

### INSIDE THIS ISSUE:

Wellness & Advocacy Center Open House . 1

Goodwill Opens 2 New Stores! ..... 1

1st Place ~ Goodwill Industries of the Redwood Empire Outlet Center ..... 2

The Evening of Giving Fundraiser .... 2

Outcomes ..... 2

Employee of the Quarter ..... 3

President's Letter ..... 3

### MISSION STATEMENT

*Changing lives and strengthening communities through the dignity and power of work!*

**Donate. Shop. Change a Life!**



## The Wellness and Advocacy Center Open House

**T**HE WELLNESS AND ADVOCACY CENTER, which began providing services for Sonoma County residents with mental health challenges in May, celebrated its opening with an gala open house for the public on July 12, 2007 from 3-6 pm. We were extremely happy to have over 150 individuals from the community join us to celebrate this occasion. It was very moving to have the community welcome us with such enthusiasm and encouragement!

We served guacamole, salsa verde, pico de gallo, a fresh fruit platter and other goodies prepared in our kitchen by members and staff. The event included tours of the facilities, a silent auction of art and poetry created by our members and live entertainment. The Center's Psychiatrist, Gary Bravo, led the musical entertainment and was joined by members and staff in providing a fun and lively jam session.



Dr. Gary Bravo, Mike Kennedy, Section Manager from Mental Health, Mark Ihde, CEO of Goodwill, Helen Lara, Program Manager of the Wellness and Advocacy Center, and 3 of the Center's members, Cindy, Tim and Michael, each spoke briefly about the journey from concept to completion and thanked the many people who helped make the dream a reality.

## Goodwill Opens 2 New Stores!

**G**OODWILL INDUSTRIES OF THE REDWOOD EMPIRE opened 2 new stores in April 2007. Both grand openings were a huge success hosting more than 500 customers opening day.

On April 12th, Goodwill Industries opened its 8th retail store and donation center. Located at 792 S. Cloverdale Boulevard, the store is approximately 4000 square feet and the smallest store in the cur-

rent operation. Cloverdale is a new area for Goodwill and great opportunity for future growth. Mark Ihde, President and CEO said, "We are very excited to be part of the Cloverdale community and already began receiving donations a month prior to opening." The Cloverdale community has been very supportive of the new store and donations have increased 40% since the first month of business.

On April 19th, Goodwill moved its existing Redwood store across the street into the former Bradley Video store. The new Roseland store, located at 680 Sebastopol Road has better donor and customer access. "We are excited to be part of the new growth happening in the Roseland area of Santa Rosa," said Mark Ihde, President and CEO. "We look forward to continuing our presence in a much more visible location." The donations have increased 60% since opening day and the customer base continues to grow each month.

Come visit our 2 newest locations and experience great selection and quality merchandise!





# Goodwill... *creating hopes, jobs, futures*

## The Evening of Giving Fundraiser

**T**he Evening of Giving fundraising event at Santa Rosa Plaza presents an opportunity for Goodwill to raise money through tickets sales. Tickets for this private shopping and entertainment event will be \$10.00 each. Goodwill will earn \$7.00 on each ticket sold and \$3.00 will benefit the Simon Youth Foundation. Don't miss this wonderful opportunity to start your holiday shopping and season of giving by buying your tickets from Goodwill. The Santa Rosa Plaza's 7th Annual Simon Evening of Giving will be held on Sunday November 18th from 7:00-10:00

p.m. Coddington will host their first Evening of Giving the same day from 5:30-8:30 p.m. The benefit of this year's event is that ticket holders will be able to attend both events. For further information on purchasing tickets please contact Stephanie Munson at 523-0550 ext. 213 on or before November 15th.



### BOARD OF DIRECTORS



### OFFICERS



#### CHAIR

Eric Koenigshofer

**VICE-CHAIR**  
Lynn McIntyre

**TREASURER**  
Dave Foster

**SECRETARY**  
Jean Kapolchok



Doug Bosco  
Dennis Carrera  
Tamara Davis  
Hamish Hafter  
Jim Hennessey  
Steve Jameson  
Pat Kilkenny  
Cal Kimes  
Bob Lewon  
Edna Nakamoto  
Peter O'Brien  
Nancy Watson  
David Wong  
Sharon Wright



**PRESIDENT & CEO**  
Mark Ihde



### 1<sup>st</sup> Place ~

## Goodwill Industries of the Redwood Empire Outlet Center



**G**oodwill Industries of the Redwood Empire (GIRE) is known for its recycling and reuse operations around the North Bay area. Recently, GIRE was awarded 1st Place by the North Bay Corporation for those efforts. Goodwill integrates its mission to strengthen "communities through the dignity and power of work" with their notable waste diversion programs.

Many people see the front end of Goodwill's operations when dropping donations off at the loading docks of stores or the trailers at donation sites. What they don't see is an entire aspect to Goodwill's waste reduction programs. When items are brought into the Warehouse, located at 651 Yolanda Avenue, Santa Rosa, they enter the world of Retail and Operations Vice President Jennifer Swift, and Operations Manager Brenda Hawkins. These two waste diversion experts oversee a salvage program that finds homes for all the unwanted materials that Goodwill collects.

When Brenda joined the salvage program, GIRE's disposal fees were over \$75,000 per year. By bringing the disposal fees to under \$18,000 per year, Brenda is able to divert materials from the landfill while simultaneously generating revenue for job training programs. Employees are not only given practical job skills training by working the many aspects of Goodwill, but learn the value of recycling and reuse.

The jewel in the crown of GIRE's recycling efforts is the E-Waste Recycling Program. All electronics, working or not, can be taken to any Goodwill location where they will be recycled through the salvage programs at no cost to the donor.

*(Continued page 3)*

### Outcomes

It's not just how many people finish training, but what skills they learned.

It's not just what skills they learned, but if those skills help them become employed.

It's not just if they become employed, but if they remain engaged in the workforce.

It's not just if they remain engaged in the workforce, but if they increase their earning potential.

It's not just if they increase their earning potential, but that it makes a difference in the quality of their lives.

It's not just the difference in the person's quality of life, it's the impact on the community in which they live.



**Donate. Shop. Change a Life!**

## Employees of the Quarter



**V**ALERIE CORDOVA has worked at Goodwill since January 2006. She stood out right away during a job fair, was immediately interviewed and offered the receptionist position. She said she only came to the job fair because she loves to shop in our Outlet Center and thought it might be a nice place to work. We were glad she decided to stop by! She quickly caught on and began accepting other duties including clerical work in our Human Resources department. Eventually, she consistently showed her interest and capabilities in this department. During a restructure of the department last year, she became the HR Assistant and eagerly took on the task of acquiring her HR Certificate at the Junior College. She has proven to be an asset to our organization and is still one of our best customers!



**L**LOYD BERGER has been with Goodwill since 2003. Lloyd began his career in the Operations Support Position, assisting with loading and unloading our trucks and the movement of goods in our warehouse. In 2005, he was promoted to driver and has excelled in his new role. He is always willing to go above and beyond his job description to help his team. He always greets you with a smile, even on the most hectic of days. Lloyd's loyalty and commitment to our mission make him an exceptional choice for employee of the quarter. Congratulations Lloyd!



**H**ired in 2006, **STACY KWIAWKOWSKI** is more than just a Retail Administrative Assistant, she exemplifies a Goodwill Team member. Stacy supports many departments at Goodwill gathering information and supporting the front desk operations. She is member of the communications committee, safety committee and will help out any team member who needs her. Her supervisor Jennifer Swift says, "Stacy is so much to so many people at Goodwill. Her loyalty to our organization makes us lucky to have her onboard!" Congratulations Stacy!

## Commitment to our Community



Dear Friends,

The past few months have been filled with activity for our organization. We held a successful fundraiser with the premier showing of the feature film "The Ultimate Gift". In addition to generating revenues to fund our programs, the movie was an inspiration to all who attended.

Our new Wellness Center, funded by revenues from the Mental Health Services Act, has opened and is providing client services. Our thanks to Sonoma County Mental Health and the consumers for making this vision, and much needed services, a reality.

Thanks to the generosity and cooperation of owner Will Jopson, we opened a new retail thrift store in the Ace Hardware shopping center in Cloverdale. We relocated our Roseland Store to a more visible and accessible location across Sebastopol Ave. from our former location. Property owners Dennis and Ken Link were extremely helpful in facilitating our move. Both stores are clean and well lit, and provide a great shopping or donation experience.

Our electronic waste (e-Waste) recycling program continues to grow. This service is free to individuals and business. In addition to providing employment opportunities within our organization, the revenues we generate from this enterprise help support our Workforce Development programs. It's a "win" for everyone, so share the information with your neighbors and friends.

Lastly, our Leadership Team recently conducted a Strategic Planning session establishing our goals through 2010. We have an aggressive plan to expand both our retail and workforce training programs in the counties we serve. I will share highlights of that plan with you in the near future.

Thank you once again for your support in helping us provide the services that change people's lives.

Best regards,

Mark Ihde  
President & CEO

## 1st Place Continued

Between 2005 & 2007, Goodwill Industries diverted over 600,000 pounds of electronic waste from the landfill, including televisions, monitors, computers and cell phones. Brenda Hawkins explains, "I am proud of what we are doing and we will only continue to divert more waste from the landfills. Recycling creates jobs and training and we are able to help more clients."

The \$500 award will go to the Funds Development program for Goodwill Industries of the Redwood Empire to help create greater opportunities for the communities it serves.

**Donate.  
Shop.  
Change a  
Life!**



**OnGOODWILL**

**Goodwill Industries of the Redwood Empire**

651 Yolanda Avenue  
Santa Rosa, CA 95404

NON-PROFIT  
US POSTAGE  
PAID  
PERMIT #60  
SANTA ROSA CA

**A special thank you to:**

*"Making It Big" for the generous donation of professional attire to the Goodwill Clothing Closet. Your donation will help our SonomaWORKS clients prepare for employment.*

**MISSION STATEMENT**

*Changing lives and strengthening communities through the dignity and power of work!*

**MEMBERSHIP:**

Goodwill Industries International

**ACCREDITATION:**



**Central Administrative Office**

651 Yolanda Avenue, Santa Rosa, CA 95404  
PH 707.523.0550 FAX 707.523.0552  
E-mail: [information@gire.org](mailto:information@gire.org)  
Website: [www.gire.org](http://www.gire.org)

**Workforce Development Offices are in Sonoma, Lake, Mendocino, and Napa Counties**

<b>Santa Rosa</b>	<b>PH 707.523.0550</b>
<b>Santa Rosa-Job Link</b>	<b>PH 707.565.5683</b> <b>PH 707.565.5667</b>
<b>Lake County</b>	<b>PH 707.263.1541</b>
<b>Ukiah-Mendo Counties</b>	<b>PH 707.467.5929</b>
<b>Napa</b>	<b>PH 707.258.8171</b>

**Interlink Self-Help Center**

1033 Fourth Street PH 707.546.4481  
Santa Rosa, CA 95404

**Wellness Center**

3400 Chanate Road  
Santa Rosa, CA 95403

**Retail Store Locations**

**Outlet Center**

651 Yolanda Avenue  
Santa Rosa, CA 95404  
PH 707.523.0550

**Santa Rosa**

3535 Industrial Drive  
Santa Rosa, CA 95403  
PH 707.545.2492

**Rohnert Park**

4 Padre Town Center  
Rohnert Park, CA 94928  
PH 707 585-0300

**Roseland**

645 Sebastopol Road  
Santa Rosa, CA 95407  
PH 707.570.2392

**Healdsburg**

513 Healdsburg Avenue  
Healdsburg, CA 95448  
PH 707.431.8408

**Petaluma**

1000 Lakeville Street  
Petaluma, CA 94952  
PH 707.778.7485

**Ukiah**

1005 North Street  
Ukiah, CA 95482  
PH 707.462.9660

**Coverdale**

792 S. Colverdale Blvd.  
Cloverdale, CA 95425  
PH 707.894.5200

**Napa ~ Coming Soon**

1683 Imola Avenue W.  
River Park Shopping Center

**Attended Donation Centers**

<b>Oakmont:</b>	6501 Oakmont Drive	8:30–5:30	Tues–Sat
<b>Santa Rosa:</b>	St. Francis Shopping Ctr 100 Calistoga Road	8:30–5:30	Mon–Fri
	Goodwill Industries 651 Yolanda Avenue	8:30–5:00	Mon–Sun
<b>Rohnert Park:</b>	Raley's Town Centre	8:30–5:00	Mon–Sun
<b>Petaluma:</b>	Corner of Weller & E. Washington	10:00–5:00	Mon–Sun
<b>Sebastopol:</b>	O'Reilly Media	10:00–6:30	Mon–Sun
	1005 Gravenstein Hwy N.	Winter Hrs. (Oct-Mar)	9:00–5:30

[www.shopgoodwill.com](http://www.shopgoodwill.com)