

New program prepares Deaf for employment

Introduced last summer, Goodwill's Deaf Job Readiness program prepares clients for successful employment through an intensive three-week curriculum taught by a Deaf instructor in American Sign Language (ASL), the "native language" of both the students and the teacher.

"With instruction in the native language of all participants, the culture and conventions within the learning environment are appropriate and learning is significantly enhanced," said Instructor Paul Mente. Students are referred to Goodwill through the Office of Vocational Rehabilitation.

Subjects include resume and cover letter preparation, job search skills, interviewing, employer expectations, common workplace rules and etiquette, and communication in the hearing work environment.



Student Jennefer Bittner and Instructor Paul Mente

"Program participants generally do not have much community work experience, and therefore need assistance in soft skills required to succeed in competitive employment," Mr. Mente said. "Employers benefit from a larger pool of qualified, dedicated employees from a typically underemployed subset of the community."

Jennefer Bittner participated in the new Deaf Job Readiness Program after successfully completing Goodwill's GETC program in medical office skills. The ASL instruction

helped her understand job descriptions found in Internet job postings, which enabled her to recognize which jobs to apply for and which ones were not appropriate for her skills. She also benefited from the interview training covering topics such as attire, demeanor, appropriate answers to common questions, how to handle behavioral-based questions, and other important soft skills for interviewing.

The training she received through the Deaf Job Readiness Program helped Jennefer find a job in retail. ★

Retail Operations Center is new hub of activity

The Goodwill Retail Operations Center that opened last November in the North Versailles Town Center on U.S. Route 30 is now a bustling hub of activity with more than 40 employees involved in various functions and programs.

At the heart of the new Center is the spacious Goodwill outlet store that sells a variety of clearance items from other Goodwill stores by the pound with prices as low as 59 cents a pound.

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Inside the new Workforce Development Center



ASSESSMENT LAB - This fully equipped Assessment Laboratory is one of the many special features of the new Goodwill Workforce Development Center in Lawrenceville. It is used to evaluate clients' skills and capabilities through a variety of sophisticated tests to determine which training programs are appropriate. See more photos of the WDC's interior on page 5.

Walking through a dream come true

By Michael J. Smith
President & CEO



In late December, we moved into the Goodwill Workforce Development Center (WDC), our new home in Lawrenceville.

For me and for many of my colleagues, that blustery winter weekend we spent moving boxes into our new building was truly a dream come true.

For years, we were hampered to some degree by the physical problems and limitations of our former headquarters facility, a seven-story, one-elevator structure built in 1907. It was Goodwill's home for more than 40 years and it served us well. But it also restricted our ability to grow and to serve our clients more effectively with the tools of the 21st century.

Now we are operating in an efficient facility that supports cutting-edge technology and enables us to serve more clients with more and better programs, a goal we pursued with determination for many years.

After watching construction of the WDC proceed during 2010, I was

absolutely delighted when I walked through our new building after the move.

Our new home is on a site that extends from 51st to 52nd Streets between Butler Street and the Allegheny River. We converted a big rectangular warehouse into a modern, two-floor facility with about 106,000 square feet of useable space. The WDC accommodates more than 200 Goodwill employees and some 200 clients who come here every day to attend classes and participate in various training and employment programs.

In designing the interior, we paid particular attention to facilitating inter-department relationships to allow for maximum synergies and efficiencies among programs, something that was conspicuously lacking in our old building. This is very important because many of our clients have multiple needs and are enrolled in several programs. Enabling departments to interact with each other encourages creative crossover among programs and provides clients with new opportunities for education, training, and development.

About 90 percent of the WDC is dedicated to program services. And, because of our clients' special needs, there are several features that

exceed ADA requirements, such as areas of rescue assistance for individuals who are not ambulatory ... restrooms to accommodate multiple persons with disabilities ... pressurized fire-safe areas ... and other safety and accessibility improvements. The parking area in front of the building was reconfigured into a circular driveway with room for buses and vans to load and unload clients in a safe and convenient area, another major improvement over our former location.

Goodwill is unique in that we help some of the hardest-to-serve populations, including those with low literacy skills and those who face multiple issues requiring assistance from agencies such as Behavioral Health/Developmental Disabilities, the Office of Vocational Rehabilitation, and the Department of Public Welfare. We work hard to prepare our clients to succeed in the workplace, not only by providing training and education but also by offering support and case-management services to help them overcome barriers to employment and improve their lives.

Our new home is a much better environment for our clients. And it's a significantly superior place for Goodwill employees to do our jobs. For me, it's a dream come true. ★

Good-to-Go Café serves good food and good training

The Good-to-Go Café inside Goodwill's new Workforce Development Center in Lawrenceville serves more than great breakfasts and lunches. It also provides a Food Service Training program that prepares individuals for jobs in the food service industry. The program served over 40 participants last year.

"This is an important training program because the food service industry is always growing with new establishments and high turnover rates," said Suzanne Ratnavale, Director of Disability Services. "Individuals with food service training and customer service skills are highly employable."

Working under the direction of Goodwill's Food Service Manager, Nancy Sukits, trainees rotate through various stations learning

"opening" and "closing" duties as well as the basics of operating a food station. Subjects include portioning, food assembly, teamwork, and working in a fast-paced environment. The program also includes job shadowing and job trial with local employers.

The Good-to-Go Café is open to the public from 7:30 to 10 a.m. for breakfast, 11 a.m. to 1 p.m. for lunch, and 1 to 2 p.m. for limited menu lunch. ★

They had me hook, line and sinker

When PNC executive Karen Larrimer was nominated to join the Goodwill Board of Directors in 2003, she was invited to tour the facilities and meet some of the people.

“From that moment on, they had me hook, line and sinker,” Ms. Larrimer said. “I had been aware of Goodwill stores and often donated things, but I was amazed at what I didn’t know. I learned so much about Goodwill’s real mission and the work it does to improve the quality of life for so many people. It is truly an amazing organization.”

Ms. Larrimer is Executive Vice President / Chief Marketing Officer for The PNC Financial Services Group, responsible for leading advertising, brand management, knowledge management and research for the corporation, as well as customer programs and pricing management for the Retail Bank.

Married to Pittsburgh attorney James Larrimer and the mother of four children, Ms. Larrimer actively participates on the Goodwill Board and also served on the Marketing and Development committees for several years.

“I continue to be inspired by what Goodwill achieves,” she said. “From the number of people they help to find jobs, to the many people they educate and train for a better future, to their belief in the environment and recycling. The Goodwill management team also touches my heart with their strong desire to deliver against the mission of the organization everyday.”

Ms. Larrimer has been a strong supporter of the Power of Work Awards, attending the annual event with her husband and bringing new people along each year to introduce them to Goodwill and inspire them to get involved.

“I am a supporter both financially as well as in my role in communicating with others about the importance of the



Karen Larrimer

current capital campaign, which is vital to the future success of Goodwill,” she said. “I believe in giving as much as I can to Goodwill to ensure the continuation of its important service to the community and its contribution to the growth of the Pittsburgh region.”

Of course, Ms. Larrimer’s “true love” is her family, which includes son Ryan, 23; daughter Allison, 5; and 10-month-old twins, Derek and Hayley. They enjoy beach vacations and attending Steelers and Penguins games together.

In 2003 Ms. Larrimer was selected as one of Pennsylvania’s Best 50 Women in Business, and in 2009 she was named one of the “Women Worth Watching” by *Diversity Journal* magazine.

Last year, PNC selected her as Working Mother of the Year, in conjunction with *Working Mother* magazine which later named her one of the nation’s top 100 working mothers of the year. “That was one of the nicest honors I have received,” she said. “It is that balance of work life, home life, and community involvement that makes me who I am and is so rewarding personally.” ★

Capital campaign on track to meet \$14.5 million goal

The two-year Goodwill Renews! Capital Campaign that kicked-off in April 2010 is progressing according to plan with nearly \$9.2 million committed toward the goal of \$14.5 million. That includes \$6.5 million from the sale of the former headquarters building and \$2.7 million from fundraising.



The Richard King Mellon Foundation made a generous lead gift which included a grant to match gifts from corporations. Other major gifts and pledges to the campaign have been received from the Robert I. Glimcher Family Foundation, the

Edith L. Trees Charitable Trust, The Hillman Foundation, and the BNY Mellon Foundation of Southwestern Pennsylvania. A. L. Brouman Associates is serving as campaign fundraising counsel.

“The campaign is going very well and it has given Goodwill an opportunity to share the scope and impact of our services with the philanthropic community,” said David Tobiczky, Vice President of Marketing & Development. “We are currently inviting potential supporters to tour our new Workforce Development Center, which is a key component of Goodwill’s future. During 2011 we will continue our work with area foundations and turn our efforts toward corporate, individual, and government support.”

For more information about the Goodwill Renews! Capital Campaign or to make a gift, please contact Mr. Tobiczky at david.tobiczyk@goodwillswpa.org or visit www.goodwillswpa.org. ★

Record crowd salutes 2010 Power of Work Award winners

Winners of Goodwill's 2010 Power of Work Awards were honored by a record crowd of 400 people at the luncheon awards ceremony held for the first time at the Omni William Penn Hotel in downtown Pittsburgh on November 3. Selected from 88 nominees, the winners were:

- **BNY Mellon** for its extensive array of programs and activities dedicated to fostering an inclusive workplace and to helping people with disabilities and others with barriers to employment. BNY Mellon (formerly Mellon Financial Corporation) previously won the award in 1999, 2002, 2005 and 2009.
- **Glisan's Restaurant**, a family restaurant with 22 employees in Fayette County, for its outstanding accommodation and support for special-needs employees hired in cooperation with Goodwill.
- **Peer Support & Advocacy Network**, a consumer-run organization offering support to individuals with mental illness through a variety of programs and services. All of the group's 70 employees and most of its Board of Directors currently receive, have received, or are seeking mental health services. PSAN also won the award in 2004.
- **UPMC Health System**, the area's largest employer with some 50,000 employees, for its leadership and support for regional organizations and programs that provide training and employment opportunities for people

with special needs. UPMC previously won the award in 2001 and 2002.

Participating in the awards ceremony were former Allegheny County Executive James C. Roddey, a long-time Goodwill supporter and honorary member of the agency's Board of Directors; Bill Flanagan, Executive Vice President—Corporate Relations for the Allegheny Conference on Community Development, Master of Ceremonies; and Gary R. Claus, Chairman of the Goodwill Board of Directors.

Goodwill created the Power of Work Awards program in 1997 to recognize employers who make a positive impact on the lives of people with barriers to employment by providing employment opportunities and support programs.

The 2011 Power of Work Awards ceremony is scheduled for November 10, at the Omni William Penn Hotel. ★

Holiday Helpers



The Friends of Goodwill in Fayette County gathered for their annual holiday craft sale and luncheon at Uniontown Country Club on Nov. 5. About 135 people attended the event which raised more than \$5,000 to support Goodwill programs and services that help people with mental or physical disabilities get the training they need to obtain meaningful work. Since 1988, members have helped the agency by giving of their time, talents and energy, and for the past 11 years they have conducted a holiday craft sale, for which they create most of the items. Shown here are (back row, left to right) Marian Jarina, Regina Bradee, Cindy Cicconi, Bonnie Fazebaker, Connie Myers, Joyce Hutchinson, Diane Hughes, Shirley Gearing, Bonnie Hager, Barb Holland and Shirley Dennis; (front row) Pat Raymond, Wilma Wilson, Janet Knight, co-chair Linda Glover, co-chair Denise Rosenberger and Linda Capuzzi. For information about joining the Friends of Goodwill, which now has over 20 active members, please contact Jacqueline Mitchell at Goodwill at 724-437-9878 or jacqueline.mitchell@goodwillswpa.org.

Retail expansion plan continues on schedule

The expansion of Goodwill SWPA's retail store network continues on schedule to increase the total number of stores in southwestern Pennsylvania and north central West Virginia to 30 by the end of 2011. The agency had 24 stores at the beginning of 2010.

Over the past few months, new stores have been opened in Pennsylvania in Murrysville, North Versailles, and Gibsonia. Two stores are scheduled to open in spring of 2011 in Natrona Heights and Lawrenceville.

In West Virginia, a new Bridgeport store opened in July and others are scheduled to open in Fairmont in April and Morgantown in September.

Robert Stape, Vice President of Retail, said Goodwill is expanding its retail network to generate additional revenue to support more programs and services for people who face barriers to employment. ★

Inside the new Workforce Development Center

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Below are some of the many special places inside Goodwill's new Workforce Development Center in Lawrenceville. (See related message from Goodwill President/CEO Michael J. Smith on page 2.) ★



This dramatic "visual timeline" graphically depicts key events in the development of Goodwill from the early 1900s, through its 1919 founding in Pittsburgh, right up to today. Mounted along a busy first-floor corridor, the timeline presents over 50 photos with brief explanatory text blocks for the enjoyment of employees and visitors.



The Goodwill Computer Recycling Center (above) employs many Goodwill clients to process thousands of donated computers and the Production Services Unit (right) employs over 100 people with disabilities to provide contract services for businesses. Both are located adjacent to the WDC's shipping and receiving area, which is served by four truck docks.



Strategic Plan: Financial Perspective

Editor's Note:

This article takes a brief look at the Financial Perspective segment of Goodwill SWPA's strategic plan for 2010-2012.

The Financial Perspective is aimed at creating and maintaining financial stability and independence for Goodwill SWPA. Suzanne Hribik, Vice President of Finance & Technology, is responsible for implementing actions in this area.

2010 Objectives

During 2010, major accomplishments were achieved against all objectives:

- A retail staff person was hired to work on retail personnel issues in partnership with the Human Resources Department. Goodwill's Retail Division accounts for over half of the agency's employees, and there is a direct correlation between staffing and sales.
- Two new stores were opened and three existing stores were relocated.
- Increased enrollment in the Computer Recycling Center helped that opera-

tion maintain a profit, and increased opportunities for client work also was achieved in the McKeesport Career Development Center.

- A two-year capital campaign was launched and 60% of its \$14.5-million goal was achieved, including pledges, as of October 31.

2011 Objectives

Objectives for this year include identifying sites for eight new stores over the next four years; ongoing utilization of the project-evaluation tool to determine the feasibility of client work contracts; and completing the capital campaign. ★

Great location and great donations bring customers

Located just across from Uniontown Mall and close to many restaurants and large retail stores, Goodwill's Uniontown store draws customers from a wide area. They come from the local communities of Hopwood, Uniontown, Connellsville and Smithfield, and from as far away as western Maryland and northern West Virginia.

"We are fortunate to be in an extremely popular and busy shopping area, so we have many regular customers" said Store Manager Christy May.

Two major community events also bring new people to the store every year. One is the annual pilgrimage to the nearby Shrine of Our Lady of Perpetual Help at Mount Saint Macrina, the provincial mother house of the Sisters of St. Basil the Great, a religious order of the Eastern Catholic Church. The early September pilgrimage attracts thousands of visitors to the facility which is located on U.S. Route 40, just across from Uniontown Mall. The other event is



Lou Ann DelVerme (left), Production Processor for housewares and clothing, has been with the Uniontown store for 30 years, and Team Leader Nancy McShane has 15 years of service.

the National Pike Day celebration in May. It brings hundreds of visitors in wagons pulled by horses and mules along historic Route 40 who stop overnight at Mount Saint Macrina.

"Because of our great location, we also get a tremendous amount of donations, typically 60 to 100 donors a day," Ms. May said. "We've been told that our housewares are the best, compared to other thrift stores, and our customers love housewares. We have some who come back several times a day to shop for housewares. Customers also have said our clothing quality is better, and our production processors work hard to make sure lots

About the Uniontown Store

Location:

Across from Uniontown Mall at 1003 Mall Run Road Uniontown, PA 15401

Telephone: 724-430-0448

E-Mail: utown@verizon.net

Store Hours:

9 a.m. to 9 p.m. Monday through Saturday and 11 a.m. to 5 p.m. Sunday

of merchandise gets out on the sales floor throughout the day."

Ms. May has been with Goodwill for 12 years and has managed the Uniontown store for two years. The store has six full-time and 13 part-time employees, plus a Goodwill job coach who supervises seven clients who hang clothes on the racks five days a week.

The 8,500-square-foot store opened in October 1998 in a new building constructed by Goodwill at 1003 Mall Run Road. It was previously located with the Employment & Training Center of Goodwill of Fayette County on Connellsville Street in Uniontown. ★

Participants voices are heard through Consumer Council

The Goodwill Consumer Council is a group of 10 Goodwill program participants who are elected by their peers to represent approximately 150 Goodwill clients with disabilities and other barriers who participate in Disability Services, Elderberry Junction, and Youth Transition Programs.

Council members seek input from program participants and make recommendations regarding

services, improvements to services and workplace modifications. They encourage their peers to advocate for themselves to ensure they are receiving the services they need, work in a safe environment and are treated with dignity and respect. Council members also participate on agency committees such as Advocacy and Diversity, and



often represent Goodwill at inter-agency and community events.

Jack McCabe, who has been a Goodwill client for 18 years, is President of the Consumer Council. He works in the Business Services unit on various contracts and enjoys speaking on behalf of Goodwill clients at various functions. ★

Consumer Council President Jack McCabe speaks at a news conference at the new Workforce Development Center. Looking on are (left to right) community leader James C. Roddey, an Honorary Life Member of the Goodwill Board of Directors; Pittsburgh Mayor Luke Ravenstahl; and State Senator Jim Ferlo whose district includes Lawrenceville.

Retail Operations Center

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“This is the only outlet of its kind in Pennsylvania and it’s busy seven days a week,” said Joyce Kunkle, General Manager of the Center. The store occupies 10,400 square feet of the 96,000-square-foot former Ames store. It is open from 9 a.m. to 9 p.m. Monday through Saturday and 11 a.m. to 5 p.m. Sunday.

In addition to the outlet store, the Center includes an e-commerce operation selling books and other selected items online, and a transportation and distribution facility where excess donations are warehoused and distributed to Goodwill stores as needed.

A retail training center for new store managers and employees is planned for later in the year, and the Goodwill Auto Auction will relocate to the North Versailles site as soon as the transfer of its automobile dealership license is approved by the state. The popular weekly auto auction continues to operate at its long-time location in North Huntingdon.

“The outlet store is so popular because it gives people a chance to buy large quantities of clothing, housewares, shoes and other items at rock-bottom prices,” said Ms. Kunkle. “Many customers buy several shop-

Customers browse the outlet store’s 69 tables of clothing, housewares and other merchandise priced by the pound.



Jessi Bencloski, Assistant Manager of E-Commerce, sorts books to be sold through online auctions.

ping carts of merchandise at a time. One gentleman often buys three or four carts full of tennis shoes and sandals that he sends to Haiti.”

The store has 69 container tables on wheels with merchandise that is rotated every two hours — 40 tables of housewares and miscellaneous items, 20 of clothing, six of books and three of shoes. Cash registers are shut down while the tables are pulled off the sales floor and refilled.

“Our customers love the merchandise rotations,” Ms. Kunkle said. “We have several phone calls a day asking when the tables will be switched. Some customers stay for several hours waiting for the next rotation or leave and come back a second time to make sure they get a chance at the new tables.” ★



People of Goodwill

Goodwill employee **Simeon Hatcher** was selected as the Fayette County 2010 Volunteer of the Year by the Pennsylvania Department of Corrections for his work as a volunteer pastor with inmates of the Greene, Fayette and Greensburg State Correctional Institutions. Mr. Hatcher is Resident Manager of Goodwill’s Jefferson Courtyard Apartments, a residential facility in Connellsville for people with mental health disabilities. His citation says, “The inmates love and appreciate Pastor Hatcher for his knowledge of the Word, as well as his genuine concern for them.” Congratulations to Mr. Hatcher on his well deserved recognition.



A workshop that was the “brain-child” of Vocational Evaluation Supervisor **Jen Hemme** drew 16 representatives from 11 Goodwill locations throughout the eastern half of the U.S. in November. Hosted by Goodwill Industries of Kentucky in Lexington, the two-day event inspired discussion about best practices and techniques among vocational evaluators and workforce development staff members who shared information, ideas and innovations. Also attending from Goodwill SWPA were **Jamia Cinelli**, Certified Vocational Evaluator, and **Judy Martier**, Director of Education and Training.

Goodwill of Southwestern Pennsylvania

Robert S. Foltz Building
118 52nd Street
Pittsburgh, PA 15201
www.goodwillswpa.org

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**WQED screens
Goodwill film
for community**

A community audience of nearly 100 people gathered at WQED's Fred Rogers Studio in Pittsburgh on January 13 for a special showing of *For Once in My Life*, an award-winning documentary film featuring the Spirit of Goodwill Band, which was created by Goodwill Industries of South Florida in Miami.



The Spirit of Goodwill Band is a unique assembly of singers and musicians whose shared love of music transforms their lives and transcends their mental and physical challenges. The film follows band members as they prepare and perform for more than 1,000 people at the U.S. Conference of Mayors 2008 annual meeting in Miami. *For Once In My Life* won the Audience Choice Awards at both the Sarasota and Nashville Film Festivals, and the Audience Award at the South by Southwest Film Festival.

Following the showing of *For Once In My Life*, Goodwill President/CEO Michael J. Smith and Kristy Trautmann, Executive Director of the FISA Foundation, participated in a panel discussion and community dialogue.

The screening was the fourth installment of Pittsburgh's Community Cinema, a monthly presentation by the WQED Education Department of new films from the PBS series *Independent Lens*.

For more information on the Spirit of Goodwill Band, visit www.foronceinmylifefilm.com. For the full Community Cinema schedule, go to www.wqed.org/education. ★



GoodWORKS

Goodwill of Southwestern Pennsylvania

Robert S. Foltz Building
118 52nd Street
Pittsburgh, PA 15201
Telephone: 412-481-9005
Web Site: 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.