

**GIRL SCOUT TRIBUTE TO ACHIEVEMENT
CHICAGO-FOUR SEASONS**

April 25, 2016

Carla R. Michelotti

Thank you Anusha for that wonderful introduction. What a great honor it is for me to be standing here.

Thank you Nancy Wright and to my fellow Girl Scout board members for this honor. Thank you to the Girl Scout Leadership, Anna Maria, for traveling to be here. Special thank you to my sister Gloria Johnson and her husband, my brother in law Rob Johnson; to all my friends; and to the love of my life, my husband Bob Colvin for being here tonight to share this. Thank you everyone for being here tonight.

We are all here tonight to try to make a difference. We are here because Girl Scouts provides young girls a moral compass of values; we are investing in the future. It is incumbent upon us to do what we can to care about youth—and thus we are here tonight.

My parents would have loved to be here – especially my mom. My father came to this country as a young man; my mother came as a child. I am the third child, second daughter in the wonderful first generation Italian Catholic family they built. We were raised with the strong foundation of faith, values, and love. My mother would have loved me to be a Girl Scout, but we lived on a farm that seemed a world away from everything.

We were instilled with character and values not only while we sat together in the single pew we filled at church each week at Sunday mass, but also around the dinner table each night.

We were all encouraged to do well, expect success, but only after hard work. In our family of six children, we were taught to share, that we were part of a whole, and we were encouraged to believe that we could do anything, and were expected to try.

We were certainly taught character! We gained confidence, and courage grew. We were taught to try to make a difference.

And so -- I have spent a career trying. My career with Leo Burnett was almost 37 years of being in the inner circle of developing communications for the most famous brand names in world – including working with Kellogg's Company every one of those years! (Its very special being honored with

Wendy Davidson tonight). For many years my legal role enabled me to travel to many countries to meet with industry and government leaders to work toward establishing self-regulations for advertising in countries around the world. As new media developed, it became important to consider how “old” rules would apply to digital communications on the Internet. In fact I am proud to share that I led the first meeting with the White House to talk with Al Gore’s “National Information Infrastructure Superhighway” Task Force about advertising on the Internet. In fact it was so early in time that they told us that no one was going to advertise on the Internet!

There are many stories over my four decades of legal work with both Leo Burnett and Jewel Companies before Burnett. But when I look into the rear view mirror of my career, I can dramatically see how the values and principles my parents taught me influenced me, encouraged me, long after they were no longer in the room.

The values seeded in young girls, will impact the world. Instilling principled values --confidence, character and courage -- will help youth grow into adults that will try to make a difference. And, that will impact the world.

Girl Scouts teaches girls these solid values: That we are all part of a larger whole, and that we can do anything, and you just need to try.

I love a quote from soon to be saint, Mother Teresa—“*God doesn’t require us to succeed, he only requires that you try.*” This statement applies to so much that we do—we need to try and God expects that of us.

The news tells us everyday that this world needs a good dose of morality and values. We see shocking videos demonstrating the erosion of respect for lives.

By being in this room, we are helping to bridge the gap between childhood and adult lives of meaning and value. Girl Scouts helps assure the bright future that we all want. Girl Scouts can be that shining example helping to develop solid and principled-based judgment in young minds. Life matters, all lives matter.

Girl Scouts creates a ripple effect of good.

Values instilled in a girl, grows into a force over the years. A strong girl of courage of any age is a strong force whether a mother, a teacher, a doctor, a lawyer, a corporate officer or a board member.

She will be speaking up in classes and in relationships. She will push back on teen bullying and harassment in the workplace. She will speak up when she is the only “girl” in the room, be it a conference room, boardroom or emergency room. The Girl Scout ripples extend to living rooms, classrooms, boardrooms, and courtrooms. Influencing the community. Lives matter.

We can make a difference in girls’ lives. The message must be that each life is a gift and can make difference, that every girl can make a difference. Whether it’s about supporting lives, or supporting a candidate, Confidence to speak out matters. Confidence from character creates courage that will make a difference.

A girl becomes the World’s Strongest Girl when she knows that she is of value and that no one can put her in “her place”.

Years ago my mom would have loved me to have been able to be a Girl Scout. I am so proud that I am one today!

Girl Scouts are nurturing the seed inside of young women -- the seed which when cultivated will blossom into values we need in the world. With the support of families, and the support of Girl Scouts, we can send that ripple of Girl Scout goodness into communities beyond our touch and that assures that the future is bright.

I am blessed with a great family, education, career and supporting love. I thank God for all I have been given. I thank God for the health and the opportunity of being here with you tonight.

I applaud you all for supporting the Girl Scouts. Thank you!