



Notice of Intent to Nominate Proposed Candidate for Second Vice President

Monica McLaughlin is the lead of the media buying and operations team at Bluewater since 2015, brands such as SodaStream, Trivago, AAG, Zaxby's, Credit Karma and Empire Today have benefited from millions of dollars in media savings because of Monica's strategic planning and leadership. The collaboration of left and right brain thinking give Monica the edge to not only negotiate with the toughest TV networks for over 15 years, but also positively shape the lives of over 300 girls and leaders in the Girl Scout Community.

As a lifetime member of Girl Scouts, Monica has served as a troop leader, service team member and encampment director. She has coordinated many successful events that bring girls, leaders, and the community together. These events include Leader-Daughter camp, camp clean up days, bridging events, badge in a day, journey in a day and cupcake wars. Monica also mentored her troop while they worked and earned their Bronze Award and have now started their Silver Award project.

Monica is very passionate about the local Girl Scout camps and development of outdoor skills. Her troop has been to each of GSWCFs camps and is currently working with her girls to develop their hiking, backpacking and primitive camping skills. Her love of camp lead to her becoming the encampment director for Whispering Pines where her experience with budgeting, planning and managing large teams created memorable weekends for over 200 girls, increasing participation year over year. She not only directs encampments but also engages the girls while creating wizard wands, chocolate treats, building campfires or even leading a dance off.

Monica embraces the Girl Scout mission and continues to inspire and empower not only girls but also leaders within the Whispering Pines Service Unit. She is dedicated to encouraging girls and leaders to step outside their comfort zone, reach their goals and experience all that Girl Scouts has to offer.