

# High Country News

GOODWILL INDUSTRIES NORTHERN ARIZONA TEAM MEMBER NEWSLETTER

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## Goodwill Helps Build Another Good Home

Who better to have in a front line position as a Help Desk Specialist at Goodwill Industries of Northern Arizona, assisting customers who are homeless, who may be dealing with substance dependence issues or who are facing the challenges of a disability than someone who has by her own admission—*“been there and done that”*?

Our Help Desk Specialist, Diane Thompson, was a customer of Goodwill herself once. She started in 2008 as a referral from her Vocational Rehabilitation counselor, Bridget O’Shea. After recovering from major surgery where a rod and pins were placed in her back, plus not having a place to call home and only recently becoming clean and sober, Diane found her place in the world at the desk of our Flagstaff East Good-Nighbor Center. She started out in Goodwill Works, our Employee Development Training Program in July 2008 where she trained as a cashier, a hanger, then eventually put her skills to the test at the desk. Diane made such a positive impression that when the position at the Help Desk became available, she applied and was hired.

Diane has been employed as a Goodwill team member since December 2008. She has continued to

improve her skills through taking on greater responsibilities both on the job and in her personal life. For example, Diane has tackled the task of completing her GED. She has also taken the lead with other Employee Development Training customers by overseeing their progress at the Help Desk, including entering progress notes.

Diane attributes her success to the support that is provided at Goodwill. She is grateful that her time working at Goodwill has helped make her life better so she can focus on putting a home together for herself; her partner, Paul; and her dog Mia. Diane is also working to develop a network of

friends and associates – a network that she would never have dreamed of having just a few short years ago.



**Merrie Heath**  
Director of Mission Services

# The 'Goodwill Way' is Business Plus

When meeting new people it usually takes little time before the parties inquire, 'so what line of work are you in.?' When placed in that situation and, having first taken sufficient time to learn about what the person I am talking with does, I relish the opportunity to tell 'the Goodwill Story'.

In telling the Goodwill story I am often reminded to go back to the beginning, back to the basics, back to the man who founded what today we know as Goodwill Industries. It helps to keep everything in perspective.

So I am reminded of an occasion when the Reverend Helms' work in Boston's South End was investigated by an investigator from the District Attorney's office, accompanied by a social worker. While it may sound funny today, the claim against the work being performed by the Reverend Helms was that, 'your welfare

work here is operating along wholly unscientific lines'. After asking for more detail, the Reverend Helms was informed that "We've found case after case that you help without ever bothering to investigate! That's highly unscientific, Reverend Helms, for social work."

The Reverend Helms responded that the men and women who come to Goodwill aren't 'charity cases'. But he knew that there was a gulf between him and the social worker and that the gaunt, ragged fellow who came begging only for a job was merely a 'case' to her.

The Reverend Helms provided the investigator and the social worker a chance to see 'Goodwill in Action' whereby it put a destitute man, with family to support, to work. "That is how we are building our enterprise, Miss Howard — by giving work,

finding work, making work! If we were dispensing alms we would both investigate and report, but as you see, we are not giving charity, but a chance. We cannot agree to our poor people who want to work and earn their support to the humiliating demands subject imposed on beggars and fakers. Ours is a business — a business, plus a heart, and we intend to run it that way."

While we (Goodwill) have been impacted by a decrease in donations, a decrease in sales, and a decrease in mission services revenue, we continue to see increased demand (see 'At a Glance' below) on the part of those in need of our services as unemployment hit 8.2% in Arizona and as funding and services have been slashed by state agencies. It is a sobering reminder of why we're here.

Paraphrasing the Reverend Helms, Goodwill is a business **plus**. While we need to operate profitability, we exist to serve. Goodwill is a social services **plus**. While we provide basic necessities, we offer opportunity. Goodwill is a religious organization **plus**. We seek to serve the needy irrespective of race, creed, national origin, or religious affiliation, , in a practical way. That's what we do at Goodwill!



## 2009 At-a-Glance

Goodwill Industries Northern Arizona

Milestone	Jan-Jun 2008	Jan-Jun 2009	Change
Number of People Served	2,402.00	3,220.00	+25.4%
Number of People Who Obtained Jobs	4	17	+76.5%
Average Hourly Wage of People Served Who Obtained Jobs	\$ 6.92	\$ 7.55	+ 8.3%
Dollar Value of Merchandise Given to Those in Need	\$33,534	\$35,752	+ 6.2%
Operating Revenue	\$1,360,238	\$1,910,406	+28.8%
Number of Jobs Provided by Goodwill	74	100	+26.0%
Total Payroll of Jobs Provided by Goodwill	\$617,436	\$839,472	+26.4%
Number of Donors	44,095	61,412	+28.2%
Number of Shoppers	112,378	162,482	+30.8%



**David Hirsch**  
President and CEO

# The Competitive Edge

# There's No Place Like Home... Or What If You Have No Home?

One of our guiding principles is to be 'better tomorrow than we are today'. In order to become better, we need to be able to attract and retain talent. Over the past several years we have concentrated on recruiting and retaining qualified team members at all levels and have made significant headway. Just look around and you can see the caliber of those who are part of the 'Goodwill Team'.

So why do we bring team members on board? First, to help us achieve results (i.e. profitability, individuals served, etc.) and, second, to provide those who work at Goodwill the opportunity to earn a paycheck and be self-sufficient. The two are interrelated and cannot be separated.

Training and development are essential for any of us to succeed whether we are receiving services from Goodwill or providing services to those in need. Training is essential to helping increase our knowledge, skills, and ultimately help us perform our jobs in a way that achieves the desired results. That is, our success is Goodwill's success and vice versa.

'Better tomorrow than we are today'. Much goes into making that a reality — attracting the right talent, training and developing talent, and creating a work culture where people want to work and succeed.

We have accomplished much this year—

- Hired a Director of Training & Team Member Development (Chris Liebe)
- Conducted 'immersion' training (4-6 weeks of training prior to store assignment) for seven members of leadership
- Mid-way through completion of Mission Development Services Training provided our leadership team by our Sarasota Partners.

We are preparing to send Chris Liebe, Training Director, to work with our team within our GoodNeighbor Centers and next year we will launch E-learning and Associate Team Leader Training. 'Better tomorrow than we are today.' That's our challenge, that's our commitment, that's what we do at Goodwill!



**Andrew Marano**  
Director of  
Donated Goods and  
Retail

On Saturday, May 30<sup>th</sup> a whole slew of community volunteers and about 25 organizations came together under one roof at Christ Church of Flagstaff for an innovative day of service to individuals and families who are homeless for the Flagstaff Project Homeless Connect. Project Connect focuses on immediacy, hospitality and results for our homeless and low income neighbors.

The Flagstaff Project Connect event is sponsored by various community groups who come together several times a year at different locations throughout Flagstaff. Goodwill Industries of Northern Arizona is often the anchor for direct services provided

by acting as the main distributor for clothing and bedding. At the information table, the *Crew In Blue* for Goodwill spoke directly with over 100 individuals, educating them on opportunities for employment at the One Stop Resource Center at the Goodwill location on Steves Boulevard. Multiple vouchers were handed out for specialized needs such as backpacks, tents and career clothing, in addition to information for emergency provisions.

Given that Flagstaff's poverty is above 15.6% and climbing; our per capita income is 45% below the national average; and our unemployment rate statewide is

topping over 8% it is easy to see why so many folks don't have a place to call home or are officially 'homeless'.

In upcoming Flagstaff Project Connect events and in keeping with our Mission, Goodwill Industries of Northern Arizona has been given the responsibility of helping individuals make real connections with real jobs. "All the services in the world can be provided, but people need to work — to be employed — in order to be more self sufficient," states Merrie Heath, Director of Mission Services for Goodwill Industries of Northern Arizona.

"Our focus for the next Project Connect is to connect people to work through our mobile job board that we will bring to the event. We want people to walk out of the event with solid job leads."

The next Project Connect event is scheduled for September 2009 and Goodwill will be there!

—Merrie Heath



The *Crew In Blue* representing Goodwill at the Resource Table — Kohlton Gray, Diane Thompson, Merrie Heath, Laura Davis, Dazhoni James and (seated) Kimberly Gnagey.



Goodwill Industries of Northern Arizona provides the bulk of clothing and bedding for individuals and families who are homeless in Flagstaff.

# New Faces Join Leadership Forces

Since our last newsletter came out, Goodwill has added three new members to our leadership team. We would like to introduce them to Team Goodwill:



**Kelli Reynolds** is our new Bullhead City Team Leader. Kelli has worked the last 9 years at various management related positions with Harrah's Entertainment in Laughlin, NV. Her most recent position prior to coming to Goodwill was as Director of Customer Service with Harrah's. While in this position she lead her department to 16 of 22 company wide records for customer service. Kelli chose Goodwill because she's always been an active participant in community organizations such as United Way and Harrah's Employees Reaching Out (HERO) program. She says 'working for Goodwill gives me the opportunity to continue to give back to the community I have been a part of for 16 years.' Her first seven weeks on the job have been both challenging and rewarding. She says, 'I have thoroughly enjoyed working with not only my team but the other individuals throughout the organization. Everyone has been so welcoming and supportive. I come from an organization where training is a primary focus and it was refreshing to know that Goodwill has an extensive training program that leaves no stone unturned.' Kelli is a single mom with three boys. In her spare time she enjoys spending time with her boys at the river, watching them play sports and just plain being a mom.

**Steve Welch** is our new Bullhead City Associate Team Leader. In Steve's new position, he is responsible for Attended Donation Center Operations, Transportation and Salvage Operations. Steve was previously employed



with NASA as a Senior Security Supervisor and with Texas Children's Hospital. He served in the United States Marine Corps. Steve found Goodwill as an employer after months of searching. He says 'Goodwill

is a strong company with a good history and reputation.' About his first seven weeks on the job Steve says, 'Working at Goodwill has definitely been a learning process for me. I've never worked in a retail environment on this scale before. Working here is enjoyable because I don't have the stress of dealing with major security issues as in the past. Although, it is a challenge everyday because I'm having to transition myself into a thinking retail environment. About Steve's personal life he says 'I am married, have four children, and try to stay in shape as best I can. I do maintain a very close watch on military, government and security issues affecting our country and around the world. I love shooting my guns up in the mountains, hunting, camping, reading, watching movies, bowling, and love NFL football. I like most types of music and use it to relax in the evening after a long day.'

**Wendy Tevdovich** is our new Cottonwood Associate Team Leader. Wendy formerly worked as a manager at Blockbuster Video and Cellular World. She chose Goodwill as her employer because she wanted to be a part



of a company that was community oriented, that would challenge her and be rewarding at the same time. Wendy's comments about her first weeks on the job at Goodwill: 'It has been great, the people at Goodwill are great to work with. The job is the kind of challenge I had been looking for. The training is very good and thorough.' About Wendy's personal life she says 'I have been married over 14 years, have three children, two grandchildren, and three very spoiled dogs. I like to watch movies and read in my spare time.'

We are very thankful to have Kelli, Steve and Wendy as new members of the Goodwill Team and looking forward to the contributions each will make in the months and years to come!

—Andrew Marano



## TEAM MEMBER SERVICE

### ONE YEAR

James Dazhoni – Flagstaff East  
Laura Lewis – Cottonwood  
Matthew DuPont – Cottonwood

### TWO YEARS

Richard Ware – Flagstaff East

### THREE YEARS

Maria Meza – Flagstaff West

### FOUR YEARS

Robin Lami – Flagstaff East

### FIVE YEARS

David Hirsch – Flagstaff East

### TEN YEARS

Lula Johnson – Flagstaff East

### TWELVE YEARS

Kathleen Hopf – Cottonwood

### 23 YEARS

Kitty Kelly – Flagstaff West



### MAY

Travis Black – Flagstaff West  
Jordan Bumgardner – Flagstaff West  
Krishna Melton – Kingman  
Linda Sanetti – Bullhead City  
Brandon Ernst – Lake Havasue  
Melanie Ramirez – Bullhead City  
Kelli Reynolds – Bullhead City  
Steve Welch – Bullhead City  
Ken Cruz – Flagstaff East  
Jeff Nevins – Flagstaff East

### JUNE

Cecie Hack, Flagstaff West  
Angela Arcega – Bullhead City  
Pamela Lashley – Sedona  
Christopher Mitchell – Bullhead City  
Wendy Tevdovich – Cottonwood  
Sam Lundy – Flagstaff West  
Daniyelea Poppin – Bullhead City

### JULY

James Ehrlich – Flagstaff West  
Michelle Sheridan – Sedona  
Kelle Mirabal – Bullhead City  
Ricky Steel – Flagstaff East

# Safety..in the pursuit of excellence

Have you ever noticed how we love to count things at Goodwill? We count donations. We count money. We count how many transactions are being made every day. We have lists and statistics that we review, and analyze so that we know how we're doing, in every facet of our business. The numbers that I love are about work related injuries, and the decrease we've seen in these numbers.

The first shocking statistic is that we've had 1 compensable work related injury in the last year. This means that one team member got hurt on the job, and missed more than seven days of work due to their injury, compared to the previous year when we had over five.

In the first six months of 2009, we had a total of nine work-related injuries compared to thirteen work-related injuries in the same period in 2008—a decrease of overall of 33% (see the chart below.)

In fact, over the past 2 ½ years, work-related injuries have declined at GINA by an amazing 67%, and the total cost of claims has been reduced by about 55%.

We're able to reduce work-related injuries by making a strong effort from everyone, everyday. All levels of the organization contribute to a safe environment—from our Mission Services Team who has assisted our team members work and understand that working in a safe environment is important—to Human Resources and Team Leaders who staff our teams with caring and conscientious leaders, and with team members who are genuinely concerned for workplace safety—to our H&O team that has worked diligently to maintain and make significant improvements to our facilities, and—to our Senior Leadership Team, who dedicate the resources to continue to provide a safe healthy workplace. It's really thanks to all of you who've stopped when necessary, to think about how to do a job safely, and then doing it the correct, safe, and right way.

The ultimate goal is to keep your areas clean and safe, and to know how to do your job safely, and to help your teammates do the same thing. The goal for GINA is to be 100% accident free! One accident is one too many. Thank you for your contributions to a safe work environment, and striving to the pursuit of excellence.

We've made it this far by following our Core Values and Guiding Principles:

**Teamwork:** Practice teamwork. When you see another team member in need of help, then help them. In doing so,

you can help them avoid injury, and provide a role model work environment. If the roles were reversed, you'd appreciate your teammate helping you as well.

**People are our greatest asset:** You are our greatest asset. Taking time to do things the right way, and do your job safely, is an investment of in your job, and your future,

**Empowerment:** If you do not have all the information or tools needed to do your job safely, ask your Team Leader, and they'll provide the training and tools needed so you can perform your job safely. The more you know how to do your job and do it safely, the more you will be empowered to improve your job.

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**Jordan Hoffman**

Director Human Resources & Administration



**MAY**

- 5 – Josephine Bahena – Flagstaff West
- 20 – David Vickers – Flagstaff East
- 30 – Melissa Blaylock – Bullhead City
- 31 – Rusty Wester – Cottonwood

**JUNE**

- 1 – Margaret Truxal – Cottonwood
- 5 – Christopher Mitchell – Bullhead City
- 13 – Kathleen Hopf – Cottonwood
- 16 – Catherine Williams – Bullhead City
- 20 – Sam Lundy, Flagstaff West
- 21 – Shannon Lundy, Flagstaff West

**JULY**

- 1 – Linda Windsor – Sedona
- 2 – Nickolas Lowery – Sedona
- 6 – Rita Lasky – Bullhead City
- 9 – Travis Black – Flagstaff West
- 10 – Erika Duncan – Cottonwood
- 12 – Jeff Nevins – Flagstaff East
- 15 – Cecie Hack – Flagstaff West
- 17 – Jon Boxberger – Flagstaff East
- 19 – Sherman Joseph – Bullhead City
- 20 – Larry Selvig – Lake Havasu
- 22 – Terry Gibson – Bullhead City
- 22 – Kelli Reynolds – Bullhead City
- 23 – Jennifer Weinberg – Cottonwood
- 30 – Kitty Kelly – Flagstaff West

