

GOODWILL INDUSTRIES

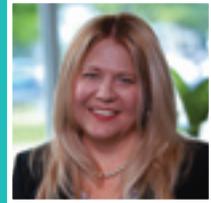
# ACHIEVERS

OF THE *Year*

ELEVENTH ANNUAL AWARDS CEREMONY



**Greetings!** On behalf of our board, staff, and the people we serve, I welcome you to our 11th annual Achievers of the Year awards luncheon. For most of us at Goodwill, celebrating the incredible accomplishments of our four Achievers of the Year is our favorite way to celebrate our mission of changing lives through the power of work. Our four achievers exemplify perseverance, determination, hard work, and success. We also have an opportunity to recognize and showcase a few of our outstanding employer partners, contract partners, and volunteers. Thank you for celebrating with us. Enjoy!



*Jeanette Hoyer*  
**Jeanette Hoyer**  
 President and CEO

**GOODWILL INDUSTRIES OF WEST MICHIGAN BOARD MEMBERS**



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**Diana Osborn**  
 Muskegon Community College (retired)



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 Annis Water Resources Institute, GVSU



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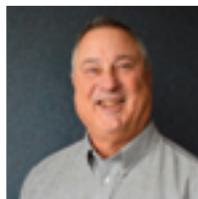
**SECRETARY**  
**Janelle Mair**  
 Community Foundation for Muskegon County



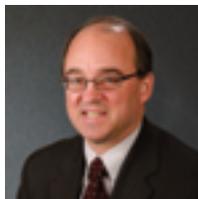
**Todd Bramer**  
 SKF



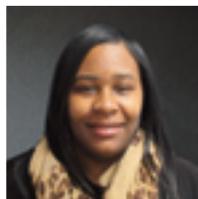
**Harold Burrell**  
 Lighthouse Insurance Group



**Tom Dake**  
 Kendall Electric (retired)



**Paul Gilbert**  
 Brickley DeLong, P.C.



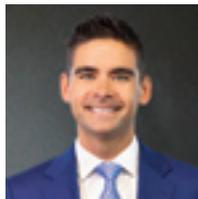
**Kaslena Hussey**  
 Nordic Global



**George Johnson**  
 Parmenter O'Toole



**Cyndi Langlois**  
 Muskegon Community College



**Mike Muskovin**  
 Prepared



**Bruce Spoelman**  
 Muskegon YMCA



**David Timmer**  
 Howmet Aerospace



**Clinton Todd**  
 Community Shores Bank

**GOODWILL LEADERSHIP TEAM**

**Jeanette Hoyer**  
 President and CEO

**Rick Snellenberger**  
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**Kristin Garris**  
 Chief Workforce Officer

**Ryan Risley**  
 Operations Director

**James Cherney**  
 Retail Operations Director

**Nick Carlson**  
 Business Development Director

**April Jendrasiak**  
 Marketing & Communications Director

**Lori Springstead**  
 GoodTemps Manager

**Mike Yonan**  
 Industrial Services Manager

**Kathy Harris**  
 Janitorial Services Manager

GOODWILL INDUSTRIES  
**ACHIEVERS**  
OF THE *Year*

AWARDS LUNCHEON | OCTOBER 26, 2022

P R O G R A M A G E N D A

WELCOME	Jeanette Hoyer President and CEO
LUNCH	by Trillium Catering
FILM PRESENTATION	2021 Achievers of the Year

— AWARDS PRESENTATION —

Presented by  
**Jeanette Hoyer**  
President and CEO  
and  
**Kristin Garris**  
Chief Workforce  
Officer

**Tomasyne Clark**  
Achiever of the Year

**David Wiest**  
Achiever of the Year

**Valkyrie**  
Employer Partner of the Year

**Jordan Bull**  
Achiever of the Year

**Pangea Reptile**  
Employer Partner of the Year

**Bruce Brewer**  
Achiever of the Year

**AGS Company Automotive Solutions**  
Contract Partner of the Year

**Laura & Robert Carpenter**  
Volunteers of the Year

CLOSING REMARKS



GOODWILL INDUSTRIES  
**ACHIEVER**  
OF THE *Year*

# Tomasyne

**“For assistance in finding work, career guidance, and job skills—Goodwill is equipped to help. It will change your life.”**

**AFTER RECENTLY RELOCATING TO MUSKEGON**, Tomasyne tried to find work in her new community but was having difficulty securing a job on her own. “My confidence level in my ability to find employment was getting low. I was living off my savings and I knew I needed help,” she said.

Tomasyne had heard that Goodwill helps people with job placement, so she called the Career Center and made an appointment with Career Coach LaTonya Burks. After some career exploration and assessment of her skills, LaTonya suggested she enroll in Goodwill’s **GoodWorks**

training program.

“Tomasyne was interested in rejoining the workforce,” LaTonya said. “She had been out for some time, so she needed some assistance.”

GoodWorks is a short-term, customizable program that includes classroom instruction on résumé writing, interview coaching, job search assistance, and financial training (budgeting, saving, debt reduction). This classroom training is combined with paid **Work Experience Training** in Goodwill’s Industrial Services Center doing work such as packaging and assembly for Goodwill’s contract partners.

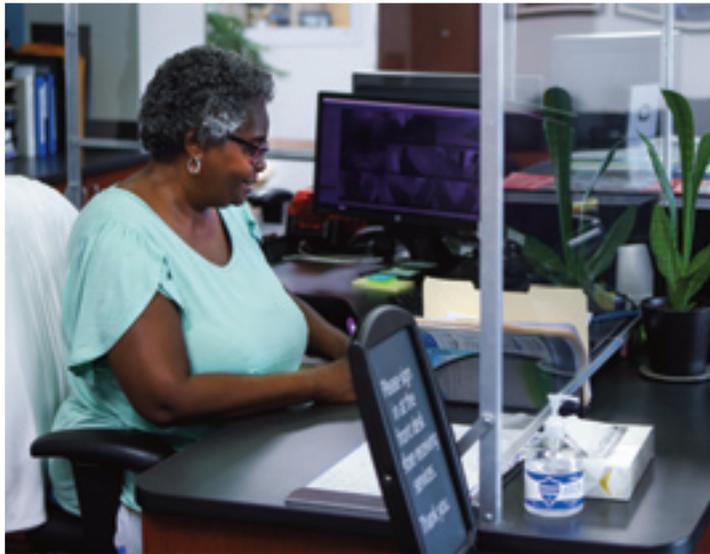
“The in-house work experience helps introduce or reacclimate a person to the routine and structure of work,” LaTonya said. “It also enhances their résumé and skill set, and puts money in their pocket in the interim. By putting her in the GoodWorks program, we could assess what her strengths were, and work on areas where she could use some additional help.”

Through Goodwill’s staffing agency, GoodTemps, Tomasyne was placed in a temporary work assignment with local nonprofit Community enCompass. “I got my confidence back and was able to pay my bills,” she said.



**“Tomasyne just fits the culture; her work ethic, her go-get-it spirit. That’s the type of person you want on staff.”**

**LaTonya Burks**  
Goodwill Career Coach



Knowing her position was temporary, Tomasyne kept in contact with LaTonya. When a receptionist position at Goodwill’s Career Center opened up she jumped at the opportunity and landed the job.

“Tomasyne exhibits what perseverance and determination can lead to,” Career Center Manager Carl Lewis said. “She cheerfully greets and assists people seeking Goodwill services. She likes to mentor, encourage, and motivate. She is well deserving of this recognition.”

“She just fits the culture; her work ethic, her go-get-it spirit,” LaTonya said. “That’s the type

of person you want on staff.”

“I can’t even imagine right now of working anywhere else. I want to thank Goodwill for being who they are and what they stand for in the community. I’m really, really proud to be an employee here at Goodwill in Muskegon,” Tomasyne said. “My next goal is to become a Goodwill Career Coach.” ■



**Carl Lewis**  
Goodwill Career Center Manager

**“Tomasyne is the first point of contact for everyone that comes through our door. She is welcoming and helpful.”**



GOODWILL INDUSTRIES  
*ACHIEVER*  
OF THE *Year*

**David**

**"I like my job!"**

**DAVID AND THE VALKYRIE RESTAURANT** are a match made in heaven. Hired earlier this year as a dishwasher for the restaurant's lunchtime crowd, David is thriving in his new environment and the staff have welcomed him with open arms.

"David brings a very contagious attitude of happiness and positivity," said Chef Steve Shaw. "He's never in a bad mood, and if you work in a restaurant, you know that that's hard to find."

Steve and David have formed a special friendship and enjoy burgers and fries together

during breaks.

"It's great to see Valkyrie welcome David into their family like they have," said Goodwill Program Manager for Disability Services Matt Cashbaugh.

Initially referred to Goodwill's Work Readiness program by HealthWest for job skills development, David received paid vocational training at Goodwill's Industrial Services Center. Fulfilling work orders Goodwill contracts with local manufacturers, David learned light industrial tasks such as sorting and packaging.

"David was always a great worker," Matt said. "He excelled

at any project we assigned him and his productivity rates were very high."

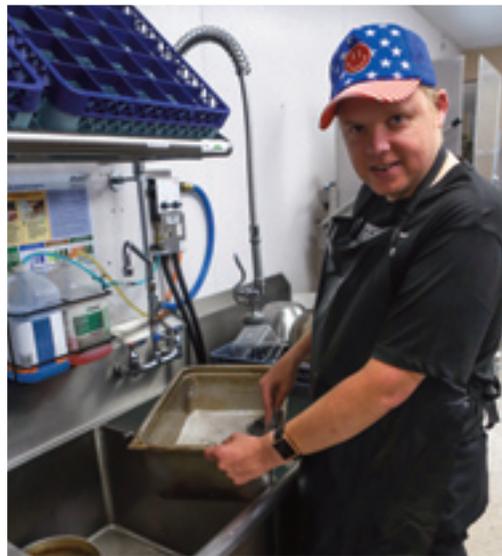
When a Goodwill job coach learned of an open dishwasher position at The Valkyrie, David was asked if he would like to try it out. He enthusiastically accepted.

"David has never done dishwashing in a restaurant setting before, and he learned the routine within two to three weeks," Matt said. "His ability to do this job, do it independently, and do it so well, has been astonishing. He's also taking initiative and stepping up to do more than what he's required



“David’s ability to do this job, do it independently, and do it so well, has been astonishing.”

**Matt Cashbaugh**  
Goodwill Program  
Manager, Disabilities  
Services



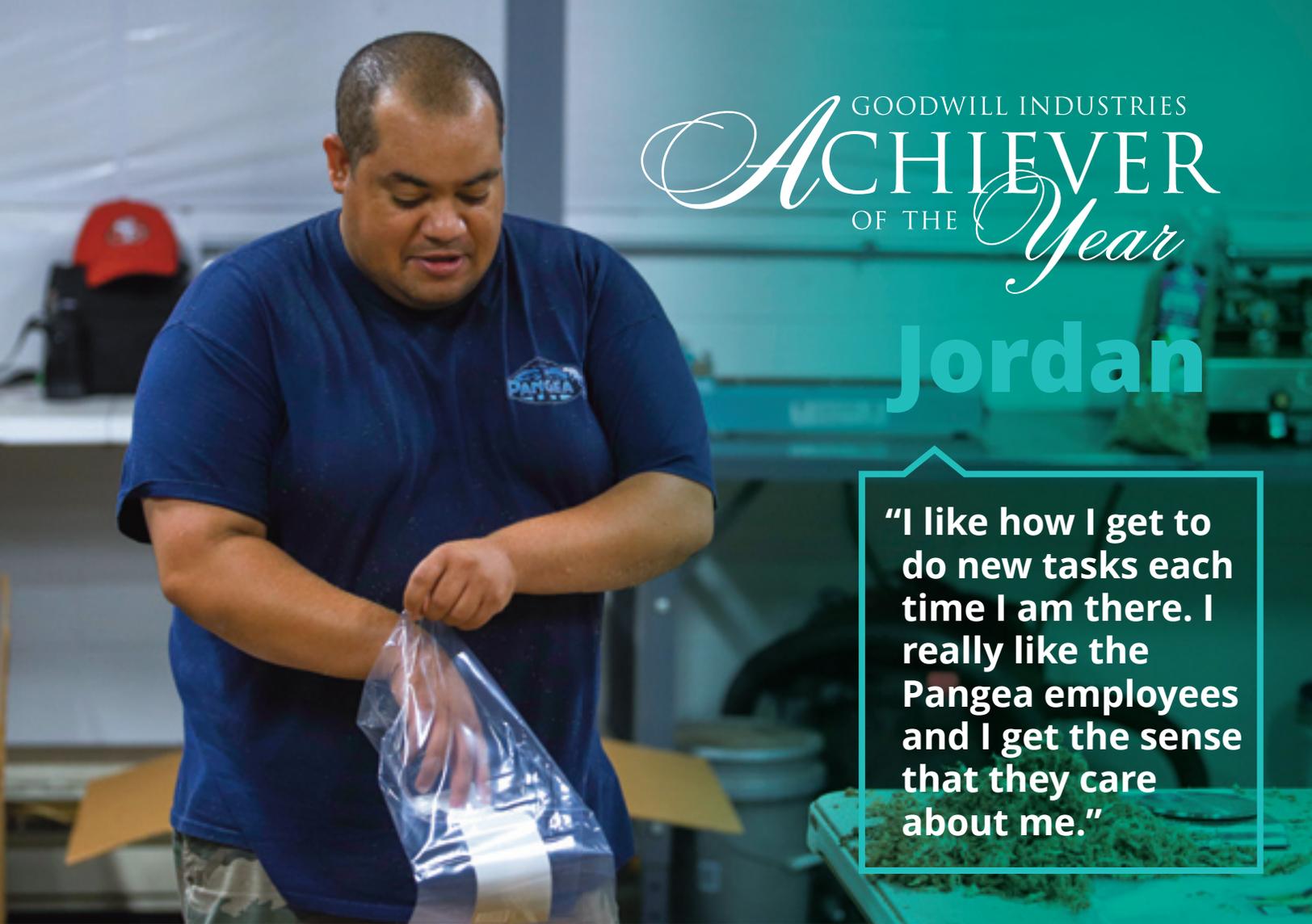
to do. And he's constantly working that entire time. He absolutely loves what he does.”

“It doesn't matter if we're busy or slow, he is always positive. I think we could all learn from that. David's attitude and positivity is like a beacon of hope almost,” Steve said. “He's just perfect. He gets everything done he's supposed to, he never stops, he never complains. He makes everyone happier just by being here.” ■



**Steve Shaw**  
Valkyrie Head Chef

“David never stops, he never complains, and he makes everyone happier just by being here.”



GOODWILL INDUSTRIES  
*ACHIEVER*  
OF THE *Year*

**Jordan**

**“I like how I get to do new tasks each time I am there. I really like the Pangea employees and I get the sense that they care about me.”**

**WORK HAS THE POWER TO TRANSFORM A PERSON;** to provide self-esteem, confidence, pride, and a sense of belonging. That’s what working at Pangea Reptile has done for Jordan.

Jordan was referred to Goodwill’s Employment and Training Center (ETC) in Holland, by Community Mental Health of Ottawa County, to help him develop his job skills. In the past Jordan struggled to secure and maintain community-based employment.

“I struggled a lot with my behavior issues where I was not always the nicest person,” Jordan said.

Enrolled in Goodwill’s **Work Readiness** program, Jordan received paid skill-building

opportunities at Goodwill’s ETC, performing light industrial work outsourced from local businesses. Under the guidance of Goodwill Program Manager Matt Cashbaugh, Jordan was taught a variety of coping skills to shift his mindset, improve his attitude and decision-making abilities, and develop his social and communication skills.

As he progressed and improved, Jordan was ready to advance to community-based employment and was enrolled in Goodwill’s **Supported Employment** program.

In 2020, Goodwill developed a partnership with **Pangea Reptile**, a Zeeland-based pet company that needed help assembling reptile cages at their production facility. Matt

and his team arranged for three ETC workers to be transported to Pangea to work three days a week, accompanied and supervised by an on-site Goodwill job coach.

“Jordan was immediately excited about this new opportunity,” Matt said. “He mostly works on substrate packaging which involves measuring and weighing out appropriate quantities of materials and sealing them.”

The special community-based work partnership Pangea has forged with Goodwill is a win-win. “Pangea is a really good place for learning a lot of social skills for Jordan,” said Goodwill Job Coach Meg Barry, who works on site with the Goodwill team.



“Jordan is a very hard worker and he will always try his best no matter what. He always shows up on time and doesn't miss a day.”

**Meg Barry**  
Goodwill Job Coach



**Ryan Chavez**  
Pangea Operations Manager

“Jordan is super kind-hearted, very upbeat, with such positive energy. And let's not forget that his last name is Bull because that's how hard he works.”

“Jordan is quite a character. He is a lovable guy,” Pangea Operations Manger Ryan Chavez said. “ He comes in with the crew and makes the rounds of saying hello to everybody, you know, ‘How are you doing?’ ‘Good morning,’ which we all kinda look forward to. And then, he gets right to work. I mean, he knows what his task is, and then he's dedicated to it.”

“I like how I get to do a lot of new tasks each time that I am there,” Jordan said. “I really like the Pangea employees and I get the sense that they care about me and the Goodwill crew a lot. We work really hard to make sure we meet their deadlines. I take my time and listen to everything that they say and I have a good attitude

and am open to whatever they ask me to do.”

“Since working at Pangea, Jordan has really taken responsibility for himself,” Matt said. “He is the de facto leader of the group and is always willing to take on any task that Pangea asks of him. Pangea will usually seek out Jordan for special projects because of this willingness.”

“I thank Goodwill for helping me to have this job and thank every staff person who worked so hard at making me working at Pangea a possibility,” Jordan said. “I have grown up to be a good worker and realized how to be an independent adult. I like everyone here and this is my chance to shine.” ■



GOODWILL INDUSTRIES  
*ACHIEVER*  
OF THE *Year*

## Bruce

**"I didn't know what I was going to do, until Goodwill came along."**

**BRUCE WAS INCARCERATED FOR 31 YEARS.** While he served his time, the outside world continued on without him.

"Upon my release, I found the Muskegon I had grown up in to be a very different place. The buildings had changed, been removed and replaced, and even the streets had changed. I realized that I was on a new journey to a whole new community," Bruce said.

Bruce needed help making this tremendous transition and was referred to Goodwill through the **Offender Success (OS)** program for help with work readiness and employment placement assistance.

Working with a Goodwill career coach, Bruce completed an individual service plan defining specific steps to help him achieve the goals he set for himself and to help him navigate his creation of a new life. In addition to teaching Bruce how to be successful in the workplace, Goodwill assisted him in creating a résumé, and provided coaching on interview skills, job search techniques, computer skills, and smart phone usage.

To gain some real-life paid work experience, Bruce was enrolled in **Work Experience Training** for four weeks in Goodwill's Industrial Services

Center. He learned various light industrial tasks such as packaging and assembly work contracted with area businesses. With the support and guidance of Goodwill staff, Bruce acclimated to the pace and demands of work.

"I had to readjust my work habits working around people who were not only new to me, but were not fellow inmates," Bruce said. "I had to learn to function not only as a group member, but also as an individual. The entire process was a whole new journey for me. I now find I am enthusiastic about learning even more."

Bruce proved to be an



excellent worker and team player. When a position for a Goodwill industrial production worker became available, he asked to apply and was hired.

"I started out first in production, and then they switched me over to recycling. I learned how to disassemble things, learned how to sort plastics and granulate them. I'm always learning something new."

"I want to thank Goodwill for believing in me and supporting me," Bruce said. "They showed me they had faith in me, and they were backing me, and that support they gave me was totally awesome. I am

confident that should I wish to look outside of this organization for a competitive job in the community, that staff will be happy to assist me with that journey as well. I'm happy with the progress I have achieved to this point, and we will see what the future holds for me." ■

**"Bruce has done such a fantastic job, he was awarded a permanent position here within our organization. Obviously, we are so, so proud of him."**

**Dina Butler**  
Goodwill Program Manager,  
Justice-Involved Programming



**Amy Cumings**  
Goodwill Industrial Services Production Supervisor

**"Not everybody has the determination to do what Bruce has done. To see him turn his life around is just inspiring."**

GOODWILL INDUSTRIES  
**EMPLOYER  
PARTNERS**  
OF THE *Year*

**THE VALKYRIE RESTAURANT**

Located in North Muskegon, The Valkyrie offers traditional American foods with a Nordic twist; a concept inspired by the North Muskegon Norsemen and owner Tresha Kidder's Scandinavian roots.



Valkyrie strives to employ the elements of fine cooking while addressing purity, seasoning, ethics, health, sustainability, and quality.

Visit their website at: [www.thevalkyrienm.com](http://www.thevalkyrienm.com)



**PANGEA REPTILE**

Owner Matthew Parks started Pangea Reptile LLC in 2001 with the breeding of geckos and small-scale sale of dry goods. Based in Zeeland, Pangea has grown into one of the largest online sellers of reptile food, products, and quality geckos.



Pangea continues to grow and expand its line of products and services to meet its customer needs. Pangea is dedicated to providing the best customer service in the industry as well as the finest animals and products available.

Visit their website at: [www.pangareptile.com](http://www.pangareptile.com)



GOODWILL INDUSTRIES  
**CONTRACT  
PARTNER**  
OF THE *Year*



**AGS COMPANY AUTOMOTIVE SOLUTIONS**

AGS is the world's leading independent aftermarket manufacturer of brake, fuel, and transmission lines. They also offer a full line of automotive specialty repair products, solutions, and lubricants to service both the do-it-yourselfer and the professional mechanic. AGS's strict manufacturing and quality controls assure that its customers receive the highest quality product in the marketplace at the most competitive prices.

AGS subcontracts product labeling work to Goodwill's Industrial Services Center, providing meaningful work opportunities for people with disabilities and other barriers to employment. Goodwill Industrial Services Center is ISO 9001-2015 certified.

Visit their website at: [www.agscompany.com](http://www.agscompany.com)



GOODWILL INDUSTRIES  
**VOLUNTEERS**  
 OF THE *Year*

# Robert & Laura



**“Volunteering for the Goodwill VITA program is a win-win-win situation. We win by having the opportunity to meet many new people and to learn a lot more about the community. The community wins by more dollars being infused to the local economy. And lastly, the people who use the service win, by receiving more dollars from their tax return.”**

**“Laura and Rob have gone above and beyond in so many ways. We are so grateful to them for their dedication to the program.”**

**Amanda Kitchka**  
 Goodwill Tax  
 Program Coordinator



**LAURA AND ROBERT CARPENTER** have collectively donated seven years of service to the Goodwill Volunteer Income Tax Assistance (VITA) program. Laura first learned about the program through a Goodwill presentation for RSVP (Retired and Senior Volunteer Program) of Muskegon County. Newly retired at the time, she became immersed in being a VITA volunteer. Two years ago, Rob

joined the program. “Laura and Rob have gone above and beyond in so many ways,” said Goodwill Tax Program Coordinator Amanda Kitchka. “They make an outstanding team. We really depend on them.” Last tax season, Laura and Rob each volunteered at three of Goodwill’s tax preparation sites. Both served at Goodwill’s Career Center and Muskegon Community College, with Laura

also taking on Hackley Public Library, and Rob at Egleston Branch Library. Laura and Rob have also helped recruit additional volunteers and helped design a guidebook for new volunteers. Rob also participates in Goodwill community volunteer recruitment events to share his volunteer’s point of view on the benefits and rewards of being a VITA volunteer. ■

## VITA Volunteers Change Lives!

**CALL (231) 722-7871 x1050 for more information!**  
**Or visit [www.vitawestmichigan.org](http://www.vitawestmichigan.org)**  
**Online volunteer inquiry form: [bit.ly/VITA\\_form](https://bit.ly/VITA_form)**



### VOLUNTEERS NEEDED!

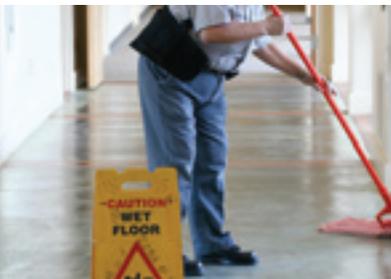
- ✓ No experience required.
- ✓ Free training provided.
- ✓ Multiple volunteer roles.
- ✓ Meet new people.
- ✓ Learn a valuable skill.
- ✓ Make a BIG difference in our community.

# Business-to-business

In addition to being a provider of job training programs and services, Goodwill Industries of West Michigan is a compilation of sustainable business ventures that generate revenue while also providing real work and training opportunities for its program participants.

## INDUSTRIAL SERVICES

Providing competitively priced, quality manufacturing services — such as packaging and assembly — to a variety of area businesses, Goodwill's Industrial Services division provides people with disabilities and other disadvantages an opportunity to work, train, and receive a paycheck.

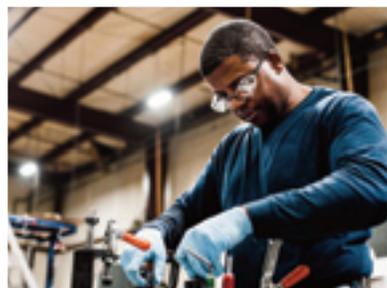


## JANITORIAL SERVICES

Providing high-quality janitorial services to West Michigan businesses, Goodwill Janitorial Services specializes in customized office and commercial facility cleaning and floor care. Services are competitively priced and quality assured.

## GOODTEMPS

A subsidiary of Goodwill Industries, GoodTemps is a temporary staffing agency fulfilling a variety of short- and long-term personnel needs for area businesses. Employers save time and hassle through deferment of time-consuming screening and recruitment for quality workers.



# Workforce development services

## GOODWILL CAREER CENTER

This welcoming community job resource center provides employment services, job training programs, and related supports for people looking for work, or those seeking help in advancing their careers. Goodwill offers individuals one-on-one consultations with a Goodwill Career Coach to provide a customized service plan. GoodTemps Staffing Services is also conveniently located on site. Job seekers can choose to register for temporary assignments that often lead to a permanent hire.



## PROGRAMS AND SERVICES

Goodwill offers a variety of employment and training programs and services to fulfill a diverse set of community needs. Some programming is referral-based through community partners.

**MI Tri-Share Child Care** connects eligible working parents with financial assistance for child care.

**Financial Literacy Training** provides customized coaching on establishing a bank account, budgeting, saving, debt reduction, and more.

**GoodWorks** is designed to rapidly develop and fine-tune employability skills through short-term paid work experience prior to job placement in the community.

**Janitorial Occupational Training (JOT)** combines paid, on-the-job janitorial training in a community setting with classroom curriculum prior to job placement assistance.

**Supported Employment** provides customized, one-on-one job coaching for individuals with developmental disabilities or other mental impairment, placed in a community job setting.

**Supportive Services for Veteran Families (SSVF)** provides housing and employment services to low-income Veteran families in Oceana and Mason counties.

**Volunteer Income Tax Assistance (VITA)** provides free tax preparation services to low-to-moderate-income families through the use of dedicated, trained volunteers.

**Work Experience Training** teaches the customs and routines of work through a paid real-work experience in one of Goodwill's business-to-business lines.

**Work Readiness** participants are referred by HealthWest, Community Mental Health of Ottawa County, MAISD, and others, and receive paid vocational training, skill-building classes, community-based education, and volunteer opportunities in the community.

### JUSTICE-INVOLVED PROGRAMMING:

**Empowering Ex-offender in Transition (EXIT)** is an alternative sentencing option that provides participants referred by the Muskegon County Probation Office with case management, mentoring, and occupational training.

**LifeLaunch: IGNITE** Funded by a grant from the U.S. Department of Labor, this program targets justice-involved young adults, providing ten weeks of training and work experience in a variety of career tracks with educational support provided by the Muskegon Community College.

**Offender Success (OS)** referred by the Michigan Department of Corrections Parole Board, program participants receive job readiness training with paid work experience, job placement in the community, and ongoing support.



# Our Mission: Changing LIVES through the Power of WORK

## Our Vision:

**Every person has a pathway to meaningful and sustaining work.**

All are included when both individual and systemic challenges have been overcome. Personal challenges include having a disability, illness, criminal background, or other disadvantaging condition. Systemic challenges include generational poverty, racism, discrimination, educational and economic inequities, and other long-term social injustices.

## Our Values:

- ✓ **Work is a powerful force:** We believe that work plays a critical role for people to achieve security, independence, self-worth, pride, and respect.
- ✓ **Every person is respected and valued:** We celebrate our diversity and delight in our strengths, ensuring the dignity and success of each one of us.
- ✓ **Transparency is fundamental:** We expect participation and open access to information and decision-making, which supports accountability and creates trust both among our team and with the community.
- ✓ **Caring deeply about people, families, and communities is what motivates us:** We are interested in people and their experiences, and passionate about helping them live their best lives.
- ✓ **Stewardship fuels everything:** We maximize the impact of every resource to sustain and grow our mission. We're committed to stewardship on behalf of people, the planet, and our prosperity which enables us to serve.
- ✓ **Innovation invigorates us:** We rely on the creativity of our team members to ensure both continuous improvement and innovation in the context of constant change.

## THANK YOU TO OUR SPONSORS:



FLORAL CENTERPIECES DONATED BY



Corporate Headquarters  
Goodwill Career Center  
Good Temps Offices

271 East Apple Avenue  
Muskegon, MI 49442  
(231) 722-7871

GOODWILL WEBSITE  
[www.goodwillwm.org](http://www.goodwillwm.org)

GOODTEMPS WEBSITE  
[www.goodtempismi.com](http://www.goodtempismi.com)