

## Work on new WDC nears completion; move planned before year end

Construction of Goodwill SWPA's new Workforce Development Center (WDC) is nearing completion and planning is well underway for moving more than 200 employees and tons of files and equipment to the Lawrenceville location before year end. Details about the new facility were revealed at an August 4 news conference at the work site.

Moving to the new facility will be the professional staff members who serve clients directly as program managers, teachers, instructors and job coaches, plus the entire administrative team. About 200 clients are expected to visit the facility on weekdays to attend classes and participate in various training and employment programs.



Speaking at the August 4 news conference, Jack McCabe, President of the Goodwill Consumer Council, said the new Workforce Development Center will be a better working and learning environment. Looking on are (left to right) James C. Roddey, community leader and Co-Chairperson of Goodwill's current capital campaign; Pittsburgh Mayor Luke Ravenstahl; and State Senator Jim Ferlo whose district includes Lawrenceville.

"We expect to be fully operational there by year end, with no disruption of client services," said Goodwill President/CEO Michael J. Smith.

The addition of a second floor to the former UPMC warehouse doubled the building's useable square footage from 53,000 to 106,000.

*(continued on page 7)*

## Retail network expanding to help support additional client programs

Goodwill SWPA is in the process of creating and opening several new stores throughout the region in a major expansion of its retail network designed to generate additional revenue to support more programs and services for people who face barriers to employment. Scheduled for completion by mid-2011, the expansion program includes:

### Pennsylvania

**Murrysville** – A new store opened September 29 at 4612 William Penn Highway.

**North Versailles** – An outlet store that sells donated clothing and other items by the pound is part of Goodwill's new Retail Operations Center opening in November 2010 in the North Versailles Town Center on Rt. 30. *(See story on page 4.)*

**Gibsonia** – A new store will open in December at the corner of Route 8 and Route 910 in the former Rite Aid.

**Natrona Heights** – Construction began in September on a new store at the former Highlands Mall property on Freeport Road. It is scheduled to open in March 2011.

**Lawrenceville** – A new store will open in March 2011 in the building *(continued on page 4)*

## Mentoring program helps at-risk youths learn responsibility

Goodwill's GoodGuides™ Youth Mentoring Program is generating positive results for everyone involved – the young participants, their volunteer mentors, and the community as a whole.

"This program targets youths between the ages of 12 and 17 who are at risk for dropping out of school, facing legal troubles, or delinquency due to issues such as abuse, disability, or drug or alcohol use," said Program Manager Jackie Abel-Stavropoulos. "Through the guidance of adult volunteer mentors the

*(continued on page 5)*

# Capital campaign supports Goodwill's growth initiative

By Michael J. Smith  
President & CEO



At a news conference in August, we kicked off our new capital campaign and detailed our plans for the new Goodwill Workforce

Development Center (WDC) in Lawrenceville. Along with the sale of our long-time headquarters building on the South Side, both of these topics are the key elements of an on-going growth initiative designed to make Goodwill of Southwestern Pennsylvania stronger than ever.

The WDC is undoubtedly the agency's largest and most significant undertaking since the Goodwill movement came to Pittsburgh in 1919. And, although the capital campaign is a major factor in our ability to create

the new WDC, it means much, much more for the entire organization. It certainly is not just a way to pay for a new building.

The official name of the drive... the Goodwill Renews! Campaign... reflects and reinforces our ongoing branding theme. It is most appropriate because this two-year campaign will enable Goodwill to renew itself in many ways. Not only is the new building a physical manifestation of renewal, but all of our programs and all of our clients will benefit through new and improved classrooms and computer labs...new and improved stores...modern equipment and enhanced technology...better and more effective teaching and communications systems. In fact, the whole agency will be strengthened through this process of renewal and revitalization.

This is Goodwill's first capital campaign since 1994, and it is going well. We quickly achieved 55 percent of the \$14.5-million goal by realizing

\$6.5 million from the sale of the South Side building, and by receiving a generous lead gift of \$1.5 million from the Richard King Mellon Foundation, which includes \$500,000 to match gifts from corporations. Goodwill deeply appreciates the foundation's strong and early support.

Honorary Co-Chairs of the campaign are two well-known community leaders and long-time friends of Goodwill, Jim Roddey and Dick Scaife, who also co-chaired the capital campaign 16 years ago. They are working closely with our staff and Board of Directors and with A. L. Brouman Associates, the consulting firm that is serving as campaign counsel.

With their help and guidance, with the thoughtful generosity of the region's foundations and corporations, and with the grassroots support of the public, we look forward to a successful campaign that will strengthen Goodwill's ability to help people improve their quality of life through work for many years to come. ★

## Strategic Plan: Stakeholder Perspective

**Editor's Note:** Goodwill SWPA's strategic plan for 2010-2012 focuses on five perspectives – People, Excellence, Stakeholder, Financial, and Environmental. This article, the third in a series, takes a brief look at the Stakeholder perspective segment of the plan. Previous articles have covered the People and Environmental perspectives.

### Stakeholder Perspective

Two overriding goals guide our strategic planning and actions in this area:

- To establish and grow strategic external partnerships in order to advance the priorities of Goodwill.

- To better understand the preferences, profiles, and levels of satisfaction of all retail and non-retail customers in order to develop loyalty programs to enhance revenue and customer retention.

### 2010 Objectives

The current year's primary objective is to create a system to identify strategic partnerships and then to prioritize them and develop objectives and timelines for creating and enhancing desired partnerships. We also want to identify all areas of on-going contacts and develop systems to collect and manage information from target audiences.

### 2011 Objectives

Next year, we will work to assess the relevance and applicability of each strategic partnership and the need for new partnerships. In addition, we

will implement loyalty programs for Goodwill customers.

### Implementation

David Tobiczky, Vice President of Marketing and Development, is responsible for implementing the actions required to achieve the objectives of the plan's Stakeholder Perspective.

"Goodwill is honored to work for a wide range of government agencies, businesses and other entities that rely on us to provide the human services programs and supports they need," Mr. Tobiczky said. "We know our customer base thoroughly, but we work hard to strengthen our existing partnerships and to identify potential new ones. We continuously strive to understand the unique needs of all relationships and how they measure success, so that Goodwill can continue to be their first-choice, go-to resource for human services." ★

## Tour of headquarters leads to partnership and mission support



When James D. Scalo, President of Burns & Scalo Real Estate Services, Inc., first toured Goodwill's South Side headquarters, he was evaluating

a potential business opportunity. His company had responded to an RFP issued by Goodwill seeking a developer that could help modernize the old Carson Street structure or find a new home for the organization.

The visit revealed and clarified Goodwill's mission for Mr. Scalo, and his company has since become an ardent Goodwill supporter as well as its business partner.

"When I visited Goodwill, I really saw something about their mission that I had never known," he said. "Prior to that visit, I thought Goodwill was just a reseller of used clothing. What I saw that day was the real Goodwill mission, the training programs and employment services, what they do every day helping people with disabilities and other needs find a job. And that's when I became attached to Goodwill, because of what it does."

Subsequently, Burns & Scalo purchased Goodwill's South Side building for development as a residential property. Currently, it is managing construction of the agency's new Workforce Development Center in Lawrenceville and working with Goodwill on new retail stores.

"Through this entire process over the past two years, we have gotten to know Goodwill and its leadership team very well," Mr. Scalo said. "As our business relationship has expanded, at the same time, our interest in their mission has expanded."

In 2010, Burns & Scalo agreed to become the lead sponsor of the annual Golf for Goodwill event, a major fundraiser.

"Our relationship is growing," Mr. Scalo said. "I believe Goodwill does important work, but I don't

think most people understand their mission and what they really do. Once you take a closer look at Goodwill and understand their mission and how the stores simply support that work, you just naturally want to help." ★

## PA CareerLink serves job seekers and employers

PA CareerLink® Pittsburgh/Allegheny is a unique one-stop resource that offers a broad range of employment-related services and benefits to both job seekers and employers.

At sites in Downtown Pittsburgh, Forest Hills, Robinson Township, and at Goodwill SWPA's headquarters on the South Side, the highly trained CareerLink staff offers a variety of employment materials, consultation services and access to on-line to resources.

The program helps job seekers understand current labor market conditions and provides them with tools

to help them be successful in their job search. It also offers comprehensive workshops, assistance with online job searching, and tips on interviews and resume writing.

In 2009, PA CareerLink Pittsburgh/Allegheny County served almost 80,000 job seekers. More than 7,000 Allegheny County employers are enrolled in the system.

YouthLINK, a special program of the Goodwill PA CareerLink Affiliate, is funded by the City of Pittsburgh to provide enhanced job search experiences and services to interested youth.

*For more information about PA CareerLink Pittsburgh/Allegheny County and YouthLINK, visit [www.careerlinkpittsburgh.com](http://www.careerlinkpittsburgh.com).* ★

## Clean-Up Day



A team of volunteers from BNY Mellon and Goodwill – including BNY Mellon First Vice President Frank Hammond (right), a member of the Goodwill Board of Directors, and Goodwill President/CEO Michael Smith – turned out on Saturday, September 18, to help clean up and beautify the corner lot at 51st Street and Butler Street near Goodwill's new Workforce Development Center. "As a new neighbor," Mr. Smith said, "we were happy to help with Lawrenceville United's Clean-Up Day effort and we look forward to being an active part of the community."

## Retail expansion

(continued from page 1)

next to Goodwill's new Workforce Development Center, located between 51st and 52nd Streets near Butler Street.

**North Hills** – A new store will open in early 2011 in Ross Towne Centre on McKnight Road, replacing the existing store in the same shopping center.

**Robinson** – Construction will begin later this year on a new store located on the Ring Road at the Mall at Robinson, across from Dick's Sporting Goods, with completion scheduled for April 2011. The existing Attended Donation Center at 6500 Steubenville Pike will close when the new store is completed.

## West Virginia

**Bridgeport** – A new store opened in July 2010 in the Home Depot Plaza at 1200 West Main Street, replacing an "outlet" store and retail store that had operated in the same shopping plaza.

**Fairmont** – A new store will open in March 2011 in a building being constructed on an out-parcel at



Breaking ground for the new Natrona Heights are (left to right) Dennis Vith, Michael Joseph Development Corporation; Bob Stape, Goodwill's Vice President of Retail; Michael J. Smith, President/CEO; and Guy DiRienzo, Michael Joseph Development Corporation.

Middletown Mall; the existing store located in Middletown Mall will close when the new store is ready.

**Morgantown** – A new store will open in September 2011 in a free-standing structure on Route 7, near the existing store on Greenbag Road, which will close.

Robert Stape, Goodwill's Vice President of Retail who is managing the expansion, said the addition of the new stores will increase the total number of Goodwill stores in southwestern Pennsylvania and north central West Virginia from the current 24 to 30. ★

## Retail Operations Center is new hub of Goodwill activity

Opening in mid-November, Goodwill's new Retail Operations Center (ROC) in North Versailles brings together a unique combination of activities that are projected to generate about \$1.5 million in revenue in 2011.

It is located in the North Versailles Town Center at 294 Lincoln Highway, U.S. Route 30, in a 96,000-square-foot building that was formerly an Ames store.

The ROC will include:

- A Goodwill **outlet store** selling donated clothing and other items by the pound.
- An **e-commerce operation** comprising two business functions: one selling e-books, videos, DVDs, CDs, etc., online, and the other selling selected donated items from the stores – such as special books, antiques, and high-end items – on E-Bay and other auction sites.
- A **Transportation and distribution facility** where excess donations from Goodwill stores will be warehoused and distributed to Goodwill stores as needed.

- A **retail training center** for new managers and store employees.
- The **Goodwill Auto Auction**, will relocate to the ROC sometime before the end of the year, upon approval of its automobile dealership license. Until then, auctions of donated vehicles will continue to be held every Tuesday at 75 Billot Avenue, just off Route 30 in North Huntingdon Township, Westmoreland County.

## 13 tons of e-waste collected at special event in Cranberry

Environmentally aware residents of Cranberry Township and several surrounding communities donated about 13 tons of electronics waste to Goodwill SWPA at a special recycling event hosted by Cranberry on September 21.

“We collected five truckloads of computers, monitors, printers, fax machines, and other electronics”, said Bora Caliskan, Director of Operations for Goodwill. “It was such a successful day that we’ve already scheduled another event for September 17, 2011.”

Lorin F. Meeder, Environmental Programs Coordinator for Cranberry,

said approximately 70 percent of the donations came from Cranberry, with the remainder coming from the communities of Adams, Economy, Forward, Jackson, Marshall, Zelianople, Harmony, Wexford, and Butler. ★

## Workforce services extended to W.Va.

In an effort to establish workforce development programs in the West Virginia territory served by Goodwill SWPA, Angela Nedley was recently hired as an Employment Opportunities Coordinator in Morgantown. Goodwill SWPA’s service area includes nine counties in north central West Virginia.

With the help of Elaine Swaney, Director of Vocational Services at Goodwill SWPA – Fayette County, Ms. Nedley has developed working relationships with counselors at the West Virginia Division of Rehabilitation Services.

“We have already had four referrals for job placement and job coaching services,” Ms. Swaney said. “Our goal is to help people with disabilities find integrated competitive employment and to provide supports needed to help them succeed in their jobs.”

Goodwill also is working with the Department of Health & Human Resources for certification as a service provider in West Virginia, and with the Morgantown Chamber of Commerce to generate awareness of its services. ★

## Mentoring program helps at-risk youths

*(continued from page 1)*

teens are encouraged to finish school and move toward productive careers.”

Small groups of youths and mentors meet weekly for about two hours and talk about setting personal goals. They spend some of the time discussing career plans and developing “soft skills” such as decision making, interpersonal relations, problem solving, and team work, the kinds of skills employers say are most lacking in new employees.

Participants get involved in the community by creating service projects to benefit their own community. They create the plan and carry it out while having fun and making a meaningful contribution to the community.

“The GoodGuides program certainly benefits the young people who participate, but the mentors get a lot out of it too,” Ms. Abel-Stavropoulos said. “They develop trusting relationships with troubled youth who look to them for advice and most importantly, as someone who will listen to what they have to say without judging them.”

The overall goal is to help the youth build career plans and learn

important skills by providing structured and supportive relationships with trusted adults. Specific objectives are improved school attendance and academic scores, high school graduation, career exploration, financial literacy, and community service experience.

“The participants learn through their service projects that they are valuable parts of their communities and that there are responsibilities that go along with that,” Ms. Abel-Stavropoulos said. “Anyone can complain about that mess in the park, but community involvement begins when someone steps up to gather the trash and repaint the lines and turn that overrun park into a basketball court.

**Lamar (right), a GoodGuides program participant, gets help with college applications from Remie, a volunteer mentor.**



“By developing a sense of ownership and responsibility the youths see that their actions do make a difference in the community. At the same time they are developing self-esteem and accountability, discovering leadership skills, and learning about teamwork. They learn that they really do matter – to the mentors and to the community as a whole.”

Many young people get into trouble due to peer pressure, poor decision making and feelings of isolation. By developing strong relationships with mentors and with other youths, participants develop a support system that can make the difference between good choices and bad choices.

“Many of the youths in our program feel that nobody listens to what they have to say and their opinions don’t matter,” Ms. Abel-Stavropoulos said. “At GoodGuides, their opinions definitely do matter and they have a lot of input on what projects are selected and what topics are discussed.”

*To become a GoodGuides™ volunteer mentor or to recommend a youth to participate in the program, please contact Jackie Abel-Stavropoulos at 412-390-2308 or jackie.stavropoulos@goodwillswpa.org. ★*

## Wexford “boutique” draws customers

Known to many savvy shoppers as a “boutique” with high-end merchandise, the small Goodwill store in the north suburban community of Wexford draws customers from far and wide.

It is situated in a small shopping plaza on Route 19/Perry Highway, the main thoroughfare of the “Wexford Flats.” The store receives high-quality donations from up-scale municipalities such as Franklin Park, McCandless, and Pine and Marshall Townships. Regular donors include some local TV personalities and members of the Pittsburgh Steelers football team. Defensive Coordinator Dick LeBeau recently stopped by to donate some items and autographed a football.

“Because of our location, we do have a great donor base that brings in some very nice things – clothes, fur coats, dishes and many other items,” said Assistant Manager Jane Balya.



Donations have included a pair of women’s shoes that originally cost around \$700, a purse that was \$800, a \$995 brief case, and a \$1,000 rug.

Drawn primarily by the high quality of the store’s merchandise, customers come from all over the northern suburbs and even from as far away as Shadyside and Sewickley.

“Our customers like what we have to sell here, and they also frequently mention how clean the store is and how friendly the staff is,” Ms. Balya said.

### About the Wexford Store

**Location:** 10293 Perry Highway, Suite 201, Wexford, PA 15090

**Telephone:** (724) 933-4520

**E-Mail:** gwwexford@comcast.net

**Store Hours:** 9 a.m. to 5 p.m.  
Monday through Saturday;  
closed Sunday

**Assistant Store Manager Jane Balya and Donation Door/Utility Employee William Roper.**

Donation Door/Utility Employee William Roper was named Goodwill’s Retail Employee of the Year for 2009.

The Wexford store opened in February 2006 as an Attended Donation Center with a small used-book department. In response to customer demand, it was converted to a regular Goodwill store about a year later. At 1,200 square feet it is the second smallest of Goodwill’s 24 stores. ★

## Campaign to fund expanded services and new WDC

Goodwill SWPA’s current capital campaign “is part of a comprehensive strategy to expand capacity to meet the steadily increasing demand for services,” said Goodwill Board Chairman Gary R. Claus, speaking at the campaign kick-off on August 4.

Other key elements of the ongoing growth initiative were the sale of Goodwill’s long-time headquarters building on the South Side earlier this year and the creation of the new Workforce Development Center (WDC) now nearing completion in Lawrenceville.

At the end of September, the two-year drive had achieved 58 percent of its \$14.5-million goal, including \$6.5 million from the sale of Goodwill’s South Side headquarters building, and a lead gift from the Richard King Mellon Foundation of \$1.5 million, which included \$500,000 to match gifts from corporations.

“In order to serve the changing needs of the community and its various constituencies, Goodwill must continue to evolve functionally and programmatically,” Mr. Claus said. “In addition to making the new facility possible, the capital campaign will fund many upgrades and expansions throughout the agency, including capital improvements for community program facilities; expansion of workforce

development, job training and education programs; advanced technology; and critical investments in its stores and retail system infrastructure, which are the lifeblood of the organization.”

About half of the campaign’s total goal is earmarked for the build-out of the WDC. About 90 percent of the 106,000-square-foot building will be dedicated exclusively to client programs and services.

James C. Roddey and Richard M. Scaife are Honorary Co-Chairpersons of the campaign. Both are long-time Goodwill supporters and honorary members of the agency’s Board of Directors. They also co-chaired the agency’s previous capital campaign in 1994. The campaign is being directed by A.L. Brouman Associates, Inc. ★

## Work on new WDC

(continued from page 1)

About 90 percent of the space will be dedicated to program services.

The first floor will feature an entrance lobby and reception area and a large multipurpose conference room. Offices and classrooms for various job-training programs and workforce development services also will be on the first floor, along with a walk-in PA CareerLink Affiliate office, which will be a local resource for job seekers and potential employers.

The Goodwill Computer Recycling Center, which processes thousands of donated computers annually, and the Production Services Unit, which employs over 100 people with disabilities to provide collating, sorting, assembling and other services for businesses, will be situated on the first floor adjacent to a shipping and receiving area with four truck docks.

Also on the first floor will be a cafeteria and kitchen area, a specially designed pre-vocational training area for adults with autism, and Goodwill's Elderberry Junction day program for senior citizens who have developmental disabilities.

Most of the second floor will be offices and classrooms for educational programs of the Goodwill Employment Training Center and the

**Main entrance and lobby area of the new Workforce Development Center.**

Goodwill Literacy Initiative.

Goodwill's administrative offices also will be located on the second floor.

"In designing the interior space, we paid particular attention to facilitating inter-department relationships to allow for maximum synergies and efficiencies among programs," Mr. Smith said. "This is very important because many of our clients have multiple needs and are enrolled in several programs."

The new WDC is one of two buildings on the nine-acre site that extends from 51st Street to 52nd Street near Butler Street. The second building, most of which is currently occupied by several business tenants, will accommodate future growth. A Goodwill store is planned to open there in early 2011.

State Rep. Adam Ravenstahl said he is excited about having Goodwill come into his district. "This is a great addition to the Lawrenceville community," he said. "I am especially pleased that Goodwill's cafeteria will be open to the public and that some meeting rooms in the new building will be accessible to local community groups."

The official address of the new facility is:  
Goodwill of Southwestern  
Pennsylvania  
Workforce Development Center  
Robert S. Foltz Building  
118 52nd Street  
Pittsburgh, PA 15201 ★

## People of Goodwill

Congratulations to Director **Mike Gilmore** and the staff of the Goodwill Custodial Care Center on the recent accreditation of their facility at the 140th Congress of Corrections in Chicago. The Goodwill Center, which was awarded a three-year accreditation at the 100 percent compliance level, is a work release/alterative housing facility for adult males who are low public-risk individuals sentenced to the facility from the Allegheny County Jail.

Goodwill SWPA President/CEO **Michael J. Smith** was selected as the Dignity & Respect Champion for the month of August by the Dignity & Respect Campaign which is sponsored by UPMC's Center for Inclusion in Health Care. The group, composed of campaign partners and sponsors that are committed to encouraging inclusion in the workplace by putting dignity and respect at the core of everyday behavior, cited Mr. Smith for his many years of service with Goodwill and his support for those who work with him for the improvement of Goodwill and its staff.

Two staff members of Goodwill SWPA's Fayette County affiliate were among those honored recently for 10 years of service by the Fayette County Behavioral Health Administration and the Mental Health/Mental Retardation Advisory Board. Congratulations to Employment Specialist **Andy Dorsey** and Program Specialist **Marian Wilson**. ★



**Goodwill of Southwestern Pennsylvania**

Robert S. Foltz Building  
2600 East Carson Street  
Pittsburgh, PA 15203-2102  
www.goodwillswpa.org

Non-Profit Organization  
U.S. POSTAGE  
**PAID**  
SMI



**SUPPORT  
GOODWILL'S  
CAPITAL  
CAMPAIGN**

visit [www.goodwillswpa.org](http://www.goodwillswpa.org)  
to donate.

Give to Goodwill through United Way – Contributor Choice Number 140.

**50,000th donated vehicle**

The 2003 Volkswagen GTI that Jeannine Valentino of Swissvale donated to Goodwill during the summer turned out to be the 50,000th vehicle received since the agency began its auto donation and auction program in 1994. It is now one of the largest nonprofit auto auctions in the U.S. and it's the only nonprofit registered used car dealership in Pennsylvania. Seen here with her son, John, and Goodwill Auto Auction Director Bob Wagner, Ms. Valentino received some gifts and a plaque recognizing her as the donor of the 50,000th vehicle. To donate a vehicle or for more information about the Goodwill Auto Auction, call 1-888-30-40-CAR.



Photo courtesy of Jared Wickerham | Pittsburgh Tribune Review

**GoodWORKS**

**Goodwill of Southwestern Pennsylvania**

Robert S. Foltz Building  
2600 East Carson Street  
Pittsburgh, PA 15203-2102  
Telephone: 412-481-9005  
Web Site: [www.goodwillswpa.org](http://www.goodwillswpa.org)

Michael J. Smith, President & Chief Executive Officer  
Patricia L. Trainer, Chief Operating Officer  
David J. Tobiczky, Vice President, Marketing & Development

**Affiliates**

**Goodwill of Fayette County**

Telephone: 724-437-9878

**Goodwill of North Central West Virginia**

Telephone: 304-842-3288

**Goodwill Commercial Services, Inc.**

Telephone: 412-913-1982

**Goodwill Housing**

Telephone: 412-257-4844

**Northside Common Ministries**

Telephone: 412-323-1163

**Our Mission**

We help people improve their quality of life through work and related services.

**Non-discrimination Statement**

Goodwill SWPA and its affiliates prohibit discrimination on the basis of race, color, religious creed, disability, ancestry, national origin, age, sex, or sexual orientation.

Alternative formats are available upon request.

Your comments and suggestions are welcome.