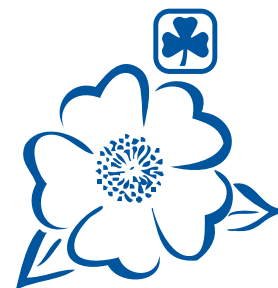


SPRING 2013

# Blue-Print



Girl Guides of Canada – Guides du Canada | Alberta Council | [www.albertagirlguides.com](http://www.albertagirlguides.com)

Girl Guides of Canada-Guides du Canada enables girls to be confident, resourceful and courageous, and to make a difference in the world.

## I Will Take Action for a Better World, but how?

— Bev Burton, Deputy International Adviser

I will take action for a better world. We have all made the promise but sometimes it is hard to find tangible ways to carry out this promise. There are several opportunities available at the provincial and national levels as well as through WAGGGS to take action for a better world.

The **Canadian World Friendship Fund (CWFF)** is a fund administered through the national office to help Girl Guides around the world, as well as support international travel by members of Girl Guides of Canada. The goal is to raise \$5 per registered member. There is a crest available through the provincial office to recognize members who have raised \$5 for CWFF in a year, and can be ordered like other provincial challenge crests. The CWFF helps support projects such as digging wells, building schools and program development in other WAGGGS countries.

**WAGGGS** is supporting the WHO Millenium Development Goals (MDGs). This year's focus is on MDG 4 and 5, to reduce child mortality and improve maternal health. The information about the MDGs as well as projects that can be done around each MDG is listed on the WAGGGS website, [www.wagggsworld.org/en/take\\_action/gat/mdgs](http://www.wagggsworld.org/en/take_action/gat/mdgs). A badge can be earned for this as well. Information about other MDGs is available on the website.

**Send Them to Sangam** – is a provincial challenge designed to help support the wider Girl Guide community as well as for bridging among levels of Guiding and for membership development. Information about the challenge is available on the provincial website and the crest can be ordered through the provincial office.

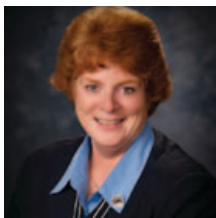


**Twinning** – how exciting to have two countries to be twins with (or is it triplets?). Girl Guides of Canada is twinning with Granada and Curacao to help with sharing of cultures between the two groups as well as sharing a love of Guiding between the countries. A challenge booklet is available for twinning with both Granada and Curacao, and they have a challenge booklet to twin with Canada. This is a wonderful way to learn about Guiding in different countries around the world. This is not a financial twinning project, but if you would like to raise funds for this, the money can go toward the CWFF.

## In this issue...



A message from the Provincial Commissioner.....	2
We need YOU to make this earth better!.....	4
Transportation Assistance Committee .....	5
GST Reporting TIPS for Treasurers .....	6
Cookies! .....	7
Membership – Let's Celebrate! .....	8
Taking Action .....	9
Museum and Archives update.....	9
Taking Action to Celebrate Guiding! Tips for event planning.....	10
Birthday Party Boxes.....	12
Campers A B C .....	13
2012 Provincial Scholarships .....	14
Colour Your World 2013 Registration Form.....	15



# A message from the Provincial Commissioner

## Happy Birthday Alberta Guiding!!

2013 marks the centennial of Guiding in Alberta (and 2014 will see the centennial of Guiding in Yukon Area!)

We began the year with a wonderful reception, held on February 3, 2013 at Government House, hosted by His Honour, Col. (Ret.d) Donald S. Ethell, the Lieutenant Governor of Alberta and our Honourary Patron of Girl Guides of Canada-Alberta Council.

Most of Alberta Council was able to be present and we were the first group invited into the newly renovated Government House, which was scheduled to open Family Day weekend. As well, three of the four past Provincial Commissioners; Kay Clement, Rosalyn Schmidt and Donna Leonard were present.



Members of Alberta Council in the library of Government House, with His Honour, Donald S. Ethell, Lieutenant Governor of Alberta, Her Honour, Mrs. Linda Ethell and Minister Heather Klimchuk.

Photo credit: Edna Dach

My sincere thanks to the organizing committee (Beverly Simpson Headon, Chairwoman, Jolaine Martin, Dana Wagner, Sheila Morrison and Angela Smith) who managed all the arrangements perfectly and saw that everyone had a wonderful time!

## Celebrations 2013

The fun will continue throughout 2013. Please refer to the provincial website and to the winter 2013 issue of *Blue-Print* for details on our two service projects. The first is the *Birthday Box project* (page 11 of the winter issue) and the other is the *Quilt project* (page 14 of the winter issue). We are working on an on-line (on our website) log in to record your Birthday Boxes but if the link isn't there please email the provincial camping adviser at [camping@albertagirlguides.com](mailto:camping@albertagirlguides.com).

And do please take photos of the quilts you make for the quilt project – imagine if we can achieve our goal of 2,013 quilts in 2013 what a difference this will mean to those in need.

And then there will also be the two wonderful Celebrations 2013 camps (details on the website) and the Area Rallies on Saturday May 11, 2013. Be sure to register through your area for the Rally Day.

## Congratulations Everyone!!

We did it – for the fifth year in a row we had we increased our membership!!! Our official 2012 Membership Count was 13,745 and on January 31, 2013 our official 2013 Membership Count was 13,983 – an increase of 238 Members or 1.73 percent. Please see Marion's article further on in this issue for more details.

## Online Registration

AB/NT/YK did very well with online registration for the 2012/13 year with over 77 percent of our Girl members registering online!! That was way beyond our target participation rate we hoped to achieve in the first year we were using online registration. As you will have heard the online registration system will be closed in March 2013 for updating to prepare for the 2013/14 Guiding year. Therefore, no online, or paper, registrations will be processed in March. The online registration system will reopen on April 2<sup>nd</sup> and continue until the 30<sup>th</sup> for girls returning to their same unit (as 2012/13). This will eliminate the concerns expressed last year that some girls did not get into their own unit. Then, on May 1st (until June 2nd) online registration will open to girls wishing to move units or move branches and finally, beginning on June 3rd, online registration will be open to all, existing girl members who have not yet registered and girls new to GGC.

### Alberta Council Scholarship

Please see the information contained in this issue – the deadline to apply for a 2013 AB Council Scholarship is the second Friday in May. In 2012, ten \$1,000 scholarships were awarded to members to assist with the cost of post-secondary education.

### AGM and Annual Dinner

Tickets are available for the Annual Dinner on May 4, 2013, from the provincial office – the AGM is open to everyone. The AGM & Dinner will be held at the Coast Edmonton Plaza hotel in Edmonton. The cost of a ticket for the Annual Dinner is \$35. Deadline to purchase your ticket is April 12, 2013.

Thank you all for the work you do for Guiding. Your skills; talents; time management expertise; friendliness; willingness to help another Guider or a girl learn something new; your encouragement of others to try something new; your enthusiasm when you speak to the public about Guiding; and your support of our wonderful Organization; all contributes greatly to the success of Guiding in Alberta, Northwest Territories and Yukon Territory. We simply couldn't do this without YOU! My heartfelt appreciation to you all.

**Margaret Utgoff**

*Provincial Commissioner, Alberta Council*

Members receiving  
**Diamond Jubilee award**  
non-guiding

Donna Thomas

Doreen Latham



# Invitation!

## Girl Guides of Canada Alberta Council

*Invites you to our*

## Annual Meeting & Provincial Banquet

**Saturday, May 4, 2013**

**The Coast Edmonton Plaza Hotel**  
**10155 105 Street NW**  
**Edmonton, Alberta**

*Annual meeting 6 p.m.*

*Reception 6:30 p.m.*

*Provincial banquet 7 p.m.*

**\$35.00 per person**

If you wish to attend the banquet,  
please contact the Provincial Office at:

**780-424-5510 ext 103**

**adminmanager@albertagirlguides.com**

**Deadline to RSVP is April 12, 2013.**

# We need YOU to make this earth better!

— Tracy Burton, Alberta Program Adviser

There are many ways that you can work together to make a better environment to leave for future generations. The National Service Project, Operation Earth Action, is one of the many ways you can participate.

## Operation Earth Action Highlight

More information can be found at  
[www.nationalserviceproject.ca](http://www.nationalserviceproject.ca)

## Pitch-In Canada

The theme for this year's Pitch-In Week is Operation Clean Sweep. This project encourages all Canadians to work toward a cleaner environment by participating in litter clean-ups, by practicing pack-in/pack-out when using natural spaces and to properly dispose of wastes.

How you can help: you can participate in litter clean-ups in your environment. When you go camping, hiking or otherwise enjoy the outdoors, make sure you pick up any garbage you came with and leave the environment cleaner than when you came by packing all of your wastes out too. Some units/districts/areas may have already signed up for Pitch-In Week this year. You can find more information at [www.pitch-in.ca](http://www.pitch-in.ca).

## Go Green in Your Community Provincial Challenge

The provincial challenge is available in your challenge booklets and on the website. This encourages girls to think about their local environment and what they can do to make it better. The challenge crests can be ordered through the Provincial Office.

*By working together, we can make  
a difference in our shared world.*



## Gone Home



Elizabeth Boyd

## "Green" shampoo

*Have you ever wondered what happens to  
your shampoo after it goes down the drain?*

This needs to be cleaned from the water and disposed of. What if you could make a difference by making your own "green" shampoo?

The recipe is from the website and all ages can make this.

Recipe:

¼ cup water

¼ cup liquid castile soap. Can add own essential oils for fragrance if wanted.

½ tsp jojoba, grape seed or light vegetable oil

Mix all the ingredients together.  
Divide into containers. Shake before use.  
Pour directly on head as it is thinner than commercial shampoos.





# Transportation Assistance Committee

— Cindy, Margaret and Sharron

Hello Girls, Guiders and Groups! Are you going on a trip/event that is over 160 km one way? If so you may be eligible for Transportation Assistance! The Transportation Assistance Fund provides financial assistance to active members registered in Alberta travelling independently to approved camps, conferences, trainings, on trips and other events. Check to see if you or your group qualifies for assistance by reading the AB.01a form.

The forms for travel assistance are available from the provincial website at [www.albertagirlguides.com](http://www.albertagirlguides.com) under the FORMS link. The process is really quite easy. After the event you will need to send :

- ☐ Completed Travel Assistance Form (Alberta Council 01a)
- ☐ Completed Financial Statement (Alberta Council 01b) with photocopied transportation receipts
- ☐ A detailed itinerary
- ☐ Trip report

The exception to the above process is that if your group is over ten participants and the estimated cost will be over \$2,000 you will be required to send in the Alberta Council 01C form, Advance Notification, no later than March 1 of the year that travel will take place. You will also need to send a AC.01b form, proposed budget.

For both girls and Guiders, reimbursement will be up to 25 percent of total transportation costs or up to \$50 per member, whichever is the lesser amount, with a minimum of \$10.

All applications are due to the Transportation Assistance Committee c/o the provincial office no later than December 7 of the year in which the trip is taken. Late applications will not be accepted. The only exception is a trip taken within the period November 15 to December 31.

Photos of your adventure are always welcome but not necessary! We have been thrilled to assist with many trips/events. We have assisted groups and individuals who have gone to the four World Centres, Iceland, camps in and out of Alberta, AGP, sleepovers, New York, Guider trainings and many other places.

*We wish you happy planning  
and safe travels!*

## How Canada came to be!

**The Provincial Arts Camp  
is holding a week long summer  
camp for 2<sup>nd</sup> year Guides to  
2<sup>nd</sup> year Pathfinders, ages 10-13.**

**July 21 – 27, 2013**

**Tangletrees Camp  
92 Silver Beach Road  
Mulhurst, Alberta**

The cost is **\$200 plus GST** per Girl Guide.  
Cost includes accommodation, meals,  
crest, t-shirt and all activities at camp  
(transportation is not included).

Come get excited to share in each other's  
creativity. The camp includes art, drama and  
singing exploration. Special events include  
karaoke, talent show, dance-athon and  
swimming in Pigeon Lake. A final  
performance in front of the parents  
will take place on the last day.

Once the girls arrive at Tangletrees Camp  
they will set up their personal items in one  
of three lodges, given a buddy and will  
begin their first art project.

Registration deadline is **May 15, 2013.**

Forms are available at  
**[www.albertagirlguides.com](http://www.albertagirlguides.com)**

Please contact Kimberly Iandolo, Camp  
Organizer, at **[daffodiljunction@me.com](mailto:daffodiljunction@me.com)**  
for any additional information.

# GST Reporting TIPS for Treasurers

— Lorie Coghill, Provincial Treasurer

## Questions & Answers

### Why is Guiding making us deal with taxes?

This is not something Guiding thought up for you to do – it is something that CRA says we MUST do. Scouts Canada and other non-profit organizations are in the same boat – we are all required to collect and remit GST to CRA when we hold events and overnight camps.

### Must the GST Number appear on all receipts?

Yes, the number is 118938554RT0058

### What do I do if I don't have all the receipts for the camp by the time I have to pay the GST?

You should remit the GST anyway, and then if you want your unit to receive the full 100 percent rebate submit a second form with the additional information when you get those late receipts. Alternatively, if the amount is small, you may choose to include those extra amounts with the regular 50 percent refund.

### What if our unit subsidizes part of the cost of our camp?

Good question! We only have to collect GST on the fee that we charge the parents. Therefore, if your unit can afford to subsidize camp fees, that means less GST will have to be paid to Canada Revenue Agency.

### Does it ever work out that instead of owing GST to Canada Revenue Agency, we get a refund instead?

Yes, it has happened.

### So, if we subsidize the fees and we're owed a GST refund for our camp, do I still have to send in the forms by the tenth day of the month following the camp?

Yes, we still have to report the collection of GST. All the reports from all levels of Guiding are combined to one report by the provincial office and filed to CRA each month. Your report will help reduce the amount given to CRA.

### How do I get our remittance to the provincial office; do I give it to my DC?

You should mail your GST Rebate & Remittance form, and your unit cheque, directly to your area office.

### Are trainings considered events?

Yes, GST must be charged on fees for all trainings

### Can I claim the GST paid for unit supplies for crafts, etc?

Yes, you can claim 50 percent of the amount you paid in GST, excluding any amounts to GCC.

### Do I forward the original receipts with my Rebate & Remittance Form?

Please keep all original receipts with a copy of the form in your unit/district/area, send photocopies with the original form.

### Do I send the event/camp form with the Rebate & Remittance Form?

No, only send the rebate/remittance form, the event form is for your records only.

### I'm still confused – is there someone who can help me?

A. Yes, email [treasurer@albertagirlguides.com](mailto:treasurer@albertagirlguides.com)

*Thank you to the  
B.C. Girl Guides  
for some of the Q&A's.*



# Cookies!

— Amy Wiens, Provincial Cookie Adviser

It is Classic Cookie season again and there is no better way to get out with your unit and have some fun than selling cookies. The sales from cookies allows the units to do many of the activities and programs that happen throughout the year as Girl Guide Cookies are the main form of fundraising for any unit. This article is just going to be some tips on cookie selling with units of all ages, locations and size of groups.

Selling Girl Guide Cookies is a tradition that started in 1927 in a Saskatchewan unit who wanted to raise funds for a trip and it took off from there so throughout the years we have probably sold cookies any way you can possibly think of which is why it is important to have fun and don't always get stuck in the same rut of we have always sold our cookies this way and we will continue this way, start thinking outside the box.

We hear all the time how good the Sparks and Brownies are at selling cookies because they are little and cute who would say no to them and most cases that is true. For the most part they are good sales people because they have lots of energy and are excited to be there. Sparks are great to have at a public location, Cookie Days at Sears, and community craft or bake sales. They can do door-to-door sales but remember to have a parent/leader and older girl with them to help carry the box and make change. Brownies start to enjoy door-to-door cookie sales and because they are that much older they are beginning to understand how to make change and can think of creative ways to carry their cookies maybe piling up a wagon and going around their neighbourhood or using a buddy system to each carry the handle of a box. If the girls are on cookie blitzes or door-to-door sales please make sure they are safe and have an adult with them at all times. These girls are great at singing little songs to attract customers so teach them some short little cookie jingles they can learn.

## **For Example – sung to the tune of *Jingle Bells*:**

*Cookie Sale!*

*Cookie Sale!*

*Cookie Sale today!*

*Get your cookies while you can*

*Cookie Sale Today!*

Guides Pathfinders, and Rangers is when cookie sales can become more challenging especially for the girls that have been in Girl Guides since Sparks, as unit Guiders this is where thinking outside the box comes in handy. Ask the girls if they have any new ideas for selling cookies might be the Cookie Drive Thru in an empty parking lot in your community where it is highly advertised that cookies are available from 10 a.m. – 2 p.m. on a particular Saturday and people just drive up and the girls deliver cookies right to their window. Along the same idea is an ACM (Automated Cookie Machine) like an ATM, people can come up to a large decorated box and put in money and receive their cookies. Having a cookie costume is also a lot of fun. The girls can take turns wearing the cookie costume during sales days in public locations. Parties that advertise cookies and cookies sales are great to get the girls planning; it is a community service project as well as showing the community you live in Girl Guides is going strong. An example of this may be the Mint Monday Parties held around the province a few years ago they had local media, public officials and the general community out to a special location for tea, treats and cookies. They had a table for cookie sales and tables of information about Guiding. The girls can help serve at these functions and talking to the people there about Girl Guides and what they like to do. Door-to-door sales/cookie blitz's work as well but please be respectful of the girls if they really would rather not go to certain houses as there is usually a reason and please don't push them. It may be a choice for some girls that they do a different street instead of the one they live on.

There are all kinds of ideas to sell cookies please remember the girls safety is our foremost concern and have fun. Ask the girls what they want to do and how they can improve cookie sales every campaign. Please remember Cookie All-Stars is also a program to help the girls earn rewards and prizes for the cookie sales they have participated in. Please check out [www.girlguides.ca](http://www.girlguides.ca) for resources or information about Girl Guide Cookies.

Please remember Cookie Day at Sears is on April 20, 2013 sign your units up if you would like to participate in this great event please see [www.girlguides.ca](http://www.girlguides.ca) for details. If you have any more great cookie selling ideas or any fun stories that happened while selling please forward them on to [cookies@albertagirlguides.com](mailto:cookies@albertagirlguides.com).

Thank you all again for making Girl Guide Cookies so successful in Alberta/NWT/Yukon!

*Keep up the great work.*



# Membership – Let's Celebrate!

– Marion Rex, Membership

## Membership Count

Whoo-hoo! In our 100<sup>th</sup> year, Alberta Council can boast that it's increased its membership five years in a row. With the move to online registration, there have been all kinds of different questions and problems to deal with this year. Thanks to all who have helped to make it a smooth transition. On the day National recorded the official membership count, the numbers were as follows:

AREAS THAT INCREASED	TOTAL GIRLS		TOTAL ADULTS		TOTAL	
	2011-2012	2012-2013	2011-2012	2012-2013	2011-2012	2012-2013
AB Council	14	18	62	54	76	72
Calgary	4,059	4,290	872	877	4,931	5,167
Chinook	401	366	108	113	509	479
Cypress Hills	271	288	62	56	333	344
Edmonton	2,339	2,423	588	591	2,927	3,014
Michener	311	291	61	57	372	348
NT	209	174	54	49	263	223
Parkland	962	994	234	226	1,196	1220
Peace River	504	475	99	100	603	575
Prairie Rose	556	557	111	113	667	670
Tamarac	1,014	1,064	257	239	1,271	1303
Woodsmoke	347	346	95	96	442	442
Yukon	119	88	36	38	155	126
<b>TOTAL ALBERTA COUNCIL*</b>	<b>11,106</b>	<b>11,374</b>	<b>2,639</b>	<b>2,609</b>	<b>13,745</b>	<b>13,983</b>

\* Total numbers are Alberta Council and all of Alberta's 12 areas.

That means that Alberta Council is up by 1.73%. Congratulations to the following areas which showed increases for 2012-13:

- Calgary +4.79%
- Cypress Hills +3.30%
- Edmonton +2.97%
- Parkland +2.01%
- Prairie Rose +0.45%
- Tamarac +2.52%

A special cheer goes to Calgary Area which shows the greatest increase for this membership year.

Not only that, but Membership across Canada has also increased!!! Guiding in Canada now has 90,642 members, with Alberta being the third largest province, behind Ontario (38,560) and BC (16,493). And to all of our new members... welcome to the sisterhood of Guiding!



## Share Your Pride

The "I Belong!" badge for 2012-2013 is navy with gold numbers to celebrate Alberta's 100<sup>th</sup> Anniversary. Wear your "I Belong!" crest proudly on your uniform for all to see – just above the cuff/hem of your left sleeve. Are you wearing your I Belong badge?



## Online Registration

Online registration for the 2013-2014 will begin on April 2<sup>nd</sup> this year. There will be three phases of registration. The first phase, girls registered this year will be encouraged to return to their own units. In the second phase, girls who are returning, but transferring to new units or bridging to the next level, will be encouraged to join. The third phase will be for those who are returning but have not yet registered, or those new to Guiding will start registration.

Phase	Description	Date range
1	Girls returning to their units	April 2 - April 30
2	Any returning girls	May 1 - June 2
3	Any girl - new or returning	June 3 onwards

## We Couldn't Do It Without You

Let me take this opportunity to thank you for all you do in Guiding. Guiding in Alberta, NT and Yukon is strong because of you, the wonderful leaders who volunteer their time and talents. Heartfelt thanks for the time and talents you share to make Girl Guides of Canada the wonderful organization that for the part you do in Guiding to make it the vibrant women's organization that it is today. Our Guiding family in Alberta continues to grow because of the wonderful Guiders who volunteer so willingly...thanks for all you do.

# Taking Action

— Donna Leonard, Provincial Training Adviser

Girl Guides of Canada is a lifelong learning organization which has enabled us to survive for 100 years despite the myriad of changes to our world.

Have you completed the trainings you require for the year? How about the ones you want to enhance your skills and the girls' programs even more?

**Has your area booked Van-Go yet?** Not sure - please ask your area training adviser or area commissioner! We have trainers who are very excited about delivering trainings in smaller towns where they wouldn't normally be available. Trainers will be working diligently at the Trainers' Workshop to create resources to share all over Alberta. What a wonderful opportunity to have just the information YOU need delivered up close and personally!

I hope you took advantage of the opportunity to attend the 2013 Multi-Faceted held at the Holiday Inn in Red Deer. Funds to cover the cost of this new venue were approved by Alberta Council. I am pleased to advise that we also received funds to subsidize the Trainers' Workshop and the Commissioners' Workshop so that they too can be offered in a hotel setting.

New training modules are being developed for telephone trainings. Watch [ANY\\_GuideNews](#) for topics in the near future.

Remember to contact experienced Guiders and trainers to act as resource people for your units. So many have so much to share!

# Museum and Archives update

— Janet Allcock

We are so pleased when we get donations of Guiding material and would like to thank those who take the trouble to bring some of their treasured memorabilia to us. Recently we have been donated a decorative plate produced after the relief of the Siege of Mafeking in May 1900. It was this military event which first brought Colonel Robert Baden-Powell to the notice of the general public and he became a popular hero. The plate shows portraits of Baden-Powell and other military staff involved in the event.

Another exciting donation was a signed letter from Lady Baden-Powell, written to an Alberta Guider. Both these items are on view in a display case in the Guide House. We hope some of you will be able to come in and see them. When you do – remember to sign our visitors' book.

We also have a wide collection of badges and crests, which is always of interest. Following her interest in this area, Mary

Gerritsen, Provincial Archives Adviser, met recently with John Witham, who, with his wife, has an extensive collection of Scouting and Guiding material. She was very excited to see some of the original efficiency badges which the early Girl Guides were able to earn. See [page 16](#) for photos of these badges. They include laundress, homemaker and clerk, which required learning shorthand and typing!

Here in archives we are planning to play our own part in the centenary celebrations of Alberta Girl Guides. We will be having an open house as part of the Edmonton and District Historical Society Doors Open Festival in July, complete with a fashion show of historical uniforms. We will tell you more about this later. Talking about historical uniforms – if any of you are planning special events, remember that you can borrow some of these uniforms. They always make a popular show.

# Taking Action to Celebrate Guiding!

## Tips for event planning

— Sheila Morrison

Spring brings out the best in Guiding. We head outdoors, take action, and engage the community. In addition to our 100<sup>th</sup> Anniversary Rally day on May 11<sup>th</sup>, areas, districts and units plan numerous events. Are you on the planning committee for any upcoming events? Here are some tips for planning your next event.

There are lots of resources in Guiding and on the internet to help you plan an event. First and foremost, you have your risk management covered by Safe Guide. Is there an activity guide that can help you plan your next event? Check it out.

Starting with the basics, you need to decide WHAT, WHEN, WHERE, WHY, WHO and HOW MUCH. What's your event? When and where will it be held? Why are you holding this event? Who will organize it? How much do you have in your budget?

Often our council asks us to plan an event, such as an advancement, a volunteer appreciation dinner, the Area Annual General Meeting, Rally Day for 100<sup>th</sup> anniversary, cookie sales events, a recruitment fair, a community event or an entertainment event. The WHEN and WHERE can be traditional, or you may have to do some research to find the best place within your budget. Consider room design, ambiance and menu. A great resource available to help you choose the right venue is the Alberta Council Event Planner Guide found on the website's Alberta FORMS page. This resource is mostly used by the provincial trainers planning conference style events like Multifaceted. It has great checklists.

Next comes the WHY; a better question would be what is the objective of your event? Are you celebrating Guiding members? Are you putting on an awards show? Are you recruiting new members by engaging the public in your event? Or are you engaging the public by putting on an entertainment event for seniors or families? Is your purpose to increase profits and sales at a cookie event? Whatever the purpose is, keep it front and centre during the planning.

You can't do it alone. There will be challenges like long hours, unreasonable deadlines and last minute changes. Get support and build a team. WHO will help you accomplish the tactics on the to-do lists and what are the deadlines? Planning a schedule of major and minor tactics will help keep you on track. Recognizing major tactics versus minor tactics can help you be flexible if things aren't going quite as you planned. Don't sweat the small stuff.

Remember to put communications on your schedule too.

Communicating with your team, the council, the parents, and the vendors, on a regular basis allows for everyone to stay on the same page. Communicating with your team keeps on top of the tactics and deadlines. Communicating with the council keeps them on top of the strategic aspects, and everyone heading in the same direction. Communicating with the parents keeps your audience informed. Communicating with the vendors from a single source keeps the information simple and flowing and alleviates problems.

At council meetings you prepare an agenda, for events you plan the show flow. Do activities from one element to another? Does traffic flow smoothly through and around the event? The show flow is one of the most critical pieces to any event. It is the plan that lays out which elements go first; how to handle special guests, key presenters and media. It's the plan that presents your key message and creates a lasting impression with your audience. It is the vehicle that ensures everyone involved knows their cue in order to keep the event on schedule.

Include setting the stage in your planning. Plan the concept/theme, lighting, production and scenic design. Is your event something you can have fun with, or is it something formal? Or both – hold an awards show segment during your Area Volunteer Appreciation Dinner. Here's an award show plan to consider:

- Venue Selection and Management
- Ticketing Management
- Program Development
- Nominee Reel
- Sponsors: Development of Sponsorship Packages and Management of Sponsor Benefits
- Food and Beverage
- Theme and Décor Design, Development and Production
- Vendor Management
- Creative Direction
- Event Staffing and Logistics
- Scripting
- Entertainment selection, Booking and Management
- Marketing, Promotion and Media Management
- Budget Management

If you are planning to have your event filmed or photographed, you need to include a plan for lighting. Are you planning a slideshow, or showing a video presentation? These technology requirements also require special lighting. Stage, podium and presentation lighting should match your ambience, mood and theme. Consider where the audience focus is during these elements. Is their focus on your master of ceremonies or guest speaker? Is it on the slide presentation behind them? On the recipients of the awards? How does the audience attention flow between them? Plan what works for your venue and concept.

When the purpose of your event includes reaching a bigger audience than just those in attendance, consider a plan to reach them through print and photos, video, or media. We love to hear about your events, so please consider sending us your photos and preparing an article for your area newsletter or *Blue-Print*. If you consider video, are you showing it at your AGM or are you posting it on YouTube®? If you are considering media, consult with your area PR adviser, as they manage the relationship with your local media. They can assist you in the preparation of media advisories, media kits, and handling the media when they arrive at your event. If your event is open to the public, a public service announcement may be an option to attract your audience. Your area PR adviser has radio, press and television contacts.

Media may have heard about your event, or you may have invited them. Your event may be of interest to them if it has one or more of these attributes: It coincides with other media worthy events. Other events may not be local, but they may be considered controversial and the media wants to relate them to your event. It is of local interest to the community. It involves prominent individuals. It impacts a large number of people. It provides a good human interest story or good photo opportunity. If the media is interested, plan how to welcome and identify them when they arrive. Direct them to the best location to observe the event and set up their camera equipment.

Celebrities and influential people may also be attracted to your event for the same reasons. Consider asking someone of this caliber to act as your master of ceremonies, award presenter, or guest speaker. Whether involving Guiding members or special guests, queue them for media interviews following their participation, and prepare them with your key message. If more than one media outlet is present, decide if interviews should be done news conference style or individually. Be aware of the scenic design for the interviews, paying special attention to the background.

Interviews offer feature photos. Design other photo opportunities. Photographers may wish to review your event flow prior to the event to choose their opportunities and consider timing. They look for promotional materials like posters and banners to identify the event. They want to show the kind of day and attendance of your event. They want to find people and actions that communicate the tone and emotions of the event. They want a variety of individuals, crowds, venue and action shots that establish the highlights of the event.

If you are photographing your event, here are some tips I observed photographers using. If the subjects line up for the photo, stand toward one end and take the photo looking down the line. Angle the camera for asymmetrical shots. The girls do this really well on “selfie” shots taken from up, down, left or right. Turn a portrait into an action shot by giving the subject a prop to play with, or a promotional item to display. Watch for candid reactions to announcements, presentations and emotional speakers. Look for a photo story. Use a variety of lighting: natural light, soft lighting, coloured lights.

Before your role is complete, follow up with media, the venue, key presenters and attendees or council. Send a report to council on the success of the event. Thank the key presenters at the event and confirm their experience was positive. Give them information about the story publication date. Pay any outstanding venue invoices and follow up on the quality of the venue and service. Let them know if you will be recommending them for future events. Thank the media and follow up on when their story will air or be published. Retain copies of the story for council. Follow up and thank your team of organizers. Comment on the story when it is released. Let others know it took place. Follow up with social media, so it can be relayed by provincial and national members. Celebrate your success and hard work!

*An example of an Event Flow is on page 12.*

## Sample of an Event Flow

### 1 p.m.

- Prepare to check in guests
- Final RSVP list should be completed
- Arrange name tags at check in table
- Review last minute details with caterer

### 2 p.m.

#### **Adjust background music volume as needed**

- Guests arrive
- Check-in

### 2:25 p.m.

- The hosts gather to meet the special guest

### 2:30 p.m.

- Special guest arrives
- Hosts introduce themselves to the special guest

### 2:45 p.m.

- A host escorts the special guest to the reception area
- Offer special guest beverage
- Mix and mingle – a host makes introductions (30-40 minutes)
- Hosts should make sure special guest is moving through the crowd

### 3:15 p.m.

#### **Program begins.**

#### **Reduce overhead lighting and light stage, spot-light on podium, queue slide show, turn off background music**

- The hosts introduce themselves to the group
- A host introduces the local notables in attendance
- A host introduces the special guest
- The special guest makes remarks for 10 to 12 minutes, followed by slide show for three minutes

### 3:30 p.m.

#### **Bring up house lights, keep spot light on podium**

- Short question and answer period – invite media to participate
- Guests are thanked for attending

### 3:45 p.m.

#### **Turn on background music**

- Special guest departs

### 4 p.m.

- Event concludes

# Birthday Party Boxes

Congratulations to everyone who has had a chance to build a Birthday Party in a box. Groups from the far north to southern Alberta are building birthday parties for those less fortunate. This service project helps to teach how to share and be a friend and how to lend a helping hand to those who have very little. Boxes or bags are welcome at all food banks and boys and girls will welcome your generosity. After speaking to national we are now able to use unit funds to purchase items to round off the boxes groups are making. Sometimes you may be short a cake mix, candles or tablecloths, so you can purchase a few items to complete the party or to print off cards to include with the parties. Remember to include the checklist and the birthday card that can be found on the provincial website.

Special thanks to the following groups:

- 59th Sparks in Calgary
- 71st Edmonton Brownies
- Tamarac Area Council
- Alberta Council
- 96th Calgary Sparks
- 209th Calgary Brownies
- 127th Calgary Guides
- 24th Calgary Pathfinders
- 24th Calgary Rangers
- 41st Edmonton Sparks
- 56th Calgary Brownies



Keep up the great work and why not challenge other groups in your district or area to build a box or two as well.

Don't forget to send me your total boxes so we can reach our goal of 1,000 birthday boxes in 2013 to [camping@albertagirlguides.com](mailto:camping@albertagirlguides.com).

## WANTED!

### Looking for a new Link Adviser.

Please contact Caitlin Lyster at  
[link@albertagirlguides.ca](mailto:link@albertagirlguides.ca)  
for more details.

# Campers A B C

- A** Ashes should be totally out and cool before leaving a fire unattended
- B** Brushing teeth is not done at the tap but in a spit or slop bucket
- C** Campfires are not for running around, but for memories of singing and friendship
- D** Dish towels are not allowed at camp, all they do is spread germs
- E** Everyone is responsible for safety
- F** Flip flips or open toed sandals DON'T come to camp, serious injury can occur when running in the outdoors
- G** Gadgets that are electronic stay at home (cell phones, computers, and music devices)
- H** Hats with wide brims are always worn when outside; it is one of the best ways to prevent sun stroke
- I** Insect repellent should not be sprayed in or near the tents
- J** Junk food should not be kept in tents or beds as ants, skunks, and other pests can smell them
- K** Knife safety should be taught to older girls so they can safely handle knives
- L** Lat lids should be closed in summer and left up in winter
- M** Medications should be given to the first aider and dispensed as per directions on the original container
- N** NO food or scented products in tents as they attract bugs and animals
- O** Orientation is needed to the camp site by at least one leader, preferably in the last 2 - 3 years
- p** Permission is required when you enter another camp site the same as you would when you enter someone's home
- Q** Quiet time is from 11 pm to 7 am; remember there are others who want to enjoy the peace and quiet of nature as well
- R** Respect the environment, don't chop down trees or pick the wild flower, leave it better than you found it
- S** Shirts with sleeves(short) are a must at camp to prevent sun stroke; tank tops and halter tops should stay at home
- T** Three pan dish washing is a must at camp if you want to keep everyone healthy (1. soap, 2. clear 3. bleach)
- U** UV rays need sunscreen to prevent serious sunburn (girls should bring their own)
- V** Varmints are attracted to food left out or to the crumbs that fall under the tables so keep your site clean
- W** Whistles should be in each tent in case of night time emergencies
- X** Examine the health forms before camp so you can ask questions before you arrive at camp
- Y** Yelling at girls and other leaders is not acceptable
- Z** Zippers on tents are to be open all the way, girls should not try to squeeze through a small hole



# 2012 Provincial Scholarships

## Jessie Campbell – Edmonton

Jessie is planning on attending Sciences of Animal Biology or Nursing at University of Alberta or Grant MacEwan. What Jessie says about Guiding is “Guiding creates life-long memories and friendships for everyone as well as builds socialization skills in many ways”.



## Amy Pohl – Redcliff

Amy is planning on attending combined High School/University Study – BSc Major in Kinesiology at Medicine Hat College. What Amy says about Guiding “I love that Girl Guides has helped me to develop as a healthy woman of society and hope that I can continue to help others discover themselves and embrace who they are and who they can be”.



## Karen Carley-Schieman – Okotoks

Karen is planning on attending Medical Office Assistant with Hospital Unit Clerk Speciality at Academy of Learning. What Karen says about Guiding “I believe very strongly that Girl Guides is one of the very few places that girls and women are encouraged and allowed to BE THEMSELVES. It offers them a safe and supportive environment to try new things and challenge themselves while discovering the world around them in different ways”.



## Jennifer Robinson – Calgary

Jennifer is planning on attending Bachelor of Science Honors in Neuroscience at University of Alberta. What Jennifer says about Guiding “To me the essence of what guiding is, working together, brightening the lives of others, and having tons of fun along the way”.



## Alyssa Day – Athabasca

Alyssa is planning on attending Bachelors of Sciences at Concordia University. What Alyssa says about Guiding “By becoming a member, girls and woman learn respect, friendship leadership and confidence. I truly believe that my involvement in Girl Guides has made me into a better person”.



## Shelbi Roy – St. Paul

Shelbi is planning on attending Bachelors of Sciences, followed by Medicine at Grant MacEwan University. What Shelbi says about Guiding “Guiding has impacted me in every way possible, it affects the choices I make every day, it has coloured the picture of the person that I am today, it will help determine the person that I will one day grow to be and it will absolutely influence the morals and values that I pass onto my children and the people that I meet throughout my life”.



## Sheliza Ismail – Calgary

Sheliza is planning on attending Bachelor of Arts – Psychology followed by Bachelor of Education at University of British Columbia. What Sheliza says about Guiding “Girl Guides is able to give young and older girls a place where they can be themselves at all times, and a place that is inclusive to all individuals”.



## Alison Thomas – Calgary

Alison is planning on attending Earth and Ocean Sciences at University of Victoria. What Alison says about Guiding “Through Guiding, I discovered my love of spending time in and learning about the outdoors, which is why I will be studying Earth and Ocean Sciences at University. Guiding asks Girls to be kind, respectful, and considerate of others, and welcomes them into a lifelong sisterhood”.



## Sarifa Lakhdir – Calgary

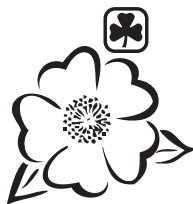
Sarifa is planning on attending Biological Sciences at University of Calgary. What Sarifa says about Guiding “It enables members to come together to share their views, do creative activities, help and support each other physically and mentally, and instill in them confidence and virtues that will help them throughout their lives”.



## Paige Valgardson – High River

Paige is planning on attending Bachelor of Education – Elementary at Mount Royal University. What Paige says about Guiding “Within Guiding there are varied activities so there is something that will suit each girl and woman whether it is outdoors, leadership, crafts or other interests”.





## GIRL GUIDES OF CANADA – ALBERTA COUNCIL

Send form **with** fee by date specified  
To: Girl Guides of Canada Alberta Council  
11055–107 Street NW Edmonton AB T5H 2Z7  
Or e-mail/fax form with credit card payments to:  
[accounts@albertagirlguides.com](mailto:accounts@albertagirlguides.com) Fax: 780-426-1715  
Note: Payment **MUST** accompany Registration Form

Name of Event: **Colour Your World 2013** Date: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Preferred Name for Name Tag: \_\_\_\_\_

Guiding Unit and Area: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Address: \_\_\_\_\_

Number Street

Town/City

Postal Code

Health or Dietary Restrictions: \_\_\_\_\_

Youth T-shirt size: \_\_\_\_\_

Applicant's iMIS Number: \_\_\_\_\_ Applicant's Date of Birth: \_\_\_\_\_

### Method of Payment

☐ Cheque (made payable to Girl Guides of Canada-Alberta Council) Amount: \_\_\_\_\_

☐ Visa ☐ Master Card Card #: \_\_\_\_\_ Expiry date: \_\_\_\_\_

Card Holder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

*Note: The responsible Guider for the event will notify you when your registration has been accepted.  
Additional information may be requested at that time.*

A list of participants for this event will be distributed at the event to allow you to communicate with each other during or after the event. Do you wish to have your name, phone number, e-mail address, and home address included on the list of participants? Yes ☐ No ☐

**Cancellation Policy:** In the event of the participant canceling her registration in this event up to three weeks prior to event, 75% will be returned to the applicant. No refunds will be made if cancellation is received within three weeks (twenty-one days) of the event, except upon extenuating circumstances; documentation may be required.

We protect and respect your privacy. Your personal information is used to communicate within our organization. We do not provide or sell this information outside our organization. For further information, see our privacy statement at [www.girlguides.ca](http://www.girlguides.ca).

**Deadline for Application is May 15, 2013**

# Examples of early Guiding badges



**Alberta Council**

11055-107 Street NW  
Edmonton AB T5H 2Z6

[www.albertagirlguides.com](http://www.albertagirlguides.com)

Publication Mail  
Agreement Number:

**40009469**