



Girl Scouts of NE Kansas & NW Missouri
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FOR IMMEDIATE RELEASE

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Girl Scout cookie sales help girls hone future business skills

Cookie sales launch across the greater St. Joseph, Lawrence and Topeka areas on January 19

(Kansas City, Mo.) – January 7, 2008 – Beginning January 19, Girl Scout troops across the greater metropolitan St. Joseph, Mo., Lawrence, Kan. and Topeka, Kan. communities will call on family, friends and neighbors with taste bud tempting treats like Thin Mints or Cinna-Spins (Girl Scouts’ newest and first cookie to come in 100 calorie single-serve packs). From preparing for the cookie sale to delivering to customers, girls are learning important business and interpersonal skills for future leadership opportunities.

More than 20,000 area Girl Scouts across the 47 county council, ages seven through 17 will sell cookies this year and through their preparations will practice skills that top leaders use every day to manage our nation’s corporations. These skills include:

- **Launching new products:** Girl Scouts develop creative ways to introduce new products to customers. This year, girls will introduce Cinna-Spins, the first cookie to come in single-serve 100 calorie packs.
- **Setting Goals:** Girl Scout troops set sales goals depending on how much money is needed to complete a team-building activity or service project. A portion of the proceeds per box goes to the individual troops with the rest going to the council for educational programming and council-wide activities.
- **Problem Solving / Customer Service:** Girl Scouts learn customer service skills and working with others to solve problems. For first time Brownies selling cookies, troops may role play the sale to build confidence, practice working with an older Girl Scout and build communication skills.
- **Exploring Talents:** Through a new endeavor, an individual’s talents can be developed. Girl Scouts have an opportunity to practice marketing skills by creating the sales pitch, accounting skills with the management of money or human resource skills working as a team.
- **Managing Resources:** Troop leaders and Girl Scouts sort and organize their orders before delivery. Most troops set a goal for each girl to sell 110 or more boxes, so on average more than 900 boxes are sold per troop. The management of this process makes for a great learning opportunity.



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“The cookie sales program gives girls valuable business lessons that help build courage, confidence and character,” said Trudie Hall, Chair, Board of Directors of the NE Kansas & NW Missouri Girl Scout Council. “We appreciate the community’s support of our mission and help in making today’s girls tomorrow’s leaders.”

For more information on cookie sales in your neighborhood, please call 800.728.8750 or visit www.girlscoutsksmo.org.

Girl Scouts of NE Kansas & NW Missouri is an organization that, in partnership with committed adults, help girls grow courageous and strong through a variety of enriching experiences. Girl Scouts of NE Kansas & NW Missouri serves approximately 48,000 girls, ages 5-17, from all populations, religions and socioeconomic backgrounds in 47 counties across Kansas and Missouri.

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