

People



& Places

Published for friends of Goodwill Industries of Kentucky

Couple finds stability (and love) through employment

[Feature Story]

It seems that Shelia and McKinley Jesse were meant to be together. Though they grew up only 30 miles apart—Shelia in North Carolina and McKinley in South Carolina—decades would pass before they met in Louisville, Kentucky.

Shelia's battles with drug and alcohol addiction began at age 16 when she had her first drink. The next year, she experimented with marijuana, and her first husband introduced her to crack cocaine. With an addiction in tow, she and her husband moved to Kentucky when he was stationed at Fort Campbell. Shelia landed in jail several times, and she was desperate to change her life.

"It was November 2003 and I was out on the street. I remember praying, 'God, I know this isn't what you made me for. Please help me,'" said Shelia. "The cops pulled up to arrest me and I just told them to take me to jail. I was tired of it all. I just wanted to get to my cell, climb in the bunk and start a new life."

During her time in a halfway house in Louisville, Shelia was placed on several work assignments through Goodwill's temporary staffing agency, GTS Staffing, before a position became available at Goodwill subsidiary Independent Industries. She worked on a temporary basis for several months before being hired for a full-time position.

"If it hadn't been for Goodwill, I don't know if I would have ever gotten a job," said Shelia. "Everyone said I couldn't work because I had felonies."

She has been sober for seven years and credits Goodwill and Independent Industries for helping her overcome barriers to gain employment and a better quality of life. After a year, Shelia was promoted to production supervisor at Independent Industries.

"I've really grown up here. I've learned to cope with life on life's terms and deal with bad days like the good ones," said Shelia. "To succeed, I must always keep my head up and keep moving. I have a great support system here. I wouldn't trade my life now for all the gold in Fort Knox."

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Goodwill Industries of Kentucky helps people with disabilities or other disadvantages achieve and maintain employment to gain a better quality of life.

People & Places

President & CEO: **Roland R. Blahnik**
 Writer: **Heather Hise**
 Photography: **Patrick Pfister**
Heather Hise
 Editor: **Heather Hise**
 Graphic Designer: **Cari Weller**
 Printing: **United Graphics**

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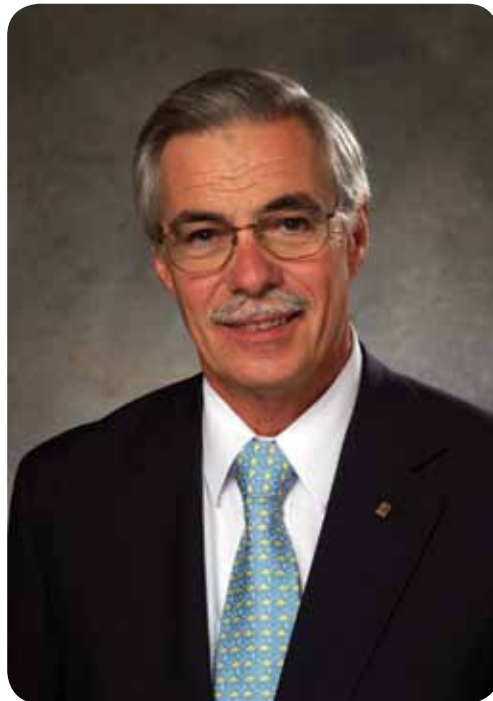
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- Accredited for vocational evaluation by CARF, The Rehabilitation Accreditation Commission
- Member of Kentucky Association for Community Employment Services
- In partnership with Jefferson County Public Schools Adult Education and Literacy, Cabinet for Workforce Development



A letter from the President & CEO



Dear Readers:

Goodwill never slowed its efforts after the economic dislocation in 2008. It is true that it took more effort to get the same program results, but the staff stepped up and Goodwill served more people, never let its mission-related payroll drop, and began rebuilding the number of people placed into employment each year. The Goodwill staff is well ahead of its record year of placements during the first quarter of our current fiscal year. The difficult unemployment situation is just another barrier—among the many—that people we serve must overcome.

The donated-goods centers, often called Goodwill stores, are an important opportunity to provide experience and training in a paid employment setting. Readers of *People & Places* will see that Goodwill's range of program approaches come together

to help people succeed. GTS Staffing can provide important services in helping people get a start in the workforce. Sometimes Goodwill's own workforce, which is more than 80% mission-related, is the employer offering people the opportunity to achieve and maintain employment. More often, it is partnerships with the employers in our community that provide the opportunities.

While it is common for Goodwill's employees to come to work motivated more by acceptance from their co-workers than the actual job, we seldom see marriages as an outcome. However, that might be the ultimate reinforcement. Repeated studies have found that getting a job and keeping the job, paired with getting married and staying married, are great predictors that you will not live in poverty. I guess we will stick to Goodwill's mission of helping people with disabilities or other disadvantages achieve and maintain employment to gain a better quality of life. We should probably leave the love and marriage to Cupid.

Your Goodwill's services, whether they are counseling and placement activities, providing employment, or the bargains found through the donations of items in the well-known Goodwill stores, are needed in our society more than ever. Goodwill's ability to provide those services depends on your support, whether it is a cash donation, a donation of gently-used clothing and household items, or offering a job to one of the people Goodwill serves.

"Your Goodwill's services are needed in society more than ever."

Thank you for your support,

Roland R. Blahnik
 President & CEO
 Goodwill Industries of Kentucky, Inc.

Meet Goodwill's Board of Directors



Name: Susan G. Zepeda

City of residence: Glenwood Manor, northeast of Louisville

Current position on board: Member, Facilities Committee

How long have you been involved with Goodwill?

As a donor, all my life; on the Board of Directors, since 2008.

What inspired you to become involved with Goodwill's Board of Directors?

The mission: Goodwill's commitment to helping people with disabilities or other disadvantages gain the skills and experience they need to get and keep a job that can offer them a better quality of life and help them provide a better life for their family.

What is one of the most important, interesting, or thought-provoking things you have learned since joining the board?

I'm proud of Goodwill's track record—even in this difficult recession—in finding and creating jobs where we could for people who want to be contributing members of their community, and offering training for others to be skill-ready when employers start hiring again. I wasn't surprised that 100% of the board committed to the Broadway Beacon Initiative (see page 5 for more information) to turn former office space into a 21st century training facility, but the percentage of Goodwill staff who've also signed on to help make this project a reality shows me they are living the Goodwill mission. I also like the thoughtful way that Goodwill goes about the process of selecting and developing new sites, striving to be a good neighbor and a positive factor in the communities we serve.

What has been one of Goodwill's best achievements during your time on the board?

Taking steps to assure that all Kentucky Goodwill facilities are attractive, welcoming places to work, train and shop—working toward the day when our brand reflects our mission in every community where we have a presence. I want us to continue to respond to our changing environment, to meet the needs of a 21st century workforce and 21st century shoppers and donors.

Other community and/or board involvement:

Women 4 Women, Kentucky Folk Art Society, Donors Forum of Kentuckiana, Rotary Club of Louisville, Leadership Kentucky, Southeastern Council of Foundations. ■

Kentucky hosts Goodwill representatives from eight states

Goodwill Industries of Kentucky recently hosted a workshop for vocational evaluators from 11 different Goodwill agencies in eight states. The November event in Lexington, KY, brought together 16 vocational evaluators and workforce development staff who shared information, ideas and innovations in their practice of vocational assessment and evaluation. The idea for the workshop came from Jen Hemme, vocational evaluation supervisor for Goodwill of Southwestern Pennsylvania.

"We're seeing a high demand for services and we don't have enough staff to meet demand," said Hemme. "We want to balance quality and quantity, and we figured there must be other Goodwills facing the same challenges. Coming together to share information was the practical thing to do."

Vocational evaluators brought sample reports and forms and lists of assessment tools to share with each other. They discussed the services that their Goodwills provide, who their clients are, how to identify funding sources and revenue streams, and how they schedule and provide services.

"Sharing our 'tool boxes' will help all of us enhance our quality of services and meet the standard of excellence for which Goodwill is known," said Debbie Perry, vocational evaluator and workforce development specialist for Goodwill Industries of Kentucky. "While our goals are somewhat universal, there is considerable diversity in the 'nuts and bolts' of how we achieve those objectives. This was a great way to compare notes and learn from each other."

Goodwills represented:

Goodwill of Southwestern Pennsylvania
 Goodwill Industries of Kentucky, Inc.
 Goodwill Industries-Suncoast, Inc. (St. Petersburg, FL)
 MERS-Goodwill (St. Louis, MO)
 Goodwill Industries of Wayne and Holmes Counties (Wooster, OH)
 Goodwill of North Georgia
 Goodwill Industries of the Southern Piedmont (Charlotte, NC)
 Gulfstream Goodwill Industries (Palm Beach, FL)
 Ohio Valley Goodwill Industries (Cincinnati, OH)
 Goodwill Industries of Middle Tennessee, Inc.
 Goodwill Akron (OH) ■

Annual legislative event features Kentucky House Speaker Stumbo



Left to right: Goodwill Board Chairperson Jeffrey V. McGowan, Goodwill President & CEO Roland R. Blahnik, guest speaker George Ann Lakes, Kentucky House of Representatives Speaker Greg Stumbo.

Members of Louisville Metro Council as well as house representatives and senators from state government attended Goodwill Industries of Kentucky's annual Legislative Luncheon in Louisville, KY, on Monday, November 8, 2010.

Speaker of the Kentucky House of Representatives Greg Stumbo (D-Prestonsburg) updated the audience on recent developments in the Kentucky legislature and spoke about his work with autism awareness. George Ann Lakes, who received employment services, shared her success story. Though she overcame a hearing impairment and learning disability to achieve a master's degree, she was unable to find steady work in her field of social work and had been laid off from a clerical position. George Ann was referred to Goodwill by the Office of Vocational Rehabilitation, and with Goodwill's help, she obtained a job with the Big Sandy Area Development District and now prepares people to move from welfare into the workforce.

The luncheon is held every year to provide local and state legislators an opportunity to meet Goodwill personnel and learn about Goodwill's legislative efforts relating to people with disabilities or other disadvantages. Goodwill's mission is to help people with disabilities or other disadvantages achieve and maintain employment to gain a better quality of life. ■

State use bill to benefit people with disabilities through Goodwill subsidiaries

On Tuesday, November 9, 2010, the Kentucky General Assembly's Administrative Regulations Review Subcommittee approved an administrative regulation that could lead to hundreds of jobs for people with disabilities.

The regulation provides a 15% pricing advantage for community rehabilitation programs when they bid on state and local government contracts. The administrative regulation, which will implement the state use procedure contained in Senate Bill 45 of the 2010 Regular Session of the Kentucky General Assembly, became effective January 3, 2011.

"Improved opportunities to secure contracts for goods and services will provide more work for people with disabilities in community rehabilitation programs. This creates the opportunity to offer more work experiences for people with disabilities," said Carl Metz, Goodwill's government affairs specialist. ■

Cover Story

(continued from page 1)

McKinley Jesse was a pastor and worked for more than 25 years at Ebonite, a company that makes bowling balls. After an accident in 1995, he had a reaction to pain medication and used alcohol to ease the discomfort instead. Four DUIs later, McKinley had lost his job and resigned as pastor at his church.

He found himself in jail and then on work release at a Goodwill center in western Kentucky. Though he worked his way up to assistant manager, McKinley continued to struggle with alcoholism. His parole officer sent him to Louisville to complete a treatment program, and Goodwill placed him into a job at a hospital kitchen through GTS Staffing.

"I was hired as a 'pot and pan man,' but ended up running the whole kitchen," said McKinley, who was promoted to manage kitchen operations.

It was during his employment at the hospital that he first met Shelia, who was working a temporary position there. He also remembered seeing her at the alcohol treatment center, where he had worked the front desk during his treatment.

Since 2005, McKinley has worked as a counselor for people in drug and alcohol treatment. He and Shelia married in January 2010.

"Goodwill has been a good thing in my life," said McKinley. "Not only did it help me meet my wife, but it also helped me get back to living my life in a positive way." ■

Goodwill launches Broadway Beacon Initiative

Campaign aims to renovate facility, expand services in downtown Louisville



Left: Early rendering of proposed renovations to Broadway location.

Below: The current facility at 909 East Broadway has looked very much the same since 1990.



Goodwill Industries of Kentucky has launched a fundraising campaign to renovate its Beargrass Division headquarters at 909 E. Broadway in Louisville. The facility houses a donation and retail center, the Alice H. James Adult Learning Center, the workforce development department, and Beargrass Division staff members.

The campaign, known as the Broadway Beacon Initiative, includes four major objectives:

- **Expansion of the Alice H. James Adult Learning Center**
- **Renovation and expansion of the Broadway donation and retail center**
- **Expansion of the workforce development department**
- **Creation of a reuse/recycle program**

The plans for the Broadway facility will also help revive an economically struggling section of downtown Louisville. The Broadway Beacon Initiative is a community development project that will promote urban renewal on East Broadway, providing resources and economic opportunities to thousands of Louisville families through employment and training.

When Goodwill's administrative staff moved from the Broadway building in May, plans were drafted to renovate the building and expand workforce and education services at that location. While the Broadway facility has served Goodwill well since its last renovation in 1990, substantial changes must be made to increase Goodwill's ability to respond to the employment and training needs of Louisvillians for many years to come. In the 20 years that Goodwill has occupied the building on Broadway, the number of people served and placed into jobs has risen dramatically. With an increasing need for services, it is vital that Goodwill has tangible resources to meet the demand for providing quality job training and employment assistance to people with disabilities or other disadvantages.

The fact that 100% of Goodwill's Board of Directors and 81% of employees have already contributed to the campaign is a powerful testament to the importance of the project. This level of "buy-in," or belief in the project's purpose of helping increase employment and training opportunities, is encouraging as

Goodwill begins a 12-18 month process of approaching charitable foundations and other organizations for support to make the project a reality.

By the numbers

- All **19** members of the Board of Directors financially support the campaign.
- More than **81%** of Louisville-area Goodwill employees donated or pledged to the campaign.
- Fifty-three percent (**53%**) of employees participating in the campaign pledged at least one hour of pay per month.
- "Without question, the response we've received from employees is far beyond what we expected," said David Cobb, Goodwill's vice president for resource development. "Our employees' commitment is overwhelming and surpasses any employee contribution that I've seen during my time doing fundraising at Goodwill." ■

THE BROADWAY BEACON INITIATIVE

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 Ms. Rachel Young
 Mr. & Mrs. Robert Young
 Ms. Sherri Young
 Mr. William Zigner
 Mr. Gilbert Zinner
 Zoeller Company

[Center Update]



The Columbia center (above) opened October 15, 2010. Customer Norma Foley e-mailed Goodwill on January 4 and said, "Just wanted to let you know that I had a wonderful experience at your new store in Adair County a few weeks ago. It was very clean and the management was very helpful and friendly. I visit Goodwill stores all over when I travel, and I love it when I get to brag on someone. I will be stopping and shopping in the store again. Good job!"

New construction grows Goodwill's presence, brings improvements

Goodwill Industries of Kentucky opened its 58th donation and retail center in Columbia in October. Lindsey Wilson College in Columbia donated pairs of football tickets for the first 50 people who dropped off donations to the center. Funded in part by a grant from the Economic Development Administration, Columbia's Goodwill is approximately 10,000 square feet and created 10 new jobs with an emphasis on hiring people with disabilities or other disadvantages.

Goodwill also recently relocated its donation and retail center in Burnside. After closing in April due to structural concerns, the center was demolished and re-built on a site nearby. It re-opened on December 17 and employs seven people. In January, Goodwill's Cumberland Division administrative staff and workforce development staff will move into the lower level of the new building. ■