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New Girl Scouts CEO

NEW YORK – Girl Scouts of the USA (GSUSA) has appointed Anna Maria Chávez as the 19th chief executive of Girl Scouts. Chávez, currently the CEO of Girl Scouts of Southwest Texas, will take over as chief executive as Girl Scouts turns 100.

"What girls are accomplishing in Girl Scouting is inspiring. I have seen it firsthand in Texas, and I intend to tell that story far and wide. I'm eager to work with our partners across the country as the organization embarks on a new century of empowering girls to take the lead in their own lives and make a difference in their communities and across the world," said Chávez.

Chávez grew up in a Mexican-American family in the small town of Eloy, Arizona, and later in Phoenix. She holds a law degree from the University of Arizona College of Law and a bachelor's degree in American History from Yale University. Bar admissions include the U.S. District Court for the District of Arizona, Arizona Supreme Court, and U.S. Supreme Court. Her husband, Robert, is a financial industry executive and they have a son, Michael.

Chávez will replace Kathy Cloninger, who is retiring after leading the organization for eight years.

In 2010 Cloninger helped Girl Scouts launch a national brand campaign, known by the tagline [What Did You Do Today?](#) The Campaign is designed to inspire girls and adults to join Girl Scouts in making a difference in the world. She also developed a nationally consistent program portfolio for girls that includes a series of leadership activities grouped around a theme and a revamped system of badges and awards that align with that leadership program.

About Girl Scouts

Founded in 1912, Girl Scouts is still the leading authority on girls' healthy development, and builds girls of courage, confidence and character who make the world a better place. The local council, Girl Scouts Heart of Central California, is headquartered in Sacramento and serves nearly 29,000 girls in 18 counties* in Central California. For more information, visit www.girlscoutshcc.org.

* Alpine, Amador, Calaveras, Colusa, El Dorado, Glenn, Mariposa, Merced, Nevada, Placer, Sacramento, San Joaquin, Solano, Stanislaus, Sutter, Tuolumne, Yolo, and Yuba.

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