

MINORITY *Entreprise* DEVELOPMENT

Girl Scouts add director of membership

Sheree Jackson has joined Columbia River Girl Scout Council, Inc. as director of membership marketing.

According to Columbia River Scout COE Wende Wilson, "The director of membership marketing focuses on development, extension and maintenance of girl and adult membership. Although a marketing emphasis is common in corporate environments, it is a relatively new concept in not-for-profit organizations."

Jackson and her team of membership directors and support staff assess each community's needs and develop specific recruitment and retention strategies to increase participation in the Girl Scout Program.

Before joining Columbia River Scouts, Jackson served as director of membership and marketing for the Western Reserve Girl Scout Council in Akron, Ohio, where she was responsible for the media County Service

Area with a membership of more than 3,000 registered Girl Scouts. Jackson managed all aspects of the delivery and extension of the Girl Scout Program including managing and motivating a large volunteer base, presentation of the Girl Scout Program to United Way and other funding organizations, and establishing and nurturing collaborations.

Jackson is an advocate for children and women's issues. A former Brownie Girl Scout, she is dedicated to equipping girls with the information and skills needed to make informed life decisions. "Working for Girl Scouts allows me to make a positive impact in the lives of girls," says Jackson. "Girl Scouting provides opportunities to develop a sense of values and self-worth in an all girl environment."

Girl Scouts offers opportunities for all girls 5-17. For more information call (503) 620-4567 or 1-800-338-5348.

Minority Enterprise Development Week

Scheduled Events:

October 2, 1996

Reception
Anchorage Riverside Bar & Grill
513 S.E. Marion, Milwaukie, OR
6pm until 8:30 pm
Music by: Keyless Entry

October 9, 1996

MED Week Awards Luncheon & Trade Fair
Oregon Convention Center
777 N.E. Martin Luther King Jr. Blvd., Portland, OR

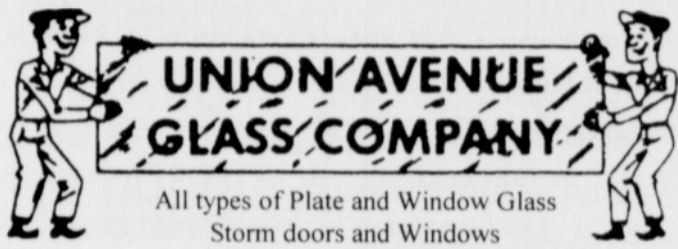
Luncheon: 11:30 am - 1:30 pm, \$25 per person
Trade Fair: 9 am - 11:30 am & 1:30 pm - 3:30 pm
Free Admission

For more information please contact:
Zaida Klem at (503) 245-9253

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