

THE GOODWILL GAZETTE

MARCH 2021

LETTER FROM MR. SHELFER, PRESIDENT & CEO GOODWILL INDUSTRIES BIG BEND



FRED SHELFER, JR. CEO

Dear Goodwill Team Members,
Think back to a year ago. It was this month when Covid-19 began to affect us. By April, we had to close our stores deal with layoffs and the “new norm.” In March of 2021, we are still dealing with this pandemic, although, we have somewhat become accustomed to masks and social distancing. Overall, you, our Goodwill employees, have done a good job in following the protocols, and we are surviving, even doing better than most.

But it is not over yet, and we must still be vigilant until we have many more people vaccinated.

Having even one person in a store or office test positive greatly affects our ability to operate since all those who have come in close contact with that person must quarantine making it difficult to maintain the proper staffing.

Thank you for your effort thus far in keeping our people safe and our organization moving forward. Please keep up the effort until it is safe. Goodwill is important to our communities especially now, and you are important to Goodwill.

EXECUTIVE CORNER

PRESIDENT/CEO

We are preparing for the annual board meeting this month. Have hired a new executive assistant, Susan Hildebrand, who started work on 3/1. I will be attending the Florida Goodwill meeting in Ft. Myers the week of 3/8 to see what other Goodwills in the state are doing.

ACCOUNTING

Attending Microsoft training and working on audits. Working on VIP Perks Loyalty Texting Program. Signed Brinks contract for stores. Training on credit card machines at new stores and reviewing security regarding using social media as a recruitment tool.

COMMUNICATIONS

We are working on the grand reopening at Chipley, the grand opening of the new Beach and Gift Store at Santa Rosa Beach, a new recruiting brochure, the annual meeting, and the Annual Report.

HUMAN RESOURCES

Spring Cleaning - Purging files and getting

rid of piles! Risk Management performing claims review. Getting our janitorial team ready for lots of Spring and Summer traffic at the airport - 7,000+ passengers in one day! Gathering 2020 data for our Goodwill International Annual Statics Report (ASR). Evaluating an on-demand pay service for employees that includes financial wellness

RETAIL/DONATIONS

Re-Grand Opening for Chipley and Grand Opening for Santa Rosa Beach and Gift store were a tremendous success! Thank you to everyone who helped with these!

New Employee Orientation Completion is near 90% today vs. 50% when we started; Testing a text marketing program this Spring in Marianna & Chipley Called the VIP Perks Program; Rolled out new pricing on apparel and footwear to get us in line with competition pricing.

SUPPORT SERVICES

Maintenance is currently at Santa Rosa working on the new gift store. Don't forget - create a ticket when there is a main-

tenance problem by sending an email to maintenance@goodwillbigbend.com with a description of the problem. Security issues should be sent to rlancaster@goodwillbigbend.com.

TRANSPORTATION

Salvage sales are doing great so far this year - eCommerce trash to cash set an all-time record \$31,000 for the month. In Books, the scanners produced close to \$17,000. Warehouses are organized and clean. We have a great team and are loving life!

SAFETY

MARCH IS LADDER SAFETY MONTH

Whether you are working at home, or on the job, your ladder is only as safe as you make it. Nearly 247 thousand people visited the ER last year because of ladder-related injuries. That is more than were hurt with any other piece of DIY equipment!

Here are a few tips to keep you safe.

- 1. Inspect the ladder before each use:** Check for broken rungs or rails. If using an extension ladder, also check the pulleys, ropes and locks for signs of wear. Then check the footing to make sure the non-skid surface is still good.
- 2. Choose the right ladder:** If there is any chance you will be working around electrical wiring or power lines you should use a fiberglass ladder. Make sure your ladder is the correct height for the job. If you have 2 ladders to choose from, opt for the taller ladder to give yourself some leeway.
- 3. Before you take the first step:** Make sure you follow the 4 to 1 rule when setting up your ladder. For every 4 feet of ladder height, the base of the ladder should be 1 foot from the

wall. This will ensure the ladder does not tip over or slip out from under you. Make sure all rung locks are secure. Last but not least, never climb on shaky ground. Take the time to dig out dirt, or stand the legs on a wide plank. Your ladder should not wiggle or rock, and you should NEVER use a ladder on icy ground.

- 4. Safety while climbing:** Keep your hands free! Use a tool belt to haul equipment up and down the ladder. Your hands should be free to hold on to the ladder with both hands! When ascending or descending, always face the ladder.
- 5. Safety at the top:** The 2 top rungs of any ladder are a “No Go Zone”. If you can’t reach it, get a taller ladder!

Don't forget, practicing ladder safety in the workplace and at home can prevent you from a devastating injury.

MARCH PUZZLE

C	Q	T	Y	K	B	A	Z	N	L	S	F	H	J	P	C
R	L	A	E	M	E	R	A	L	D	M	P	E	Q	P	B
P	F	O	O	G	T	P	N	E	L	I	G	E	O	A	E
C	F	D	V	R	Y	D	P	P	M	S	H	S	N	T	A
X	M	E	R	E	R	I	O	R	Y	S	C	H	A	R	M
X	P	S	J	E	R	H	U	E	D	J	I	C	P	I	P
P	R	A	I	N	B	O	W	C	E	E	Q	B	D	C	L
G	U	T	G	M	E	C	S	H	A	M	R	O	C	K	Z
E	U	P	A	U	U	K	E	A	W	A	F	T	I	E	K
B	T	S	N	T	O	W	V	U	H	R	F	L	H	X	M
F	H	A	G	K	Q	L	E	N	Y	C	P	M	J	G	G
K	Q	I	R	E	L	A	N	D	E	H	F	S	F	M	F
N	A	N	E	P	B	N	T	O	B	V	H	K	K	L	P
J	Y	T	L	S	P	M	E	O	B	L	I	W	N	B	H
J	K	A	I	D	C	I	E	L	N	Y	A	L	D	E	M
H	C	T	L	T	J	M	N	U	W	K	H	R	E	K	H
U	I	O	M	W	Y	K	T	C	Z	I	P	R	N	K	D
Q	G	R	E	E	N	D	H	K	H	P	K	C	V	E	D
K	L	S	V	C	W	K	C	D	D	G	Q	C	U	C	Y

- SHAMROCK
- PATRICK
- MARCH
- SEVENTEENTH
- CLOVER
- SAINT
- GREEN
- PINCH
- LUCK
- CHARM
- RAINBOW
- GOLD
- LEPRECHAUN
- JIG
- EMERALD
- BLARNEY

NEWS

ChIPLEY Grand Re-Opening - March 5 & 6

Grand Opening of Beach and Gift Store in Santa Rosa - March 12



EMPLOYEES OF THE MONTH



Christine Smith



Arishia Campbell

SHOUT OUT TO STACY

FROM HER TEAM

In 2020, Stacy once again maneuvered GIBB through another successful CARF audit, a feat that requires many sleepless weeks of preparation and attention to detail. CARF auditors are always impressed with GIBB, and I think everyone involved would agree that Stacy is largely responsible for that.

In addition to CARF, Stacy had to prepare for a shift to a new case management software platform in 2020. She worked with Caseworthy tirelessly throughout the year to ensure the new platform would be customized for our unique circumstances. Stacy also kept Mission Services afloat while most of her staff were laid off in March of 2020. She coordinated an effort

with the few remaining staff members to contact all GIBB employees affected by the layoffs, and she then managed all of the AmeriCorps members and kept them busy researching ways for GIBB to offer services virtually. Once all the mission staff returned in April, Stacy visualized and coordinated the development of a Virtual Services website and a series of virtual employability workshops to offer the public. Because of that, GIBB is now considered a leader among Goodwills in providing digital skill services. Stacy is the definition of an outstanding employee. Her dedication to GIBB is unmatched, and she spends most of her evenings and weekends in front of her computer focused on Goodwill's mission.



CONGRATULATIONS, CHRIS!

Chris has worked for GW for over a year now and was hired as the SGW Shipper. He was promoted to Ecommerce Manager last month. His contact info is Cmay@goodwillbigbend.com cell 850-273-0084, landline 850-574-0114.

"Hi, my name is Christopher May but people call me Chris. I was born and raised in Brooklyn, New York, and I am a US Navy Veteran and have over 30 years of shipping and managerial experience. I am excited to be promoted to the position of E-Commerce Manager. When I'm not working, I enjoy cooking and cycling."



WELCOME, SUSAN!

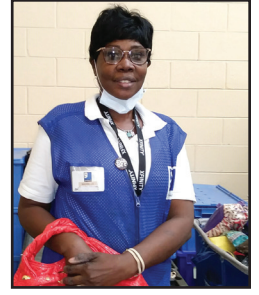
Please join with us in welcoming our new team member Susan Hildebrand. Susan will serve as our Executive Office Liaison and will be assisting us with administrative and events support as well as grant research and some writing. Susan is a Tallahassee native and graduate of Florida State University. Her passion for people and their experiences led her to pursue a degree in Hospitality Management.

In her spare time, she enjoys being with her family, photography and exploring Tallahassee. Susan is excited to join the Goodwill family and serve the community she loves so much.



WAY TO GO, MICHELLE

Michelle has been with Goodwill for 8 years. She has seen lots of changes and has had struggles throughout her years here. She was here with us as we closed and moved the old Marianna store. Michelle helped us put the new store together and has continued to help through her leadership and training of new employees. She has taken on the role of Lead Associate learning all the responsibilities that come with it. She always comes through, jumping in wherever needed. From taking donations, Processing clothes, linens, wares, shoes, and accessories to running the register, she can do it all. I would like to give a big KUDOS to Michelle Johnson.



HELPING HANDS

Last month there was a fire at Goodwill's Mabry Village. Two of our tenants lost everything in their homes, and these two families were devastated. After visiting with the families and our management company, we found that we could move them into new apartments. Thanks to Pam at Bradfordville, Ernesia at Pensacola Street, Fred and Gabe in Transportation. We provided them with hope and a roof over their heads.



ALENA, YOU WILL BE MISSED

The Pensacola Store hosted a going away party for Alena Duncan.



BRADFORDVILLE



MARIANNA



PCB PARKWAY



Happy Birthday To All Our March Birthdays

Jennifer Spath	3/2	Joseph Fennicks	3/14	Bryan Frazier	3/23
Montrell Harrison	3/3	Mary Olson	3/14	Kristina Smith	3/23
Star Ros Smith	3/3	Teresa Dicalogero	3/15	Marcus Bolware	3/24
Jack Crenshaw	3/4	Sara Hall	3/16	Jenifer Ramos	3/24
Pj Heckert	3/4	Paul Dickerhoff	3/17	Pleasant Jackson Lee	3/25
Tamara Hughes	3/4	Donna Jernigan	3/17	Benjamin Peters	3/25
Heather Cohen	3/5	Selena Jimenez	3/17	Dalena Cramp	3/26
Akio Baez-Durr	3/6	Jennifer Livingston	3/17	Lori Gephart	3/26
Danny Bell	3/6	Wayman Favors	3/18	Timothy Leonard	3/26
Stephanie Hill	3/6	Amanda Kemp	3/18	John Provenzano	3/26
Chariot Smith	3/6	Trevor Livingston	3/18	Steven Hull	3/27
Patsy Turnage	3/6	Kim Sineath	3/18	Johnny King	3/27
John Devatt	3/8	Yoriema Melendez	3/18	Paul McAuliffe	3/28
Tracey Morgan	3/8	Dakoda Rollins	3/18	Jeanna Poe	3/28
George Buckley	3/9	Shannon Batts	3/19	James Shuler	3/28
Makayla Duval	3/9	James Byars	3/20	Brad Angleton	3/29
Emily Roaten	3/10	Thomas Dozier	3/20	Marki Dickey	3/30
Kernica Sainfleur	3/11	Winfred Edwards	3/21	Mark Walters	3/30
Ave Tanner	3/12	Loretta Findlay	3/21	Alina Duncan	3/31
Tyrone Bolware	3/12	Gerald Lynn-Clawson	3/21		
Anika Hall	3/13	Yenia Landinez	3/22		
Edgardo Perez-Robles	3/13	Kaleb Martin	3/22		
Gisselle Tobias	3/13	Penelope Ray	3/22		
Jared Coleman	3/14	Candace Cosby	3/23		



Happy Work-A-Versary (Years)

John King	17	Dennis Dube	3	Janet Wright	1
Reginald Daniels	11	Donald Abell	3	Troy Martin	1
Michelle Register	10	Gregory Byrd	3	Emily Schutz	1
Samantha Clark	9	Paul Ford	3	Winfred Edwards	1
Shanti Orsini	7	Gary Yant	3	Felicia Roberts	1
Shannon Vaughn	7	Ledonrick Spears	3	Ty'Nia Lilly	1
Alina Duncan	7	Ernestine Jefferson	3	Mary Melvin	1
Gary Lipford	6	Ella Moore	3	Emmanuel Parrilla-Velez	1
Little Bayer	5	Dianne Swatts	3	Cynthia Rodney	1
Dale Ponder	5	Ernesia Sutton Ireland	3	Catherine Gavett	1
Andrena Curtis	4	Wayne Harrison	2	Caroline Guilford	1
Ian Pierson	4	Winifred Joseph	2	Jennifer Spath	1
Gerald Lynn-Clawson	4	Lisa Schulz	2	Lindsey Carroll	1
Kindrecia Strong	4	April Wheat	2		
Sonia Rui	4	Loren Boyer	1		
Quiana Frazier	4	Sarah Donaldson	1		
Alissa Carlin	4	Megan Vickers	1		
Roy Jones	3	Paul Dennis	1		
Virgil Christopher	3	Minerva Perez Oquendo	1		