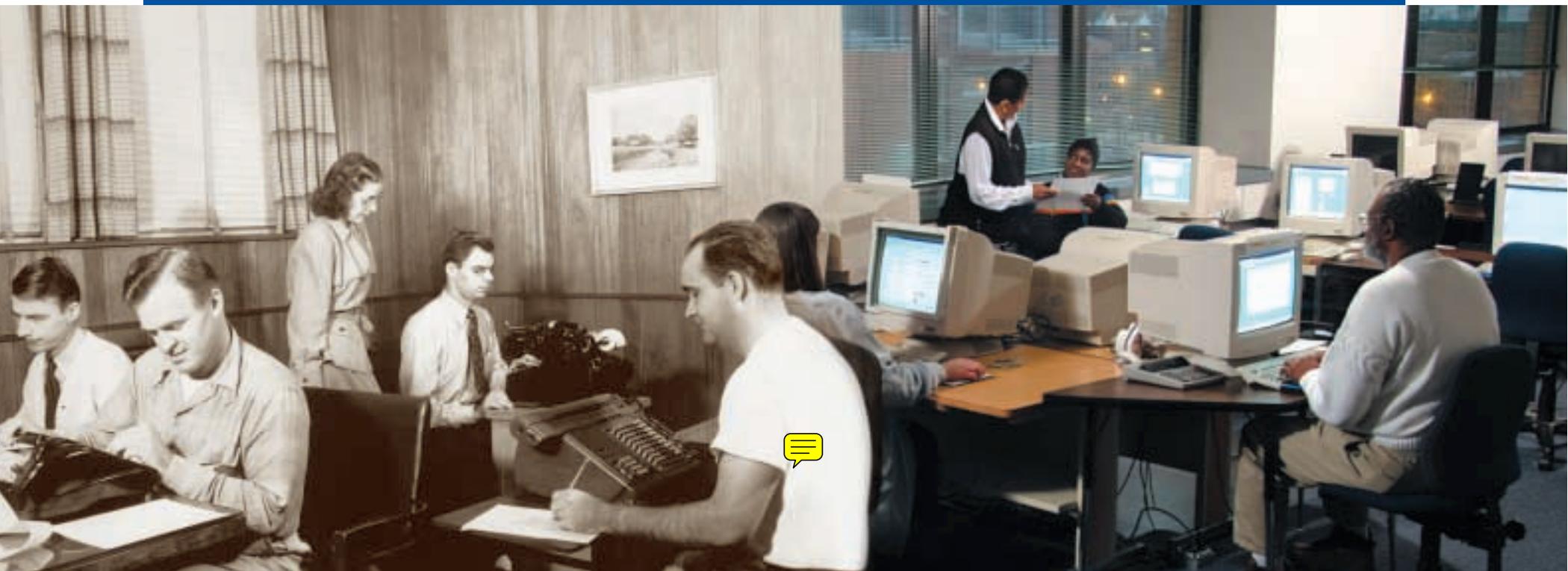


REFLECTING on the past...PREPARING for the future



2002 Annual Report for Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc.

Our Mission

Goodwill provides work opportunities and skill development for people with barriers to employment.

Our Vision

Our vision is to be the best in the world at employing and developing people with disabilities and other barriers to employment.



~ This meeting of local and regional Goodwill officers is believed to have taken place in 1921 at The Milwaukee Club. From left: Albert E. Mielenz, Chairman, Board of Directors of Milwaukee Goodwill; Dr. R.E. Scully of Cincinnati, Regional Vice President; Dr. Edgar J. Helms, Executive Secretary, National Bureau of Goodwill Industries; M.S. Dugeon, President, Board of Trustees; and Oliver A. Friedman, Executive Secretary, Milwaukee Goodwill.

Dear Friends: It has been an unforgettable year for us and for our fellow Goodwill organizations worldwide. 2002 marked the 100th anniversary of the Goodwill movement, which began in Boston in 1902 when the Rev. Edgar J. Helms first recognized that impoverished immigrants longed for “a chance, not charity.” ~ Dr. Helms went from door to door in affluent neighborhoods, asking for cast-off clothing and household items. He soon found that instead of a handout, those who were disadvantaged wanted to work and earn the money to buy what they needed for themselves and their families. Thanks to Dr. Helms’ vision, the Goodwill movement spread across America and beyond. ~ Today, creating real, paying jobs that provide individuals with both independence and dignity is still what we do best. Regularly scheduled work is a fundamental aspect of life in our community. Our ability to provide a job for people who want to work but face barriers to employment makes us uniquely valuable to the communities where we operate. ~ Seeing the pride and hearing the success stories of Goodwills across America was extremely inspiring when we hosted Goodwill’s Centennial Celebration this summer. As you scan the pages of our 2002 Annual Report, you’ll get a glimpse of our rich history as well as an idea of how our past serves as a strong foundation for today and the future. ~ As we reflect on past years, we want to thank all of you for helping us achieve a century of caring. As we look to the future, we are optimistic about our strong capabilities to serve those who need us, continually changing and improving, but always remaining steadfast to our mission.



John L. Miller
President and CEO



Charles F. Wright
Chairman, Board of Directors



The Executive Committee of the Board of Directors of Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc., gathered recently at The Milwaukee Club. *Seated from left are:* Thomas F. Schrader, First Vice Chair; Robert J. Klug, Treasurer; Charles F. Wright, Chairman; Linda F. Stephenson, Past Chair; and Dennis J. McNally, Secretary. *Not shown:* Mason G. Ross, Second Vice Chair. *Standing from left are Board members:* W. Stewart Davis, Richard H. Porter, John L. Miller, and Edward P. Carroll, Jr.

The Goodwill Story

Goodwill Industries has been a fixture in Milwaukee, Wisconsin since 1919. Today, it encompasses not only Milwaukee, but 23 counties in southeastern Wisconsin and northern Illinois. Goodwill Industries of South-eastern Wisconsin and Metropolitan Chicago, Inc., employs more than 2,800 people in 40 locations. We served more than 15,000 people in 2002.

The Power of Work

From the start, Goodwill has been based on the philosophy of helping people while maintaining their self-dignity and respecting their desire to work and participate fully in society.

The Goodwill we know today was born after Dr. Edgar J. Helms came in 1918 to speak at Summerfield Methodist Church. The following year, Milwaukee Goodwill received its official charter from the state and began soliciting cast-off items. ➤

~ This building at 2102 W. Pierce St., Milwaukee, was Goodwill's headquarters from 1937 to 1964. It housed a workshop, laundry, offices, training classrooms, a recreational center for people with disabilities, and a Goodwill store. It was located just east of Mitchell Park on Milwaukee's south side.



~ In this photo from the 1940s, Goodwill drivers pose proudly in front of a sparkling new truck, which proclaims, "Goodwill helps people help themselves." in bold lettering. Goodwill has always responded to the needs of the times, and during World War II, helped the community collect and recycle materials for the war effort in addition to helping people with disabilities. After the war, Goodwill's programs were ready to help veterans, including disabled vets, learn new work skills.





The James O. Wright Center, 6055 N. 91st St., Milwaukee, houses corporate offices, a retail store and donation center, secondary market baling operation, training classrooms, commercial services production area, cafeteria and food service training area, forklift training area, fleet repair shop and bus wash, and a large-scale commercial laundry.

Built in 1964, (see inset below) the building was renovated in the 1980s and expanded in 1993.



The first Goodwill “workshop” was the basement of an abandoned church on E. Park Place and N. Frederick St., where donations were sorted and prepared for sale at a tiny store on nearby Astor St. By 1921, Goodwill moved its operation from Milwaukee’s lower east side to the south side, at



Drivers pose proudly in 2002 with this modern truck. Goodwill trucks are still one of the most visible reminders to the public of the organization’s mission. This one says, “Thank you. Your donation just helped someone get a job.” The organization’s web site [www.goodwillsew.com] is now painted on the trucks.

Goodwill’s Transportation Department serves as the backbone of the organization, providing transport and material handling of donated items and laundry. The drivers are still ambassadors of Goodwill wherever they travel.

what is now S. 5th and Washington Streets. Goodwill grew rapidly, spreading to several additional stores and workshops in the area.

Depression and war

Goodwill somehow survived the Great Depression, when donations of items dropped sharply, as did sales.

Job Training

Helping people learn skills to secure employment has been Goodwill's overriding mission since Dr. Helms vowed to give people "a chance, not charity." Over the years, Goodwill has developed dozens of Human Services programs, aimed at achieving this mission. In the earliest days, Goodwill trained those who were poor and disabled to mend clothing, repair shoes and fix small appliances. Today, we offer training programs in business and computer skills, forklift, food service, industrial assembly and packaging, banking, graphic arts, food service, and environmental services. Goodwill adds instruction in the "soft skills" needed for work and life, such as workplace behavior and interpersonal skills. In 2002, we trained a record number of individuals, many of whom are now employed.



After World War II, the nation's growing economy created thousands of job opportunities for people with office skills. Manual typewriters, adding machines, and check writers were the latest in office equipment at the time this photo was taken in Milwaukee in the late 1940s.



Today's Business Careers Training is offered in Milwaukee and Waukesha, Wis.; and Chicago, Ill. Students learn the computer skills needed in today's office environment, including Microsoft Word, PowerPoint and Excel. They also learn office protocol and how to interview for a variety of administrative and support positions. In Chicago, training is extended to Deaf individuals, along with the option of learning check-encoding and lockbox skills that enable them to obtain career positions in area banks.



Tony Vitale couldn't stay retired – he enjoyed working too much to stay idle after retiring from a fascinating career coordinating commercial shipping contracts at Milwaukee's harbor on Lake Michigan. Plus, he needed a job to provide health insurance. And he knew that he must learn to use a computer in order to work in a modern office.

Tony enrolled in Goodwill's Business Careers Training Program and learned how to use standard Microsoft software, such as Word, Excel and Power Point.

Today he is working part-time at Washington Mutual Insurance Company, where he is helping the firm transfer records from paper to electronic form.

He says it's exciting to be doing a job that didn't exist just a few years ago. And he's grateful to the Business Careers Program staff for their professionalism.

"I need to work," he said. "I do not want to vegetate. Life is much different now for older people than it was in previous generations."

In the program, students can work at their own pace and are treated with respect and patience, regardless of age or amount of previous computer experience.

Donations from the Community

In our first year of operation in 1919, households on affluent streets, including Terrace Avenue and Lake Drive, were telephoned. Families were asked to accept a burlap Goodwill bag, which they would fill with unneeded items, then call Goodwill for a pickup. Goodwill placed 500 bags that year. John Edwards, whose wife helped with telephone solicitation, became Goodwill's first truck driver and remained in the job for 20 years.

By 1929, telephone solicitation had placed almost 36,000 bags in homes never before contacted. There were now more than 80,000 contributors, necessitating daily collections by Goodwill trucks.

During 1960, the installation of deposit stations at shopping centers began. By 1961, 75 deposit stations had been placed in the area and 45% of all clothing donations came from these sites.



A 1920s-era Milwaukee housewife sets her mop aside while giving several bundles of donated items to a Goodwill employee. Large burlap sacks, stamped with an early Goodwill slogan, "Not Alms - But Opportunity," were kept in homes, to be filled with donated items.



Today's busy women and men prefer the convenience of a drive-up donation site, such as this one at the Goodwill Retail Store and Donation Center in West Bend, Wis. Goodwill donation attendants are on hand to assist customers who bring their gently used items to the covered, lighted drive-through donation areas.

In 2002, Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago received more than 40 million pounds of donations from about 1 million generous donors.

Human Services

Since its earliest days, Goodwill has believed in the “power of work.” We assess an individual’s interests, skills and employment objectives. A wide variety of training programs and services are available to help people overcome any barrier that might stand in the way of a meaningful career. Examples would be improving literacy, or obtaining a diploma. Sometimes, help with preparing a resume, practicing job interviews, or obtaining an internship is all that is needed. Goodwill has specialists who help individuals access and manage disability benefits; others “coach” workers with disabilities right on the job.

In addition, Goodwill has programs that reach out to “fragile families,” teen parents, and at-risk youth to steer them in positive directions that lead to employment and responsible citizenship.



From the start, Goodwill was a place people could turn to for job assistance and be treated with dignity and respect. In this early 1900s photo provided by Goodwill Industries International, a Goodwill counselor meets with a man looking for work. The sign above the desk proclaims, *“It is unappreciation which makes the large part of the hardness of life.”*



Goodwill creates Job Centers in areas where they are needed most, such as the Englewood Job Center on Chicago's south side. Men and women seeking work can walk into the job center and get assistance with accessing job opportunities using the latest computer technology. Job counselors help job seekers inventory their skills, determine if more training is needed, create resumes and practice for effective interviews. The sign above the desk says, "Believe in the Power of Work."



Liona Young is a single mother of three children. She has always wanted to work with people, especially those struggling with health issues or disabilities. Today, she is a Certified Nursing Assistant (CNA) who is honing her skills on the job with the eventual goal of becoming a licensed practical nurse (LPN) and perhaps one day, a registered nurse (RN). She credits Goodwill's Englewood Job Center with helping her find the funding and motivation to complete CNA training with grades of As and Bs.

"If not for Goodwill, I wouldn't have gone to school. They gave me encouragement and helped me want to do it. Out here, it's easy to get discouraged," said Liona.

By "out here," Liona is referring to Chicago's south side where she grew up. Goodwill chose the economically depressed Englewood neighborhood to open a job center in 2000. Being right in the neighborhood where people need services most is the key to reaching people like Liona.

Working under contract with the Chicago Mayor's Office of Workforce Development, Goodwill employment counselors help individuals pursue training and find employment opportunities.

Commercial Services

Goodwill's Commercial Services excels in areas such as assembly, packaging, inspection, reverse logistics, light manufacturing, and laundry for area companies, including many Fortune 100 firms. With its proven capabilities and focus on process improvement, Commercial Services provides the very best in cost, quality, and response.

In 2002, Commercial Services processed 13.5 million pounds of laundry for hospitals, nursing homes, and the U.S. Navy.

The reverse logistics area processes products that have been returned to manufacturers, re-packs and re-labels usable items for primary or secondary market sales and breaks down unusable goods for recycling or salvage.

Goodwill processed more than 10.5 million manufacturers' returned items in 2002, saving this material from landfills.



Visitors have always been welcomed at Goodwill "plants," where employees are proud to show off the quality of their packaging and assembly work. This group is packaging Aggie Shampoo in the 1960s for Johnson Wax (now SC Johnson Co.) of Racine, Wis. SC Johnson is still one of Goodwill's Commercial Services Division's largest customers.



These workers are creating variety packs of Nantucket Nectar juices to the specifications of the manufacturer, Ocean Spray. Goodwill's Commercial Services Division will do assembly, packaging, recycling, and reverse logistics jobs to the exact specifications of the customer in a timely and efficient manner. Best of all, the work is performed by a dedicated workforce, many of whom have overcome barriers to employment, such as disability or economic disadvantage.

Partnership at Great Lakes

One of our proudest and fastest growing endeavors is our partnership with the U.S. Navy at Naval Station Great Lakes, near Waukegan, Ill. Through the Javits-Wagner-O'Day program, administered by NISH, Goodwill has secured laundry, administrative support, food service and uniform issue/reclamation contracts that provide jobs for people in the community, many of whom have disabilities. Goodwill and the Navy earned the prestigious Edward F. Ney Award with 4-star and 5-star accreditation, demonstrating exemplary food services.

In 2002, Goodwill prepared 11.3 million meals at Great Lakes, averaging 28,000 meals per day with more than 40,000 meals per day served during peak periods. Goodwill employs more than 600 workers at the base and plans to double that number within the next five years.



During the 1940s, Goodwill put its network of collection sites to patriotic use, as the nation collected and recycled materials needed for the war effort. Here, used nylons are being collected and sorted. The U.S. Armed Forces needed nylon at the time to make parachutes and other military items.



Goodwill is proud to partner with the U.S. Navy at the Naval Station Great Lakes. But the Navy doesn't need nylons now – it needs high quality meals prepared and served to its recruits, Sailors, officers, and other personnel on base. Goodwill runs the food operations on base and also provides laundry, administrative support and uniform issue/reclamation services for the U.S. Navy through the Javits-Wagner-O'Day (JWOD) Program.



For years, Pedro Badillo Jr. has known he'd have to work harder than others to prove himself in the workplace.

As a youth, he lost a great deal of his eyesight to albinism, or lack of pigment. He took classes at Chicago's Lighthouse for the Blind, but his goal was a full-time job.

The prospect of hard work didn't bother him. The tough part was finding an equally fearless employer — one that was willing to put a legally blind man in a demanding position. He found his niche at a worksite that requires all employees to be fast and precise: the scullery at Naval Station Great Lakes. Pedro rose to a lead position, managing a crew of Goodwill workers that keeps a never-ending stream of dishes and food machinery spotless and ready for the next dining roomful of Sailors.

The Navy requires all appliances, including dishwashers, to be taken apart, cleaned and reassembled daily. But Pedro likes the strict standards and procedures. He says that's not as stressful as relying on others for transportation to and from work, so he moved closer to the base.

"For a person of my condition, this is a very good job with good pay and benefits," said Pedro.

Community Programs



Sammy McCall, a Goodwill participant from 1987 to 2002.

For individuals with severe disabilities who cannot work, or who have retired, Goodwill offers Community Programs in the form of Adult and Senior Centers, which offer daytime social and recreational programming, including music, art, and pet therapy. Community integration activities are also provided. Programs take into account the individual needs and preferences of participants. Increasingly, individuals have the opportunity to do paid work at the centers, which improves self-esteem and provides spending money.



From the start, Goodwill has led the way in providing opportunities for individuals with disabilities to achieve full participation in society. In this 1940s photo, a "vanette" picks up Goodwill employees with disabilities to and from work and recreational outings. Goodwill driver Pat Egan assists Ann Lozar, Bernice Formanek and Martha Baganz.



John Runge has been coming to Goodwill's Center for Work and Training in Racine, Wis., since 1999.

John is cognitively disabled, autistic, and nonverbal. He lives in a residential facility for individuals with disabilities.

At first, John participated in daytime social and recreational programming at Goodwill. But it was soon clear that John preferred to keep busy and that he was good at fine motor work.

John was offered a chance to do real work for pay at the center, assembling trays of cleaning products for a Racine manufacturer. John's enthusiasm for his job is obvious. He beams as he works and his production rate is so high that he is earning above minimum wage. Special arrangements were made at John's residence to allow him to spend his hard-earned money.

Goodwill is now hoping to place John in a more demanding position in its Commercial Services area where few of the employees have disabilities as severe as John's. But John seems ready.

Supervisors at his residence say John has never been so contented at home and so eager to get ready for work each day.



Times have changed for the better, with wheelchair-accessible ramps, designated parking areas, and vans equipped with hydraulic lifts. Goodwill's Community Programs take advantage of today's accessibility to provide a wide variety of outings that allow individuals with disabilities to enjoy educational, recreational, and vocational experiences throughout the community. In this photo from 2002, Goodwill driver Joe Morris assists Rolande Guitierrez, while Albert Jones and Arthur Glenn are assisted by Goodwill driver Betty Bentley.

Retail Operations

Goodwill Stores have long been landmarks in most American communities, and for good reason: where else can shoppers go on a treasure hunt day after day, finding bargains while supporting a worthwhile mission at the same time? Added sites for Goodwill stores were needed within months of opening our first tiny store on North Astor St. in Milwaukee in 1919. The quest to find the best new sites for Goodwill Retail Store and Donation Centers continues today. Our newest stores in Joliet and Orland Park, Ill., are in top retail spots and have brought jobs, convenient donation sites and bargains to residents in those communities.

In 2002, Goodwill made plans to build new stores in Franklin, Wis. and Mundelein, Ill. Together, our stores employ about 650 people. Total sales in 2002 topped \$24 million.



Perhaps the best-known of Goodwill's programs and services is its network of retail stores, where shoppers find excellent bargains while helping subsidize work and training programs with their purchases. This shopper receives her change with a smile in an early Milwaukee Goodwill Store. The sign on the wall advises customers to "Make your selections carefully. No refunds or exchanges."



Customers still receive the same friendly smiles at Goodwill's newest stores, such as this one which opened in October 2002 in Orland Park, Ill. The electronic cash registers have touch screens and wands that scan bar-coded price tags. Not only are refunds and exchanges allowed nowadays, customers have the option of paying by cash or credit card and signing up for Value Plus "frequent shopper" discounts. The sign near the register reminds shoppers of Goodwill's mission, a mission to which every shopper contributes.

Centennial Celebration

Nearly 1,000 people representing Goodwills from around the world came to Milwaukee in June to attend Goodwill's Delegate Assembly, an annual meeting held in a different city each year. This year's event also celebrated with joy Goodwill's Centennial. Yes, the Goodwill movement has been around for 100 years.

With the support of member Goodwills, Goodwill Industries International announced plans for a 21st Century Initiative, with the goal of helping 20 million individuals and their families improve their economic self-sufficiency by 2020.

The initiative hopes to:

- Prepare people with special needs for 21st century jobs.
- Take a whole-family approach to help people achieve success in the workplace.
- Focus on technology training and resources as a means of workplace success.



Above: Goodwill Industries celebrated its 35th anniversary in Milwaukee in 1954. The Rev. Henry E. Helms, son of Dr. Edgar J. Helms, traveled from Boston to attend Goodwill's 35th annual meeting and anniversary celebration in Milwaukee. Cutting the cake are from left: Arlien Carstens, Roland La Bonte, and William Walton.

Left: Goodwill delegates from all over the world celebrated Goodwill's Centennial in June 2002 with an 8-foot birthday cake as part of festivities at the Milwaukee Art Museum.



When Krispy Kreme doughnuts arrived in Wisconsin in December 2001, three individuals with disabilities were among the first workers to join the store's team. *From left:* John Reske, Randy Bolton and John Olson have proven to be reliable and competent employees. Goodwill is proud to have placed these three employees at Krispy Kreme Doughnuts in West Allis, Wis.

Goodwill Human Services

Workforce Development:

- Evaluation and Assessment
- Ability Connection
- Career Enhancement
- Supported Employment
- Community Employment
- Adult Learning Center

Long-Term Support:

- Adult Day Programming
- Supportive Employment
- Senior Care Management
- Transportation

Senior Services:

- Adult Protective Services
- Home-delivered Meals
- Sun Squad/Winter Watch
- Shopping/Errand Services

Family Support Programs:

- Children UpFront
- Children First
- Foster Grandparents
- Kenosha Child Care Center
- YouthLink
- Yes! Fathers Project

Training Programs:

- Business Careers
- Financial Services
- Light Industrial
- Forklift Certification
- Food Service
- Desktop Design
- Work Adjustment

Number of People Served in 2002

In 2002, Goodwill Industries of Southeastern Wisconsin and Metropolitan Chicago, Inc., provided 15,473 individual services.*

Milwaukee, Waukesha, and Sheboygan Counties, Wis.	6,679
Racine County, Wisconsin	716
Kenosha County, Wisconsin	3,144
Metropolitan Chicago and Lake County, Illinois	4,468
Naval Station Great Lakes	466
Total services:	15,473
Total number of job placements:	1,971
Average hours worked per week:	30
Average wage per hour:	\$8.10

* This number depicts 11 months of data representing the number of people who participated in at least one Goodwill program or service in 2002. Some people participated in more than one Goodwill program.

- Expanded Business Careers Training Program in Milwaukee and Waukesha Counties.
- Expanded employer partnerships in the community.
- Created forklift and light industrial training programs.
- Expanded Senior Care Management Program, which manages community services for seniors with disabilities.
- Implemented Leadership Institute, a 3-week training course for Goodwill managers.
- Created Youth Link project for at-risk Chicago youth.
- Expanded food service, logistic, and administrative support contracts at Naval Station Great Lakes.
- Opened new stores in Joliet and Orland Park, Ill. Began construction of new stores in Franklin, Wis. and Mundelein, Ill.
- Upgraded computer network and accounting software.

The Goodwill Story *continued from page 3*

➤ In 1937, Goodwill took over an abandoned factory at 2102 W. Pierce St., near Mitchell Park.

During World War II, Goodwill shifted its focus to collecting salvage for the war effort, and was also praised for its resale operations, which lessened consumer demand for new goods at a time when military needs were foremost.

The war-induced labor shortage helped Goodwill to pursue its goal of providing jobs for individuals with disabilities. Goodwill worked with the Veterans Administration after the war to provide rehabilitation and employment for disabled veterans.

Boom years

The 1950s saw a boom in babies and the migration of families to the city's outskirts and suburbs. Goodwill set up donation containers at shopping centers there and enlisted Boy Scouts and Girl Scouts to help with collection drives.

The three-story Pierce Street building was outdated and cramped. In 1964, Goodwill's headquarters moved again, but this time, Goodwill was finally able to build a new facility. The sprawling, single-level building at 91st Street and Fond du Lac Avenue was better designed to accommodate individuals with disabilities in both industrial and office settings. The location was a fast-growing area of northwest Milwaukee, still bordered by farms. In addition to a workshop and greenhouses, Goodwill opened a store at the new site, which immediately averaged \$1,500 to \$2,000 in sales weekly. The 91st Street

store still does excellent business, averaging \$3 million in sales a year.

Changing times

By the mid-'60s, it was obvious that Goodwill's clientele had changed. In its first years, Goodwill provided work relief to immigrants, widows, and the elderly. With government programs now available to these groups, Goodwill became a valuable resource for those with severe mental and physical disabilities. Even in those relatively prosperous times, Goodwill faced a constant challenge of finding sufficient funding sources and revenue to offset the cost of providing services to individuals with disabilities. Yet Goodwill sought to improve services – for example, the first vans equipped with wheelchair lifts were purchased in 1971.

Fire and ice

With help from the Milwaukee area community, Goodwill survived the sometimes challenging decade of the 1970s. When a blizzard in April 1973 collapsed the roof, the National Guard helped participants and staff find overnight shelter. When a warehouse fire destroyed donated items in October 1975, the public rallied and donations increased 38%. In 1976, Goodwill acquired its first contract with the U.S. Navy to launder bedding. Goodwill introduced "Contributrailers" in the 1970s, and discontinued home pickup, which comprised under 10% of donations.

The 1980s and 1990s brought more changes for Goodwill, as the organization embraced technology and society's better acceptance of individuals with disabilities.



Goodwill added computer skills to its job training programs, and used technology to improve production, and to better coordinate services for clients.

Once again, Goodwill recalled Dr. Helms' early call to help all those in need, including people with economic disadvantages. Services were developed for families seeking to leave welfare assistance, teen parents, the elderly, and new immigrants from Vietnam, Laos, and elsewhere.

Benchmarks

Society now looks for measurable proof of quality and businesses are increasingly held to industry standards, accreditation, and benchmarks. Goodwill has well-documented accountability and has consistently achieved national CARF accreditation since 1972. In fact, the most recent organization-wide 3-year accreditation, com-

pleted in 2000, was granted with "no recommendations."

Our Goodwill also meets OSHA, JACHO, EPA, and DNR standards where applicable. We have earned a number of awards of excellence from Goodwill Industries International as well.

Keeping up with the times

In 1999, Goodwill joined cyberspace by offering collectibles for sale on-line at www.shopgoodwill.com. Vast information about Goodwill is available at our web site at www.goodwillsew.com.

We introduced a "frequent shopper" reward program, "Value Plus," which now has more than 100,000 members.

Continuing our mission

We at Goodwill embrace the future while remaining steadfast to our century-old mission. ❖

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