

Believe in the power of work

Working Together to Form a World-Class Goodwill

On April 1, 1999, Goodwill organizations in Southeastern Wisconsin and northern Illinois merged to create Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc., the largest Goodwill in North America with almost 2,200 employees, 17 retail stores and donation centers in 21 counties, and 60 locations. The primary goals of the merger were to increase the number of people served by Goodwill, unify the Goodwill brand in the Chicago-Milwaukee corridor, and create growth opportunities within the marketplace.

“This is the first merger of its kind within the Goodwill movement between two major metropolitan cities,” explained John Miller, Chief Executive Officer of the newly formed organization. “It is an incredible opportunity to build a single, world-class Goodwill which will serve such important communities within the Midwest.”

The Southeastern Wisconsin services continue to be structured under four main divisions: Human Services, Retail Operations, Commercial Services and Employment Solutions, a subsidiary that provides extensive welfare-to-work services under Wisconsin Works (W-2).

While the Chicago Goodwill extends many of the same services found in Wisconsin, such as environmental services, business careers and food service training, it has also developed the following programs unique to that community:

WorkF.O.R.C.E.

WorkF.O.R.C.E. is a mandatory, introductory course for all students entering a Goodwill training program. The purpose of the course is to prepare students for real-life work expectations, and covers the importance of punctuality and attendance, job motivation, personal discipline, business communication skills, budgeting and personal finance, and other life skills.

(cont. page 2)

In This Issue...



- Goodwill Merger
- BankForce Program
- Skill Speaks All Languages
- Cooking for the Navy
- Goodwill Advertises its Mission
- There's a Donation Center Near You

The importance of punctuality and attendance is emphasized in the WorkF.O.R.C.E. introductory program.



Danielle Wesley, (left) a former BankForce student now employed at Bank of America, converses in sign language with Cynthia Murphy, Bank of America Administration Manager.



BankForce Training Program

By partnering with several leading financial institutions in the Chicagoland area, Goodwill is able to train individuals, particularly those who are Deaf* and hard-of-hearing, for entry-level employment in the banking industry as check-processors, encoders, and lockbox operators (see related story).

Services for the Deaf and Hard of Hearing

Goodwill offers comprehensive services to individuals who are Deaf and hard-of-hearing. Staff fluent in American Sign Language (ASL) provide individualized case management, hands-on training and job placement. The Chicago Goodwill is well-known for these specialized services, and shared its knowledge through the first-ever Goodwill International Symposium on services for persons who are Deaf and hard-of-hearing.

Hospitality Training Program

Preparing participants for careers in the hotel industry, this program combines classroom instruction, on-site training and internships. Not only do students learn various aspects of the hotel industry, but they are also given insight into available career opportunities. The Hospitality Training Program has proven success: 80 percent of graduates are hired directly from their internship assignments.

Graphic Arts and Printing Training Program

This program introduces students to graphic software packages in both PC and Macintosh formats, as well as traditional design techniques. Graduates are prepared for entry-level positions in this highly specialized field. Training in graphic reproduction is also available in an in-house print shop which produces a variety of collateral materials both for Chicago Goodwill and outside customers.

Literacy Chicago

Literacy Chicago, the largest non-profit provider of free literacy services, improves the reading skills of Chicago area adults and their families. Literacy Chicago has partnered with Goodwill to tutor Goodwill students and provide a workplace literacy program for welfare-to-work participants whom Goodwill has placed in jobs.

BankForce Program Offers Opportunities in a Growing Industry

One year ago, Goodwill Industries of Metropolitan Chicago began a partnership with several leading banks in the Chicago area to train individuals with disabilities and economic disadvantages for entry-level employment in the banking industry. Joining Goodwill in this partnership are: First Chicago—a Bank One Company, Bank of America, ABN AMRO/LaSalle National Bank, Northern Trust and Flserv.

Individuals in the BankForce Program are trained as check processors, including the areas of encoding and lockbox processing. This customized training in remittance processing provides participating banks with a pool of qualified job candidates, and it enables Goodwill participants to find employment that offers an opportunity for future career advancement.

While the program is open to all individuals with disabilities, approximately 95 percent of the BankForce candidates are Deaf and hard-of-hearing. Coordinator of Vocational Training and Deaf and Hard of Hearing Services Tom Minta explained that Goodwill of Metropolitan Chicago has been a very strong provider of services for participants with this disability.

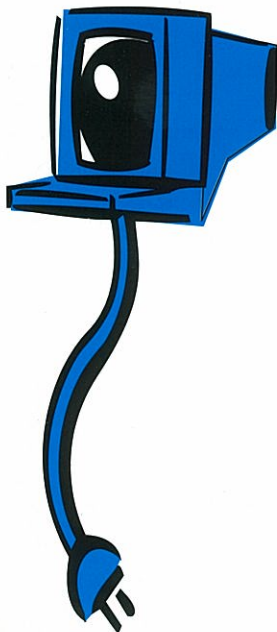
"I was having a hard time finding job placements for individuals as most jobs require phone use," Minta said. "I tried job swapping: one person would handle the phones and the other person would do another part of the job where phone skills weren't required. It wasn't very successful." Then he discovered the banking industry.

"The remittance processing position doesn't require any phone use and, in fact, was a perfect fit," Minta said. Colleen Flynn, who was hired by First Chicago, a Bank One Company through the BankForce Program, readily agrees. She, like many of the BankForce participants, is Deaf, and finding a good position in a solid industry was difficult. "A career in banking motivated me," said Flynn. "I wanted to work and this job made it easy for me. I really like what I'm doing."

Candidates for the BankForce Training Program begin by undergoing an assessment for work readiness and specific vocational skills. They then participate in a two-week orientation class which provides an overview on the world of work, including workplace personality, goals, values, ethics, work habits and problem solving.

The curriculum includes an overview of the banking industry, banking vocabulary, fundamentals of remittance banking, alpha and numeric data entry review, ten-key calculator skills, encoding, and balancing, as well as bank tours and guest lectures. Once participants have met the exit requirements for the program, they are referred for placement assistance. After they are placed in employment, they continue to receive job coaching and extended follow-up and counseling services for at least the next 90 days.

graphic Arts



* The word Deaf is considered a proper noun or proper adjective by the Deaf community because it has a unique language and culture.

"Most of our BankForce employees stay employed," Minta said. "Our current retention rate is 91 percent, and these employees have opportunities to take classes that will lead to career advancement."

A key reason for the high retention rate is the commitment from employers. For example, Alexander Jones, Assistant Vice President in the Remittance Department at First Chicago, a Bank One Company, has provided excellent support to his BankForce employees. "We purchased a TTY and arranged for signing classes," he said. "An interpreter and job coach are also available to our BankForce hires."



Alexander Jones of First Chicago/Bank One, says Goodwill-trained employees are reliable and hard-working.

At Bank of America, Cynthia Murphy, Administration Manager, gives much of the credit for success to Goodwill. "They are always there for support, encourage communication and make themselves available to us," said Murphy. "Because of BankForce, we have added valuable and outstanding associates to our organization."

As the population grows, there are many technical innovations being made in the checking industry. Keeping abreast of the changes so the BankForce Program remains current is the Banking Business Advisory Council, comprised of professionals from various financial institutions in the Chicago area. Their involvement is critical to the success of BankForce as they advise Goodwill on the latest trends, job information and technical advancements occurring within the industry.

Tom Minta, Coordinator of Vocational Training and Hard of Hearing Services for Goodwill, met John Wells, Sales and Marketing Director of Abby, Inc., five years ago. That meeting was the beginning of a successful partnership between Goodwill and Abby, Inc., creator of innovative computer-based technology for training people in check encoding and lockbox/remittance functions related to banking.

In 1994, ABN AMRO was planning to buy one of Abby's training systems, but wanted someone to review the system first to make sure that it was ADA-appropriate. They called Minta to examine the system. "Although it still needed to be closed-captioned for Deaf and hard-of-hearing individuals, I was very happy they wanted to do something like this," said Minta.

You see, Minta's dream was to set up a check encoding and lockbox processing training program at Goodwill. "After meeting John and seeing the system, I was encouraged to apply for a grant from the state of Illinois," he said. An opportunity such as this one to tailor Abby's training products for Deaf and hard-of-hearing individuals, had been part of Abby's plan as well. "We had the idea for using closed-captioning in our training technology for quite a while," said Wells. "Banks had requested a product like this, but the idea wasn't fully developed until we worked with Goodwill's BankForce Program."

Under the guidance of Wells and the design team at Abby, the company created specialized computer training modules that allowed students at Goodwill to learn remittance processing at their own speed. Each module of Abby's training system reinforces the concepts necessary for working in the remittance area of a bank. At the end of the modules, computer-generated tests are given to assess a student's knowledge of the information. If the student is unable to pass the module test, he or she must review the material in that module to progress to the next level.

Abby created the remittance processing modules with the Deaf and hard-of-hearing individual. In fact, all voice scripts have been transcribed into closed-captioned segments. The company is now in the process of closed-captioning its encoding modules, proving once again that it has the concerns of every student in mind when it develops instructional materials.

The final verdict is that Minta feels the addition of Abby's training systems has made a tremendous difference to the BankForce students. "Now, individuals know the machinery, how a check is processed and what their position is in relation to the jobs around them," he said. "Our students are more well-rounded and the confidence they project on the job is reflected in their retention rates."

For more information about the BankForce program, contact Tom Minta at (312) 491-2900. For more information on Abby, Inc. and its customized training programs for proof, ten-key, and remittance/lockbox operations, contact John Wells at (800) 225-4162.



Miriam Gonzalez, (right) got a job with First Chicago/Bank One after completing Goodwill's BankForce training program.

Skill speaks all languages – *Goodwill helped mechanic prove himself*

Commercial Services is a trusted vendor for many local companies. That hasn't happened by chance ... it has been a team effort. But a team needs players to succeed, even if the odds are stacked against them. Time and again, Goodwill has proven that regardless of the barriers, people can overcome them and contribute unique and personal talents that benefit everyone involved.

Take, for example, Boris Nikov, an immigrant from Bulgaria. He and his wife Zdrvka came to the United States three years ago. When they first arrived, they confronted what they knew would be their biggest barrier to employment – language. Boris, formerly a chief mechanic in a Bulgarian clothing factory, did not speak English. How would he find employment to support his family?

“We were very scared to come to America because I didn't speak English,” Boris recounted in a heavy Bulgarian accent. “How do you prove yourself on job if you don't understand what supervisor tells you? All I wanted was chance to prove myself.”

Boris and Zdrvka were living in a group home and caring for three ill

men. The mother of one of the men was so pleased with the cooking and care Zdrvka provided for her son that she wanted to help them in a more substantial way. When she learned of their desire to find Boris employment as a mechanic, she contacted Goodwill Industries on their behalf. Boris and Zdrvka's daughter Aleksandrina, an honor student at UW-Parkside, attended the interview with Boris as his interpreter.

Skill Speaks All Languages

“Even though he needed an interpreter during our interview, I could see his ability,” said Matt Behrs, Maintenance Supervisor at Goodwill's 21st Street facility in Racine. “It was obvious he had been a chief mechanic for 20 years in his country. And the experience on his resume was exceptional, so I hired him.”

Boris didn't know it, but Behrs was not only about to become his boss, but his on-the-job English teacher as well. “Matt was very patient with Boris,” Zdrvka added. “He spoke slowly so Boris could understand, taught him the

meaning of new words, and made sure Boris understood everything he said.” To shorten the learning curve, Boris did his homework. He brought home the repair and service manuals for the machines he was responsible for maintaining. Aleksandrina would read the manuals to Boris in Bulgarian so he could quickly learn the maintenance procedures for Commercial Services' sophisticated, high-speed packaging equipment.

The effort paid off. Today, Boris speaks English well and, according to Behrs, could obtain employment almost anywhere. He chose a job offer from A & E Manufacturing, a hand tool manufacturer located across the street from Goodwill's 21st Street site.

“When we came to America, we believed that someday Boris would find a job as a mechanic,” Zdrvka said. “But we didn't think it would be this soon because of the language barrier. With Goodwill's help, Boris is already working in his field.”

Boris' job was key to keeping large-scale packaging operations running smoothly at Goodwill's expanding 21st Street facility

At the time Boris Nikov worked for Goodwill, he was one of seven mechanics whose expertise was critical to keeping things running smoothly at Goodwill's 21st Street facility in Racine - a facility capable of high-speed carton packaging of up to 140 units per minute.

It is one of four facilities that are part of Goodwill's Commercial Services Division, which provides top-quality packaging and assembly work for companies in the Midwest and nationwide.

So successful is the 21st Street facility with handling large quantity packaging jobs that a major warehouse addition is being built. The 58,000 square-foot addition will be used for storage, shipping and receiving, which will free the entire existing space of about 39,000 square feet for production.

The packaging work done at 21st Street is highly automated - and the machines must be kept in peak condition to churn out the high production needed by customers. Boris did his part by helping to service and repair everything at the facility from glue guns and hand tools to major equipment.

Goodwill's success in helping Boris overcome his language barrier and apply his mechanical talents to the work force was more than a victory for Boris and for Goodwill. It proves how Goodwill's mission of helping people find meaningful work also benefits other businesses with packaging needs.



Goodwill has assembled quite a package of Commercial Services that are tops in the industry

Commercial Services is a division of Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc., that provides top-quality contract work for companies in the Midwest and nationwide.

We have been doing this for 25 years and now have more than 500,000 square feet in four facilities devoted to this work. Commercial Services provides jobs for people in the community in occupations ranging from entry-level blue-collar jobs to skilled trades. In addition, it provides real work for a significant number of people with disabilities or other barriers to employment.

Goodwill's Commercial Services meet or exceed top industry standards: we use the latest, high-volume packaging equipment and techniques, for example, and we have an efficient, computerized system of storing inventory data, work orders, and shipping and receiving information. Our contract work is overseen by on-staff, professional engineers. We meet certification standards, including Good Manufacturing Practices (GMP) and Environmental Protection Agency (EPA) registration.

In addition, our entire operation is scheduled to achieve ISO 9002 certification in September 2000.

Goodwill's commercial clients can expect excellent service and flexibility in addition to high quality work. Kevin Rose, Vice President of Commercial Services, says many customers regard Goodwill as an extension of their own businesses.

"When companies experience capacity issues and tight deadlines, Goodwill has been the solution," he said. "With our four facilities fully equipped with staff and machinery, Commercial Services is prepared to accommodate almost any request. We are the on-call work force."

What can Goodwill's Commercial Services do for you?

Here is a basic list of Commercial Services.

For details or special requests, contact Jeff Hall, Sales Manager, at 414/489-2429.

PACKAGING

Shrink Wrapping

- Polyethylene and high clarity PVC
- Automatic and semi-automatic equipment

Blister packaging

- Variety of shapes and sizes
- Low to high volume (6-station and 16-station units)

Poly bagging

- Automated and manually done
- Variety of bag closures, including heat sealing, stapling and taping

Semi-automated cartoning

- Chipboard cartons erected, packed (with products) and glued

Packaged kits

- Point-of-purchase displays
- Customized packaging of products
- Collating of paper products

Weight count

- Digital weighing of mass quantities of goods
- Measuring and packaging goods by weight
- High speed scales that can measure up to 100 units per minute

Labeling and coding

- Hand-applied or automated up to 300 ppm
- Ability to apply many sizes of labels on various surfaces
- Ink jet coding

Gluing

- Automated or manual
- Liquid adhesives, tape transfer, hot melt applications

ASSEMBLY

Hand assembly

Light machinery work

- Drilling, riveting, tapping, eyeletting
- Grinding, buffing, deburring, cutting

Electrical assembly

- Soldering, wire processing, terminating

INSPECTION

- We inspect products and do related sorting and break down for sale or salvage.
- Quality reports, "go/no-go" reports

LAUNDRY

We operate one of the largest industrial laundry facilities in Wisconsin, processing approximately 13 million pounds of laundry annually for Great Lakes Naval Training Center and area hospitals and nursing homes.

REVERSE LOGISTICS

This new industry reduces waste and landfill usage by returning slightly damaged or other returned goods back to retail stores or outlet stores. We inspect cartons of goods that retailers return to the manufacturer because of minor problems such as scratches and dents, outdated labels, or one or two damaged items within a case of undamaged merchandise. We clean, re-label, or repackage usable goods for sale, if possible. If not, we break down the components for recycling or salvage.

The Ability to Serve Others



Martha Stewart and Paul Prudhomme know all about the importance of a menu ... but then again, Martha and Paul probably never prepared a meal for 2,484 guests at one time! Imagine Martha or Paul fixing 2,912 servings of ham, 4,640 servings of chicken, 11,231 servings of mashed potatoes, 1,333 servings of mustard greens, and 2,400 servings of blackeye peas. That's enough to feed an army—or actually, to serve the hungry men and women at the Great Lakes Naval Training Center.

GWS Bridges the Gap

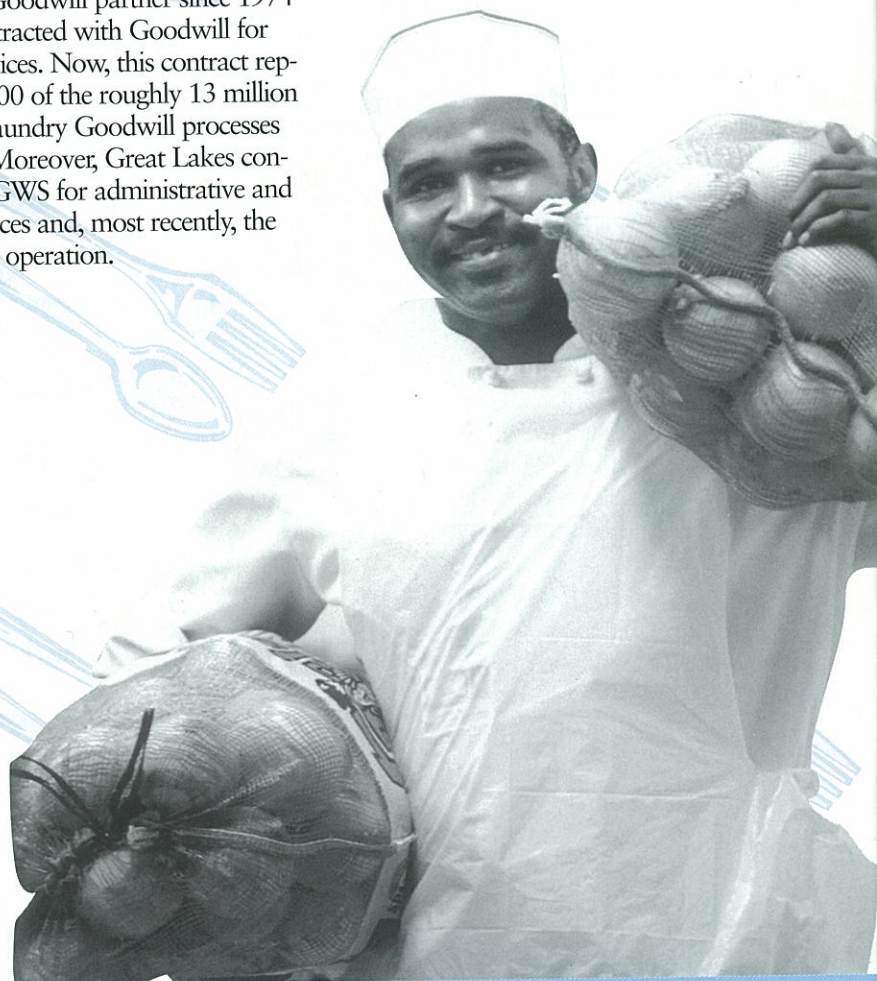
For more than 80 years, Goodwill has been helping people with disabilities and disadvantages maintain self-sufficiency through employment. At the Great Lakes Naval Training Center, this is particularly true: approximately 250 men and women are now working successfully on the largest food service project under the Javits-Wagner-O'Day (JWOD) program. Goodwill participates in the JWOD program through NISH, the central nonprofit agency designated to provide nationwide support and training to Community Rehabilitation Programs, and its own subsidiary, GWS Inc., which functions solely as a government contractor.

The Great Lakes Naval Training Center has been a Goodwill partner since 1974 when it contracted with Goodwill for laundry services. Now, this contract represents 30,000 of the roughly 13 million pounds of laundry Goodwill processes each year. Moreover, Great Lakes contracts with GWS for administrative and clerical services and, most recently, the food service operation.

“It certainly says a lot to have the U.S. Navy entrust us with key services for their personnel,” said John Miller, Chief Executive Officer for Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc. “We take that responsibility very seriously. After all, this is not just another opportunity for Goodwill to succeed, but a chance for many individuals to secure outstanding employment.”

Success Leads to Recognition

GWS employees serve breakfast, lunch and dinner to as many as 17,000 Navy recruits and personnel 365 days a year.





Meals of this magnitude demand a lot of thought, preparation and cooperation. Without a doubt each meal is an event, and every person who contributes to its success needs to give 100 percent. That's exactly what they have done. The result is many satisfied diners, as well as helping the Navy to earn the 1998 NISH Government Award. This honor is presented annually to government agencies that have provided extensive training and employment opportunities for individuals with disabilities.

Jackie Hallberg, Executive Director for GWS, was immensely pleased by this recognition. "This award is a culmination of hard work – by employees of both Goodwill and the Naval Base, and especially by the individuals we have placed into jobs at this location," said Hallberg. She said that the Naval Training Center's partnership with GWS Services has created a more flexible work force, provided greater cost savings and improved the quality of services. "Most importantly," Hallberg continued, "the individuals employed at the Naval Base have gained a sense of fulfillment and financial independence. That is always our ultimate goal."

Partners for Success

On April 15, the Navy, NISH, and GWS celebrated their first anniversary with a special luncheon and employee recognition. The focus of the event was the partnership among these three entities and acknowledgement of the employees' contributions to the operation. "Continuity, stability and a long-term relationship are huge benefits in dealing with JWOD contractors," explained Ron Fry, Assistant Chief of Staff for Training Operations at Great Lakes. "We feel that every party is in this for the long haul, and the commitment evidenced has been excellent."

In all, 23 employees were recognized that day, including Eugene Williams, Food Service Worker/General Cleaner, and the GWS Employee of the Year.

This is an especially meaningful honor, as the recipient is chosen by his or her peers.

Fellow employees agreed that Williams exemplifies the criteria

for Employee of the Year, as he is courteous to customers, lends a hand and sets an example for others to follow. With his excellent attitude and outstanding work ethic, Williams has proven to be a true asset to Goodwill.



Eugene Williams



GWS Inc., a subsidiary of Goodwill; the Navy; and NISH, a private nonprofit organization that works with the federal government, recently celebrated the first year of a successful partnership. From left: Rear Admiral Edward E. Hunter, U.S. Navy; Beverly L. Milkman, Executive Director, Committee for Purchase from People Who are Blind or Severely Disabled; John L. Miller, CEO of Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc.; and Daniel W. McKinnon, Jr., President and CEO of NISH.

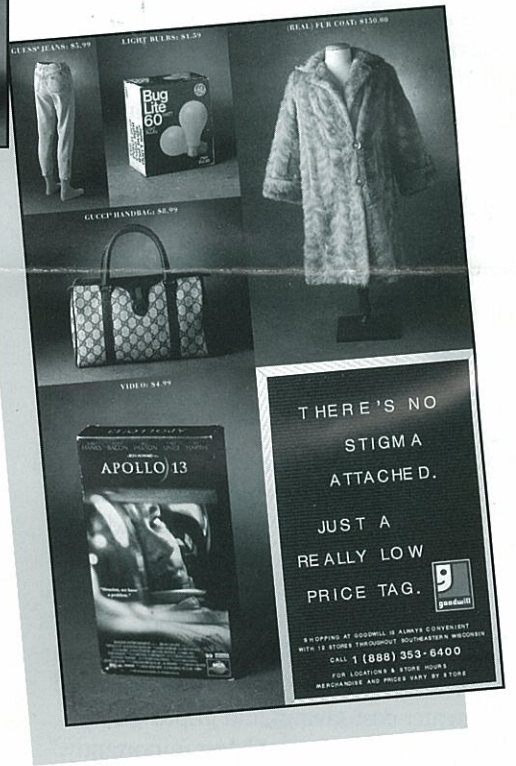
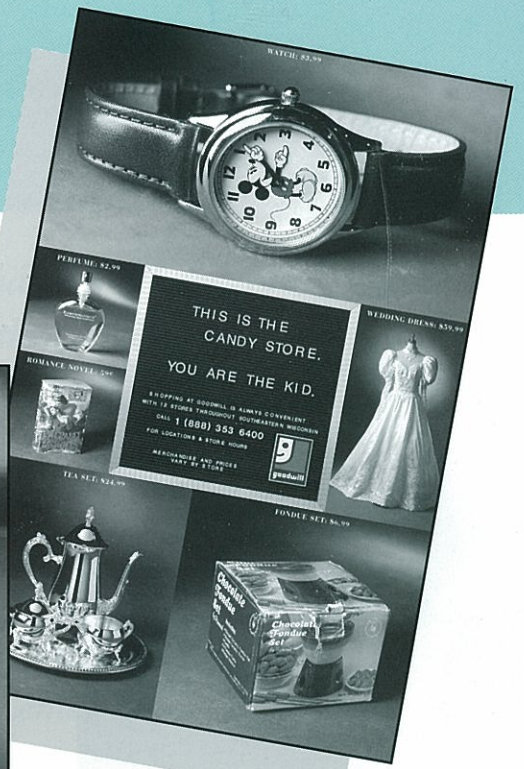
Creating Awareness for Shopping Goodwill

In August, just in time for back-to-school shopping, Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc., launched an advertising campaign using print, radio, television, billboards and transit with messages aimed at encouraging people to shop at Goodwill. The ads remind shoppers of the variety of treasures to be found at bargain prices.

A recurring theme of the ads is that there is no stigma attached to shopping at Goodwill - just a really low price tag. The print ads show examples of bargains, such as a Mickey Mouse watch or a designer handbag. The radio ad reminds parents that they have an alternative to becoming the "fashion victim" when they spend hundreds of dollars so their children can have the latest fad clothing. The alternative is Goodwill, where there are racks of quality clothes at great prices.

This is Goodwill's second advertising campaign this year. The current advertising campaign, with its focus on retail, follows a successful advertising campaign this spring. The spring campaign focused on how donations of clothing and household goods help Goodwill fulfill its mission of helping people with barriers to employment obtain work training and jobs.

The television spot featured a man struggling up a flight of stairs. Viewers expect the man to be disabled, but it turns out he is actually struggling with a large cardboard box of donations for Goodwill. Print ads featured the faces and stories of people that Goodwill has served over the years. Radio commercials reinforced how one individual can deeply impact another individual simply by making a donation.



"We have seen increases in donations and retail traffic as a result of the ads, but just as importantly, our community is beginning to understand our mission, and we are forging many new relationships as a result of this increased awareness," said Pat Boelter, Vice President of Marketing and Development.

There's a Goodwill Near You!

Goodwill continually tries to make donating easy and convenient for residents in Wisconsin and Illinois.

Not only do we offer store and donation centers, but Goodwill also sponsors weekend drives in many areas. Another option is our new partnership with recycling centers in the Southeastern Wisconsin communities of Brookfield, Delafield, Merton, Milwaukee, Ottawa, Wauwatosa, Waukesha, Walworth and New Berlin.

Store & Donation Centers

Barry Store
3039 N. Pulaski, Chicago

Bolingbrook Store
148 Bolingbrook Drive,
Bolingbrook, IL

Chicago Metropolitan
1001 W. Van Buren, Chicago

Delavan Store
1402 Geneva Street, Delavan, WI

Fond du Lac Store
904 S. Main Street, Fond du Lac, WI

Grand Store
7010 W. Grand Avenue, Chicago

Janesville Court Street
2310 W. Court Street, Janesville, WI

Janesville Holiday Drive
2003 Holiday Drive, Janesville, WI

Kenosha Store
5109 - 52nd Street, Kenosha, WI

Merrionette Park Store
3335 W. 115th Street,
Merrionette Park, IL

Milwaukee Store - North
6055 N. 91st Street,
Milwaukee, WI

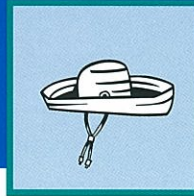
Milwaukee Store - South
5675 S. 27th Street,
Milwaukee, WI

Racine Store
4003 Durand Avenue,
Racine, WI

Sheboygan Store
South Towne Mall
3319 S. Business Drive,
Sheboygan, WI

Waukesha Downtown Store
313 Bank Street,
Waukesha, WI

What You Can Do Through Donations



You might think, "It's a sweater – no big deal."

But it is a big deal, especially to the people who became employed because of that simple item, not to mention the person who bought your gently used sweater at a greatly reduced price!

Donations do a lot: they help individuals become productive employees and citizens, they offer value-priced merchandise to the community at-large, they divert usable materials from landfills, and they enable Goodwill to continue providing quality programs and services for people with disabilities and disadvantages.

To make the most of your donations, here is a quick check list of what Goodwill can and cannot accept through our stores and donation centers. And remember, you can always call Goodwill's toll-free donations hotline for current information, including hours of operation and a complete listing of donation sites. The number is (888) 353-6400.



Believe it or not, the donation of a sweater can make a big difference in people's lives!

Goodwill accepts:

- Clothing (including shoes, boots, jewelry, hats, gloves, mittens, scarves)
- Books, records, CDs and video tapes
- Sporting goods
- Games and toys
- Housewares (dishes, utensils, lamps, small appliances)
- Knickknacks/giftware
- Collectibles/antiques
- Hand tools and small power tools
- Domestic linens (curtains, bedspreads, blankets)
- Electronics (portable TVs, stereos, radios, VCRs)

The following is only accepted at Goodwill Stores:

- Furniture
- Vehicles (all vehicles must be drivable and have a title)

Goodwill cannot accept:

- Household chemical products (pesticides, paint, paint thinner, drain cleaner, aerosols)
- Automotive hazardous waste (tires, lead acid batteries, gasoline, oil, antifreeze)
- Large appliances (refrigerators, freezers, stoves, microwaves, outdated computers, freon-based appliances)
- Personal care items (nail polish remover, shampoo, hair spray, shavers, curling irons)
- Mattresses/box springs, including waterbed components
- Carpeting/padding
- Plumbing fixtures/building materials
- Traditional recyclables (glass, newsprint, cardboard, plastics)
- Weapons (guns, bows & arrows, ammunition, knives)
- Cribs, car seats, walkers or other products that do not meet the current safety standards of the U.S. Consumer Product Safety Commission, including recalled items

Waukesha Store - Hwy 164
1400 Nike Drive
Waukesha, WI

West Allis Store
11000 W. Oklahoma Avenue,
West Allis, WI

West Bend Store
1717 Clarence Court,
West Bend, WI

Attended Donation Centers

Beaver Dam
Family Video, 112 W. Maple Avenue
Beaver Dam, WI

Brookfield
SuperSaver Food Store,
Capitol Drive & Calhoun Road
Brookfield, WI

Elkhorn
Daniels Sentry Foods,
801 N. Wisconsin
Elkhorn, WI

Glendale
Bayshore Mall, 5700 N. Port
Washington Road
Glendale, WI

Grafton
Manchester Mall, Hwy. 57 -
Wisconsin Avenue
Grafton, WI

Hales Corners
Kohl's Food Store,
5826 S. 108th Street
Hales Corners, WI

Menomonee Falls
Applewood Center, Appleton Avenue
north of Main Street
Menomonee Falls, WI

Milwaukee/South
Point Loomis Shopping Center,
Loomis Road & 27th Street
Milwaukee, WI

Milwaukee/Oak Creek
1-94/College Park & Ride,
1552 W. College Avenue
Milwaukee, WI

Muskego
Jerome Drug Center,
Janesville Road & Lannon Rd.
Muskego, WI

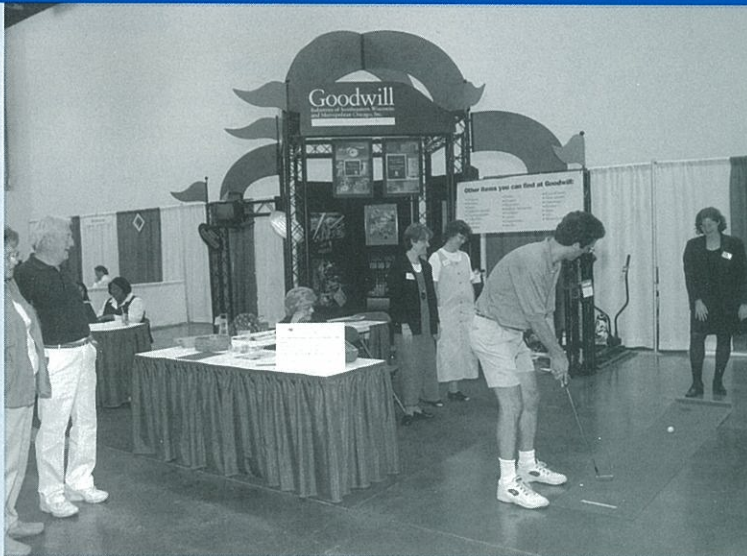
Hole-in-one hits nail on the head as illustration of Goodwill's mission At WISN Health and Fitness Expo

Ice skates for \$2.99. A mini-stepper exercise machine for \$3.99.

Very reasonably priced exercise and sports equipment from Goodwill stores was on display at the WISN (Channel 12) Health and Fitness Expo, held Aug. 20-22, at the Midwest Express Center in Milwaukee. Reasonably priced back-to-school clothing was also demonstrated in a series of three fashion shows.

Goodwill staff showed Expo-goers how to apply for our new Value Plus card, which will provide discounts in our retail stores, special savings on the cardholder's birthday, and other promotions.

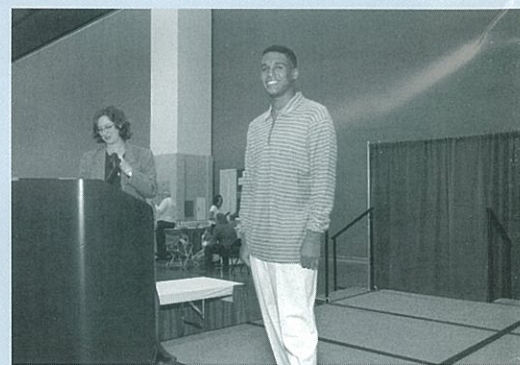
But most of all, the tall, partitioned display with large photographs and a video, showed visitors the many programs and services at Goodwill Industries to achieve our mission of helping people with barriers to employment obtain meaningful work.



Many visitors were enticed to visit the Goodwill booth several times to try to get a hole-in-one on a portable putting green. Those who succeeded were allowed to put their names in a drawing for Green Bay Packers tickets. Those who missed were allowed to try again later.

The putting green promotion drew people of all ages and abilities. Some were golf enthusiasts; others had never held a golf club in their lives. Some were using electric scooters or wheelchairs. All were welcome to try.

And that was perhaps the best demonstration of what Goodwill is all about.



Bringing in the green to benefit career training in Chicago

Goodwill Industries of Metropolitan Chicago, which merged this year with Goodwill Industries of Southeastern Wisconsin, traditionally hosts a charity golf outing.

This year's outing was held Aug. 23 at the Harborside International Golf Course. Its theme was *Goodwill Works for Chicago*. The event was a spectacular success and raised more than \$42,000. All of the proceeds from the event will benefit the creation of a Career Development Center, which will allow Goodwill students the necessary tools to take an active approach in their personal job search. The money raised will go a long way to fund a full-time staff person, infrastructure, computer equipment, Internet capabilities, phones, fax, copier, and reference books for the planned facility.

To drive home Goodwill's mission, golfers received welcome bags. Each item in the bag represented one of our training programs. There were:

- Compasses to represent our WorkF.O.R.C.E program
- Leather portfolios to represent job club
- Spatulas to represent Food Service program
- Work gloves to signify Building Services
- Note pads to represent the Graphic Arts and Printing programs
- Mouse pads for our Business Skills class
- Calculators for the BankForce program
- Children's books to signify our literacy program.

The day's events also included both silent and live auctions, contests, and a dinner buffet. The live auction, conducted by professional auctioneer Mike Cheeny, raised \$4,000 alone.

Sponsors of the event were: Aramark, Bell, Boyd & Lloyd, Deloitte & Touche, Ernst & Young, Foothill Capital, Franczek Sullivan P.C. Gipson & Associate, Mayor Brown & Platt, Morgan Stanley Dean Witter, Northern Trust, Private Bank & Trust, The Revere Group, Sears & Roebuck Company and WMAQ.

New Training Center will teach skills for the jobs of the future

Goodwill is using new century technology to help solve a centuries-old problem: helping people out of poverty into meaningful, well-paying jobs.

A new training facility is going to be built at Goodwill's present North Avenue Commerce Center on the corner of 27th Street and North Avenue in Milwaukee. People will be trained for technical jobs in the field of computers. These are the kinds of jobs likely to lead to permanent careers and above-average pay in the next decade. Thus, the new Training Center for Technology will help fulfill Goodwill's overall mission of creating work opportunities and skills for people with barriers to employment.

But Goodwill is not doing this alone. The Training Center for Technology will be built with help from the City of Milwaukee, which is providing money to start the center through a community development block grant; Electronic Data Systems (EDS), a worldwide computer consulting company; and Marquette University, which has a computer training and web master certificate curriculum.

This partnership will be further supported by local businesses and corporations.

That's because helping people to move out of poverty into permanent employment helps everyone in the greater Milwaukee area. Studies have shown that Milwaukee has a shortage of technically trained workers at all levels. Residents of the central city who were surveyed about their interests in job training requested computer training more frequently than any other skill area.

The Training Center for Technology is now accepting applications for its first classes, which begin Nov. 1. There will be weekday classes from 8 a.m. to 3:30 p.m., as well as late afternoon and evening classes, with access to the Center on weekends.

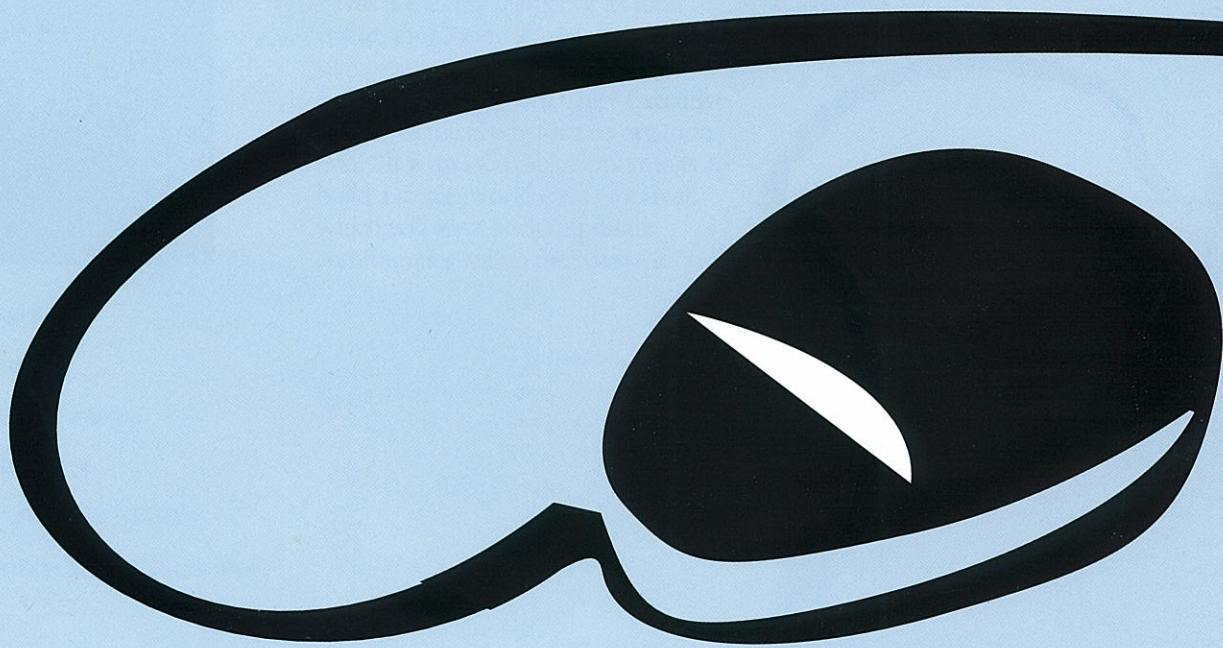
Plans are to make the program open to all Milwaukee central city residents. Applicants will be selected, however, based on criteria set by the center's Business Advisory Council (BAC). This is a group of Milwaukee-area business representatives who will offer advice on training and who will guide and possibly employ graduates of the program.

The program will last 26 weeks and will train participants in both "soft skills," such as office expectations, getting along with others, and workplace dress, and "hard skills" in computer technology. The training facility will simulate a real work environment, with participants required to dress and perform as they would in the workplace.

Coursework will be divided into segments. The first six weeks will focus on soft skills, basic keyboard skills and use of Windows Office programs. After six weeks, students will be assessed and placed in an area of training best suited to their individual skills. These classes might include help desk/call center, data processing/data entry, PC technician/software specialist, systems administrator/operations, or programmer/network technician. During the last four weeks, each student will be matched with an employer for an internship. Once the internship is successfully completed, the graduate will be hired by the company.

The Training Center for Technology is now accepting applications for its first classes, which begin in December. There will be weekday classes from 8 a.m. to 3:30 p.m., as well as late afternoon and evening classes, with access to the Center on weekends.

For more information, contact Corliss Wood at e-mail, cwood@goodwillsew.com



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Mission

We provide work opportunities and skill development for people with barriers to employment.

Vision

Our vision is to be the recognized leader in helping people with economic disadvantages or disabilities develop work skills, find work and achieve full participation in society.

This newsletter is a publication of Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc. Your comments are welcome and should be directed to the Marketing Department, located in the James O. Wright Center.

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GOODWILL INDUSTRIES
INTERNATIONAL, INC.

Goodwill launches Annual Appeal

Capturing Dreams Through Work

The generosity of donors has helped Goodwill administer training programs and placement programs for 80 years in order to assist individuals in finding work.

This year's fund-raising Appeal is again reaching out to the public to seek financial contributions to help Goodwill continue to achieve its mission. The theme of this year's campaign is *Capturing Dreams Through Work*. It will be conducted in both southeastern Wisconsin and metropolitan Chicago, with funds raised in each area to be used there. In both areas, there are men and women with disabilities and other special needs who lack the skills and training necessary for employment.

In 1998, Goodwill provided services to 32,928 people and placed 4,952 individuals into competitive employment, more than any other Goodwill in the nation. The economic impact of these placements on our community is significant. More importantly, the impact on each individual is immeasurable.

Goodwill's mission to provide work opportunities and skill development for people with barriers to employment is not an empty platitude that hangs on a conference room wall - it's the driving force of an organization bent on changing lives - like those of Boris Nikov (profiled in this publication).

As an organization dedicated to work force development, we must continue to be innovative and responsive to the needs of both the participants and employers. The interest and demand for world class training programs is overwhelming.

The Annual Appeal will help support Goodwill's rapidly expanding efforts in providing training programs.

We invite you to fill out the enclosed gift envelope. Your gift will help Goodwill provide a skilled work force for our community. More importantly, it will help the men and women we serve achieve independence and self-sufficiency - capturing dreams through work.

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