

Q&A

Q. I work at Goodwill's North Job Center and I'm frequently asked, "Just how many programs does Goodwill have?" What should I say?

A. Well, let's see. Our latest *Annual Report* lists 55 programs and services offered by Goodwill in its Human Services Division, which focuses on work and training for people with barriers to employment. That's in addition to Goodwill's Retail Division which operates 16 stores and Goodwill's Commercial Services Division, which does industrial contract work.

Now, read the *Update* on your computer at work. Just seek out **GENIE**, our internal employee web site.



<http://genie.goodwillsew.com>

May 21, 2001

KEY promotion is encouraging great customer service in our retail stores

Our Retail Store and Donation Centers have adopted another new improvement program. And it starts with the letter K. But unlike the "Kaizen" efforts that were introduced last year to streamline the way donated items are

Top Story

processed and gotten ready for sale, Goodwill's new **KEY Program** has to do with improving the way customers are treated. **KEY** stands for:

Keep smiling.

Enthusiasm -- for everyone.

You -- treat customers the way you want to be treated.



Adam Fellenz had already punched out for the day, but he volunteered to help bag merchandise after noticing that the cashier was busy with customers. He also spotted a shopping cart on the far side of the parking lot and took the time to retrieve it.

Store employees are holding regular **KEY** meetings, where they exchange tips on how to provide great customer service. They also exchange stories of customer service in action -- and have a chance to win a prize for it. Supervisors are encouraged to hand a **KEY** card to co-workers who are "caught" providing good service. The cards are put in a fishbowl for a monthly drawing of a \$10 gift certificate.



Renata Smith kept her cool when an intoxicated customer refused to pay for her purchases. The customer mistakenly insisted that she had already paid at a different register. Smith kept smiling and talking politely to the woman until she finished ringing up the sale and the customer left without incident.

In addition, employees can nominate each other for **KEY Moments** of exceptional service that goes beyond the call of duty. Each month, each store manager will choose one of these to win a \$25 gift certificate.

"This is a way to recognize and thank employees who treat customers well," said Janet Slotke, Training and Development Manager.

Since the **KEY Program** began in February, stores have already identified many examples of exceptional service. Sometimes, an employee's best moments have occurred when dealing with the most difficult situations. For example, it can be touchy to approach customers when their unattended children are causing problems. Every store associate is familiar with this uncomfortable situation. But Tonya Phillips, who works at Goodwill's

Photos by Kay Nolan

KEY Program, continued on page 2

Update

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

KEY Program, continued from page 1

Sheboygan Store, impressed her colleagues with the "grace and class" with which she handled a recent incident. Without upsetting the mother, Phillips was able to explain to her the need to keep tabs on her active toddler.

Talking about specific actions like these gives store employees realistic, useful ideas on how to provide good customer service. And it's a way for Goodwill to recognize and reward employees who deserve a pat on the back.

"I could give many examples of how great our employees are," said Sande Jaka of West Bend. "One offered to help when a customer seemed to be struggling to write out a check. The customer was blind. The employee, Krystal Gavin, is only 17 years old. Now,



Alecia Pass (Fond du Lac Store) won the gratitude of a customer and praise from a police officer when she cleverly used a magnet to remove a key that had broken off in the lock of a customer's car.

that's a KEY employee!"

In addition to the regular staff meetings, stores will hold KEY seminars and KEY kaizen sessions for employees to learn new customer service techniques.

KEY winners for April

Bolingbrook (Ill.) Store:	Bernard Warren
Grand Avenue (Ill.) Store:	Jorge Morales
Merrionette Park (Ill.) Store:	David Thomas
Naperville (Ill.) Store:	Dacia Wilkins
91st St. Store, Milw.:	Renata Smith
27th St. Store, Milw.:	Matthew Besch
Delavan (Wis.) Store:	Virginia Terhune
Fond du Lac (Wis.) Store:	Alecia Pass
Janesville (Wis.) Store I:	George Katcher
Janesville (Wis.) Store II:	Leah Plummer
Kenosha (Wis.) Store:	Pat Wade
Mount Pleasant (Wis.) Store:	Leslie Ayala
Sheboygan (Wis.) Store:	Tonya Phillips
Waukesha (Wis.) Store:	Brenda McClary
West Allis (Wis.) Store:	Ken Williams
West Bend (Wis.) Store:	Adam Fellenz

Watch future issues of Update for each month's KEY winners.

NEWS BRIEFS

GII holds photo contest

Employees, participants, alumni, volunteers, Board members, and recipients of Goodwill services are invited to enter the Goodwill International Inc. (GII) *Believe in the Power of Work Photo Contest*.

GII is looking for photos from across the nation that illustrate the power of work. Photos may depict individuals at work or enjoying activities or possessions made possible by their jobs. Photos must not have been published in non-Goodwill publications. Written consent must be provided by all individuals shown in the photos or by the individuals' parents or guardians. Either color or black-and-white prints are acceptable, however, digital photos are not.

GII hopes to use the photos in displays and promotional materials in anticipation of Goodwill's 100th Centennial Celebration next year.

The grand prize (for an adult entrant) will be an expense-paid trip to Goodwill's Delegate Assembly and Centennial Celebration in Milwaukee in June 2002.

The grand prize for a youth winner under 18 (must have permission of parent or guardian to enter) is \$500 worth of photographic equipment or \$500 cash.

Two runners-up will win a digital camera with case or cash equivalent up to \$250.

Entries must be received by GII by July 6.

Entry forms are available in the Marketing Department at the James O. Wright Center, 414-353-6400, ext. 202.

With hot weather coming, please have those with disabilities get on help list

People with disabilities, as well as those who are elderly, overweight, have chronic heart or lung problems, or who are taking certain medications for depression, mental illness, movement disorders, allergies, or heart and circulatory problems, are more susceptible to the dangerous effects of high heat and humidity.

Goodwill's Medical Department urges people in these categories, or Goodwill staff who know people in these categories who live in Milwaukee County, to contact the Severe Weather Register of the Salvation Army at 414-228-8496 or the Daily Telephone Reassurance Program of the Milwaukee County Department of Aging at 414-289-6874. These programs will phone the person daily to make sure he or she is all right.

Another alternative is to make arrangements with a friend, neighbor or family member to check up on the person regularly. Remember that people who are isolated or have disabilities may not know when or how to cool off or to call for help.

Many other counties provide assistance with obtaining air-conditioning, fans, or offering emergency shelter during heat waves through their Departments of Aging.

If you have further questions on hot weather health issues, feel free to contact Goodwill's Medical Department at 414-353-6400, ext. 155 or ext. 323.

GOODWILL HEALTH PLAN

New Health Plan has been chosen; employees need to act quickly to sign up

Rising health insurance costs have required Goodwill to revise its employee health insurance plan.

A new plan has been chosen. The insurance company will be Humana. Employees will have a choice of two plans:

- **An HMO plan**, which offers good coverage with low monthly premiums, but which limits employees' choice of physicians and hospitals.
- **A PPO plan**, which allows employees to use almost any physician or hospital, but which has much higher monthly premiums.

All employees interested in health insurance must choose one of the plans, attend a meeting, and complete enrollment by Thursday, June 7. All full-time employees who have worked at least 30 days may enroll, whether or not they were previously enrolled in Goodwill's health plan.

Dental insurance will not be affected by this change.



Premiums are based on how many years an employee has worked for Goodwill. Employees with 10 or more years of service will pay no monthly premium for the HMO plan, but would pay \$71.85 monthly for single coverage and \$186.81 for family coverage if they choose the PPO plan.

Employees with 5 to 10 years of service will pay \$27.05 monthly for single coverage and \$70.33 monthly for family coverage under the HMO plan. The PPO plan will be \$98.90 for single and \$257.14 for family coverage.

Employees with up to 5 years service will pay \$54.10 monthly for single coverage and \$140.66 monthly for family coverage under the HMO plan and \$125.95 for single and \$327.47 for family coverage under the PPO plan.

Employees of GWS, Inc. who work under federal contracts may have different coverage.

BE SURE TO ATTEND ONE OF THE MEETINGS LISTED BELOW.

At A Glance:

- **What's happening?** Goodwill is changing its employee health insurance plan.
- **Why?** Goodwill has experienced a nearly 85% increase in health care costs in just two years, due to fast-rising health care costs nationwide. The organization needed to find a more affordable plan so that it can continue to offer health insurance to employees and their families.
- **When is the change taking place?** The Open Enrollment period is now through June 7. New coverage will begin July 1.
- **How do employees sign up?** Enrollment kits will be distributed at a series of employee meetings. Employees need to attend a one-hour meeting and fill out the kit by June 7.
- **Who do I call for questions?** Call your department's Human Resources representative. See the GENIE web site for list. Or call 414-353-6400 ext. 151 or ext. 153.

Employee Health Plan Meeting Schedule

J.O. Wright Center

8 a.m. Mon. May 21
1 p.m. Tues. May 22
3:30 p.m. Wed. May 23
5 p.m. Wed. May 23
9 a.m. Wed. May 30
11:30 a.m. Wed. May 30
Conference Center

Chicago Offices

9 a.m. Tues. May 22
Conference Room

Center for Work & Training Vogel Ave.

8 a.m. Tues. May 22
3 p.m. Tues. May 22
9:30 a.m. Thurs. May 24
1 p.m. Thurs. May 24
Conference Room A & B

GWS/Great Lakes Naval Training Center

8 a.m. Wed. May 23
(Supervisors and Managers)
Galley 535
9 a.m. Wed. May 23
Galley 535
10:30 a.m. Wed. May 23
Administrative Office
1 p.m. Wed. May 23
Waukegan 415 Office

8 a.m., 12:30 p.m., 1:30 p.m.,
2:30 p.m., 8 p.m. Wed. May 30
Galley 535
8 a.m., Thurs. May 31
Galley 928
9:30 a.m. Thurs. May 31
Galley 1128
Noon, Thurs. May 31
Galley 928
2 p.m. Thurs. May 31
Galley 1128

Workforce Training Ctr

3 p.m. Mon. May 21
Multi-Purpose Room

ESI, Inc. Northwest Job Center

10 a.m. Mon. May 21
Grand Conference Room

ESI, Inc. North Job Center

3 p.m. Tues. May 22
Grand Conference Room

Kenosha County Job Center

10 a.m., Thurs. May 24
Carpet Store

Waxdale-Racine

6:30 a.m. Wed. May 30
3 p.m. Wed. May 30
Breakroom

Center for Work and Training 21st St., Racine

7:15 a.m. Thurs. May 24
3 p.m. Thurs. May 24
11 a.m. Wed. May 30
Breakroom

Waukesha Community Center

3 p.m. Mon. June 4
Large Conference Room

Itasca Hub

11 a.m. Wed. May 30



Adamo

Gaetano "Tom" Adamo, Employment Counselor, (Chicago -- Van Buren Offices) was recently featured on television as part of a Channel 7 news segment on the Midwest Center on Law and the Deaf (MCLD). This organization helps the Deaf and hard of hearing with legal issues. Adamo posed as a "client" for the piece.

He has also made numerous Chicago TV appearances doing his talented "Deaf Elvis" performance. It took Gaetano hours to convert Elvis lyrics into Sign Language and practice doing Elvis mannerisms in time to the music, of which Gaetano can only hear vibrations.

Adamo has worked for Goodwill for eight months. He was born in Buenos Aires, Argentina, to Italian parents who had immigrated there and who later immigrated to the U.S. Consequently, Adamo is fluent in Italian, Spanish, and English.

After becoming Deaf at age 6 due to spinal meningitis, Adamo learned to communicate in all of these languages using Sign Language.



Kirchhoff

Jane Kirchhoff (Waukesha -- Community Service Center) has been promoted to Director of Day Services for Milwaukee, Waukesha, and Racine Counties.

She was previously a Program Manager for Goodwill's Milwaukee County Community Programs.

Goodwill's Day Services include a number of Adult Centers and Senior Centers, which offer weekday programming for adults and senior citizens with physical or developmental disabilities.

Depending on the individual, this may include work-related training, but more often focuses on providing interesting social and recreational opportunities during the day, such as therapeutic art and music, gardening, pet therapy, and community outings.

Kirchhoff has worked for Goodwill's Community Programs for 11 years, and has worked with individuals with disabilities in both residential and recreational settings for more than 25 years.

NEWS BRIEFS

White House proclaims 'Goodwill Week,' Miller, Rindfleisch meet President Bush

The White House has issued the following proclamation:
I am pleased to send greetings to all those celebrating Goodwill Industries Week May 6-12, 2001.

In America, we believe in the possibilities of every person. For nearly 100 years, volunteers with Goodwill Industries have provided people with disabilities and the disadvantaged the tools and opportunities they need to succeed. Your job training and employment programs help your clients to develop the values of self-confidence, independence, creativity, and trust. You can be proud of your record of enabling people to overcome disabilities and employment barriers so that they can become independent and self-sustaining.

As you celebrate this special week and recognize the many businesses and organizations that hire Goodwill trainees, I commend you for giving hope to those who dream of earning a place in our work force. Your dedication to improving the quality of life of others exemplifies the compassionate spirit of America.

Best wishes for a memorable celebration.
George W. Bush

John L. Miller, our president and CEO, was invited, along with Anne Rindfleisch (see April 30 Update) to visit the White House and meet President Bush on May 7. Rindfleisch urged President Bush to amend Social Security laws to allow employees like herself to earn more without losing medical benefits.



Naperville Store holds Grand Opening

Goodwill's new Naperville Store, which opened for business in February, held its Grand Opening on April 27.

Cutting the ribbon from left are: Vicki Holschuh, Goodwill's Director of Stores; Jeff Harmon, District Manager; Michele Angielski, Store Manager; A. George Praddel, Mayor of Naperville; Vickie Volpano, Senior Vice President of Retail Operations; and Jennifer Schwartz, Assistant Store Manager.

Erin McKinney, 18, of Naperville, won a drawing for a Sony DVD player.

Chicago intent on increasing fund-raising

Goodwill's Chicago office is working to increase financial donations to Goodwill in support of its programs.

Gloria Balcazar joined Goodwill in April as Manager of Major Gifts. Her job will be to build Goodwill's development (fund-raising) program in Chicago by identifying, cultivating, and soliciting major gifts (\$5,000 and up) from individuals, corporations, and foundations. These gifts support Goodwill's mission to help people with barriers to employment.

Participant Service Awards at James O. Wright Center

Goodwill's James O. Wright Center in Milwaukee held its annual Participant Service Awards Ceremony on May 17, to honor paid participants for milestone years of service. Participants received laminated certificates, corsages or boutonnieres, and special gifts and were treated to cake and punch.

Those honored were:

30 years: Karen Bandlow

25 years: James Ebert, Marc Jakubowski, Susan Rick, Robert Weiskopf

15 years: Michael Balzer, Glenn Heller, Mona Laufer, Robert Moss Jr., Mary Mueller, Lavenda Perry

10 years: Scott Balsewicz, Judith Frahm, Robin Hernandez, Debra Howard, Freddie Howard Jr., Rhonda Janecky, Dawn Merkel, Cynthia Nowacki, David Schoenecker, Lisa Turner, Trent Ziervogel

In addition, Lucille Korovich was honored for 28 years of service. She is now retired.

Paid participants at Goodwill's James O. Wright Center are permanent employees, most of whom do light assembly work for companies that contract with Goodwill's Commercial Services Division. Some work in Goodwill's large commercial laundry, also located at the James O. Wright Center. These employees work in a supportive environment, with accommodations made for disabilities, if necessary. Being able to do real work for pay means a great deal to these men and women, as their dedicated service records prove.

"Rain, snow, sunshine -- they're ready to work every day," said Lynda W.G. Mason, Supervisor of Work Services.

"The pride in work that these employees have is something I'll bet you won't find in any other company around," said Perry Mueller, Director of Work Services. "It's made my nearly 30 years at Goodwill a joy to have these folks come, eager to work and give me a smile and a joke."

Congratulations to all of our longtime paid participants!



Catherine Bandlow (left) came to congratulate her daughter Karen Bandlow, a 30-year employee.



These employees have all worked for Goodwill for 25 years!

From left: Jim Ebert, Susan Rick, Marc Jakubowski, Robert Weiskopf



Mary Mueller (above) shows off her corsage.

Photos by
Kay Nolan

Yvonne Letson (left) is proud of her roommate Lucille Korovich (right).



Robin Hernandez shows his 10-year certificate to Karen Satterfield, Rehab Technician.

Goodwill

Industries of Southeastern Wisconsin
and Metropolitan Chicago, Inc.

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People at Work



Pam Stone (*left*) and **Gary Fritche** ham it up in the back room at Goodwill's West Bend Store. This store is always busy, but keeps up well with processing donated items, and manages to maintain an upbeat atmosphere and camaraderie as well. Gary jokes about the initials of his title, Donations Attendant. "I'm the D.A.," he says.

Sande Jaka, a Store Supervisor, says the West Bend employees as a group are hard-working and enthusiastic. "This store would not look as nice as it does if all the employees weren't so conscientious," she said. "And when a customer needs help, they all jump to help right away."



Carolyn Zimmerman (*left*) (*West Bend -- Retail Store and Donation Center*) has worked to process donations at Goodwill for two years. She is especially proud of the neat, attractive way she displays the glassware -- it's her favorite aisle in the store. Zimmerman is hard of hearing, and she appreciates the way her co-workers are willing to repeat messages and alert her to phone calls. At previous jobs, Zimmerman was asked to work alone, despite her difficulty in hearing.

Sarah Ostrander (*right*) is one of Zimmerman's supervisors. She has also worked at the West Bend Store for about two years and says she enjoys her job's constant variety.