



GOOD  
WORDS

GOOD  
NEWS

SEPT 2018

GOOD  
DEEDS

## DIGITAL NEWS, VIEWS & EVENTS

---

### REFLECTING ON STEADY PROGRESS - Star Rupe, CEO

Just as the seasons change and leaves on the trees are gradually brightening in color, so too is our organization. The stories in this newsletter highlight some of these changes. From new team members to a new store, new learning opportunities and new partnerships in the community, none of these things has happened overnight.

Each accomplishment is a reflection of months of conversation planning, and hard work. And as these initiatives come to fruition, we know that the wheels of progress are constantly churning behind the scenes. Conversations and efforts for continuous improvement never cease.

When I was at our nation's capital this week, I had the opportunity to speak with many groups from across the country who had come to showcase their business to legislators in the same way I had. I couldn't help but notice the difference in energy, passion and general spirit from those of us advocating for an organization with a cause versus those lobbying for businesses without a social improvement driver.

I was so proud to be able to tell stories of how each of you are making an IMPACT in our communities on people, planet and prosperity. Whether you work in mission services, donated goods and retail, accounting, marketing, infrastructure, agency support or you are a volunteer, customer, donor, business partner or friend of Goodwill...your efforts are making changes large and small to impact the quality of lives for Iowans and for that I am truly grateful! Thanks for all you do!



## TOLEDO OPENS ITS DOORS!

We had the pleasure of opening the new Toledo location on September 20th! Thank you to the many Board Members who were able to attend and participate in such an exciting event! Store Managers and Team Members from other locations were there to offer their assistance. The Toledo staff were excited to meet and greet everyone who is part of Team Excellence.

Opening Day sales were fantastic, and we look forward to getting to know the community.



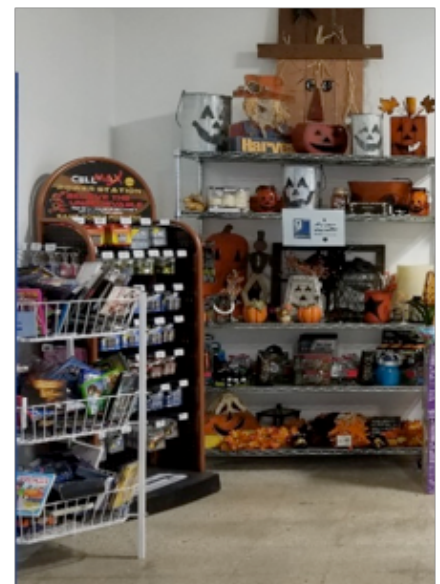
## WELCOME TO NEW MANAGEMENT!

We have some new faces in the Donated Goods/Retail (DGR) Department. **Laura Stern-Zobel** and **Jacqueline Porath** are the new Crossroads Management Team. Laura is the Store Manager and Jacqueline is the Assistant Manager.

**Jessica Spicer** has come on board as the new Oelwein Store Manager. Welcome to all of these great leaders!

## GOODWILL – YOUR HALLOWEEN HEADQUARTERS

Don't forget that the busiest Goodwill shopping holiday of the year is just around the corner. Our retail locations are full of great Halloween items for costumes, décor, party favors, etc. Looking for something unusual or new? Spread the word that our stores stock new and nearly new Halloween items every hour of every day. Stop at any of our 10 northeast Iowa Goodwill retail locations to check out the spooktacular inventory. Happy haunting, friends!



## FINE TUNING FACILITIES

A change has been implemented to address facility maintenance throughout the 20-county Goodwill region. Derek Williams has been hired to assess, plan and carry out necessary repairs and improvements to the building structures, mechanical systems, plumbing and fixtures.

Shawn Zweibohmer, VP of Infrastructure, will set and supervise the priorities to be carried out by Derek. Derek's background in building maintenance, plumbing, heating, cooling and electronics over the past 15 years have more than prepared him for this new undertaking.

Mr. Williams will begin his new duties on October 8th. Please help welcome him to the Team and give him time to adjust to his surroundings.



## LEARNING ABOUT MONEY

The Cedar Valley Money Smart Week Committee has sponsored a **Power of the Purse** financial literacy event for women of all ages. Many thanks to board member Jeanne Miller at US Bank for extending this opportunity.

Goodwill hosted a table for eight and opened it up to all women on Team Excellence – first come, first served.



The event took place on September 25th from 8:30 am – 3:00 pm at UNI. Attendees learned about financial planning. Mo Williams' keynote address was titled "No Ordinary Times – No Ordinary Women."

The early signups were in for a great day of learning. The agenda included key information about real estate, wills, trusts, investment, salary negotiation, the future of work, and lots more.

# YOU AND WORKPLACE SAFETY

The responsibility of creating and maintaining a healthy and safe workplace falls on each of us. Following the reminders below will help keep you and all those around you healthy and safe.

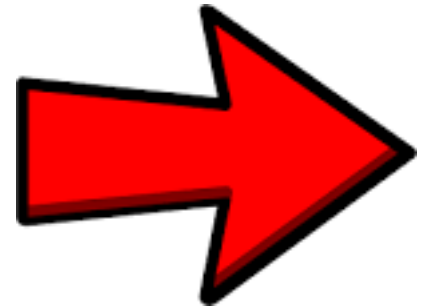


## SAFETY REMINDERS

- FOLLOW INFORMATION/TRAININGS SHARED BY SUPERVISORS
- REPORT UNSAFE BEHAVIOR/ACTS IMMEDIATELY
- ADDRESS SAFETY ISSUES/CONCERNS WITH YOUR SUPERVISOR
- RE-ADDRESS UNRESOLVED ISSUES/CONCERNS
- LISTEN TO & LEARN FROM SAFETY TRAININGS
- IF YOU DON'T FEEL SAFE, ASK FOR HELP
- DON'T TAKE CHANCES OR RISKS AT WORK, HOME, OR PLAY
- REMEMBER: SAFETY STARTS WITH YOU!

## MOVING FORWARD

Steve Brown, VP of Finance/CFO, has secured new oversight responsibilities. Steve will be responsible for the supervision of agency operations, (logistics, salvage, drives, etc.) and contracts (employer workforce agreements). Steve's partner in delivering on this new assignment is Antonio Muniz, Director of Operations/Contracts. Antonio is a Licensed Contractor and Certified Coach, both of which will come in handy when addressing his new duties.



Mr. Muniz has been a private business owner since the year 2000. Along the way, he has worked for FedEx and Target Distribution Center. Antonio also works as a substitute teacher. Please welcome Antonio to the Goodwill Team!

## CONTINUOUS LEARNING OPPORTUNITIES

This week, Star Rupe, along with 17 others, attended a new CEO orientation at the GII offices in Rockville Maryland. Topics included a review of Goodwill network resources, one-on-one consultations in areas such as mission and marketing, and a deep dive into financial review and data analytics. Of equal importance to the session content was the time allotted for sharing philosophy and best practices for operational excellence with Goodwill leaders across the country.



## REPRESENTING GOODWILL INDUSTRIES OF NORTHEAST IOWA TO CONGRESSIONAL DELEGATES

The CEO orientation ended with a day on Capitol Hill where Star was able to meet with Congressman Rod Blum, Senators Charles Grassley and Joni Ernst and staff from Congressman King's office. Each official was excited to hear more about the great work everyone at Goodwill Industries of Northeast Iowa is doing to promote employment, education, and family strengthening within our Iowa communities. We look forward to visits from each of the representatives and to continue to seek new ways to build valuable partnerships for greater impact.



## PLANNING BY THE NUMBERS

The Goodwill Industries network has long relied on comparative data and service statistics to direct resources where they will have the greatest impact.

Each year Goodwill Industries International (GII) distributes an Annual Statistical Report (ASR). The report is generated from finance, operations and service data submitted by all member agencies over the course of the prior year.

Mining the data that Goodwill agencies submit is made easy based on the compilation produced by GII. More and more, data drives decisions. Therefore, GII is expanding its management information system to include new measures that will assist in driving the Goodwill enterprise. Today we measure sales per square foot, donations per capita, average customer transaction, number of people served/placed, our agency ranking nationally and much more. We also receive similar data on sales and customer traffic comparing Goodwill to Dollar General, Dollar Tree, Walmart, K-Mart, and Target.

Thanks to technological advances the new and expanded data reporting will provide more timely feedback. What now shows up in an annual summary will be coming to us a month after the data is reported. The key to better decisions is better data.

## EXPANDING MISSION AND ALIGNING WITH COMMUNITY

As we work to increase mission and work experiences for those we serve, we are thankful to the Northeast Iowa Food Bank for partnering with Goodwill.

We have completed a week of training the trainers. Jenny Ruether and Becky Quistorff have spent time training at the Food Bank so that our consumers can be oriented to the job assignments for this site.

Cohorts of four individuals at a time will learn a variety of tasks in the classroom and through onsite training over the course of 8 weeks. Graduates will exit the program with new skills, a certificate of completion and work readiness.



**END**