

Update

November 1998

Goodwill Industries of Southeastern Wisconsin, Inc.

From the Editor

If you haven't checked out Goodwill on the web recently, now is a good time to take a look...we recently launched an updated site with new and improved features. While Goodwill has hosted a site since 1995, it was time for a change; the information was dated, and we wanted the site to be more consistent with our current marketing materials. It was also time to change the name of the site. Instead of including the name of our host service in our URL, or site address, as Goodwill did before, we felt it was time to stand on our own on the web. You can find Goodwill at www.goodwillsew.com.

The new site, developed in conjunction with Stark Media, has been operational since July. And, please – share your comments with us; changes are being made frequently to keep the information current and accurate, and your feedback will help keep the site interesting and useful.

In other news...Our Goodwill received a high honor this year when one of our former program participants, Roxanne Peavey, was named Graduate of the Year by Goodwill Industries International (GII). Each year, GII accepts nominations to recognize individuals who, with the help of Goodwill services, have overcome incredible odds and displayed grace, courage and determination. By these standards, no one is more deserving of being named Graduate of the Year than Roxanne.

Roxanne, having been treated for several years for cardiac disease, required a heart transplant in 1992; in 1995, a pacemaker was also inserted. These health conditions, combined with side effects from medications, caused Roxanne continuous pain and discomfort as well as the loss of physical stamina. Her physician advised Roxanne not to work, and to avoid stress.

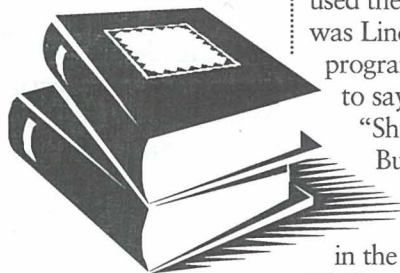
Things began to change in 1996. As Roxanne recalls: "When I went to Goodwill, my self-esteem was low because I had not worked since 1991. I was intimidated by computers, and I wasn't sure if I had the stamina to work eight hours again. While at Goodwill, I would

see some of the disabled and able-bodied people willing to learn a trade, and it made me realize how lucky I was to be there, too! I was astonished that Goodwill had enough in my capabilities and skills after four months to refer me to my current employer. Working at Zigman Joseph Stephenson has brought back the feeling that I have something to contribute to the world, and to life itself. I can give back to society what Goodwill has given to me."

In June, Roxanne attended GII Delegate Assembly to receive her award. Traveling with her was an amazing network of family and friends, including her mother; Jennifer Fenn, Roxanne's case manager; John Miller, Goodwill President; and Roxanne's employer and Goodwill Board member, Linda Stephenson. In September, Roxanne took another trip: this time to Washington D.C. where she was able to meet President Clinton. "It was a wonderful experience," she said. "It gave me such a warm feeling that people wanted to recognize me this way. It also inspired me; I've achieved a lot, but now I know I can do more with my life."

I wanted to close out this column with an observation. Over the past few years, a disturbing trend has emerged in professional sports: the sacrifice of personal and professional courtesy to the almighty dollar. I'm not a huge baseball fan, but I did enjoy watching Mark McGwire and Sammy Sosa chase history – and not because of the record they broke or the new milestones they achieved, but because of the respect they have shown for family, friends, fans and one another. From McGwire's sharing of his history-making moment with Sosa, to Sammy's unselfish generosity toward his storm-struck homeland, there is a lesson here worth acknowledging: Nothing in life is worth having or more valuable than the people with whom you can share it.

Update Editor



FEATURE STORY

Goodwill's Adult Learning Center Builds Confidence, Opportunities

Just two short years ago, Goodwill opened the doors of its first, educational-focused facility: The Georgia Susnar Wright Adult Learning Center within the James O. Wright Center at 91st Street. The goal then, and now, is to help both employees and participants build personal skills so that they might increase their confidence and their career opportunities.

The Adult Learning Center is a state-of-the-art facility, featuring professional staff, structured curriculum and a sophisticated computer network. "We offer a positive environment to help individuals learn and succeed," said Troy Norman, Program Manager, Vocational Services. "But that's only part of what is available here; the Learning Center is also a place for support and motivation."

What began with a curriculum focused on language, math and problem-solving skills has now grown into a full-service center which also features computer training, GED readiness courses, and citizenship classes. How successful has it been? Larry Green, an employee in Environmental Services, says he's made a lot of positive changes, "Part of my job at Goodwill is to communicate with others. By working on my reading, writing, spelling and computer skills I have been able to communicate better with my co-workers, supervisors and others. Part of my goal now is to work toward my GED and advance on a college level. No one is ever too old to learn!"

It is stories like these which underscores why utilization has practically doubled since the center opened in 1996. In September, the Adult Learning Center logged 492 hours of training for employees and participants. And, since the beginning of the year, more than 650 people have used the Center's resources. One individual was Linda Joy Horner, a Goodwill program participant. Here's what she had to say about her experiences there: "Shortly after entering Goodwill's Business Careers Program, I realized that my math skills needed some improvement. The instructors in the Adult Learning Center were great. Their one-to-one style of teaching helps give each student the greatest improvement in the shortest possible time, at a rate which is comfortable for each person.

(continued)

"I am very encouraged by Goodwill's method of teaching -- or maybe re-teaching is a better way of putting it, as it gives an excellent introduction for new learners and a good review for those who are familiar with many subjects. While I did not have occasion to use their spelling, reading or grammar courses, overhearing some of the students who were using these, I could see that they were understanding the material presented while not being started with material that was 'child-like' in nature. This is very important to me, as I feel adults should not have to work with children's subjects modified for adult learners. We are adults, and treating us as such definitely improves our sense of dignity and self-respect, and inspires greater confidence to become successful in a world that becomes more complex every day."

If you would like more information about the Adult Learning Center, contact Troy Norman at (414) 353-6400, ext. 229.

EMPLOYEE NEWS

Lisa Norman Honored by Wisconsin Rehabilitation Association (WRA)

Lisa Norman, Supervisor of Direct Placement at 91st Street, received WRA's Job Placement Specialist of the Year Award. According to her supervisor, Cheryl Axford, Lisa has been a caring and valuable employee since joining Goodwill in 1986. "Under Lisa's direction, our Goodwill has consistently ranked in the top five Goodwills across the nation for placement achievements. If this were not enough," she continued, "Lisa is so well-respected among our funding sources that they use her as a role model for other agencies providing similar services. I wish she could be replicated across the nation for all to experience her outstanding assistance," Axford said. Congratulations, Lisa, on this fine achievement.

Two Employees Earn Professional Assistant Certificates

Pat Stephen, Assistant to the President, and Teri Cohen, Administrative Assistant in Marketing, each earned Professional Assistant Certificates from the University of Wisconsin - Outreach Center for Continuing Education. Graduates are awarded certificates when they complete nine of 14 offered programs, including customer service skills, business language and business writing tools, problem solving and conflict resolution, and office productivity, to name a few. Earning these certificates represent Pat's and Teri's commitment to upgrading their skills in a changing work environment. Hats off to you both for your hard work and dedication.



Moving In; Moving Up

Editor's note: I will be on maternity leave until February 1999. Please forward any story ideas or information directly to the Marketing Department.

A warm welcome to: **Bob Gleason**, Goodwill's new Vice President of Human Resources; Bob, joining us November 3, will focus on strategic planning for all Human Resource efforts across the organization....**Tom Rowell**, LPN, Occupational Health Nurse; Tom joined Meg Filter and Jane Lochowicz in the Medical Department and oversees Goodwill's Worker's Compensation Program....**Yvonne Entoe**, Store Manager for the new Goodwill Store & Donation Center in Janesville; Yvonne brings 17 years of management experience to the Retail team....**Marty Howell-Myer**, Site Supervisor for the North Community Center; her extensive background in healthcare and social work will be a benefit to Goodwill's community-based programs....**Katie Carew**, Projects Coordinator; Katie is working closely with President John Miller on special projects, including the organization's planning process....**Michael King**, Planning and Site Acquisition Manager in Retail Operations; his primary responsibility is to acquire sites and receive permit approval for Goodwill's attended donation centers....**Earl Scharnick**, Plant Manager with Secondary Markets; Earl brings over 15 years of engineering, quality and production management to Goodwill....**Linda Schoenecker**, Community Relations Specialist with Retail Operations; her major responsibility is to increase donations by educating the community about Goodwill's mission, vision, programs and services. Welcome to Goodwill!

Congratulations to: **Julie Pyszora**, Director of Human Resources; Julie has been with Goodwill since 1989, and previously held the position of Human Resources Manager....**Janis Kruk**, Site Supervisor for South Senior Center; Jan was recently the Service Coordinator at Goodwill's North Senior Center....**Lori Grassel**, Ability Connection Coordinator; an employee for 26 years, Lori dedicated much of her time at Goodwill to the Business Careers Training Program....**Bob Schinschke**, Supervisor of Business Training Programs; Bob, an instructor in Business Careers for nine years, assumed Lori's responsibilities there....**Bob Farrell**, District Manager of the Northern Region for Retail Operations; Bob will oversee the Fond du Lac, Sheboygan, West Bend and West Allis Store & Donation Centers....**Steve Pockat**, District Manager of the Southwest Region for Retail Operations; Steve will oversee the Waukesha, Delavan and two Janesville Store & Donation Centers.

To close out this section, a number of employees asked that **Terry Van Parys**, Systems Coordinator, be offered congratulations and best wishes in his new position with Commercial Services. Terry is a highly regarded employee, and spent most of his 13 years with Goodwill in Human Services. Three Racine employees

wrote poems for Terry; here is just a sampling:

"As time went by, we've seen you less,
We had to share you with the rest.
Kenosha, Commissary, Lake County, too,
All these things you had to do.

You've handled it all from A to Z,
With patience, respect and honesty.
I've valued your leadership
and friendship, too,
Without you here, what will I do?"
- Marcy Ewing

"You are the guru of everything,
Taking on any task,
From accounting to plunging,
What more could be asked!"
- Wendy Vallner

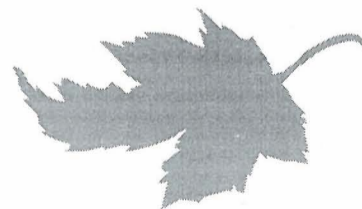
"Now comes the time
when the paths will divide,
But we always know
that you'll be on our side.
You trained me quite well
as I came through the ranks,
And so for that, Terry,
best of luck, many thanks!"
- Barbara Weller

Mark Your Calendars!

On Sunday, November 8 at the Brookfield Sheraton (375 S. Moorland Road) beginning at 4 p.m., Goodwill will again be honoring those employees who have served the organization five years or more (in five-year increments). Christopher's Project, a jazz ensemble, will entertain attendees before and after dinner. For more information, contact Human Resources within the James O. Wright Center at 91st Street.

Who's Up for a Challenge?

The bold and brave employees from Racine Elmwood Plaza challenge the rest of Goodwill to a volleyball match. Departments: form your teams, and meet your ego-ridden rivals at Kelly's Bleacher II in Wind Lake on November 14 at 2 p.m. Interested athletes should contact Steve Visocky at (414) 554-1200, ext. 266. Steve says that the "Stars" intend to have three sports challenges a year; bowling will come next, followed by softball in the spring. Good luck to all of Goodwill's weekend warriors!



Goodwill Celebrates 50 Years with James O. Wright

Amazingly, this year marks James O. Wright's 50th anniversary of service to Goodwill Industries of Southeastern Wisconsin. Wright, Goodwill's Board Chairman, was honored at an anniversary celebration on September 18 which featured former United States President, George Bush, as the keynote speaker. Other distinguished guests included Governor Tommy Thompson and Fred Grandy, President of Goodwill Industries International.

The event incorporated many special moments, including the premier of a video about Goodwill and Wright's role in its growth. Moreover, Goodwill announced that it renamed its corporate headquarters at 91st Street in Milwaukee, the James O. Wright Center, after its beloved Chairman.

Wright paused to reflect on what the past 50 years have meant to him: "No one can give 50 years of his or her life to an organization and not say, 'This is family.' For me, this is true; Goodwill's culture is family. There is a love and respect among all who are connected to Goodwill: the participants, the staff, the board, the volunteers. And like

family, it is easy to give of myself as I receive so much in return. I'm very proud to be a part of this wonderful organization and to have had a role in its growth. For all of us, it has been a rewarding 50 years."



A Special Tribute

Recently, Goodwill said farewell to two executives: Gary Mullarkey, Vice President, Environmental and Facilities Services, and Dave Schrader, Senior Vice President of Commercial Services. Gary, who is enjoying "semi-retirement," is still working as a consultant to Goodwill on special projects, while Dave left to pursue other opportunities.

Gary joined Goodwill in 1974, and was instrumental in building the organization's current Laundry Services. Last year, the Laundry processed 13,182,000 pounds of clean linen – the largest in our history. Beyond Laundry Services, Gary was also a key figure

in building Goodwill's relationship with NISH, a private, nonprofit organization that assists companies like Goodwill in obtaining and performing federal contracts. Goodwill's NISH contracts support areas such as Environmental Services, as well as the support services provided to the Great Lakes Naval Base in Lake County, Illinois.

Dave was a Goodwill employee for 10 years; in that short time, he spearheaded the growth within Commercial Services. In particular, Dave forged a strong relationship between Goodwill and S.C. Johnson & Son, enabling Goodwill to not only build its capacity for packaging and light assembly work, but add manufacturing capabilities, as well. These achievements, combined with Gary's efforts, provided new employment and training opportunities for hundreds of individuals. The dedication, insight and professionalism of both these men will be greatly missed.

Key Changes for Retail Operations

As if three new Store & Donation Centers opening between late October and mid-November this year were not enough, Retail Operations is also undertaking a new endeavor, an "As-Is" Store, and has also recently made key personnel changes.

The new Store & Donation Centers are located in Janesville, West Bend and Delavan. All three use the Goodwill retail model of store, docks and drive-through donation centers. The "As-Is" outlet will be housed at the Commerce Center and is a step between Goodwill's current Store & Donation Centers and Secondary Markets. Cora Stellpflug, formerly Manager of the Plant Store, will take over this new site.

Personnel changes were made to support future sales growth and ensure efficient operations. Sandy Johannes has assumed the role of Director of Retail Operations, focusing on division logistics, the transportation department and managing the Goodwill Depot. Vicki Holschuh, Director of Stores, oversees all 12 Goodwill stores. AnneMarie MacPherson, Director of Market Development, is responsible for donations marketing and managing Secondary Market operations which will now include the "As-Is" outlet. These Directors continue to report to Vickie Volpano, Senior Vice President of Retail Operations.

Safety First

Goodwill has recently added a safety hotline for agencywide use. The line can be used by all employees to report safety concerns they have in their work area, or something they observe in the general workplace. As always, supervisors should be notified first.

Safety Hotline
(414) 353-6400, ext. 145



Give the Gift of Yourself

This year marks the 10th anniversary for Goodwill Industries and the TV6 Holiday Toy Chest. Annually, Toy Chest serves as a distributor of new toys for children in foster care. Your help is needed – many volunteers make this event meaningful and successful. For more details on how you can volunteer your time to Toy Chest, contact Teri Cohen in the Marketing Department at (414) 353-6400, ext. 202.

