



DEC. 2018

DIGITAL NEWS, VIEWS & EVENTS

SPARKLE FOR THE HOLIDAYS

The cleaning products being packaged and fulfilled by Goodwill team members under contract with Clean Environment are in our stores and selling fast.

If you want a gift that works twice, buy any of these spectacular cleaning solutions and support Goodwill at the same time.

The testimonials on these enviro-friendly, biodegradable, and non-toxic chemical-free cleansers are 100% outstanding. Give them as a gift or treat yourself. But hurry in order to take advantage of introductory pricing.



SET YOUR STOP WATCH

Effective January 1, 2019, all Goodwill Industries of Northeast Iowa retail stores will be changing hours of operation. New Store Hours:

Monday - Saturday: Open 9:00 am, Close 8:00 pm
Sunday: Open 10:00 am, Close 8:00 pm

Our 99¢ Sale Color for the week is on Mondays and Thursdays; last chance to buy great items at exceptionally low prices. And don't forget, the \$2.00 snow day sales occur when school is canceled all day in that community. Then everything in the store except furniture and new goods is just \$2.00. Snow Day sales will be honored December 2018 through March 31, 2019.



Goodwill Industries
of Northeast Iowa, Inc.

THE KCs DID IT AGAIN!

The Knights of Columbus Catholic organization has raised money for individuals with disabilities for decades. Goodwill is grateful to be a recipient of funds generated from their annual Tootsie Roll campaign sales. These funds will be used for expenses associated with Special Olympics, consumer support, and other mission based programs.

If you know any members of the Knights of Columbus, please thank them personally for the work and service they perform.



HE DID IT AGAIN!



Butch Peyton, Lead CT in Waterloo was the original Santa on the “Snowball Express.” He and a troop of Goodwill consumers have been riding the rails at Christmastime for each of the last eight years.

While Butch has retired his reindeer and taken to the train, he still has more fun than anyone on board. Butch is a terrific Community Trainer and never misses an opportunity to give our consumers a special treat.

Hats off to Mr. Peyton for his outstanding commitment to the Goodwill mission. His example and service are making a positive impact. Merry Christmas and Happy New Year, Santa Butch!

FOOD BANK GRADUATES

On December 21, 2018, four energetic consumers graduated from the brand new Northeast Iowa Food Bank training curriculum program. This new training location exemplifies our vision of expanding community partnerships and increasing mission service opportunities.

The Food Bank, like many other organizations, targets a population in need. In some cases, we found that we share a role in supporting the same individuals. This complimentary and non-competitive reality is what has led to this collaborative program.

Our graduates have learned how to operate a fork truck, stock shelves, cook, problem solve, assist

customers and to carry out numerous warehouse duties. Post-graduation, the skills they have mastered may lead to competitive employment.

Congratulations to James Johnson, Jeff Schott, Brian Wessels, and Michael Brown. Great job!



GETTING ON THE RightPath



Previous news has carried the story about bringing in a consultant to assist in developing the executive leadership team. The process began in 2017 and continues yet at the end of 2018.

Jerry Mabe, President/CEO of RightPath Resources based in Atlanta, served as our mentor and coach. Using a scientific proprietary process and set of tools including a 360 assessment, a profile of each executive emerged. From the metrics unique to each person, personal/professional development plans will be drafted and used throughout 2019.

RETAIL TEAM CONFERENCE

Each of the retail store managers throughout northeast Iowa came together to participate in a three day conference. The topics covered touched on all aspects of retail operations from receiving and processing donations to expanding the use of digital cash registers.

According to all reports, the time and team building was well worth it. On the evening of the second day, the executive team joined the managers for a meet and greet. The exchange was fun and the time together was refreshing.



Michele Peters, VP of Retail says there will be more meetings like this in the future. Michele quipped, “It makes us feel more like a team.”

Thanks to Atul Patel, owner/operator of the south Cedar Falls Best Western Hotel, Goodwill was granted a deeply discounted room rate and free conference facility for our retail conference. Atul operates a dozen hotels in the Cedar Valley and has helped in the past.

CONGRATULATIONS, MICHELE!

It is with much excitement that we announce Michele Peters’ move to the Executive Leadership Team. Michele’s work ethic, leadership, commitment to mission and the growth of donated goods and retail have had a tremendous impact on her department. In her new role, she will use those same talents to touch the rest of the organization. Her longstanding tenure with Goodwill gives her great perspective on our entire operation.

This well-deserved promotion will allow Michele more time in setting strategic direction, identifying opportunities, and training staff to meet customer needs in the retail arena.

Please join all of us in congratulating Michele and in thanking her for her bubbly attitude and great example.



WHAT IT'S ALL ABOUT



Every time a Goodwill consumer gains a little more independence our hearts soar. But when an individual has been a lifelong resident with mom and dad and is able to move into their own place for the first time, rockets go off!

That's just what happened for Kayla Craun. In early December, Kayla moved into House 6 in Cedar Falls. When her parents heard of the opening, they jumped on it. It was a perfect home for Kayla.



Kayla was excited to go shopping for her new bedroom and downstairs living room. Kayla put up her own Christmas tree downstairs. She is right at home!

Kayla is a daily participant at North Star. She is an accomplished Special Olympian, plays basketball, bowls and competes in various track & field events. Kayla also enjoys therapeutic horseback riding. We wish her the best in her new digs!

ROUND UP AT THE REGISTER

Many merchants offer customers the opportunity to "Round Up" their purchase to the nearest dollar. The difference is then donated to a charity. Well, Goodwill is no different. It has offered customers a Round Up option for a number of years. But when one store named a specific cause for the Round Up money, the number of participating customers spiked.

So, Goodwill is now promoting a cause or Charity of the Month. This month, December, Goodwill region wide is devoting the funds to Retrieving Freedom, a service animal dog training operation for placing dogs with disabled Veterans and autistic kids. Customers love it!



Each month in 2019 there will be a new Charity of the Month. Each store manager will have the opportunity to name a charity and all the other stores will join in. This is one more way that Goodwill is having an IMPACT!



SPREADING THE GOOD WORD



Jeff Schaefer, Human Resource Manager, took his show on the road to Janesville High School. Jeff delivered the Goodwill Good Word in the form of conducting mock interviews. According to Jeff, the students were very well prepared. They were properly dressed, had great answers to the questions and were thoroughly engaged throughout the process.

Jeff said that the overall experience was great fun and that it was eye opening for the students. Many of the kids talked about gaining insights into how they will handle future interviews. Thanks to Jeff for a great representation of Goodwill.

GOODWILL CONTRACT GETS NOTICED

Natural SOY Products



Iowa State University, the Iowa Economic Development office, CIRAS (Center for Industrial Research and Service), Procurement Technical Assistance Center and Natural Soy Products collaborated to find a way to cost effectively produce and retail biodegradable cleansers.

The solution was to have Goodwill Industries contract center in Waterloo participate with Natural Soy Products/Clean Environment to bottle and package

six different environmentally friendly cleansers. This contract activity has been up and running for nearly six months.

Recently the ISU CIRAS office took note and has published a story about the success of this partnership. Soon a copy of this statewide economic development article will be posted on the Goodwill website, www.visitgoodwill.com. Watch for more news on these outstanding products.

WELCOME, TOVA HUBLER



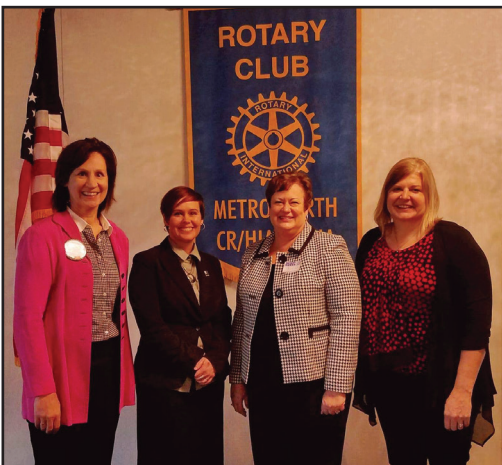
The workload in the Accounting Department has been redistributed now that an additional person is on deck. Tova Hubler has been appointed as Accounts Payable & Billing Specialist and will report to Larry Rasmussen, Controller.

Tova previously served as the office manager at Black Hawk Roofing where she gained strong knowledge and experience in accounting and problem solving.

Tova spent several years with the Area Education Agency and with Kirk Gross Co. She has experience in workplace safety, insurance monitoring, AP/AR and accounting reports.

Ms. Hubler hit the ground running and is already a vital member of the accounting team. Please welcome her if you happen to be in the central office.

CEDAR RAPIDS ROTARIANS GET A TREAT



The CEO of Goodwill of the Heartland (Iowa City), Pat Airy, invited our CEO to join her in presenting Goodwill to the Metro North Rotary Club in Cedar Rapids.

Star took front stage to talk about mission and the international vision for Goodwill Industries and Pat talked about Goodwill closer to home.

Pat has been more than a friend and colleague to Star and this agency. Pat offers mentoring advice and serves as a keen listener as Star Rupe continues to lead Goodwill Industries of Northeast Iowa.

We all benefit from these great relationships among Iowa Goodwill leadership.

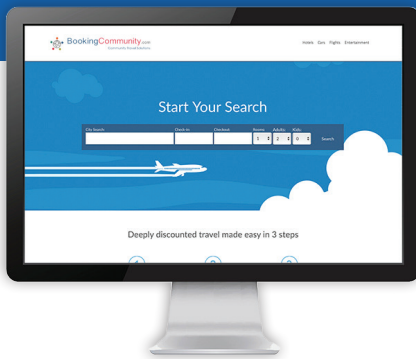
CHRISTMAS LITERACY

We already announced our literacy initiative with Cedar Valley Readers (CVR), Northeast Iowa Food Bank, Grin & Grow Day Care, and others but we now have some numbers that apply to our efforts. Our 448 donated books to date have been distributed as follows:



- **60** board books for Booking Brighter Futures (to our home visitation partners)
- **205** paperbacks to Little Free Libraries
- **146** paperbacks to the Food Bank
- **37** cookbooks to the Food Bank (This partnership formed along the way. Goodwill provides the books, CVR provides the support materials and signage, and the Food Bank put up a “cooking corner” that distributes cookbooks to parents. A children’s bookcase will be installed in the future.)
- **45** coupons distributed through Little Free Libraries.
- **90** coupons distributed through Booking Brighter Futures/home visitation partners.

This multi-agency partnership is committed to boosting literacy and promoting the joy of reading. Goodwill’s ability to make children’s books readily available will pay dividends long into the future.



REMEMBER BOOKINGCOMMUNITY.COM

If you’re planning to travel and need a hotel, use Goodwill’s employee/affiliate/associate discount booking site for the absolute lowest rates on hotels worldwide.

Browse direct or go to visitgoodwill.com and click on the icon in the upper left on the home page.



TIS THE SEASON



Staff and consumers have been celebrating the Christmas Season throughout the month of December. As you can see, a good time was had by all. Best Wishes for the New Year!



END