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**Goodwill Industries:  
Training PVO Leaders in Central and Eastern Europe**

**A Cooperative Agreement Program  
funded by  
Partners in International Training and Education  
and the  
United States Agency for International Development**

November 1, 1993 - February 21, 1995

**FINAL REPORT**

Prepared by

Suzanne Yuskiw  
Associate Membership Development Officer  
February 27, 1995

**GOODWILL INDUSTRIES:  
TRAINING PVO LEADERS IN CENTRAL AND EASTERN EUROPE**

Bureau for Europe and Newly Independent States  
Partners in International Training and Education  
United States Agency for International Development

Cooperative Agreement EUR -0045-A-00-4002-00

Final Report

Duration of Grant Program: November 1, 1993 - February 21, 1995

**LIST OF PARTICIPANTS**

<b>Intern:</b>	<b>Magdolna Angya</b>
<b>Organization:</b>	Goodwill Industries Foundation, Pécs, Hungary
<b>Training Sites:</b>	Baltimore Goodwill Industries, Baltimore, Md. Goodwill Industries of Central Pennsylvania, Inc. Harrisburg, Pa.
<b>Dates:</b>	June 14 - August 25, 1994
<b>Interns:</b>	<b>Karla Jaluvkova - rehabilitation management</b> <b>Vera Gavlasova - operations management</b>
<b>Organization:</b>	VKUS Cooperative, Frydek-Mistek, Czech Republic
<b>Training Site:</b>	Goodwill Industries of Springfield/Hartford, Mass.
<b>Dates:</b>	October 3 - Nov. 29, 1994
<b>Intern:</b>	<b>Ija Ostrowska - non-profit management/operations and rehabilitation</b>
<b>Organization:</b>	Help-to-Helpers, Warsaw, Poland
<b>Training Sites:</b>	Goodwill Industries of Long Beach, Long Beach, Calif. Goodwill Industries of Pittsburgh, Pittsburgh, Pa.
	October 22 - December 19, 1994
<b>Intern:</b>	<b>Zoltan Percsich - rehabilitation management</b>
<b>Organization:</b>	Goodwill Industries Foundation, Pécs, Hungary
<b>Training Sites:</b>	Goodwill Industries of the Chattahoochee Valley, Inc., Columbus, Ga. Bridgepointe Goodwill Industries & Easter Seal Society, Clarksville, Ind.
	December 3, 1994 - February 3, 1995

## **Purpose**

As stated in the November 8, 1993 USAID cooperative agreement, the purpose of this grant program is to "assist in the development of a corps of executives and professional managers in the field of vocational rehabilitation in Poland, Hungary, Latvia, Czech Republic and Slovakia. Participants from those countries will be introduced to the techniques of operating and staffing the traditional Goodwill vocational rehabilitation/small enterprise organization. It is anticipated that the participants will further their knowledge and skills by maintaining associations with GIA (now GII) and Goodwill organizations in the United States."

At the conclusion of the grant program, a total of five executive and management interns from Poland, Hungary and the Czech Republic completed training at Goodwill organizations in North America and returned to their organizations to establish or enhance Goodwill operations. Due to the difficulty of identifying appropriate organizations in both Latvia and Slovakia, no interns from those countries participated in the program to date, although preliminary contacts have been made with individuals from both countries.

The USAID/PIET grant program was part of a comprehensive project sponsored in cooperation with Goodwill Industries International, Inc. (GII), the United States Information Agency (USIA), and the United States Department of Labor (USDOL), in addition to USAID/PIET. The aim of the joint project is to foster an updated system of vocational rehabilitation, incorporating modern vocational assessment and training techniques. Equally important has been the introduction of sound business practices, developing an understanding of the role of a voluntary non-profit organization in a former communist country and creating a self-sustaining, small business enterprise with the potential for replication. The success of the internship program can be measured best by assessing how well interns have incorporated their training into the operations of their home agency.

## **Accomplishments**

Through the Goodwill internship program, a corps of well-trained, professional leaders has assumed management roles in each of the primary organizations in Hungary, Poland and the Czech Republic. The organizations in Hungary and the Czech Republic are fledgling Goodwills, primarily involved in setting up the retail aspect of the program. Goodwill in Poland has not progressed as rapidly; however, the Help-to-Helpers organization, headed by a PIET/AID intern, has been designated as the potential founding organization of the Warsaw Goodwill.

The three primary organizations are potential "model agencies" for additional Goodwills in other cities, and for other non-profit and commercial organizations not related to

Goodwill. Below is a summary of accomplishments in each targeted country. Some degree of variation in the reporting of each intern's situation is deliberate in order to give the reader a sense of the whole program without undue repetition. Each element of the internship program and its application in the home organization is covered, using the most graphic examples, evaluation reports and interns own words, whenever possible.

## **Hungary**

### **Magdolna Angyal**

Intern training for Magdolna Angyal, executive director of the Goodwill Industries Foundation in Pécs, Hungary, took place June 14 to August 25, 1994 at Goodwill organizations in Baltimore, Md. and Harrisburg, Pa. Her training consisted of hands-on experience in the retail area, especially in donated goods processing, pricing, store design and layout. She studied techniques of administration, financial management and rehabilitation practices. Marketing and public relations were also part of her program.

In the area of income generation, Mrs. Angyal noted that the training clarified her thinking about various sources of funds. She expected to seek donations from private funding agencies and American corporations doing business in Hungary. In order to become self-sustaining, however, she would also seek industrial contracts and undertake the sale of used clothing and woven rugs, made from unsalable clothing.

The AID training has allowed Mrs. Angyal to better organize the Goodwill office and her own routine. In her business plan, written at the end of her internship period, she states that "policies and procedures will be established so that each person has a job description and knows exactly what is expected. This system is aimed at promoting responsible thinking by each employee." She also planned to develop a tracking system for inventory and launch a newsletter and a public relations campaign to promote the Goodwill mission. She also plans to move toward the incorporation of a vocational evaluation and training component.

In terms of meeting those goals, Jim Szenas, GII's consultant to Hungary, has reported that by November, Mrs. Angyal had begun to incorporate Goodwill management techniques into the program. An organizational chart is being used. She is now setting goals and daily sales quotas. An inventory system using the computerized cash register is being implemented. The opening of the second Goodwill store in Pécs yielded excellent media coverage.

### **Zoltan Percsich**

Zoltan Percsich was selected by Magdolna Angyal to train in rehabilitation techniques, specifically evaluation, testing and individual program design for people with disabilities.

Following training, he returned to Pécs, where he will continue working with clients on a part time basis.

As evidenced by the attached training schedule used at the Columbus, Ga. Goodwill, Mr. Percsich's training emphasized hands-on exposure to the rehabilitation program, with a varied schedule incorporating meetings with staff, board, retail services, contracts, and the Rotary Club.

The primary goal of each intern in this program has been to adapt techniques learned in North America to his/her own program in-country. In considering how to design a rehabilitation program in Pécs, Mr. Percsich reports that he had "a brief, but very helpful, visit to the local Rehabilitation Services office in Columbus, Ga. When the local Goodwill Industries receives clients from that agency, they come with complete medical and vocational information. Then the local Goodwill trains them and provides placement services through their rehabilitation program."

In adapting his learning to the Pécs Goodwill, Mr. Percsich states: "We have to develop our evaluation system of the disabled, train them so they may enter the competitive job market. We have to develop the work adjustment and sheltered programs. We have to solicit more help from the city and the federal government. We have to fight for more rights for the disabled and establish policies within the organization."

#### **Comments and Recommendations**

As observed by several of the consultants/evaluators, Mrs. Angyal's personal management style has improved greatly as a result of her training. Formerly the owner of a small convenience store with little need for overall administrative expertise, she has developed a clear sense of Goodwill management principles as a result of her training and has begun to implement them. The positive results are shown in the expansion of the vocational training program to a separate workshop and the opening of a second, larger store in downtown Pécs. She has also made contact with interested persons in Budapest and several other cities in Hungary which can become future sites for an expanding network.

Zoltan Percsich returned to Pécs, determined to initiate selected aspects of the rehabilitation program learned in North America. One of his priorities is to adapt and translate GII manuals on evaluation and training techniques for use by staff and volunteers at the Pécs Goodwill workshop.

An evaluation team sponsored by GII and the United States Information Agency (USIA) visited the Pécs Goodwill in October 1994. Following are quotes from one of the evaluators' reports. While generally favorable, the reports are realistic in acknowledging that there are still areas of growth.

"The thing that impressed me most about Goodwill in Pécs was how much Magdolna Angyal accomplished in such a short time. Her vision, energy and commitment to provide opportunities for people with disabilities inspired her staff, clients and community to open a store and two workshops. A third was to open on November 5th. All of this has occurred since June of 1993....Staff should be commended for their ability to make things happen in a difficult situation. They receive their shipment of 13 bales (of clothing from a North American Goodwill) weighing an average of 1,000 pounds each on a ground floor of the outdoor courtyard, but the processing area is on the second floor. They have built a metal frame (to hold the bales) which is placed in front of a double door to their stockroom. They borrow a forklift to lift the bales up on the frame, then open the bales and bring the product into the processing area. (Mrs. Angyal and staff have also shown creativity) in using the van to bring materials to rural communities and sell it where needed. Product that has not sold is brought to their workshop in Pécs so that it can be cut into strips for braided rugs, jean book bags and Christmas cards (with fabric cut into the form of Christmas tree ornaments, etc.)

"Magdolna and her staff have accomplished a lot in a short time. I encourage her to focus on what she already has in place before looking to expand. She should concentrate on making these operations financially solvent before any additional expansion is planned. To maximize retail revenues, the first thing that needs to be done is to focus on systems and merchandizing. The key to a successful retail operation is having a consistent flow of a wide variety of products being placed on the sales floor all day long. When this is accomplished customer count increases along with the length of time a customer stays, and the money they will spend."

Virginia Rein, Vice President of Retail Operations  
Goodwill/Easter Seal of Minnesota  
October 24 - 28, 1994

An agreement with the Baltimore Goodwill which was formalized during Mrs. Angyal's internship should permit a continual supply of used clothing for the store(s) over the foreseeable future.

### **Czech Republic**

Vera Gavlasova and Karla Jaluvkova returned to Frydek-Mistek, Czech Republic, in November to oversee retail operations and the training of employees at the newly opened Goodwill store, situated at the VKUS cooperative. VKUS is a member of a consortium of more than 80 organizations called the Union of Czech and Moravian Producer Cooperatives, based in Prague. The Union was admitted to GII associate membership in June, 1994.

Having spent two months training at Goodwill organizations in the United States, the interns were prepared to process a load of 30,000 pounds of used clothing, moving it

from sorting bins to the selling floor. Ms. Gavlasova was formerly the business and production director at VKUS Cooperative, a uniform manufacturing company under which the Goodwill operates. She returned to manage the store and all commercial aspects of the operation. Ms. Jaluvkova, formerly the director of foreign trade at the VKUS Cooperative, has become the director of rehabilitation and training services for people with disabilities at the new Goodwill organization. Since opening, the store's revenue has averaged 10.232 (Kc) or \$411.00 (U.S.) per day, creating one of the most successful, self-sustaining not-for-profit operations in the region. In addition, according to Martin Reich's report, the Czech Goodwill store has outstripped its local competition because of its attractive, contemporary store design and the continuous supply of used clothing from North American partner Goodwills.

The interns trained together at Goodwill Industries of Springfield/Hartford, Inc. in Springfield, Mass, using the services of a single interpreter from Frydek-Mistek. The primary foci of the training were the processing and pricing of used clothing and the overall management of a Goodwill retail store, including vocational training of people with disabilities. Contracting and assembly work were also covered since these components can be applied at the VKUS organization.

In his report on the two-month training program at the Springfield Goodwill, President Lou Bachetti outlined the curriculum and other experiences offered to the interns. In addition to practical experience in the rehabilitation, donated goods, industrial services and business areas, the interns were exposed to community organizations, such as Rotary, Chamber of Commerce and private agencies for people with disabilities. They also visited relevant government agencies, such as the Massachusetts Rehabilitation Commission and the Departments of Mental Retardation and Social Services. They took day trips to other Goodwills in the area and to large manufacturing companies such as Milton Bradley Company, the Heublein Corporation, the Ensign-Bickford company and Olympia Sales. The purpose of this travel to other organizations was to expose the interns to alternative methods of problem solving and a variety of Goodwill services and operations.

Mr. Bachetti states that benefits accrued both to the interns and to personnel and clients at the Springfield Goodwill. The interns were able to learn all aspects of the Goodwill system and how certain parts of the system might be adapted to the circumstances in their country. The host Goodwill provided staff, board, clients and community the opportunity to experience cultural differences. This experience provided a motivational opportunity for Goodwill staff and boosted morale among the clients who felt a strong connections with the people across the ocean whom they were helping.

In terms of living accommodations, he reported that "the interns and their interpreter were housed in a two-family house, second floor, in a middle-class neighborhood. The residence was in proximity to the Goodwill headquarters and was accessed by bus or

within walking distance. . . . The furnished apartment served the needs of the interns well."

As a result of the internship and earlier consultations and exchange visits, the beginning of an ongoing partnership between Goodwills in Springfield, Mass. and Iowa City and the VKUS Goodwill has been established. Following the internship, the Springfield Goodwill's vice president of operations visited the Czech Republic to set up a regularized system for exporting and paying for used clothing from Springfield. Mr. Bachetti also plans on various follow-up activities, for instance, staff exchange in both retail and rehabilitation, and relationship- building between the two organizations. A priority will be to establish long-term procedures for exporting donated goods and salvage materials to the VKUS Goodwill.

As stated above, the VKUS Goodwill store has proven to be one of the most attractive and popular used clothing stores in Frydek-Mistek and highly competitive with more well-established counterparts.

### **Comments and Recommendations**

In their evaluation of the training experience, the interns isolated two especially helpful elements: contract assembly work suitable for people with disabilities and seeing people with disabilities integrated in the community. Since the concept of training, employing and integrating people with disabilities in the community is new in Eastern Europe, this aspect of the internship cannot be overstated. Over the last several years, Goodwill interns from both Eastern Europe and Russia were often surprised that people with disabilities could function successfully in a variety of jobs at North American Goodwills and in the community. Each of them has carried a new understanding back to their home communities.

Sustainability of the program and additional technical training for the interns on-site in Frydek-Mistek will be accomplished through the partnership arrangement with Goodwills in Springfield, Mass. and Iowa City. Three shipments of used clothing per year will be sent by the Springfield Goodwill.

In his November site visit and evaluation of the VKUS Goodwill store, the GII director of contracts and retail operations stated: "Although some modifications to staffing patterns are recommended, this retail store has experienced a very positive initiation of business. As long as the supply of merchandise continues without interruption, and current standards of housekeeping are maintained, this store should continue to experience positive customer acceptance and strong retail sales." The responsibility for maintaining the store and the retail operation will fall largely to PIET/AID interns Vera Gavlasova and Karla Jaluvkova.

## Poland

Ija Ostrowska, founder and vice president, of the Help-to-Helpers Foundation, Ochota, Poland, completed two months of management training at Goodwill Industries of Long Beach, Calif., and Pittsburgh, Pa. She returned to Poland in December where she continues as vice president and chief action person for the Help to Helpers organization, a potential associate member of Goodwill Industries International. The organization has not established a framework for the Goodwill operation at this point. However, Ms. Ostrowska has outlined an ambitious plan to start the project. Her immediate activities include establishing a business advisory council of local business persons and community leaders, promoting the Goodwill mission through public relations in the local community, and performing a community needs assessment to determine what services are most needed.

As shown by the Long Beach training schedule attached, Ms. Ostrowska concentrated on the principles of vocational rehabilitation, that is, evaluation, training, placement, follow-up and supported employment (employment in which the client is closely supervised and coached in the work place). She was also exposed to executive staff meetings, human resources management, retail, contract services and marketing. At the Pittsburgh Goodwill, she spent time with the community-based programming staff and attended a two-day training seminar with eight members of the human services management staff. According to Pittsburgh Goodwill President Dr. Robert S. Foltz, "we endeavored to show her every aspect of the agency's life, including time on our used car lot, in our stores, testing and evaluation laboratory, literacy program and rural branch operations in Fayette County, where she spent a three-day weekend. She also spent time visiting our large residential programs, our minimum security prison, a full meeting of the board of directors at the end of November, meetings with several advisory boards, as well as the Christmas meeting of the Downtown Pittsburgh Rotary Club. In short, I believe we exposed her to every possible area of activity that could be squeezed into her month-long visit here."

Ms. Ostrowska also spent many hours with Dr. Foltz covering the issues of administrative problems and decision-making. In addition, she attended a day-long session with the Pittsburgh Goodwill's Continuous Quality Improvement task force.

Anticipating that her organization in Poland will rely on contracts and manufacturing as primary income sources rather than on the sale of used goods, Ms. Ostrowska reported that she focused on understanding contract operations and methods of obtaining contracts. The goal of this phase of study was to understand the kinds of jobs adaptable to people with disabilities, and methods for establishing hourly pay rates. Other highlights of the training were learning about supported employment, marketing and public relations, and the relationship between the Goodwill mission and the community.

## **Comments and Recommendations**

Both in Long Beach and in Pittsburgh, Ms Ostrowska was well-received by staff, board and clients and became enthusiastically involved with all aspects of the program. As Dr. Foltz reported, "Ija's warmth and personality were genuinely appreciated by the people on our staff who were able to relate to her most effectively." The staff especially appreciated hearing about human service work in a former communist country with very limited resources. She impressed a number of people as she explained the difficulty of trying to do in Poland what we do in this country so easily, in light of our great resources.

Both Dr. Foltz and Long Beach President Linda Saleski expect to remain in touch with the intern and the Help-to-Helpers organization in the future as part of Goodwill's partnership program. Dr. Foltz will go to Poland in March 1995 and has already laid the groundwork for meetings with executives from American companies with business activities in Warsaw as well as in Pittsburgh. He expects that this assistance will lead to the eventual establishment of Goodwill Industries of Poland or Goodwill Industries of Warsaw.

In terms of recommendations on Goodwill's intern program, Ms. Ostrowska suggested that more comprehensive information on the host Goodwills be sent to each intern well in advance of their visit to the United States.

### **Comment on USAID grant support**

GII staff is extremely grateful to Michael Elster, Marianne Walker and others at USAID who have assisted us in carrying out our internship program in the last eighteen months. Our questions were always answered within a reasonable time and with extreme courtesy. We also appreciate the help offered by Maria Bolt at Aguirre International.

By way of suggestion, GII staff wishes to call attention to difficulties related to obtaining the Health and Accident Insurance required by USAID. In the case of each of our interns, health insurance applications were submitted well in advance of the interns' travel to the U.S. However, the insurance for three interns was not entered into the HAC computer until their internships were completed. In one case, the paperwork (including the PDF form) was lost in the AID cashier's office in Washington, requiring that we reconstituted the entire packet at the end of the internship. Since health insurance is a very significant element in an internship, we felt it important to inform you of this concern.

### **Attachments**

Sample training programs - Long Beach, Columbus  
Newspaper clippings on intern visits

Goodwill Industries International, Inc.

International Management Training Internship

**End-of-Program Evaluation  
by Host Agency**

Please respond to as many questions as are relevant to your hosting experience. At the beginning of your evaluation please include the dates of the internship following the intern's name and organization.

1. Describe the various segments of the training conducted at your location. Include names of departments in which intern trained and specific areas in which substantive training was provided by the department.
2. Travel undertaken in the course of training. Please include names of companies, places, and purpose of travel.
3. Note any publicity and/or media coverage of the intern's visit. For print media, please enclose an original copy of each mention.
4. What are the major benefits you feel the intern derived from the training?
5. What are the major benefits your organization derived from hosting the intern?
6. Living accommodation for intern: please describe briefly. Were the arrangements satisfactory?
7. What follow-up do you and your organization foresee in working with the intern's organization in his/her country?
8. What suggestions do you have for improving the training program? For example, was the information you received prior to the intern's arrival sufficient in terms of planning an appropriate training curriculum. Is there any additional information that GII could have provided to enhance the visit?

# Goodwill Industries

of Long Beach and South Bay 

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LINDA LEE SALESKI  
PRESIDENT & CEO

Internship Training Program Final Evaluation for Host Agency.

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TIM WILSON

EVERETT J. WIGHTMAN

President

1. K. Anne Goulding, Procurement Manager

2. Ija Maria Ostrowska

3. Five weeks.

4. Gave training on Contract Services Shop and how contract work was obtained. Different types of packaging, assembly and labeling work was reviewed. Suggested how Intern could obtain contract work and how to set up a Contract Shop.

Gave complete materials on Business Advisory Council and how it was established, membership solicited and meetings planned and arranged.

5. Travel taken:

Visited the following with Intern Ostrowska.

11/2/94 - Long Beach Chamber of Commerce Breakfast with awards, pictures and gifts.

11/7/94 - Long Beach Displaced Homemaker's Association to meet with Director Rodriques and to discuss their program and receive materials on program.

11/7/94 - Best Washington Uniform Company, Long Beach. Met with President David Robbins and had discussions on starting businesses in Poland. Mr. Robbins had photo taken with Intern and gave tour of his business.

11/7/94 - Goodwill Store, Redondo Avenue, Long Beach. Visited store and observed retail sales personnel and reviewed merchandise.

11/7/94 - Flynn Sign Company - made one "cold call" to develop contract business and to show Intern how to canvass businesses.

11/7/94 - PROCAP Company, Gardena, CA. Visited company to secure new contract business and was successful in doing so. Intern had opportunity to discuss contract business opportunity with owner. Brought sample back to GW Long Beach for assessment and pricing.

THE MISSION OF GOODWILL INDUSTRIES OF LONG BEACH AND SOUTH BAY IS TO PROVIDE OPPORTUNITIES FOR  
PEOPLE WHO WISH TO OVERCOME A DISABILITY, SO THEY MAY ACHIEVE THEIR HIGHEST LEVEL OF PERSONAL AND ECONOMIC INDEPENDENCE

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Intern

11/7/94 - Senior Center, Long Beach, CA. Visited with Lucille Baker to get information on programs provided there. Had tour of facility.

11/7/94 - Family Service of Long Beach, CA. Met with Marika Elias and discussed home health care aids.

11/9/94 - Boys Town of America, Long Beach, CA. Met with Director, Lawrence Burton and he gave Intern tour and met with young residents. Received full background of organization and materials on same.

11/16/94 - Juanita Foods, Wilmington, CA. Had full tour of food processing plant and met with Marketing Director. Discussions ensued on how to import this food product into Poland.

11/16/94 - Boys Town of America - Tour of satellite campus in Irvine, CA.

6. Article appeared in Press Telegram on Intern Ostrowska.

7. Intern had opportunity to spend weekend touring Northern California with resident host and visited several famous landmarks such as: Hearst Castle; Aquarium in Carmel.

Intern visited with guest family of employee in San Diego for weekend and had opportunity to tour southern California.

8. Benefits derived from writer's exposure were enormous. A strong friendship developed. Economic issues common to women of all ages were discussed. Comparisons were made between women in Poland and their particular needs and women in the United States. Several global commonalities among women became apparent.

Writer had opportunity to socialize with Intern and introduced her to Polish community in Long Beach. A special Polish Mass was arranged with a reception following with Polish food and entertainment. Also Intern had opportunity to visit with woman of Polish background who entertained her in her home.

Writer brought Intern into her private health club to work out and take part in the women's exercise classes where she fit right in.

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Intern

Writer and Intern ate out in various local ethnic restaurants.

Writer was able to transport Intern back and forth to work and got to know Ostrowska on a very personal level. Intern was "bus trained" by writer and rode the public transportation system here in Long Beach on several occasions. Bus drivers were very informative on geographic features of the area, and also very protective of her well-being. I believe this was a great experience for Intern to meet the common folk.

9. Living accommodations were provided by writer. A very clean, one bedroom apartment was made available for Intern to share with a younger Special Education School Teacher in writer's apartment building. The host of the apartment developed a strong bond with Intern and they will communicate in the future. Certain similar intellectual and spiritual (Eastern) philosophies were shared. An excellent arrangement for both. The host had teaching experience with "Special Education" students and of course, Goodwill Industries provides services to a similar population and discussions on approaches ensued.

10. Follow-up by writer will be on an informational, personal correspondence level.

11. Suggestions for improving internship program - allow Intern to spend longer time with Goodwill Agency rather than shorter time at two locations.

12. N/A

Respectfully submitted:

K. Anne Goulding  
Procurement Manager

GOODWILL INDUSTRIES OF LONG BEACH AND SOUTH BAY

MEMORANDUM

Date: December 22, 1994

To: Sola Uiato, Department Clerk  
From: Belinda Flores, Supported Employment Manager 

Re: Time Spent with Ija

The following breakdown reflects the dates and times Ija spent with Supported Employment employees:

<u>Date</u>	<u>Time</u>	<u>Purpose</u>
11/4/94	3.5 hours	Attend SEP/VR-WAP meeting at Long Beach Dept. of Rehabilitation with Belinda Flores
11/8/94	6.5 hours	Attend meeting at O.C. Goodwill with Belinda Flores and Bridgitt Williams
11/10/94	1.5 hours	Discuss M.H. SEP procedures and behavioral intervention with Bridgitt Williams
11/17/94	4.0 hours	Discuss job development with Beatrix Swieck and accompany her on job development

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Goodwill Industries of Long Beach  
and South Bay.  
Internship Training Program

IJA MARIA OSTROWSKA

Executive Staff: 16hrs. total.	4hrs/every Friday Executive staff meeting.
Personnel Department: 6hrs. total.	Orientation of New employees, Safety committee meetings. Personnel Manager
President/CEO:	Attend Long Beach City Council meeting with Linda/Board member.
Independent Living Skills: 4hrs. total:	Attend the hard of hearing independent living skills class with interpreter.
Hearing Impaired:	Deaf services coordinator/1hr
Peter O'Boyle Voc. Services Director: 20hrs.	Processing intake, Funding program, Supported employments, Skills training, counseling, etc.
Anne Wilson Case Manager:	6hrs total, attended meeting with consumer and Rehab. counselor at Goodwill Industries
Liz Harder & Linda Ott: Telemarketing.	Total 8hrs out in the community of where our ADC's (Attended Donation Center) are located.
Contract Services:	Time study for any job that comes in, observed the consumers and job trainer.

## Goodwill Industries of Long Beach & South Bay

# Good News

"Our Business Works So People Can"

VOL. II

November, 1994

### Two New Faces at Goodwill

*Goodwill has launched a capital campaign. Anyone interested in helping on committees or with fundraising can contact their supervisor. The next meeting will be held Nov. 16 at 8:30 a.m.*

Peter O'Boyle likes his commute. After spending the past years commuting 60 miles to the Los Angeles Goodwill, Peter enjoys the 10-minute drive from his home here in Long Beach. Peter, the new director of Vocational Services was the Skills Training and Placement Manager at the Los Angeles Goodwill. Prior to coming to Goodwill, Peter spent years teaching education from junior high to graduate school. "I love working for Goodwill, and I feel I can do a lot here to try to serve a more-varied population of consumers," says Peter. The father of three children, Peter likes to spend his spare time creating sculptures depicting his views of Southern California.

Ija Ostrowska a sociologist from Warsaw, Poland will be visiting for the next month to learn the programs and techniques at Goodwill. She will be implementing these programs into the "Help for Helpers Foundation," an organization that promotes community solutions to community problems. Ija, the president of the organization, helped establish the program when Poland left a communist regime and adopted a democratic government. "Work is very important to me because I want to change my community," says Ija. "My job is a mission of self-fulfillment." In her spare time, Ija enjoys skiing, dancing, swimming and playing tennis.

### Fax Modem Donated by Employee

*Donations to Goodwill don't just come from the outside public. Every week, employees bring bags of clothing and other items to the PCH ADC. These donations are sincerely appreciated. Here is a one story of a generous employee donation.*

When Beatrix Swieck, Job Developer in Vocational Services won a 14,400 bps Fax Modem from Our Town Online at the Chamber of Commerce Tabletop Show, she didn't have to think of where it would go. Upon receipt of the modem from Annette Robinson of Our Town Online, Bea immediately turned the modem over to vocational services for use in their office.

The modem allows Vocational Services access to a wide array of community-based information and eliminates the use of fax paper and time and money spent on postal mail.

### Insurance Changes

Goodwill is changing from Take Care Medical to Blue Cross of California. Informational meetings will be held Tuesday, November 2 at 8 a.m., 10 a.m., 1 p.m., and 3 p.m.

Eligible employees working at least 30 hours per week and employees having completed the 90 day introductory period should attend this meeting. Representatives from Blue Cross and the personnel staff will be available for questions.

Enrollment will take place at this meeting, and all enrollments must be completed by Wednesday, Nov. 2. Those interested in attending, please notify your supervisor.

### In House....

The Personnel office has discount tickets available for many local amusement parks and tourist attractions. Interested employees may contact the personnel office for more information.

Thanksgiving is a four-day weekend. Goodwill will be closed Thursday, November 24 through Sunday, November 27 in observance of the holiday.



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Business Section

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### **Spreading Goodwill**

Polish businesswoman *Eja Ostrowaka* is visiting Goodwill Industries of Long Beach and South Bay to study Goodwill's methods for providing support and training for people with disabilities. She will learn how to make contact with local businesses, work with government agencies and develop job openings for disabled workers. At the completion of her month-long visit, she will develop a business plan for establishing similar services in Warsaw. *Ostrowaka* is affiliated with "The Friendly World," an organization for helping disabled people.

## Goodwill shares tips with Polish visitor

Chaz Palle photo

By Kelly B. Casey  
TRIBUNE-REVIEW

In 1902, 20 coffee barrels were placed inside churches and clubs in Boston, Mass., so people could donate old clothes for poor immigrants. That became the quiet start of Goodwill Industries.

Today, nonprofit Goodwill chapters throughout the world provide rehabilitation, job training and housing for disabled and disadvantaged individuals.

In Pittsburgh last year, 206 Goodwill clients with physical and mental disabilities found jobs in private industry. One client recently was named employee of the month at the Marriott Hotel Downtown.

Goodwill programs have been replicated in countries throughout the world. Poland hopes to become the next country to take advantage of Goodwill's expertise in utilizing private enterprise to meet social needs.

Ija Maria Ostrowska, a social welfare specialist in Warsaw, Poland, is currently in Pittsburgh on a mission to learn how to organize programs to help people with mental and physical disabilities.

Ostrowska is here as a representative of the Help for Helpers Foundation in Warsaw, a nonprofit agency formed two years ago to "help form community solutions to community problems."

During her four-week stay in Pittsburgh, Ostrowska will learn how Goodwill Industries of Pittsburgh works closely with local businesses to find suitable jobs for those with disabilities and social and economic disadvantages.

The former communist country has only a five-year history of private enterprise, so Poland can learn much from the American agencies.

Ostrowska said she plans to contact U.S. businesses in Poland — like the Marriott and McDonald's chains — so they can show Polish



Ija Maria Ostrowska (left) meets Patty Petrosky of Goodwill Industries

businesses how they can help solve social problems intensified by the transition from a centralized government to a free market economy.

She said most Polish businesses are concerned mainly with the daily operations of making a profit and are not yet aware of the social impact they can have on a community faced with high unemployment, crime and inflation.

"This time is very good for the entrepreneur person. They are very successful. But not for people who are weaker," Ostrowska said. "A lot of disabled people, because of the high unemployment rate, lost their jobs because they were less productive than others."

Until five years ago, the communist government was the main social welfare provider in Poland. But that is no longer the case. Ostrowska said the only non-government social welfare services available now in Poland are provided by the Catholic church.

"I'm here because there a lot of unfulfilled needs of disabled persons. We have facilities for the disabled, but we have no such good model as Goodwill Industries," said Ostrowska, formerly director of the

Social Welfare Center for the Ochocka District of Warsaw and deputy manager for the community psychiatry section of the Medical Academy in Warsaw.

Ostrowska's stop in Pittsburgh is part of a two-month long internship sponsored by the U.S. State Department's USAID program. She visited Goodwill's international headquarters in Bethesda, Md., then spent a month in Long Beach, Calif., before coming to Goodwill's South Side headquarters.

Here she will learn the art of public relations and spreading Goodwill's mission. She will study how to lead disabled individuals into the workforce through sheltered and supportive work environments.

She also will learn that this can be accomplished without complete reliance on government assistance. Goodwill funds 48 percent of its programs with proceeds from its 11 western Pennsylvania stores and contracts with local businesses.

"Forty-five countries have a Goodwill so we can be, you know, (No.) 46," she said. "I think that this model is so great that in every country it can work."

**TRAINING AGENDA**  
**ZOLTAN PERCSICH**  
**DECEMBER 5, 1994 THRU DECEMBER 23, 1994**

Goodwill Industries  
Columbus, GA

**MONDAY - DECEMBER 5, 1994**

7:30 - 8:30 Intake  
8:30 - 9:00 Executive Staff Meeting  
9:00 - 10:00 CEO Briefing  
10:00 - 12:00 Videos  
12:00 - 1:00 Lunch  
1:00 - 4:30 Rehab

**TUESDAY - DECEMBER 6, 1994**

7:30 - 12:00 Rehab  
12:00 - 1:00 Lunch  
1:00 - 4:30 Rehab

**WEDNESDAY - DECEMBER 7, 1994**

7:30 - 11:30 Rehab  
11:30 - 2:00 Rotary with CEO  
2:00 - 4:30 Rehab

**THURSDAY - DECEMBER 8, 1994**

7:30 - 12:00 Rehab  
12:00 - 1:00 Lunch  
1:00 - 4:30 Rehab

**FRIDAY - DECEMBER 9, 1994**

7:30 - 10:30 Rehab  
10:30 - 2:00 West Point Board with CEO  
2:00 - 4:30 Donation Solicitation

**MONDAY - DECEMBER 12, 1994**

7:30 - 10:00 Sales  
10:00 - 12:00 Store Manger's Meeting  
12:00 - 1:00 Lunch  
1:00 - 4:30 Sales

**TUESDAY - DECEMBER 13, 1994**

7:30 - 4:30 Support Services (Truck)

*Incl 1.*

**WEDNESDAY - DECEMBER 14, 1994**

7:30 - 11:30      Production  
11:30 - 2:00      Rotary with CEO  
2:00 - 4:30      Production

**THURSDAY - DECEMBER 15, 1994**

7:30 - 12:00      Store  
12:00 - 1:00      Lunch  
1:00 - 4:30      Store

**FRIDAY - DECEMBER 16, 1994**

7:30 - 12:00      Contracts  
12:00 - 1:00      Lunch  
1:00 - 4:40      Contracts

**MONDAY - DECEMBER 19, 1994**

7:30 - 11:00      Contracts  
11:00 - 1:30      Finance and Full Board Meeting  
1:30 - 4:30      Human Resources

**TUESDAY - DECEMBER 20, 1994**

7:30 - 11:30      Funding  
11:30 - 2:00      Rotary Board Meeting with CEO  
2:00 - 4:30      Public Relations

**WEDNESDAY - DECEMBER 21, 1994**

7:30 - 11:30      Community Visits  
11:30 - 2:00      Rotary with CEO  
2:00 - 4:30      Community Visits

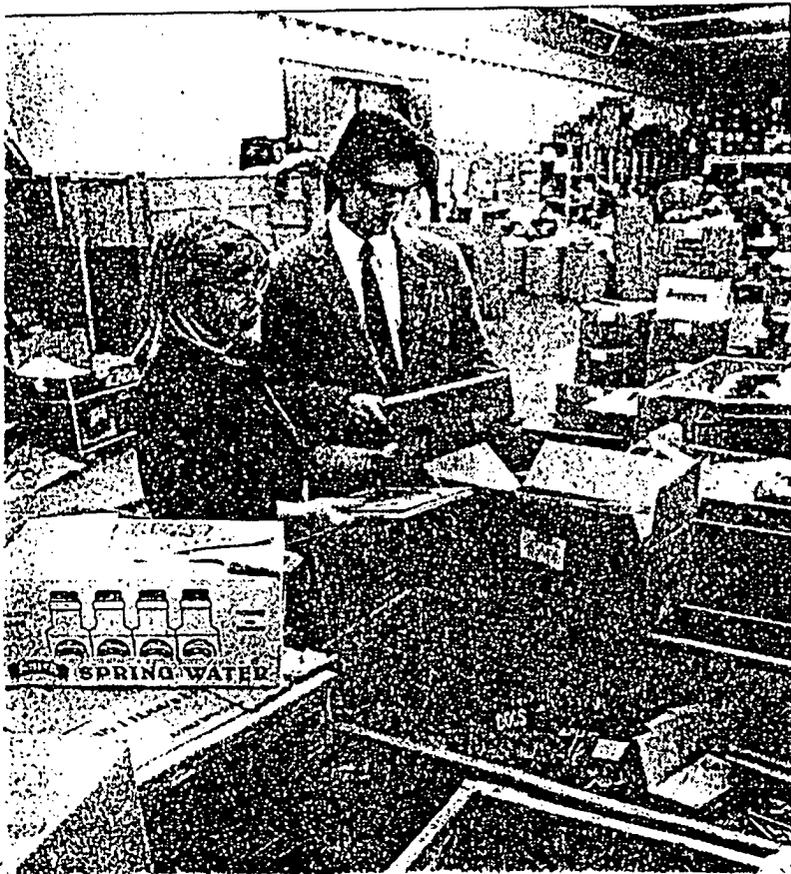
**THURSDAY - DECEMBER 22, 1994**

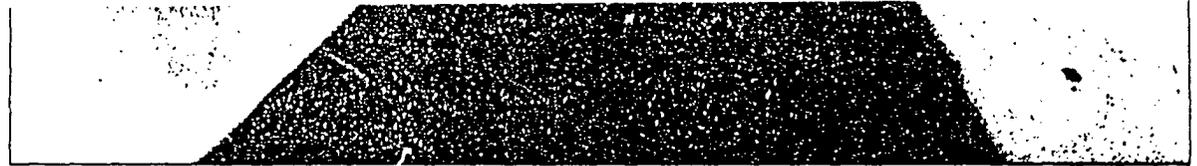
7:30 - 12:00      Review of Experiences  
12:00 - 1:00      Lunch  
1:00 - 4:30      Follow-up Needed

**FRIDAY - DECEMBER 23, 1994**

7:30 - 12:00      Open Time  
12:00 - 1:00      Lunch  
1:00 - 4:30      Open Time

Below, Zoltan Percsich learned about sorting donated goods from Mary Ann Shively-Walsh, director of retail operations at the Goodwill Store next to the Bridgepointe Center in Clarksville. Right, Percsich visited with the toddlers at the center during lunchtime last month.





# INTERNATIONAL GOODWILL

*Clarksville's Bridgepointe Center nourishes infant agency in Hungary*

Story by SHIRLEY WILLIAMS • Photos by LARRY SPITZER

When Goodwill Industries is going in Hungary, it will give Southern Indiana a blank.

A representative of Hungary's infant Goodwill operation has just wrapped up nearly three-week visit to the Goodwill operation at Clarksville's Bridgepointe Center to get ideas for his nation's first Goodwill store. Learning how things work Bridgepointe was Zoltan Percsich, 20, of Pecs, Hungary. His mother, Elizabeth Percsich, is manager of the store that opened three years ago.

Young Percsich has been a volunteer worker in the store; when he returns, he will become an employee. He wants to install donation boxes.

In Southern Indiana, you could put a Goodwill sign in a field and "people would pop donations by it," he was told by Mary Ann Shively-Walsh of Laconia, director of all operations for Bridgepointe Goodwill.

be located near bus stops or the post offices where people pay utility bills. "Our surveys show people donate where they will have to carry donations the shortest distance," she said.

"The next problem," Shively-Walsh told Percsich, "is securing a location for a box. Sometimes you have to pay; sometimes the space is donated." And they need to get a second location for sorting and storing donations, she said, once Hungarians get accustomed to the idea of recycling used items by donating.

When recycling catches on in Hungary, "they will give to Goodwill," Shively-Walsh said. "Goodwill is the first recycler. Our donations went up with required recycling."

Shively-Walsh suggested getting large stores involved in doing an exchange: "Bring your old coat in and we give you \$10 off on a new coat. The old coat becomes a donation to Goodwill."

Percsich said that he had

December, "to advertise on radio and television what Goodwill is all about."

The Hungarian store got started after Magdalin Angyal, a grocer in Pecs, wrote to then-first lady Barbara Bush a few years ago because her autistic son was unemployable and there were no programs to help him. The White House forwarded her letter to Goodwill International, which in turn contacted James Szenas, a retired Goodwill executive in Florida of Hungarian descent. Szenas telephoned Angyal and told her how to begin.

Later he went to Hungary, found the store with its Goodwill sign and sent a telegram to the national office in Bethesda, Md., that said, "There is Goodwill in Hungary."

Percsich said his mother had a heart attack when she was in her mid-30s, is considered handicapped and was told to work only four hours a day. Angyal gave her a job in a grocery she owned

opened.

Six people work in sales at the store, Percsich said, and Angyal has an affiliated operation eight miles away that employs 15. They grow mushrooms in the cellar, sew pillowcases and down covers, make sheets out of bolts of fabric, and Christmas decorations from donations that don't sell.

Not all employees at that operation have a disability, Percsich said. Some were sent to Goodwill because the employment office was unable to find jobs for them.

Percsich said Goodwill International has promised to provide funds for building a central office and donation center.

All donations have come from Goodwill in Baltimore, he said. The first shipment had a large selection of clothing, but only small sizes are left, so they have lost customers. But they also pack clothing on small trucks two or three times a week and sell from the trucks in

The Hungarian Goodwill wanted Percsich to learn to administer testing and evaluations with workbooks, computerized evaluations and hands-on mechanical testing so they can evaluate clients with mental or physical disabilities, said Bridgepointe's executive director, Caren Marshall of Sellersburg,

"We are trying to match him with standardized tests he can take back there," she said as she watched him observing client testing.

Percsich stayed with Marshall and her husband, George Marshall, during his visit to Indiana.

Percsich toured the Rauch Rehabilitation Center in New Albany and visited the Interstate 65 rest stop at Henryville, which Bridgepointe cleans, Marshall said — "something that his clients could do."

Now, she said, "we're planting seeds" with the Hungarians.

"We'd love to visit in 15

center to get ideas for his nation's first Goodwill store.

Learning how things work at Bridgepointe was Zoltan Percsich, 20, of Pecs, Hungary. His mother, Elizabeth Percsich, is manager of the store that opened three years ago.

Young Percsich has been a volunteer worker in the store; when he returns, he will become an employee.

He wants to install donation boxes.

In Southern Indiana, you could put a Goodwill sign in a cornfield and "people would drop donations by it," he was told by Mary Ann Shively-Walsh of Laconia, director of retail operations for Bridgepointe Goodwill.

But in Hungary, she advised him, the boxes should

box. Sometimes you have to pay; sometimes the space is donated." And they need to get a second location for sorting and storing donations, she said, once Hungarians get accustomed to the idea of recycling used items by donating.

When recycling catches on in Hungary, "they will give to Goodwill," Shively-Walsh said. "Goodwill is the first recycler. Our donations went up with required recycling."

Shively-Walsh suggested getting large stores involved in doing an exchange: "Bring your old coat in and we give you \$10 off on a new coat. The old coat becomes a donation to Goodwill."

Percsich said that he had learned at the Columbus, Ga., Goodwill, which he visited in

no programs to help him. The White House forwarded her letter to Goodwill International, which in turn contacted James Szenas, a retired Goodwill executive in Florida of Hungarian descent. Szenas telephoned Angyal and told her how to begin.

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Percsich said his mother had a heart attack when she was in her mid-30s, is considered handicapped and was told to work only four hours a day. Angyal gave her a job in a grocery she owned and made her manager of the Goodwill when that store

decorations from donations that don't sell.

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All donations have come from Goodwill in Baltimore, he said. The first shipment had a large selection of clothing, but only small sizes are left, so they have lost customers. But they also pack clothing on small trucks two or three times a week and sell from the trucks in neighboring villages, where they do well.

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Now, she said, "we're planting seeds" with the Hungarians.

"We'd love to visit in 15 years and see what they've accomplished."



At left, Percsich observed an office-skill classroom with Judy Marti, an interpreter. Above, Karen Davis led a job-readiness workshop at the Bridgepointe Center while Percsich watched.