

# Girl Scouts event is putting an emphasis on leadership



The Girl Scouts of Southwest Texas will host the inaugural GirlExpo 2012 at the Freeman Coliseum. It is expected to be one of the organization's boldest advocacy initiatives regarding girls' leadership issues.

The Oct. 6 event will celebrate everything that is wonderful about being a girl and will include activities from camping to sports to careers and science.

"In honor of our 100th anniversary, we invite all girls and their families to this new daylong event," says Stephanie Finleon, public relations director of Girl Scouts of Southwest Texas. "We'll be interactive, focusing on STEM (science, technology, engineering and math), promoting self-esteem and healthy living, the arts, outdoor experiences, and much more."

While the event is designed to be fun for Girl Scouts and non-Girl Scouts alike, it also will shine the spotlight on leadership. GirlExpo 2012 will unveil the cause, ToGetHerThere, which has the long-term goal of creating gender-balanced leadership in one generation.

"Our girls are the nation's most un-

tapped resource. It is our responsibility to come together to recognize the leadership potential of all girls and clear the path for them to achieve their dreams," says Rose González Pérez, CEO for Girl Scouts of Southwest Texas.

Thanks to more than 7,000 adult volunteers, Girl Scouts of Southwest Texas serves 23,500 girls in its 21-county jurisdiction from ages 5-17.

The organization contracted with San Antonio-based Aguillon & Associates to assist the volunteer leadership in marketing the event — which is expected to reach an attendance of 7,500.

Melissa Aguillon explains that marrying sponsors to meaningful programming has been key to marketing the event.

"The STEM focus of the event falls within Time Warner Cable's Connect A Million Minds initiative, and Dove's Movement for Self-Esteem will encourage girls to embrace their unique beauty," she says.

For more information on the event, visit [girlscouts-swtx.org/girlxpo](http://girlscouts-swtx.org/girlxpo).

## North Chamber

The North San Antonio Chamber of Commerce has launched a cross-platform digital initiative as it seeks to form tighter bonds with the community, including the millennial workforce.

The initiative includes a new digital newsletter, blog and social communities and content driven by preference.

As a membership organization, connecting your membership is key, explains

Renée Crittenden-Garcia, vice president of marketing and business development for the North Chamber.

"We seek balance between providing a quality product while offering convenience and fostering an environment of service," explains Crittenden-Garcia. "We don't want new media to replace the relationship. Digital and social platforms should serve to enhance what we do best, which is connecting people to people and business to business."

Incorporating technology is part of the North Chamber's larger re-branding effort, lead by San Antonio-based Texas Creative. Jamie Allen, the agency's chief operating officer, insists that branding isn't simply a logo — it's also the emotional connection one feels with the organization.

"We wanted to refresh the brand so that new and traditional businesses in San Antonio would feel like this chamber was on par with their goals," Allen says. "This is a chamber on the move and one that is inclusive."

The North Chamber conducted a perception, media usage/preferences, and benefits preferences survey to determine an appropriate road map.

"We used focus groups and one-on-one meetings with our membership over the course of about four months," says Crittenden-Garcia. The results pointed to providing members with more than a membership, but also offering worthwhile events, participation opportunities, ease of communications, visibility and referrals.

"We aim to use our digital and social platforms to engage with members and the community, but more importantly to provide a forum to promote our members and create an environment that facilitates visibility and commerce among them," Crittenden-Garcia says.

Visit [www.northchamber.com](http://www.northchamber.com) for more information.

## Fiesta excellence

Fiesta, the 11-day festival that hauls in some \$350,000 annually for the nonprofit community, has earned new kudos.

The Texas Festival and Events Association has recognized 2012 Fiesta San Antonio for excellence in 18 categories lauding innovation in event marketing and its components.

The events and entities recognized include Fiesta Flambeau Parade Association and its Fiesta Flambeau Parade; St. Mary's University Alumni Association and its St. Mary's Oyster Bake; San Antonio Conservation Society and its A Night In Old San Antonio; and Fiesta San Antonio Commission for its Fiesta Opening Ceremony and overall Fiesta marketing.

Fiesta 2013 dates are April 18-28.

For more information about Fiesta 2013, visit the website at [www.fiesta-sa.org](http://www.fiesta-sa.org).

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