



girl scouts 
of historic georgia

Annual Report 2023-2024
Ready, Set, Dream!

Girl Scout Promise

On my honor, I will try:

To serve God* and my country,
To help people at all times,
And to live by the Girl Scout Law.

Girl Scout Law

I will do my best to be

honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong,
and responsible for what I say and do,

and to

respect myself and others,
respect authority, use resources wisely,
make the world a better place,
and be a sister to every Girl Scout.



**Members may substitute for the word God in accordance with their own spiritual beliefs.*

Dear Girl Scouts of Historic Georgia Family,

As we wrap up another amazing year, I'm reflecting on the incredible moments that defined our Girl Scout community in 2024. We flexed our entrepreneurial muscles during the Girl Scout Cookie Program, celebrated grand openings and Highest Awards, cheered on marathon runners, worked together to clean up camp, made new friends, created sustainable solutions to issues in our communities, and so much more. I am excited to see what 2025 brings for all of us. In thinking about the changes that will come about in 2025, I want to share an important personal change: I have decided to retire from my position as CEO of Girl Scouts of Historic Georgia, effective May 15, 2025.

I'm so proud of the many things we've achieved together over the years. As a council, we've strengthened our financial stability, creating a solid foundation for future generations. We navigated the challenges of the COVID pandemic and maintained strong membership that reflects the enduring power of our mission. We've also recently launched our first Girl Scout DreamLabs with plans to add more in the future. These accomplishments are a testament to the dedication of our staff, board members, volunteers, Girl Scouts, and supporters. I believe that the success of a leader is defined by the success of the organization, so thank you all for working together to ensure our collective success.

For the last 11 years, I have been continually inspired by all the ways I've witnessed girls step into their power, embrace challenges, and make lasting changes in their communities. Although stepping away is bittersweet, I am confident that the future of Girl Scouts of Historic Georgia is bright. We are a resilient and forward-thinking council, and I am excited to see how we will continue to evolve, innovate, and find new ways to empower girls. In the coming months, our Board of Directors will lead the search for a new CEO who will carry forward our mission with passion and purpose. I have full confidence that the next CEO will build on the strong foundation we've created and inspire even greater achievements for our Girl Scout community in the years ahead.

As I prepare for the next chapter in my life, I want you to know that I'll always be an advocate for the Girl Scout Movement. To each of you—Girl Scouts, volunteers, staff, and supporters—thank you for enriching my life and allowing me to serve alongside you. Leading Girl Scouts of Historic Georgia has truly been one of the greatest privileges of my life, and I look forward to seeing all the wonderful ways Girl Scouts will continue to thrive in the years ahead.

Yours for the girls,



Sue Else
CEO



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LuWanna Williams



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Olena Stadnik Floore
Pamela White-Colbert



Building girls of courage, confidence, and character, who make the world a better place.

Girl Scouts of Historic Georgia believes in the power of every girl to change the world, and we offer a safe space for girls to take healthy risks, explore interests, and connect with a powerful, supportive community of friends and mentors.

With support from dedicated adult volunteers, State and Regional Advisory Board members, parents, and staff, Girl Scouts of Historic Georgia delivers the Girl Scout Leadership Experience (GSLE) to 122 counties across Georgia as well as two counties in South Carolina and one county in Alabama. Our council's footprint is more than 48,000 square miles and includes Girl Scout First Headquarters.

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The Year at a Glance



We served
7,789
Girl Scouts with help from
3,913
wonderful volunteers



3,914
Girl Scouts sold
1,702,382
boxes of cookies

2,784
gsLearn online training
completions across
44
volunteer courses



4,278
participants in
program activities



82 Bronze Award
Girl Scouts



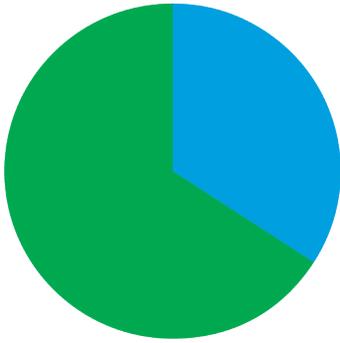
17 Silver Award
Girl Scouts



18 Gold Award
Girl Scouts

Our 2023-2024 Membership

This year, our membership theme was “Your Year of Fun.” From earning badges and exploring new interests to making lifelong friends and giving back to the community, every moment is a chance to learn, lead, and have fun. Whether it’s outdoors, in the kitchen, or diving into STEM activities, each day brings something new. Girls joined us for a year filled with memories, skills, and endless possibilities—because with Girl Scouts, the fun never stops!



11,702

Total Members

2,254 Volunteers

1,659 Non-Volunteers



1,621 Daisies

2,090 Brownies

2,003 Juniors

1,386 Cadettes

387 Seniors

300 Ambassadors

2 Unclassified



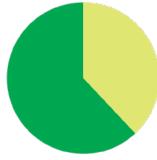


Of our total membership,

1,325

are lifetime members

When you sign up as a lifetime member, \$25 of your contribution automatically funds a year of membership for a Girl Scout in an underserved community in your area. As a result, in just a few years, lifetime membership has funded more than 40,000 memberships for Girl Scouts nationwide, ensuring that every girl from any background has the opportunity to be a Girl Scout.



4,862

of our girls
renewed membership



2,969

of our adults
renewed membership



Summer Resident Camp

For 2024, we offered two weeks of resident camp at Camp Tanglewood and Camp Low, one week at Camp Martha Johnston, and one week of travel camp. Our theme for camp this year was, “Your Summer of Exploration.”

At camp, Girl Scouts find both tradition and new adventures, as well as a safe space where they can lean into their own budding voice.

Your Summer of EXPLORATION



310 amazing explorers

4 beautiful properties*

**We do not hold summer resident camp at the Robert Lewis property.*

plus 20

travel campers to Washington, D.C. and Philadelphia, PA!

Camp Tanglewood - Augusta

Located in Columbia County on 184 acres of hilly woodland, Camp Tanglewood is a retreat into the wilderness in the heart of a city. For summer of 2024, Camp Tanglewood hosted two weeks of themed camp experiences, most notably - Explore the CSI Mysteries, a week of crime scene investigation camp, featuring physical and cyber security programming.



140 cybersecurity explorers

Camp Low - Savannah

Nestled in Savannah's south side on 300-acre Rose Dhu Island, Camp Low includes 4 hammocks (pieces of forested land that rise above an adjacent marsh). The opportunities at Camp Low included a week of camp where Low was transformed into Camp Halfblood, as well as week spent exploring marine biology that we dubbed "Mermaid Camp."



88 marine biology explorers

Camp Martha Johnston - Lizella

This scenic 167 acre camp in Crawford County has been owned and operated by Girl Scouts since 1925. Camp Martha Johnston has beautiful hiking trails, canoeing, archery, knife throwing, low ropes, and roller skating. It also has our famous rainbow bridge! Girl Scouts enjoyed a week of Harry Potter camp, where they learned to take care of magical creatures!



82 magical explorers

Program

Girl Scouts look at our world and take action to change it for the better. They make friends, challenge themselves with new experiences, write their own stories, and develop the skills and confidence to say, “I know I can do this!” It’s all part of the Girl Scout Leadership Experience, and it’s what makes Girl Scouting a unique experience for girls across our footprint through our four program pillars: STEM, life skills, outdoors, and entrepreneurship.



4,278
participants in



234
programs
(not including Summer
Camp, Bridging, or
First Headquarters)



10,787
badges earned



Girl Scouts in Savannah

The Girl Scout First Headquarters building, formerly the carriage house for Juliette Gordon Low's adult home, which is currently called the Andrew Low House, was willed to the Girl Scouts of Savannah, GA, Inc. upon Juliette's death in 1927. The building has served Girl Scouts longer than any other building in the nation and is the only building left by Juliette to Girl Scouts.

7,000+
FHQ visitors from
47
states nationwide



Girl Scouts of Historic Georgia's "Bridging Savannah's Bridge" is a supersized bridging experience. Bridging is an important transition in a Girl Scout's life. It's a defining moment when a Girl Scout celebrates her achievements and prepares for the new adventures and responsibilities at the next level. Bridging ceremonies often utilize a bridge as girls take literal steps toward the future. This year we bridged on Tybee Island!

300+
Girl Scouts bridged at
Bridging Savannah's Bridge
visiting from
8
different states!



Product Program

The Girl Scout Cookie Program is the largest girl-led entrepreneurial program in the world. Not only is the cookie program fun, but it also helps Girl Scouts learn life and leadership skills. In 2024, each Girl Scout sold an average of 435 boxes of Girl Scout Cookies! Talk about smart cookies!

3,914

Girl Scouts sold

1,702,382

boxes of cookies



Through the cookie program, Girl Scouts learn five skills that are essential to leadership, to success, and to life.

Goal Setting

Girl Scouts learn how to set goals and create a plan to reach them.

Decision Making

Girls learn to make decisions on their own and as a team.

Business Ethics

They learn to act ethically, both in business and in life.

Money Management

They learn how to create a budget and handle money.

People Skills

Girl Scouts find their voice and build confidence through customer interactions.

15,659

Boxes Donated



Operation: Cookies From Home

Imagine being deployed half way around the world as a member of our armed services. Now imagine the pleasure of receiving a taste of home in a box of Girl Scout Cookies. Each year, deployed service members all over the world will enjoy their favorite Girl Scout Cookies as a result of Operation: Cookies from Home, a program of Girl Scouts of Historic Georgia. The public is invited to purchase boxes or cases of cookies to be shipped to service members as part of the community service component of the Girl Scout Cookie Program.



Fund Development

Girl Scouts need a champion. They need a community willing to invest in their dreams. They need a network of alums and supporters cheering them on and showing them what's possible. This year, Girl Scouts of Historic Georgia hosted 7 signature events across the 6 regions of our council's footprint.

Cookies and Cocktails

February 22

Chefs in Augusta created specialty Girl Scout Cookie inspired cocktails, appetizers, and desserts from the iconic confections while celebrating cookie season!

Gainesville Woman of Distinction

March 12

A woman was recognized who reflects the values in the Girl Scout Promise and Law.

Legacy of Leadership

May 8

Girl Scouts' history is honored and shared the Girl Scout Leadership Experience of today, while honoring a local woman who reflects the leadership values of Girl Scouts.

Columbus Women of Distinction

May 9

Four women were recognized who reflect the values in the Girl Scout Promise and Law.

More Than Cookies

August 22

An evening in Macon paired Girl Scout Cookies with craft beer and showcased all of the great things local Girl Scouts do year round!

S'morevivor

September 7

Participants raced through challenge stations at Camp Tanglewood to have a taste of the experience that our Girl Scouts enjoy at summer camp!

Promises to Keep

September 12

Girl Scout alum and supporters in the Athens area came together for a special breakfast, reminding us to uphold the Girl Scout Promise.

Into the Woods

September 14

Runners of all ages and skill levels were invited to Camp Martha Johnston in Lizella, Georgia to complete a trail run through camp!

Girl Scouts of Historic Georgia is proud to say that we honored eight local women with role model awards this year!

The Girl Scouts Woman of Distinction and Legacy of Leadership Awards celebrates women who reflect the values in the Girl Scout Promise and Law and serve as an excellent role model for girls.



**Marty
Owens**
Gainesville



**Mary
Morrison**
Savannah



**Dr. Denise
Watts**
Savannah



**Ella
Shaffer**
Savannah



**Wanda
Amos**
Columbus



**Bettye
Cheves**
Columbus



**Dr. Chasity
Reese**
Columbus



**Messiah
Williams**
Columbus

Highest Awards

Highest Awards are the most distinguished awards that Girl Scouts earn. The leadership skills they develop will carry with them through adulthood.

Elise Cookson: GSUSA Gold Award Scholarship Recipient



Elise Cookson's outstanding work to create accessible community cupboards landed her a \$5,000 Gold Award Scholarship from Girl Scouts of the USA. This year Girl Scouts of the USA awarded 111 Gold Award Girl Scouts from across our Movement a scholarship, made possible by the Kappa Delta Foundation and many generous individual donors.

Cookson is one of 18 local members of the 2024 Girl Scout Gold Award class who earned the highest award in Girl Scouts: the Gold Award. Gold Award Girl Scouts make positive impacts on our local communities by addressing some of our most pressing issues. Nationally, Girl Scouts of the USA (GSUSA) is recognizing nearly 3,000 members of the 2024 Gold Award Girl Scout class who identified issues in their communities, took action, and found or created solutions to earn their Gold Awards. This year's class of world-changers devoted 287,000 service hours and invested more than \$1.6 million back into their communities, proving they are the empathetic leaders our world needs.



Gold Award - Seniors and Ambassadors

By pursuing the Gold Award, Girl Scouts tackle issues they are passionate about, creating lasting change in their communities and beyond while gaining essential skills that will prepare them for life.



18

Gold Award
Girl Scouts

Silver Award - Cadettes

Going for the Girl Scout Silver Award gives girls the chance to show that they are leaders who are organized, determined, and dedicated to improving their community. Earning the award puts them among an exceptional group of girls who use their knowledge and leadership skills to make a difference in the world.



17

Silver Award
Girl Scouts

Bronze Award - Juniors

When girls go for the Bronze Award, they represent what Girl Scouts can achieve in their communities. Earning the Girl Scout Bronze Award involves time exploring the community, identifying an issue, designing and implementing a plan, then spreading the word about the project.



82

Bronze Award
Girl Scouts



Volunteer Development

None of this would be made possible without our amazing volunteers! They guide and mentor girls, facilitating activities that promote leadership, confidence, and community involvement. Volunteer development ensures that our adult members stay up-to-date with new tools, trends, and best practices in education, leadership, and youth development.

22
National Adult Awardees

9
Council Adult Awardees



151
Adult Recognitions

4
GSUSA President's Awards



2,784
gsLearn online training completions

44
volunteer courses

56
Adult Learning Facilitators

60.1%
adult retention into their second year

38.4%
into their third year

Mission Success

Girl Scout DreamLabs

We are ecstatic to share with our Girl Scouts of Historic Georgia friends, families, and supporters that this year we opened two exciting new spaces for our girls!

This fall, we opened the first Girl Scout DreamLab in Georgia - based out of our Albany region - which is the first Girl Scout DreamLab ever in a retail environment. It's inside a Walmart!



We also reopened Dot's Little House in Columbus this spring after a year long capital campaign and remodel! This updated service center boasts its own, smaller space for girls to sample a few of the activities and experiences offered at the full-scale Girl Scout DreamLabs!

So what is a Girl Scout DreamLab? It is a flexible space designed to meet our girls where they are and set their dreams into motion. Whether it's extracting the DNA out of a strawberry, making slime, coding robots, or recording their first podcast - they can do it all (and more!) with us in a Girl Scout DreamLab! The sky is not the limit for Girl Scouts.



Financial Report

Donating to Girl Scouts is an investment in tomorrow's leaders, innovators, and change-makers. Through building leadership skills, promoting social responsibility, and fostering a sense of global citizenship, together we contribute to creating stronger, more compassionate communities and a better world. Each girl who benefits from Girl Scouts becoming a catalyst for positive change in the world.

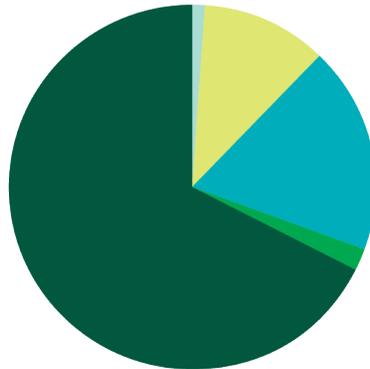
Program Revenue
\$5,454,795

Retail Sales
\$191,971

Donor Support
\$1,453,613

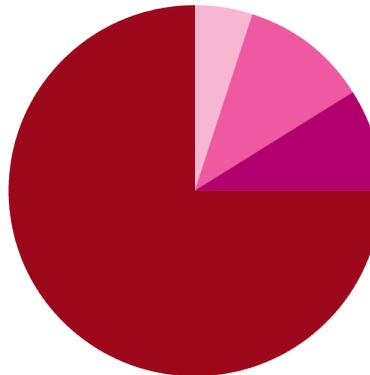
Investment Income
\$880,378

Other
\$97,032



\$8,077,789
Total Operating
Revenue & Support

\$6,562,360
Total Operating
Expenses



Girl Program & Adult
Development
\$4,924,311

General Administrative
\$592,813

Development
\$722,332

Depreciation
\$322,904

We are proud to be able to say that 79% of our finances are used to provide girls of all ages, backgrounds, and educations with Girl Scout programming!

Juliette Gordon Low Society

The Juliette Gordon Low Society recognizes those who have arranged planned giving.

Erik & Eva Andersen

Girl Scouts Movement-wide
Challenge Planned Gift

Isabella G. Arce

Kristina Banks

Dianne Belk and Lawrence Calder

Dianne Belk and Lawrence Calder
Girl Scouts Movement-wide
Challenge Planned Gift

Myra Blackmon

Monai Denise Boles

Debbie Caballero

Ron & Sue Chipman

Elizabeth Connell

Deborah Dees

Sue Else

Thomas Feldman

Sue Goldsmith

McGuire Gordon and

Carolyn Stefanco

Harriett Hessam

Tawab Hessam

Cheryl K. Legette

Ann D. Long

Patricia Lyons

Kim Melton

Theodora Mills

Sherry Minnich

Dick & Lee Moeller

Fraley Carlton Turnipseed

Janelle and Dennis VanReenen

Sally Boyett Whatley

23

Gold Donors

60

Silver Donors

145

Bronze Donors



63

Trefoil Donors

235

Brownie Donors

Gold Donors

*Those who have donated
\$10,000+*

Atlanta Falcons Youth Foundation
(HEALTHMPOWERS)
Irmgard Cordell
E. J. Grassmann Trust
Enterprise Holdings Foundation
Flint Energies Foundation
GALE Partners, LLC
GEICO Philanthropic Foundation
Girl Scouts of the USA
Gulfstream
James H. Porter Charitable Trust
James Jarrell
Knox Foundation
Lockwood Partners Foundation
Muscogee County School District
National Fish and Wildlife Foundation
Publix Super Markets Charities
The Greater Cincinnati Foundation
(Proctor and Gamble Fund)
Housing Authority of
The City of Augusta, Georgia
Turner Family Foundation Inc
United Way of Southwest Georgia
United Way of the Chattahoochee Valley
United Way of the Coastal Empire
United Way of the CSRA



Silver Donors

*Those who have donated
\$2,000-\$9,999*

Academy Sports + Outdoors
Aflac
William Amos
Rose Barton
Chatham Foundation
Colonial Foundation
Community Foundation of
Central Georgia, Inc
Concharty Service Unit
Daniel P. Amos Family Foundation
Dougherty County School System
(Eta Gamma Sigma)
Jacqueline Dudley
Dulany Industries, Inc.
Ferrero U.S.A. Inc.
Frances Wood Wilson Foundation Inc.
Garden Club of Savannah
Georgia Power Company
Girl Scout Troop # 2012
Susan Goldsmith
Habersham County United Way
Heavener & Associates
Construction Co., Inc.
Heywood Allen Toyota
Historic Columbus Foundation Inc
Holland Blackmon Fund for Children
J.E. Dunn Construction Company
Jackson EMC Foundation
Jill S. Thompson, PC Attorney at Law
Ralph Johnson
Kappa Delta Sorority
William Kendall
Ben Lancaster
Mary Lane Morrison Foundation
Mass Media LTD



Bronze Donors

*Those who have donated
\$500-\$1,999*

Metro Power (PPC Foundation)
Helen Mills
Bailey Mitchell
Morgan Stanley
National Girls Collaborative Project
Nichols, Cauley & Associates LLC
Northeast Georgia Health System
& Medical Center
Old Savannah Tours
Palmer & Cay
Perkins-Ponder Foundation
Perot-Fiero Foundation
Piedmont Healthcare
James Reynolds
Michelle Rivers
Rotary Club of Gainesville
Rotary International District 6910, Inc.
Samuel T. Mercer Foundation
Seimitsu
Shelby & Wanda Amos Foundation
Stifel Investment Services
Synovus Bank
Thomas & Hutton Engineering
Trust of Margaret L. Martin
United Way of Central Georgia
University Of Georgia
Office of the President
University Of Georgia
Office of the Vice President for
Finance and Administration
University Of Georgia
Office of Government Relations
University of Georgia Foundation
Office of the President
University of Georgia Foundation
Office of the Vice President for
Finance and Administration
University of Georgia Foundation
Office of Government Relations
W. C. Bradley Co.
Walmart Foundation

J. Gary Adcox
Advertising Specialty Services
Athens Rotary Club
Amerigroup Corporation
Margaret Amstutz
Athens Rotary
Athens Seed Lawn and Garden
Automatic Data Processing, Inc.
Tammy Beck
Catherine Bickerstaff
Brenau University
Naomi Buckner
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Jack Cay
Joan Chalikian
Charles M. Walker Foundation Inc.
Chastain & Associates Insurance
Chatham Steel Corporation
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Cecil & Bettye Cheves
Clarke County School District
Robert Clifton
Jody Corry
FeliciaCretella Burch
Donald Currie
Gina Daise
Daphne David
DSI Construction
Kirk Dunham
Mary E Heisey
Bob Elkins
Susan Else
Lynn Faust
Tony Ferguson
Fieldale Farms Corporation
Jean Flowers
Susan Gallagher
Jenny Gentry
Georgia Ports Authority

Great Dane Trailers
GSHG Troop # 12199
Danita Hamilton
Debra Harden
Amy Haywood Hughes
Jane Hemmer
Karen Hix
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HR Strategies
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Logistics
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Statesboro GA, Inc.
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Terri Marcum
Mar-Jac Poultry Inc
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McNair, McLemore,
Middlebrooks & Co
Memorial Park Funeral
Home North
Janet Miller-Elkins
Cyndee Moore
Garland Moore
Morning Glory
Garden Club
Catherine Morris
26 | Ready. Set. Dream!

My Sister's Place
of Gainesville
National League of
Junior Cotillion
Greater Columbus
Chapter
Martha Nesbitt
Suzanne Nicolais
Northeast Georgia
Diagnostic Clinic
Oconee State Bank
Optim Health System
Robb Owens
Meg & Tom Pace
Kirsten Parent
Peach State Bank & Trust
Peach State Truck Brokers
Douglas Pearson
Jeanella Pendleton
Qbix Accounting Solutions
Queensborough National
Bank & Trust
Chasity Reese
Refine Savannah
Conni Reynolds
Deidra Rivers
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Reneigh Satterfield
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Sherman & Hemstreet
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Specialty Management Inc
SSR Augusta Zaxby's
Stafford Promotions
Carla Stickles
Zolinda Stoneman
Wanda Swoszowski
Patty Taylor
The Medical Center
Auxiliary
The Pirates' House
Restaurant
The Savannah
Community
Foundation
The Todd Emily
Community Fund
Laura Toms
Anne Tunnessen
Unique Auto Sales
United Community Banks
Gainesville
Michelle Versteeg
Cynthia Vogel
Shirley Von Beck
Walton EMC
Warren Associates, Inc
West Construction
Company
Gloria Weston-Smart
Philip Wilheit
Messiah Williams
Women for Women's
Health
Gwen Wood
Mike Wright



Trefoil Donors

*Those who have donated
\$250-\$499*

Augusta Woman's Club, Inc
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Barbara Batog
Alicia Battle
Carl Blount
BlueCrew Construction
Bubbles or Not
Dina Burke
Becky Cheatham
Agnes Connelly
Tiffany Connolly
Constellation
Elaine Cook
Farm Bureau
Thomas Feldman
Michelle Finch-Wirth
Spencer Frye
Cynthia Gaines
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Halo A Salon & Spa, LLC
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Robert Smith
Denise Spangler
Caitlin Teuton Burwinkel
University of North Georgia Foundation
Janelle VanReenen
Carol Whitmire
Tamara Williams
Jeff Wilson
John Woodford

Brownie Donors

Those who have donated

\$100-\$249

Kelley Adkins
Jeanine Agnolet-Rado
Naomi Alharoun
Deborah Ames
Betsy Anderson
Sylvia Arant
Dorothy Asante
Athens Colonial Dames
Charles Auslander
Emily Baker
Marilyn Balogh
Bonnie Barczykowski
Melissa Bates
Christina Beard
Jeff Benjamin
Anita Bennett
Susan Berry
Kaitlin Bevis
Jane Bradley
John Breakfield
Jaclyn Bridges
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Janelle Brooks
Linda Brownlee
Julie Budde
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Mirtha Cabanas
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Nancy Carvell
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