

Q. Is Goodwill still involved with the Green Bay Packers?

A. Yes, most definitely. Goodwill's radio ads can be heard on WTMJ in our marketplace and on several other stations that run the Green Bay Packers games throughout the state. In fact, Goodwills in Madison, Marinette, and Menasha have joined us in this statewide effort to spread the news about Goodwill.

Also, Wayne Larrivee, the "Voice of the Green Bay Packers" for WTMJ-6.20 AM radio, will serve as Master of Ceremonies for the second year in a row at the upcoming Goodwill Community Recognition Luncheon. (See page 3.)

September 25, 2000

Update

a publication for employees of Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc.

Goodwill employees enjoy diversity, but don't fall into stereotyping trap

LLynda D.W.G. Mason, a Goodwill staff member for 19 years and Supervisor of Work Services at the James O. Wright Center in Milwaukee, is a perfect example of why people shouldn't rely on stereotypes or judge others based on how they look. Because of her dark skin, Mason is often mistakenly

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labeled as African American. She is not. Mason is a West Indian from the island country of the Bahamas. In addition, this islander has such a varied heritage, she jokes that the D. in her name stands for "diversity." She is English, Scottish,



Lynda Mason displays these posters in her office because they symbolize diversity.

Dutch, Cherokee, Seminole, Spanish, Caribbean Indian and Chinese. She says Caribbean Indians and Seminoles typically have dark skin and have been called "black Indians."

Mason offers Diversity Training sessions at Goodwill and elsewhere in the Milwaukee area because of her commitment to sharing the message of valuing differences, rather than fearing them.

"The face of the world employment market is ever changing and becoming more diverse," she said. "To stay competitive, we must

acknowledge differences, not ignore them. We must have a willingness at all levels to get to know our employees and paid participants.

Diversity, continued on page 2

Employees can take diversity training class on Goodwill's employee web site

Goodwill makes diversity training mandatory for all of its Human Services staff. This summer, Goodwill developed a training course for this purpose that is available via computer. This format is more convenient than trying to schedule classroom sessions for our Human Services staff, who work at varied sites and cannot leave participants unattended. It is augmented by individualized instruction pertinent to each staff member's duties.

The computer-based format of the course also makes it possible for all Goodwill employees to learn about diversity, regardless of job title. The site also has a dictionary of rehabilitation terms and describes general policies regarding serving individuals with disabilities -- knowledge that is useful for anyone who works for Goodwill and supports its mission.

On-line diversity training, continued on page 2

Diversity, continued from page 1

This will help us to discover talents and abilities that will help us to deliver quality services that are sensitive to individual differences.”

She offers these tips:

- Remember black, white, yellow are colors, not ethnic groups.
- Don't refer to participants who have disabilities as "kids." They are adults, even if they have legal guardians.
- Don't talk to and socialize only with people of your ethnic background. There's a whole world of cultures out there to explore. It's OK to ask questions and show interest, just do so in a way that is respectful and sensitive.
- If a co-worker brings ethnic food to lunch that is unfamiliar to you, don't make a face or negative comment. Ask the person what the ingredients are and

whether it is a family favorite. It may be a proud family recipe. You may have also just opened the door to learning about a different ethnic group.

- Don't be afraid to greet and chat with people from other departments or who perform other types of jobs. There is no rule that says people who work behind a desk can't be friendly with people who work on a plant floor or behind a steering wheel.
- Don't ignore paid participants when you see them in the cafeteria, hallways or waiting for the bus. They are employees here also. You can do a lot of damage to a person's spirit by ignoring him or her.
- Get to know your own ethnic background. Elders have much to share and are excellent resources.

• Attend various ethnic festivals and Pow Wows. Pick up literature, taste ethnic foods, appreciate the different styles of dress, enjoy the music and join in the dancing. Make a real effort to learn about various ethnic groups. Take your children too.

- Avoid telling "ethnic" jokes. They are offensive and can be quite hurtful.
- Also remember that diversity includes gender, religious affiliation, healing practices, sexual orientation, disabilities and generational differences.

Enjoy the diversity of Goodwill's workplace. If you have questions about diversity or a type of disability or would like advice, feel free to contact Lynda Mason at 414-353-6400, ext. 232.

On-line diversity training, continued from page 1

To access the online training, go to your web browser (for most employees, this means double-clicking on the *Internet Explorer* blue "e" icon. Type <http://www1.goodwillsew.com/cbt> in the address bar and press *Enter*. You can save this location by creating a bookmark. Click *Favorites*, then *Add to Favorites* from the menu bar.

The left hand side of the web page that appears displays your name, registration status, tests completed and links to different sections of the training.

You may study the material and take the various *True/False* tests online.

Topics covered are:

1. Confidentiality
 - Abuse/neglect
 - Participants' rights and grievance procedures
2. Critical Policies
 - Participant input
 - Case management
 - Medical emergencies
 - Diversity in the workplace
3. Behavior Management/Positive Behavioral Intervention
4. Documentation & Recordkeeping
5. Ethics/Principles of Conduct

6. Health, Safety, Bloodborne Pathogens

7. Accommodations and Assistive

Technology

This training is useful to all employees because it outlines the basic principles of services to people with disabilities and other disadvantaging conditions. The training emphasizes the needs and desires of the people served.

The online training was created with the assistance of EDS, Inc.

For questions regarding the site, contact the Goodwill Help Desk at 414/353-6400, ext. 108.

Commercial Services' new Director of Sales & Business Development

Ronald "Bud" Gayhart has joined Goodwill as Director of Sales and Business Development for the Commercial Services Division.

His experience is as diverse as Goodwill's operations. He has experience in retail sales, manufacturing, distribution, and contract sales, as well as a strong business education. Gayhart hopes to use his broad experience to help Goodwill greatly expand the number and variety of companies that contract with Goodwill to do manufacturing, packaging and distribution jobs.

Gayhart is a lifelong resident of Racine, Wis., and a former basketball star at Washington Park High School. He worked in his family's electronic and

appliance business for years, learning all aspects of retail sales. He has also worked as Vice President of Mergers & Acquisitions for a wholesale distributor, managing a lumberyard, and selling SmartMoney services for Wisconsin Electric Power Co.

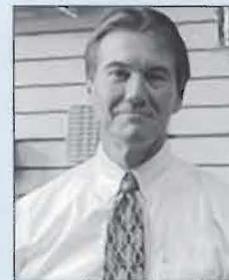
In recent years, Gayhart owned his own company in Racine that designed and manufactured computerized controls for large machines. The firm's international customer base included big names such as General Motors, Chrysler, Boeing, Bell Helicopter, and Johnson Controls.

Gayhart has a bachelor's degree in business and accounting, as well as a Master's of Business Administration

degree from Cardinal Stritch College.

"There are tremendous opportunities to grow the business, both in Wisconsin and in Illinois," said Gayhart. "That means bringing more work opportunities to participants. If that doesn't get you excited, I don't what would."

Gayhart is married, with two grown children and four grandchildren. His daughter, **Jeanette Krimmer**, works for Goodwill's Human Resources Department at the Center for Work and Training on 21st St. in Racine.



In Memoriam

Goodwill mourns the loss of one of its most dedicated employees, **Randall T. "Randy" Reetz**, who passed away July 24, in Kenosha at the age of 45. Reetz had worked for Goodwill since 1995 as a Maintenance Specialist at the Kenosha County Job Center. He had reluctantly left the organization in July 1999, due to failing health.



Reetz was born with lung disease and suffered from kidney failure, seizures, and stroke. He had a double lung transplant August 10, 1994, and was one of the longest living survivors of a double lung transplant. The transplant surgery extended Reetz's life, but he continued to endure daily symptoms and occasional episodes of critical illness. Yet he never complained and he showed up to work even on days when he was feeling weak and ill. Only severe illness or hospitalization caused Reetz to be absent from work and then he was very anxious to return, often trying to convince his doctors to give him an earlier OK.

"He was extremely dedicated and hardworking, always willing to go the extra mile," said Dianne Niesen, Manager of Facility Management and Operations at the Center. "Talk about somebody with an incredibly positive attitude — nobody could tell when Randy was feeling sick. He hid it well and always had a smile and some laughter to share. He never showed what he must have really been going through. It was truly an honor to work with Randy, and I'm glad we shared a bit of life's journey together. Randy was loved and respected by all, we will deeply miss him."

Reetz was especially known for his cheerful, positive attitude when faced with unusual and unexpected facility issues around the work site. Niesen said Reetz's famous response was, "No problem, we'll take care of that." "It always brought a laugh to the facility team," she said, "and a fun-loving response of 'OK, Randy, exactly how are we going to take care of that?' I can still hear Randy's laughter."

Reetz is survived by his wife Brenda Reetz, family members, and numerous friends.

Brenda Reetz would like to urge Goodwill employees and their families to put an "organ donor" sticker on their driver's license. Reetz was very thankful for the donated organs he had received and he spent much of his time speaking to other organ transplant recipients.

Goodwill's Community Employment Program earns highest rating by Milwaukee Co. Mental Health Division

Goodwill recently earned high praise for the way we assist individuals with serious mental illness to find training and employment in Milwaukee County. "Serious mental illness" most often means schizophrenia or bipolar disorder.

In 1999, Goodwill assisted 76 individuals who were referred to us by Milwaukee County's Mental Health Division.

The Division recently gave a performance review of area community employment programs, and had this praise for Goodwill:

Of the three Community Employment programs reviewed, Goodwill Industries' program received the highest rating. The Performance Review team determined overall that Goodwill provided an exceptional community employment service. The Mental Health Division is very appreciative of Goodwill's ongoing community employment programming and also of Goodwill staff's participation in affiliated efforts, such as "The World of Work" workshop. Thank you for your efforts.

Goodwill's Community Employment Program offers vocational assessment to individuals with barriers to employment, as well as assistance in obtaining job training, locating an appropriate job, identifying accommodations to help make the job successful, and communicating special needs to employers. Employment specialists, sometimes called "job coaches," work with participants to learn their jobs and may do "job carving," or helping employers create jobs that fit the capabilities of participants. Goodwill's employment specialists also follow up with employers after participants have been hired to see if the job placement is succeeding and if the participant continues to need additional training or assistance.

The "World of Work" is an educational workshop offered by the Milwaukee County Mental Health Division to area community support programs, and targeted case managers who provide services to individuals with mental illness.

An exciting new aspect of Goodwill's services to people with mental illness is its Consumer Advisory Board -- a board composed of people who have received our services and can give first-hand advice and perspective on how to improve and strengthen our services.

This Board has been meeting for about four months, and is in the process of developing a peer mentorship program.

"This rating comes at a time when the Mental Health Division has had to cut funding to other local programs," said Cathy Steffke, Goodwill Employment Specialist. "The County's decision to increase our funding and give us this excellent rating is very significant."

Goodwill to honor community partners

Goodwill's Annual Community Recognition Luncheon, which recognizes businesses in the community that support our efforts or collaborate with us on projects and services, will be held on Oct. 19 at the Pfister Hotel in Milwaukee. **Wendy Selig-Prieb**, President and CEO of the Milwaukee Brewers, will be the keynote speaker.

People & Praise



Smith

Walter Smith has been promoted to Manager of Security and Safety at Goodwill's James O. Wright Center on 91st St. in Milwaukee. Smith joined Goodwill in 1997 and has supervised the Security Department.

Dennis Schrank, former Security Officer, has been promoted to Security Supervisor with responsibility for day-to-day management of the Security Department at the James O. Wright Center. He has been a Goodwill employee since July 1999.

Claudia Billings, former Security Officer, has been promoted to Lead Security Officer, responsible for assisting Schrank in managing the Security Department. She has worked for Goodwill almost two years.



Billings



Schrank

(People and Praise is a regular column in Update to recognize employees for outstanding achievements. Submissions are welcomed.)

NEWS BRIEFS

Students create TTC web site

Members of the first class at Goodwill's Technology Training Center have used their newly learned Information Technology (computer) skills to create a web site for the Center.

The site, which is linked to Goodwill's main web site, tells how the Center started, the specific coursework, prerequisites for enrollment, information about the instructors, and testimonials from students.

The site includes several photos and has working links.

To reach this site directly, click on:

<http://techtraining.goodwillsew.com>.

Or go to Goodwill's home page at www.goodwillsew.com and click on **Southeastern Wisconsin**, then **Human Services**, then **Technology Training Center**.

Carson Pirie Scott once again sponsors Goodwill Sale

Since the Goodwill Sale began in 1994 in collaboration with Carson Pirie Scott & Co., more than 3.5 million pieces of clothing and other items have been donated to Goodwill stores in four states.

This fall's Goodwill Sale took place from Sept. 15-24 and included all Carson Pirie Scott & Co. stores, as well as all Boston Store, Bergner's, and Herberger's stores in the Milwaukee and Chicago areas.

This year, Carson Pirie Scott expanded the Goodwill Sale to include 11 states in the Midwest and West.

We thank Carson Pirie Scott for its ongoing support of Goodwill, as well as all Goodwill employees who donated items to the sale and who worked to help promote, collect, and process the donated items.

What we're saying

"I love to teach. I took a pay cut to come here, but this is what it's all about. I started out in the trades as a temp, pushing a broom and looking over people's shoulders trying to learn. Now that I have 15 years experience in mechanical trades, it's so rewarding to me to teach other people real skills that lead to real jobs. I had one lady come in here who had never held a screwdriver in her life. Now she's doing great and running the show."

— Reggie Morgan, Mechanical Assembly Trainer
(Milwaukee - Workforce Training Center, 34th St.)

Save the date for employee dinner

Goodwill's Annual Employee Service Awards Banquet is set for **Sunday, Nov. 5** at the Sheraton Milwaukee hotel in Brookfield, Wis.

Invitations will be mailed to all employees. You must return your response card promptly to ensure a reservation.

The event honors employees who have reached their 5, 10, 15, 20, 25, and 30-year anniversaries.

Goodwill retail folks gather in Milwaukee for Retail Institute 2000

About 250 retail managers from Goodwill stores across the United States and Canada gathered in Milwaukee the week of Aug. 28 for their annual convention, Retail Institute 2000, sponsored by Goodwill Industries International. Our local Goodwill helped organize the event and hosted entertainment and informational activities for the visitors. For example, we gave visitors tours of our 91st Street facility and retail store in Milwaukee and the Retail Store and Donation Center in West Bend, Wis.

Two sessions were offered to demonstrate our "Gi kaizen" method of improving the way we process items that are donated to Goodwill. The visitors saw the method at work when they visited Goodwill's Community Service Center and Retail Store in Waukesha. We also gave a seminar on our "reverse logistics" program, done in conjunction with Goodwill Industries in Indianapolis and New York. This process converts name brand products that are returned to the manufacturer because of slight damage or excess inventory into saleable goods that Goodwill stores nationwide can sell at a discount price.



Above: A visiting Goodwill employee takes notes while touring our West Bend Retail Store.

Below, near right: Visitors also toured the 91st Street Goodwill store and compared notes on display techniques.

Below, far right: There was much interest in how we have applied the Gi Kaizen method to organizing our donations processing areas. These visitors spent a long time studying the donations area at the West Bend store, taking photos and asking questions.

Photos by Kay Nolan



Awards for Goodwill stores with \$2 million revenues in 1999 were presented by Renee Weippert, Director of Retail and Donations, GIO (far left) and Fred Grandy, CEO of Goodwill Industries International (fourth from left) to Peter Collins, of Portland, Ore.; Laurie Essig of San Francisco; and Vickie Volpano of Milwaukee.



Goodwill continues to co-sponsor series of fatherhood forums

The Wisconsin Resource Center on Fragile Families, a service of Goodwill, in collaboration with Goodwill's Children UpFront Program, the Racine Community Foundation, and Coalition of Community Foundations for Youth will present *Paving the Way for Fathers in the Workplace* on Oct. 10 at Gateway Technical College in Racine.

State Rep. Bonnie Ladwig will be the keynote speaker. This forum will examine existing and proposed legislation that supports fathers and families in the workplace.

The forum is the third in a series designed to increase public awareness for the need to engage non-custodial fathers in the development of their children and develop workplace practices and public policies that will support and enable non-custodial fathers to become nurturing resources in the lives of their children. Employers, community leaders, agency practitioners and government officials are invited to attend.

Another forum is scheduled for Nov. 14 at Gateway Technical College in Racine. Its title is *Developing Support for Fathers in the Workplace*.

The final wrap-up session is scheduled for Dec. 8. It will summarize the issues described in the entire series.

Two previous forums were held on Aug. 31, *Building Bridges for Fathers in the Workplace* and July 12, *Laying the Foundations: Fathers in the Workplace*.

Update
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People at Work



Reginald Walton (*Milwaukee* -- Center for Work and Training on Vogel Ave.) is a Line Leader for Commercial Services employees who work with Allen Bradley jobs. Here, Walton is gluing rubber gaskets inside orange plastic lenses that will cover the indicator lights on industrial control panels. The gaskets will keep the lights water-tight and dust-free.

Walton has worked for Goodwill for two years.



Shirley Harris (*Milwaukee* -- Center for Work and Training on Vogel Ave.) is also a Line Leader. She works in the Reverse Logistics area, where products are re-labeled and priced so they can be sold in secondary markets, including Goodwill Retail Stores. The products are still useable, but have been returned to the manufacturer because of overstock, mislabeling, or minor irregularities. Harris has worked for Goodwill for one year.