillsborough County Bar Association (HCBA) and the Hillsborough Association for Women Lawyers (HAWL). She has served on, and chaired, various committees in those organizations. Currently, Melissa serves as chair of The Florida Bar Thirteenth Circuit Unlicensed Practice of Law Committee and co-chair of the HAWL Government Attorneys Committee.

In 2017, she was awarded the 13th Circuit's Outstanding Judicial Staff Attorney award and in 2019 was recognized by the HCBA Young Lawyers Division with the Outstanding Government/Non-Profit Lawyer award. In her spare time, Melissa enjoys working out (especially indoor cycling), is an avid sports fan, enjoys being outdoors, and has a "bucket list" goal of visiting all of the U.S. National Parks (she's currently at 10 of the 63 parks).



Sue Ryan Goodman

Sue Ryan Goodman, DBA, CFA, CPA, is a seasoned financial professional with over 30 years of finance, investment, and accounting experience. After "retiring" from her New York City investment job, Dr. Goodman began working with nonprofits and was an interim executive director of one for nearly a year. She earned her DBA from the Muma College of Business at the University of South Florida, where she is currently an instructor. Additionally, she has an MBA from Rutgers University and a BS in Accounting from Marquette University and is a Chartered Financial Analyst and a Certified Public Accountant. She is currently on the board of directors of the Girl Scouts of West Central Florida, where she also serves on the Finance Committee. Dr. Goodman is also active in the CFA Society of Tampa Bay.



Silvia Lacalle

Silvia is the Vice President of Risk and Control in Global Technologies at Citibank. She has also worked as both a Financial and IT Auditor across different sectors including: Manufacturing, Healthcare, Higher Education and Financial Services. Silvia has multiple degrees; she holds her BS in Industrial & Organizational Psychology from Universidad Autonoma in Madrid, Spain. Silvia also has her MS degree in Management Information Systems- University of Missouri-St. Louis which is where she also pursued her MBA with a concentration in Finance.



Karen Macauley

Karen Macauley is the director of the trauma program at Johns Hopkins All Children's Hospital. She is a nurse by background with ICU, Emergency, and flight team experiences. She has been the director of trauma at a rural hospital in Wisconsin, an urban hospital in Philadelphia, and now has been in Florida for the past 16 years. Karen has her bachelor's degree in nursing, a master's degree in education, and her doctoral degree in health administration. She is an adjunct faculty member at St Petersburg College in their EMS program. She is also national faculty with the American Trauma Society, a frequently invited speaker on trauma topics, serves on several national trauma organization committees, and also serves the American Trauma Society on their Board of Directors. Karen was an active Girl Scout while her daughter was growing up and was a troop leader for her daughter from 1st grade through graduation. Her daughter, Kelli, served on the CEO advisory committee and earned her gold award in 2017. Karen also served as the Boca Ciega service unit manager for many years and was a member of the gold award committee for many years as well.



Abby Mackness

Abby Mackness is President and CEO of Mackness and Poore Consulting, LLC. Mackness and Poore specializes in helping for-profits and not-for-profits capture and win new contracts and grants. She also teaches the Grant Writing Certification and Grant Management programs for the Not-For-Profit Leadership Center (NLC) in Tampa and is a coach for University of Tampa's MBA program. Abby moved to Florida six years ago after a career of winning and managing large government biometrics program for clients such as the FBI, the intelligence community, and the U.S. State Department, among others. Abby is a life-long Girl Scout beginning her scouting journey as a Girl Guide growing up in Thailand. She currently serves on the Board of Directors for GSWCF and was a member of the Board for Girl Scouts of the Nation's Capital in Washington D.C. She has been a troop leader, cookie Mom, and Service Unit volunteer. She has four children (three former Girl Scouts and one Eagle Scout) and four beautiful grandchildren, the oldest of which is an awesome Girl Scout Senior! Abby and her husband live in Wesley Chapel in Pasco County.



Paetyn Milton

Paetyn provides risk and compliance support for the Talent Acquisitions sector of Citibank. Paetyn is a native Floridian and graduated from the University of Florida with her BA in Anthropology and Religion. She worked in cultural resource management after graduating before finding her stride in human resources (HR). Since working at Citi she has found her passion in connecting with new people, working with her team, and always finding ways to excel.



Sandra McCormack

Sandra McCormack is a Professional Engineer licensed in the State of Florida and a Project Management Professional certified by the Project Management Institute. Sandra was born and raised in Bogota, Colombia. She studied Civil Engineering in Universidad de Los Andes in Bogota and has a master's degree in Engineering Management from the University of South Florida in Tampa. Sandra is a Bridge Engineer with 11 years of experience. She specializes in bridge repair and rehabilitation and has worked in several bridges in Florida, including the Sunshine Skyway Bridge, the Howard Frankland, the Courtney Campbell and the Gandy Bridge. She was also the Deputy Project Manager for the design of the \$800 Million I-395 Reconstruction Project in Miami where a Signature Bridge is being constructed over Biscayne Blvd. In 2017, Sandra was awarded the prestigious annual TYL in "One Vision, One Company" award for her excellent performance, communication, commitment to her work and high-quality standards. Sandra has been married for 5 years and has two kids, Jorge, 3 and Emilia, 1.



Doris McLaughlin

Doris has been with Citi for approximately 20 years: originally from NY/NJ area, she moved to the Tampa area 2 years ago given job-related request for a senior presence in Tampa for Trade Technology. She works within Treasury and Trade Solutions, part of the ICG organization within Citi and is a program manager working on technology deliverables. She is married and has 3 children – 2 of which were both in Girl Scouts. In her free time, Doris enjoys playing piano, walking and reading.



Jennifer Porter

Jennifer Porter is Director of Global Learning and Development at Protiviti, a global consulting firm. Fueled by her passion for helping organizations transform and individuals grow, Jennifer leads a global team to design and deliver memorable, impactful learning solutions in more than twenty countries. Throughout her career, first in higher education administration and then in organizational development, Jennifer has explored innovative possibilities across the scope of learning. Her experience includes leveraging improv techniques to enhance teaming and collaboration; using role play, simulation, and virtual reality to teach empathy; a focus on storytelling to incorporate diverse voices; establishing psychological safety as a foundation of the learning environment; and promoting innovation, design thinking, and human-centered design.

In 2020, Protiviti's Learning and Development Team was recognized as a BEST Award winner by the Association for Talent Development. The BEST Awards recognize organizations that demonstrate enterprise-wide success through talent development as a strategic business tool. Jennifer lives in Tampa, Florida with her husband and their two young children.



Maggie Roehling

Maggie recently moved to St. Petersburg, Florida after graduating from Grand Valley State University in Michigan. She currently works for Lake Michigan Credit Union as the Community Relations and Marketing Coordinator for their Tampa-area branches. In her job, she has the privilege of working with community-focused organizations to make a positive impact on those around her. Outside of work, she is the Director of Marketing for the Associate Board of Ambassadors for the American Cancer Society and participates on the committee for the Walk for Wishes in Southwest Florida. She also enjoys going to the beach, working out, and spending quality time with family and friends. Maggie is a Girl Scout alumni, so she is very excited to be attending Camp CEO this year!



Debra Salas

Debra Salas is the SVP SBA Loan Administration Director for LMCU. She oversees the SBA Administrative Operations which includes closing, compliance as well as community engagement. Prior, Debra worked for the U.S. Small Business Administration in the Office of Credit Risk Management, as an Approver for the Restaurant Revitalization Fund and as the Lead Lender Relations Specialist, Brand Manager & Youth Entrepreneurship Financial Literacy Liaison for the South FL District Office. Formerly, she worked as VP, Director of Small Business Lending for Neighborhood Lending Partners (NLP), a non-profit CDFI within the state of Florida. Prior to joining NLP, she worked in the non-profit field and academia, as well as owned and operated a small, alternative lending mortgage brokerage business in Miami that served customers who did not typically qualify for traditional financing.

In 2017, Debra was awarded the SBA Financial Advocate of the Year for the state of Florida, and for the South Florida District. Debra has been actively involved within the community, serving on the Miami-Dade Bridge Loan Committee after Hurricane Irma, Beacon Council's Small Business Committee, Goldman Sach's 10,000 Small Businesses, the SBA's Emerging Leader Program and its Boots to Business, FLAGGL's Small Business Lender's Forum and the SBDC's Women in Business Program. In 2019, Debra was invited to speak to a bi-partisan Congressional Small Business Committee in D.C. about the SBA's Community Advantage Program. She earned her Bachelor's degree from Hunter College and her Master's degree from New York University.



Emma Stepno

Emma Stepno is a Senior Financial Analyst at The Depository Trust & Clearing Corporation (DTCC). She joined the company upon graduating from the University of Florida with a degree in finance. At DTCC, she participates in their EDGE (Exploration, Development, Growth, and Experience) program, an accelerated development program for recent college graduates. On the finance track, Emma rotated through four departments in the Chief Financial Office: Billing, Financial Operations, Financial Reporting & Accounting, and Corporate Procurement Services. Upon completion of the program, she accepted a full time position within Corporate Procurement Services.

In her free time, Emma participates in Emerging Leaders of Tampa Bay and the Associate Board of Ambassadors, an arm of the American Cancer Society. She loves volunteering with Girl Scouts! Emma was a Girl Scout from sixth through twelfth grade, and discovered her passion for business through being a Girl Scout. She still keeps in touch with her former troop leader and fellow Girl Scouts.



Tammy Tanner

Tammy Tanner is an HR Compensation professional supporting multiple business groups within Citi's Personal Banking and Wealth Management sector. In this role, she provides guidance to managers and HR Partners on equitable employee compensation in all stages of the employee lifecycle. Prior to joining Citi, she held various roles in Accounting and Sales Management with Raymond James Financial in St. Petersburg, FL. A lifelong Floridian, Tammy holds a BS degree in Accounting from the University of Florida and received her MBA from the University of South Florida.



Claudia-Jean Virga

Claudia-Jean Virga is the creator of the CHAT Communication methodology, a communication method that helps organizations maximize their services and resources. Claudia-Jean grew up feeling like she wasn't heard and that her words had no impact. After several years of studying communication, personalities, and behavior – Claudia-Jean felt that all those tools are great, but they took a lot of time to understand. She also felt those tools taught her much about herself, but what about understanding others? Claudia-Jean saw an opportunity to help people not only understand their communication better, but to understand other people's communication better too. Claudia-Jean has facilitated more than 100 employee training and presentations based on the CHAT methodology.

Claudia-Jean has over 30 years of experience working with organizations. She is also a qualified facilitator for strategic planning and board development, based on Marilyn Donnellan's material. Claudia-Jean founded Girlz to Women, a nonprofit organization featured in Shape Magazine, Women's First, and various other national and local media outlets.



Lauren Weiner

Lauren Weiner, Ph.D. is CEO and Co-founder of WWC Global, the largest woman-owned federal contracting firm in Tampa, FL. The company's clients include the U.S. Department of Defense, U.S. Department of State, U.S. Department of Energy, U.S. Agency for International Development, and U.S. Department of Homeland Security. Over 60% of their 350 staff members are military spouses or veterans. Prior to WWC Global, Lauren worked at the Office of Management and Budget (OMB) in the Executive Office of the President. Under two different presidential administrations, she oversaw policy development, implementation and performance assessment for multiple federal agencies. Her academic accomplishments include a bachelor's degree from the University of Michigan and a Ph.D. from Dartmouth College. Lauren co-founded two non-profit organizations. The first is In Gear Career, now the U.S. Chamber of Commerce Foundation's Hiring our Heroes Military Spouse Professional Network. She also co-founded Homefront Rising, a bipartisan organization that educates military spouses for roles in politics, policy and advocacy.

Lauren currently serves on the Board of Directors for the St. Joseph/Baptist BayCare Hospital System and the Tampa Bay Chamber of Commerce. She has been a keynote speaker at the Military Influencer Conference, the Working Women of Tampa Bay annual conference, the Military Women's Conference, and various Hiring Our Heroes events across the country. Lauren was selected as a Women of Distinction honoree in 2020.

Thank you to all our coaches!



Speakers and Panelists



Michelle Christie

Originally from New Jersey, Michelle moved to Florida where she studied Health Sciences and Public Health at the University of South Florida. She continues to serve and lead in the community through coaching, program development and coordination, and grant writing initiatives as Founder of All Health & Education, a health and wellness consulting company and Promoted Professionals, a professional development company. Her experience with fundraising and event coordination includes work with federal, nonprofit, for profit and not for profit entities such as Department of Health, Department of Children and Families, Centers for Disease Control, clinics/outpatient centers, financial institutions and more. Whether building community gardens or partnerships, she continues to develop and manage content for organizations across the state and increasing health awareness nationwide.

(See page 9 for full bio).



Renee Dabbs

Renee Dabbs is the principal and founder of **Renee Dabbs, LLC**, a business management consulting firm that focuses on helping organizations become metrics focused on their key deliverables. Her clients include national corporations, healthcare, the arts and not for profits. She provides sustainable operating expertise on subjects including sales, fundraising, marketing, new business development, governance, membership development and team development. Renee is an experienced fundraising, marketing and business professional whose corporate and not-for-profit work blends a marketer's instinct for strong message with a CEO's discipline to execute expansive plans in high-pressure situations. She puts these skills—as well as her demonstrated expertise and passion for empowering and motivating women—to work for her clients. She has done 1,000+ Clifton Strengths assessments. Renee has served as the COO of a top tier national media/communications firm in Florida. Her experience includes client management, budgets, and implementation strategies for complex projects and issue advocacy efforts.

Prior to running a small business, Renee built a sixteen-year track record of success with Procter and Gamble, rising to a senior management position with oversight of a \$220 million business and a multi-million-dollar marketing budget. Renee is a Florida Gator, where she was Outstanding Female Graduate and a member of Florida Blue Key. She continues her civic involvement with leadership roles in Girl Scouts West Central Florida, The Florida Holocaust Museum and the University of Florida Alumni Association Board of Directors. She resides in Tampa, with her husband Brooks and their two daughters.



Laura Hine

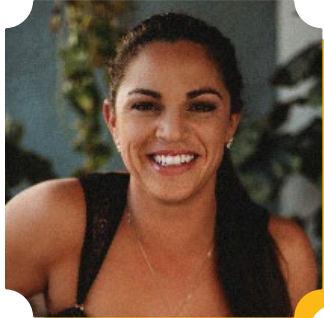
Laura Hine was born and raised in Tampa, then studied aerospace engineering at the U.S. Naval Academy and served for six years as an officer in the Navy. She graduated from Army Airborne school in Ft. Benning, Georgia; was one of the first two women integrating a U.S. warship; and at 23 years old qualified Officer of the Deck (OOD) of a \$1B warship. Upon leaving the Navy, Laura returned to Tampa and entered the building industry earning her General Contractors license and building 700,000sf, \$115M with The Beck Group while also earning her MBA. Independently, Laura worked for Tom & Mary James as the project director for the architecture and construction of The James Museum and associated real estate, a full city block in downtown St Petersburg. She now serves as the executive director of the museum. With young children, Laura was introduced to the education choice quagmire, became actively involved with their local elementary school, ultimately active in wider public education advocacy so much so that she was elected to the Pinellas County School Board in 2020. Laura's husband, Hank Hine, is the director of The Dali Museum and they have two young children and two grown children. They believe in more love and hope to make the world a better place. PS: With her mom as her leader, Laura earned her Gold Award in Girl Scouts of West Central Florida.



Vanessa Maternowski

Vanessa Maternowski is a Small Business Market Manager with 10+ years of experience in the Finance Services industry. She is passionate in helping her peers and Small Business Owners accomplish their goals. You can find Vanessa networking, volunteering and staying actively involved with the Tampa Bay Market's Innovation and Leadership communities as well as advising a 501C3 board. Vanessa currently resides in the Tampa Bay area with her husband and stepson.





Carly Puleo

Carly is a born and raised Tampinian. She is the owner and operator of Carja Construction which is a specialty concrete and construction company. Carly is a part of the NAWIC: The Leading Association for Women in Construction. Carly has worked with some high profile clients and lists John Hopkins All Children's, Riverfront Park and USF's Morsani College of Medicine and Heart Institute. College of Medicine as just a few of her recent projects. Carly is the proud mom of three and loves spending time with her family.



Katie Sommers

Katie Sommers has interviewed some of the biggest names in music at the iHeartRadio Music Festival & the iHeartRadio Jingle Ball, her show is on in cities across the country. Katie is a huge animal lover & is actively involved with the Humane Society of Tampa Bay. She loves working out and cooking, Halloween & Christmas are her favorites, plus watching scary movies & Marvel stuff with her fiancé, Sean (oh, and "Real Housewives" too). She also used to be a Girl Scout when she was younger!

*Thank you to all our speakers,
panelists, and sponsors!*

Speakers and Sponsors



Vonda Forrester

Vonda Forrester is the Director of Health Care Management at **Simply Healthcare Plans**, of Elevance Health. She has worked for Simply Healthcare for six years. By profession, she is a registered nurse and certified case manager. Vonda has worked in cardiac nursing, orthopedics, and adult and pediatric intensive care units. Vondra is a mom to three kids and a dog named Trixie.



Tracy Holt

Tracy Holt is a Vice President Market Leader with Pilot, a part of **LMCU**, specializing in helping others achieve financial stability. Tracy is no stranger to the financial industry. She has spent the past 30+ years working in the banking system in both New York and Florida. She currently manages the operations and community relations for the West Chase Banking Center. Tracy has held various leadership positions throughout her career, including AVP of Operations and VP of a Banking Center. Tracy holds a BS in Business Management from Medaille College, located in Buffalo, NY.

Tracy believes that we all have a gift and obligation to give our time and talents. She has worked with Meals on Wheels, Children's Museum Art Spot, and Metropolitan Ministries. She served on the Executive Board of the Greater Temple Terrace Chamber, where she chaired the City of Temple Terrace Parade. She also served as Treasurer for Gamma Theta Omega Foundation, an active member of Alpha Kappa Alpha Sorority Incorporated, Gamma Theta Omega Chapter and Leadership Tampa Bay Alumna. Tracy continues to volunteer her time working with USF Women in Leadership and Philanthropy and GSWCF's Camp CEO.

Burst of Inspiration



Jessica Muroff

Jessica Muroff is the Chief Executive Officer for United Way Suncoast, one of Florida's largest United Ways, ensuring connections are made that cultivate growth, increase community impact and optimize delivery of the organization's strategic priorities that fight for the education and financial stability of every person in the community through educational programs that give children the skills to succeed, helping adults achieve long-term financial stability and activating caring individuals through volunteerism. Proudly serving the people of DeSoto, Hillsborough, Manatee, Pinellas and Sarasota counties by operating and funding services and programs to help create a stronger, more vibrant community.

Jessica exhibits a strong combination of nonprofit executive experience with corporate experience, and exceptional leadership skills. Prior to joining United Way Suncoast in 2019, Jessica was the CEO for Girl Scouts of West Central Florida which serves nearly 19,500 girls and nearly 8,500 adult members in Citrus, Hernando, Hillsborough, Marion, Pasco, Pinellas, Polk, and Sumter counties. She began her nonprofit career at Frameworks of Tampa Bay, Inc. where she served as CEO for two years; and was previously the organization's director of marketing and communications. Prior to working in the nonprofit sector, Jessica was manager of account services at Raymond James Financial, Inc., director of marketing at Saks Fifth Avenue, and an account executive at Roberts Communications.

As an active member of the community, Jessica currently serves on the boards of directors for the Nonprofit Leadership Center of Tampa Bay and the Greater Tampa Chamber of Commerce. She is a member of the CEO Council of Tampa Bay, the Athena Society and USF Women in Leadership and Philanthropy. In addition, she has served as a board member for Frameworks of Tampa Bay and is a founding member of Emerge Tampa Bay, a networking and volunteer organization for young professionals, a graduate of Leadership Tampa Class of 2015 and graduate of Leadership Florida Cornerstone Class XXXVI.

For her outstanding leadership in business and community involvement, Jessica has received several significant awards from the Tampa Bay Business Journal which include Young Business Woman of the Year of 2005, Up & Comers Hall of Fame in 2013 and Business Woman of the Year in 2018. She was also awarded the Deanne Dewey Roberts Emerging Leader Award from the Greater Tampa Chamber of Commerce in 2014, USF's Zimmerman School of Advertising and Mass Communications Outstanding Alumni 2018, and Business Professional Women's Woman of the Year in 2019.

Jessica is a graduate from the University of South Florida with a M.A. in Secondary English Education and B.A. in Mass Communications with a minor in International Studies. She lives in Tampa, Florida with her husband Owen LaFave and is the proud mother of two daughters. With a passion for writing, in her free time Jessica runs a parenting blog called The Be Present Project.



Cindy Stuart

Cindy Stuart was elected to the Hillsborough County Clerk of Court & Comptroller position in September of 2020 and was sworn into office on January 5, 2021. Before being voted in as Clerk, she was elected to the Hillsborough County School Board for two consecutive four-year terms.

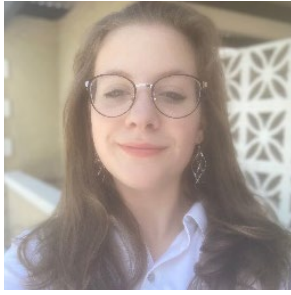
While on the School Board, Cindy chaired the School Board's Transportation Committee. Cindy was also on the Hillsborough Metropolitan Planning Organization (MPO). The MPO was directly responsible for making sure federal and state dollars spent on existing and future transportation projects were based on a continuing, cooperative and comprehensive transportation plan. While on the committee, Cindy worked tirelessly to help create processes that increased safety efforts for students and parents' commute to schools. Cindy also served on the School Board's Legislative Committee, interacting directly with contracted firms on state and federal legislative initiatives.

As a Tampa native and graduate of Leto High School, Cindy has always been known for her advocacy of education, and community-wide equity projects. Cindy initiated and developed the Feeding Minds and Nourishing Communities school-based food pantries partnership with Feeding Tampa Bay. Because of her work, the creation of 30 school based food pantries were set up across our community. Cindy also led the committee to create Tampa's first Community School at Mort Elementary. She initiated Freedom and Warton High Schools student ROTC program so students could continue a traditional high school program but also experience a blended Career Tech opportunity.

As an equity champion, Cindy promoted a safe, compassionate learning environment for all students, and sensitivity training for staff through a partnership with Equity Florida. She was heavily involved with the Parent Teacher Association (PTA) and was a Florida School Boards Association board member and member of its state legislative committee, as well. Cindy served on the board of the David A. Straz Jr. Center for the Performing Arts and the Glazer Children's Museum of Art.

Since taking office as the Clerk and Comptroller, Cindy brought the same enthusiasm with her and her priority was to get to know the Clerk of Court Community. She brought a new initiative with her called ClerkWork Days (CWD) and promised to spend specific days a month to work side by side with her Clerk of Court staff members. She is committed to spending time inside every division so she can work and learn alongside her employees to better understand them and the needs and requests of our Tampa Bay residents.

Cindy's commitment to using new technology and finding ways to make things easier on all who utilize the Clerk's office is an overriding necessity for her. She has an ability to put politics aside and work in a nonpartisan way for the best of the people. The new organization-wide tagline "Get to YES" is just the beginning of the positive effect she will have as the Clerk of Court and Comptroller for Hillsborough County.



Autumm Arnone

“Right now, I’m interested in law, psychology, and anesthesiology. All of those fields require good communication and strong problem-solving skills. Both of which I plan on strengthening throughout the rest of high school.”



Nina Browne

“I would like to study Finance and International Business.”



Emily Conner

“I plan to graduate with a High School diploma and A.A. degree in 2024 from St. Petersburg College. I want to get my bachelor’s degree in psychology with a minor in journalism. After that, I would like to begin an early PsyD. Program to get my doctorate and begin working as a practicing therapist.”

We asked the girls

“What are your plans for the future?”



Kate Crawford

“I’m not entirely sure yet but I know that I would like to further my education in an engineering field. I aim to go to a STEM-focused college or university after graduating high school.”



Alyssa Dufort

“I’m currently leaning towards becoming a pharmacist at USF. I’m also interested in becoming a writer and/or an advocate for disabilities, more specifically mental or invisible disabilities.”



Inaaya Firoz

“After high school, I would like to double major in Economics and Journalism and I would like to do a minor in either Psychology or Computer Science at Georgetown or UF. After undergrad, I would like to attend a notable law school like Harvard or Georgetown.”

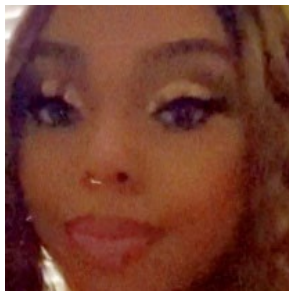


Kristin Floyd

“I would like to study nutrition or anything in the fitness field.

My second interest would be studying business and starting my own company. As of now,

I plan on going to a military academy, as I feel that would suit my lifestyle and mindset.”



Teanna Fortson

“I would like to attend New York University for space or neuroscience. Or attend the Academy of Dramatic Arts for choreography and producing.”



Adeline Habgood

“I would like to go to the University of Connecticut and do some internships while I am there. After that I would like to go into the medical field.”



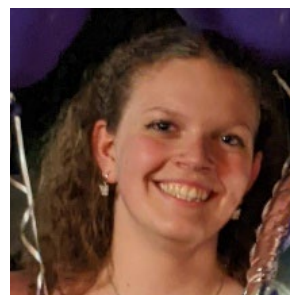
Nora Hamami

“I would like to attend college and study a field addressing animals.”



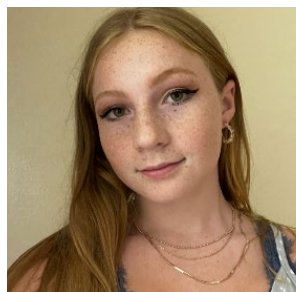
Maegan Heink

“My plans for after high school are to get my Bachelors in Geology and further study to become a Doctor in Paleontology.”



Sydney Heller

“I would like to go to college and get an advanced degree to become a veterinarian.”



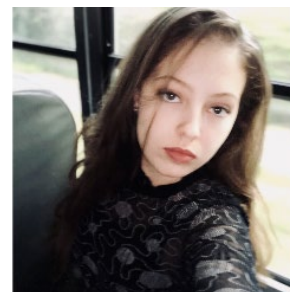
Liv Holmstrom

“I would like to go into college and major in Psychology and then go to medical school as well and then work as a pediatric psychiatrist.”



Sydney Lam

“I would like to go into either medicine or engineering but most likely medicine.”



Bianca Leveziel-Lacalle

“I plan to get my BA in Business and then go to Law school.”



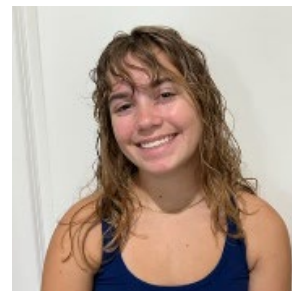
Ariel Marshall

“On my current plan, I hope to earn my high school diploma and my AA degree at the same time. I also have the opportunity to continue to a bachelor’s degree if I so choose. I want to set myself up for as many choices as possible!”



Gabriella Maszera

“I’d like to attend Florida University. I’m not sure what field of study I’d like to go into. Most likely medical.”



Alexa Plarinos

“I plan on attending a university after high school. I row with my school, and I would like to continue rowing at a collegiate level. I am interested in business and entrepreneurship as well law.”



Grace Sanford

“I’d like to go to college for business administration or civil engineering.”



Mehira Sanjurjo

“After high school I plan to attend college studying art and education. If I get the chance I’d also love to study abroad.”



Sabrina Serrajian

“I plan to go to college and either study computer science or robotics engineering, since those are my main interests.”



Alexis Smith

“For as long as I can remember, I have always wanted to become a doctor. I will go to UF to earn my bachelor’s with a major in biology and a minor in psychology. After that, I would like to attend Oklahoma State University for medical school.”



Alyssa Sparks

“After high school I would like to go to college to receive my bachelor’s degree, then after college I want to go to Medical School and become an Orthodontist.”



Bryanna Sparks

“After high school, I plan to attend a 4-year university in the state of Florida. I hope to earn a bachelor’s degree in Biology. After, I’ll go to medical school to become a pediatrician.”



Grace Stolz

“I would like to study business initially and plan to further my education by earning an MBA.”



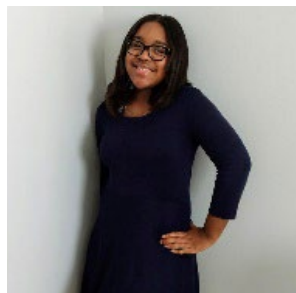
Apsara Touch

“My desire is to become a psychologist and pursue a career where I can continue learning about people while serving those in need.”



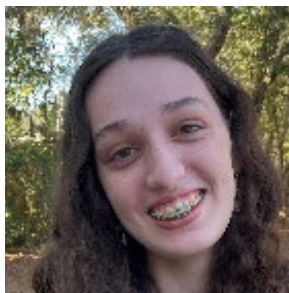
Haley Thompson

“I would love to attend college or a university. One of my main goals for college is to find a career that will fully support myself and my future family.”



Jada Tisdale

“I want to go to college to study Communications/Journalism, and Public Relations.”



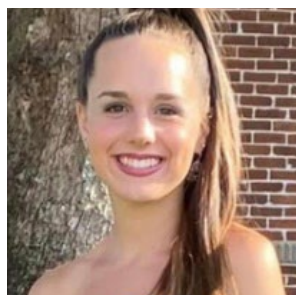
Nora Warford

“Right now, I’m considering studying to be an optometrist.”



Abigail Webb

“I want to go to college and study occupational therapy. I want to get my master’s degree!”



Amanda Whittlesey

“I want to go to college and study Elementary education! To hopefully become a teacher and then maybe further down the road open my own school!”



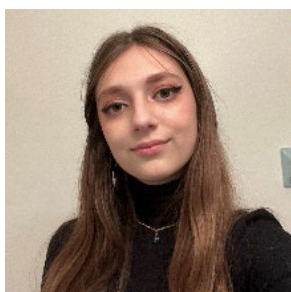
Lainey Wilemon

“I want to get a bachelor of science in microbiology, then attend med school, and eventually try to get a PhD in microbiology.”



Emilie Youmans

“I would like to study dance and law. Dance helps me to express myself without pressure and law allows me to help those who are in need.”



Emma Zervas

“My ideal education plan would be to go to Florida State University to get a Master’s Degree in Musical Theater.”

Meet Our Team



Mary Pat King

Mary Pat King became CEO of Girl Scouts of West Central Florida (GSWCF) in April 2020. Prior to Girl Scouts, Mary Pat spent her career working for national organizations focused on issues most impacting youth, families, and schools. She led the design and launch of numerous new programs for National PTA, including: School of Excellence, STEM + Families, Smart Talk, Connect for Respect, Take Your Family to School Week, and Family Reading Experience. For the American Diabetes Association, Mary Pat led ADA's youth, family, and community outreach programs nationwide, including ADA's Diabetes Camps, as well as two national fundraising events: Father of the Year Awards Dinners and School Walk for Diabetes. At Safe Kids Worldwide, Mary Pat managed the first few years of the Safe Kids Walk This Way program, partnering with FedEx to scale up a three-school pilot of International Walk to School Day to 300+ participating schools worldwide. She also worked for two Washington, DC-based public relations firms where she managed client portfolios focused on mental health and education issues. Mary Pat began her career as a features writer and news clerk at *The Watertown (NY) Daily Times*.

Recently, Mary Pat became a Certified Association Executive (CAE) and a John Maxwell Certified Leadership Trainer. She has a Master of Science degree in public relations from the S.I. Newhouse School of Public Communications at Syracuse (NY) University, and a Bachelor of Arts degree from Le Moyne College, Syracuse, NY. Mary Pat and her husband, Eric, live in Palm Harbor, FL with their two children, Mason and Jenna Bea. She is a parent volunteer for PTA and her daughter's Girl Scout Troop.



Clara Moll

Clara Moll serves as the Chief Development Officer at Girl Scouts of West Central Florida. Clara leads the efforts of reimagining revenue for our Girl Scout Council. Her goal is to increase other sources of support for Girl Scouts of West Central Florida including corporate partnerships. Clara is a current member of the Hispanic Chamber of Commerce of Tampa Bay, Women in Technology International (WITI) and Hispanic Professional Women's Association. She volunteers for the Council of Catholic Women. She holds a bachelor's degree in Law from Universidad Nacional Pedro Henriquez Ureña in Santo Domingo, Dominican Republic, and a Certificate in Marketing and Management from Carleton University in Ottawa, Canada. Clara is fluent in English, Spanish and French.



Jane Alkire

Jane is a born and raised Tampanian. She attended USF and studied Advertising. After college, Jane got her start at the prestigious 22Squared agency (formerly known as West Wayne) and then FKQ. She then took a position with a local country club and became the Membership & Marketing director and discovered her passion for non-profit work and fundraising. A few years later, Jane was living in Southwest Virginia working for the American Heart Association. When the opportunity arose to transfer back to the Tampa Bay area, Jane took a leap of faith on a passion project with Southeastern Guide Dogs. Seven years later it was once again time for her to spread her wings and try something new. Jane joined the Girl Scouts of West Central Florida this past spring. She is the new VP of Development and is committed to driving revenue and increase funding opportunities for the council. Jane leans on her experience in major gift cultivation and hopes to make a difference for the girls in West Central Florida.



Denise Pare

Denise Pare has been with Girl Scouts of West Central Florida for six years. She started out as a Customer Connections Associate, then moved to the Events and Partnerships Manager and is now the Special Events Manager. She manages all logistical aspects of council events including Women of Distinction, Girl Scout Fest, STEMapalooza, Gold Award Ceremony and also provides assistance with Annual Meeting and Volunteer Leadership Rally. Denise graduated from UCF Rosen College of Hospitality Management with a B.S. in Event Management and holds an A.A. in Public Relations and Organizational Communication from Valencia College. She was part of the first Daisy troop in Maine and continued her Girl Scout journey through Brownies and Juniors. Girl Scouts was a huge part of her childhood and why she is so passionate about “building girls of courage, confidence, and character, who make the world a better place.”



Erin Hollen

Erin resides in Tampa and is originally from Hoopeston, Illinois. She has been with Girl Scouts of West Central Florida for eight years in various roles including camp director, adult learning manager, and currently administrative services manager handling functions of IT and HR, and will soon be taking on the role of grant manager.



Olivia Watkins

Olivia grew up in a military family moving around every few years. She is originally from Jacksonville but one of the coolest places she got to live was Guatemala Bay in Cuba. She was a Girl Scout when she was in middle school! Olivia graduated with a B.S. in Parks, Recreation, and Tourism Management from Pennsylvania State University. After college, Olivia joined AmeriCorps and moved to Tacoma, Washington where she completed a term of serving low-income homeowner. Olivia moved to St. Pete last year and has been with the Girl Scouts for a year. Recently, she completed a Digital Media & Marketing certification with Duke University. Outside of work, Olivia enjoys traveling and being active.

Share the Camp CEO Experience

Camp CEO connects high school Girl Scouts with accomplished female business leaders through teambuilding and skill sharing in a relaxed camp setting. **Girls will have the opportunity to learn leadership and life lessons** while executive women mentor and connect with the young leaders of tomorrow.

The cost of a girl to attend is \$350. To ensure all girls have the opportunity to attend this life-changing program, we only charge \$50 per girl and offer financial aid to any girl that requests it.



You can help make a difference in the life of a high school girl by supporting Camp CEO!

The more support we receive for this program, the more girls we can reach. To learn more and to make a donation, visit gswcf.org/campceo and click on the “Support Camp CEO” button.

We’d love for you to share your involvement in Camp CEO and encourage your network to help you support the attendance of 1 or more girls for Camp CEO!

Sample Message: I am looking forward to participating in Camp CEO! Help me in supporting a girl today! #campceo @GirlScoutsWCF

Thank you for investing in girls!

What's Next?

Ways to Stay Engaged

Alumnae Association

Were you a Girl Scout member for one year, or taught girls leadership as a Girl Scout Volunteer? Then you're a Girl Scout alum! If you are looking to continuing this legacy for the next generation of girls and learn more about networking opportunities, professional and personal development through volunteer roles, please visit **GSWCF.org/alum** for more information.

Volunteering

Interested in volunteering with girls or other adults? Whether you can give a few hours, a few weeks, or a few months, volunteering with Girl Scouts is flexible, and fun and makes an incredible impact on the life of every girl. Go to **gswcf.org/volunteer** to learn about ways to volunteer.

Ways to Support GSWCF Financially

At Girl Scouts, we know that when given the opportunity, **girls change the world**. We have the reach and experience to help girls everywhere take the lead like a Girl Scout, and we're committed to ensuring every girl reaches her fullest potential.

Your investment in any of these programs and events will help us bring the Girl Scout Leadership Experience to more girls.

You can help bring her promise to life by joining Daisy's Circle. Named after Girl Scout founder Juliette "Daisy" Gordon Low, Daisy's Circle is the monthly giving program for supporters of GSWCF. Your monthly donation provides girls with opportunities to develop self-esteem, enduring friendships and life-changing leadership skills.

To become a member, please contact Jane Alkire at **jalkire@gswcf.org** or visit **gswcf.org/daisycircle**.



Daisy's Circle

Bring her promise to life



Please follow these instructions to complete the survey using the QR Code below.



- iPhone users are able to open up their camera and focus on the code, this will bring up a link to safari on the top of your screen. Once you click the link, you will be directed to the website with the survey.
- Android users will need to go to the google play store and download the free app, “QR Reader” in order to access the survey using the QR code or enter **bit.ly/CCEO22survey** directly into your browser.
- If you need assistance, please see any of the staff members. Paper surveys are also available upon request.

We appreciate your feedback to help us improve this event in the future.

Thank you for coming to Camp CEO 2022!

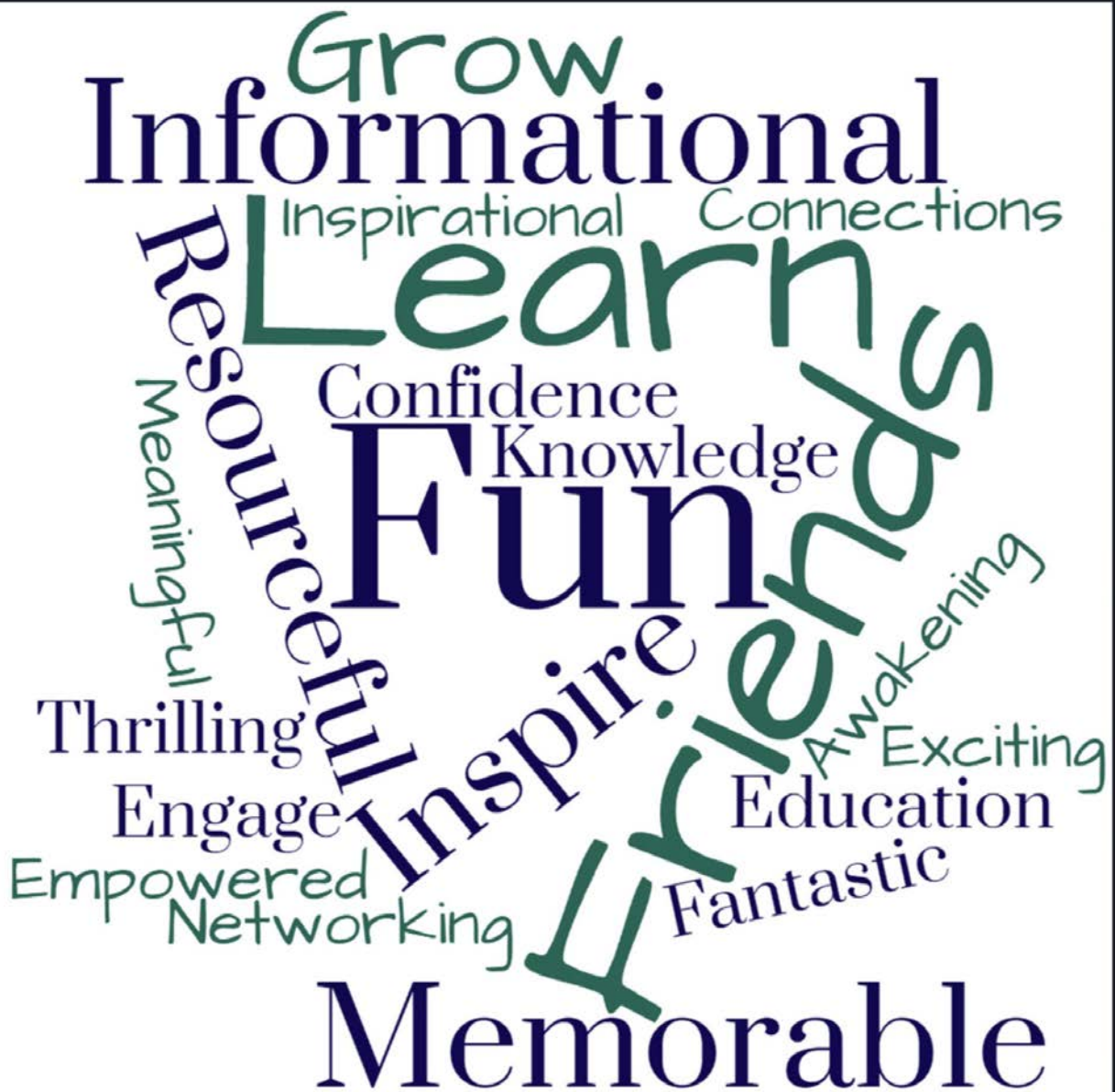
girl scouts 
of west central florida

MY SUPER-POWERED PLAN 2022-2023



My #1 Goal	Three Next Steps	Possible Roadblocks	Super-Powered Breakthroughs
			<p>My Super Powers are:</p> <p>Using My Super Powers, I will:</p>

Be You * Set Bold Goals * Try Your Best
* Choose Great People * Believe



Grow
Informational
Learn
Friends
Fun
Inspire
Memorable
Networking
Empowered
Engage
Thrilling
Resourceful
Meaningful
Confidence
Knowledge
Inspirational
Connections
Education
Exciting
Fantastic

Be You * Set Bold Goals * Try Your Best
* Choose Great People * Believe

