

Girl Scouts of Greater Iowa staff were asked to contribute to an (optional) gift for Beth Shelton for her birthday in December 2016. Part of the gift was to write down things to be shared with Beth about what they know and appreciate about her. The following are just a handful of the nearly 350 examples given by roughly 50 employees.

- *Your genuine care for your staff is authentic and heart-warming. We'd move mountains for you, because you'd do the same for us.*
- *Thank you for your authenticity. Tough conversations are so much easier when we can truly tell that we're respected, listened to, and cared about!*
- *I applaud your effort to create a strong, positive culture of empowered women.*
- *You have helped create a work atmosphere that I can trust.*
- *You have Heart: A BIG ONE TOO! You are humble, effective, adaptable, remarkable and transparent.*
- *I like how you speak so passionately about our mission. I'm still thinking about your speech at the '16 Gov. Luncheon!*
- *I appreciate that you "get your hands dirty". You are not afraid of work on any level. You are a doer and makes yourself available ALWAYS to help out in any way you can.*
- *I like that you are a passionate warrior with a purpose.*
- *I appreciate your grace and kindness even during challenging times.*
- *I like your commitment to work-life balance for the health of all employees.*
- *Thank you for refusing to simply accept things the way they are!*
- *I appreciate your willingness to take chances on people and believe in their strengths.*
- *Witnessing the love, sweat, and passion that you put forth every day for our girls, volunteers, and GSGI employees is humbling.*
- *I appreciate the opportunity I have to continue to learn from your "Lead by Example" mentality.*
- *You listen and act on employees' and volunteers' feedback to improve the experience for all.*
- *You inspire others by not just "talking the talk", but by "walking the walk".*
- *You genuinely care about the mission and your actions back that.*
- *You make it easy to believe in the Girl Scout mission.*
- *I appreciate that you're not afraid to be vulnerable and I believe this make you a great boss.*
- *I appreciate that you are dedicated to Girl Scouting and ensuring that there is a future for us with "today's" girls!*
- *Thank you for your time and dedication to your Girl Scout troop. You are truly an example of someone who wants to help each girl discover her spark!*
- *Because of your continued effort to improve our workplace and culture, we are where we are at today. Thank you for making GSGI such a fun place to work!*
- *I appreciate that you embody the ideals of Girl Scouts – leading a troop, recruiting girls, fundraising, & volunteering.*
- *I feel blessed by the culture that you are instilling within our council.*



January 11, 2017

Business Record  
100 Fourth St.  
Des Moines, IA 50309

**Re: Business Record Forty Under 40 – Nominee Beth Shelton**

To Whom It May Concern:

Forty Under 40 recognizes business leaders for their professional accomplishments and contributions to the Des Moines community through involvement in civic organizations. These individuals contribute to the quality of life, and positively impact the future, of our greater community. Beth Shelton, CEO of Girl Scouts of Greater Iowa (GSGI), exemplifies these qualities.

Beth impacts our community through her creative and inspiring leadership of our organization. More importantly, GSGI's mission is to *create girls of courage, confidence and character who make the world a better place*. Through the fulfilment of this mission, an exponential impact is made as GSGI girls grow into adulthood and make their own mark on the communities where they choose to live and work.

Beth brings energy to her daily work that is contagious. In the early months of her role as CEO, she tirelessly travelled the GSGI service area to learn about the daily challenges and opportunities and to create relationships. By accumulating knowledge, engaging in strategic conversation and thoughtful consideration, she worked collaboratively with GSGI's leadership team to define and develop strategies to address two key metrics: girl and volunteer retention and membership. Under Beth's leadership, the GSGI team surpassed goals for girl and volunteer retention and membership, reversing recent negative trends. Success in these two critical areas is a key factor in camp registration success, allowing GSGI to provide programming and experiences to more girls, and is a major factor in cookie sales. Cookie sales provides girls with opportunities to plan, organize, coordinate and implement a strategy that, while providing a key funding source, is an important development tool.

Beth leads the GSGI team in discovery of new and different ways of creating engagement with girls, and providing value that advances them personally, in an environment that is changing at a rapid pace and filled with an ever-growing number of competing choices, barriers and distractions.

While Beth's CEO Board report contains key operating measures, the most important part of the message is her 'What Excites Me This Week' column. This section is about a girl or volunteer and an experience or opportunity they had leading to personal growth and success. That message connects the board with the GSGI mission on a personal level and reminds the board why working for girls is so important. Beth's passion and commitment is instilled in her messages and transcends to each board member.

Leaders accomplish great things by inspiring others to work hard in a collective effort to achieve common goals. After a staff retreat during Beth's first year with GSGI, one GSGI employee shared this eloquent message about what Beth's leadership means to them:

*"People like me need hope. A lot of us work here because we truly believe that this is how we can make an impact on our corner of the world. But we need a visionary leader*

*who sparks that hope. If this is where we are at the beginning of month 4, I can't wait to see where we're at in year 4."*

THE GSGI Board of Directors are recommending Beth be recognized as a Forty Under 40 Business Leader in our Community as she is an inspirational, motivational leader who makes an impact on our employees, volunteers and girls; that impact has a ripple effect as GSGI girls become inspirational leaders themselves.



Beth exemplifies the in Girl Scouts!

Very truly yours,

Janet E. Phipps Burkhead  
Board Chair  
Girl Scouts of Greater Iowa

Beth Shelton is an amazing coach, troop leader, and inspiration. She has been so helpful for my family too. Every time we would have a Girl Scout event that my parents couldn't take me, Beth would always take me. She has coached me in basketball and softball. She is always positive, fun-loving, and she motivates you to get better. One thing I love about Beth is that she can always find the best in people. No matter what happens, Beth will never give up on you. I am very thankful to have Beth in my life. She is an inspiration to me and many others.

Kyrah Strickler, age 11

(Mother is Cassie Strickler, [cassiestrickler@msn.com](mailto:cassiestrickler@msn.com) or 515.865.0425 )

