

*The journey continues...*

# **THE** POWER OF WORK POST

FUELING THE DREAM.

XVII ANNUAL LUNCHEON · THURSDAY, APRIL 18, 2013



WELCOME GUESTS

## Thank you for joining us at the 17<sup>th</sup> Annual Goodwill Power of Work Luncheon, presented by EON Office



**By Carrie Mesch**  
*Board Chair, Goodwill  
Industries of Denver*

The theme of this year's luncheon, **Fueling the Dream**, is about what it takes to keep a dream alive. As we all know, the route to achieving a dream has many twists, turns, and roadblocks along the way. Today, we'll honor four individuals who didn't give up or turn around when they hit obstacles in their paths. They forged past them, over them, and through them with perseverance, determination, and Goodwill's help. Today, we will share their inspiring stories of empowerment.

Every one of you who support Goodwill—by sponsoring or attending events like this luncheon, volunteering, donating or shopping at our stores, or serving on our Board of Directors—play an important part in the journey of these awardees and others like them.

It is because of your support that Goodwill can offer career development and training programs that help those with barriers overcome them—whether that

barrier is a disability, a cultural difference, an addiction, a tough economy, poverty, or other challenge. We thank you for your important role in fueling the dreams of the 21,000 people Goodwill helps each year.

In addition to honoring our four program participants today, we honor Kate Paul, President and CEO of Delta Dental of Colorado, who has done so much for our local community. We will also hear from career expert Andrew Hudson, who will speak about today's changing job market.

Thank you again for being here. We have an inspirational journey ahead of us today, so buckle up for the ride!

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*Thank you for helping our awardees achieve self-sufficiency,  
dignity, and hope for the road ahead.*

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### Today's agenda

#### WELCOME

**Gregg Moss**  
*Anchor, 9NEWS*

#### PERFORMANCE

**Untraceable Talent**  
*Northglenn High School  
Step Team*

#### OPENING REMARKS

**Elena Sirpolaidis**  
*CEO, EON Office*

#### RECOGNITION OF JESSE WOLFF

**Carrie Mesch**  
*Board Chair, Goodwill  
Industries of Denver*

#### KEYNOTE SPEAKER

**Andrew Hudson**  
*Career Expert*

#### COMMUNITY LEADER AWARD

**Kate Paul**  
*President & CEO,  
Delta Dental of Colorado*

#### AWARDS CEREMONY

**Yayel Yohannes**  
*Family Strengthening  
Award*

**Bruce Deese**  
*Inspiration Award*

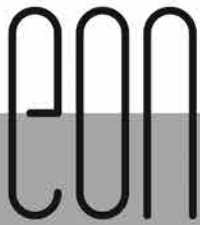
**Christian Kalenga**  
*Bright Future Award*

**Nancy Madrid**  
*Opportunity Award*

#### CLOSING REMARKS

**Nancy Madrid**  
*Purchasing Administra-  
tor, Goodwill Industries  
of Denver*





Today's office



## CONGRATULATIONS TO THE 2013 POWER OF WORK HONOREES

**EON is proud to support Goodwill in their mission to help teens and adults achieve meaningful employment and improve their lives. We believe in the Power of Work and congratulate those who overcome personal trials to find success through the programs of Goodwill.**



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- ▲ PROMOTIONAL PRODUCTS
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PRESENTING SPONSOR

# EON Office

Goodwill Industries of Denver would like to thank this year's Power of Work Luncheon Presenting Sponsor, EON Office, for their important role in today's inspirational journey, and their ongoing support of our organization.

EON is a Colorado company with a strong passion for supporting the community. Through partnership, philanthropy, and volunteerism, EON strives to be a company that truly emulates the best ideals of the Colorado community.

Since 2005, EON Office has generously supported Goodwill through the sponsorship of multiple major events, including this year's Power of Work Luncheon. Additionally, EON's owners, the Sirpolaidis family, are generously matching donations made at this year's Power of Work Luncheon, up to \$10,000.

EON owners and employees have spent many hours volunteering in Goodwill classrooms to support our extensive career education program for at-risk youth in 30 metro-area high schools.

Community involvement and good corporate stewardship are integral to EON's business model. The company is certified as a "Women's Business Enterprise" by the Women's Business Enterprise National Council and its headquarters are located in a Historically Underutilized Business Zone. EON also carries out many earth-friendly, "green" initiatives in its business practices and offerings to its customers.

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*EON's significant contributions have advanced Goodwill's mission of helping people change their lives for the better.*

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SPECIAL FEATURE

## On the road

We caught up with today's speakers and asked them, "Where's your favorite place to take a road trip?"



**Andrew Hudson**  
Career Expert

*"Yellowstone National Park"*



**Carrie Mesch**  
Board Chair, Goodwill

*"Telluride, over McClure Pass."*



**Gregg Moss**  
Anchor, 9NEWS

*"My hometown, New Orleans!"*



**Elena Sirpolaidis**  
CEO, EON Office

*"The Rocky Mountains."*



# Kate Paul recognized for putting our community on the road to success



As we honor individuals who have overcome tremendous barriers and are on the road to success, we also recognize leaders who help put our community on the path to success. This year, Goodwill is proud to recognize Kate Paul as our 2013 Power of Work Community Leader Award recipient.

Kate is President and CEO of Delta Dental of Colorado, an organization that ensures people in Colorado have access to

**Kate Paul**  
President & CEO,  
Delta Dental of Colorado

dental benefits and provides free dental care to struggling populations. She is a strong leader and philanthropist with a commitment to volunteerism and to making our community a better place to live. "Her heart is entrenched in the community," says Todd Munson, President of JPMorgan Chase Bank.

In addition to being a strong supporter of Goodwill, Kate leads fundraising initiatives for other non-profits, serves as a director of the Colorado Trust, and is on the board of directors of COPIC, Exempla Health Care, and the Denver Art Museum. "I don't think there is a philanthropic organization that hasn't been impacted by Kate's expertise, passion, and philanthropy," says Christine Benero, President and CEO of Mile High United Way (MHUW).

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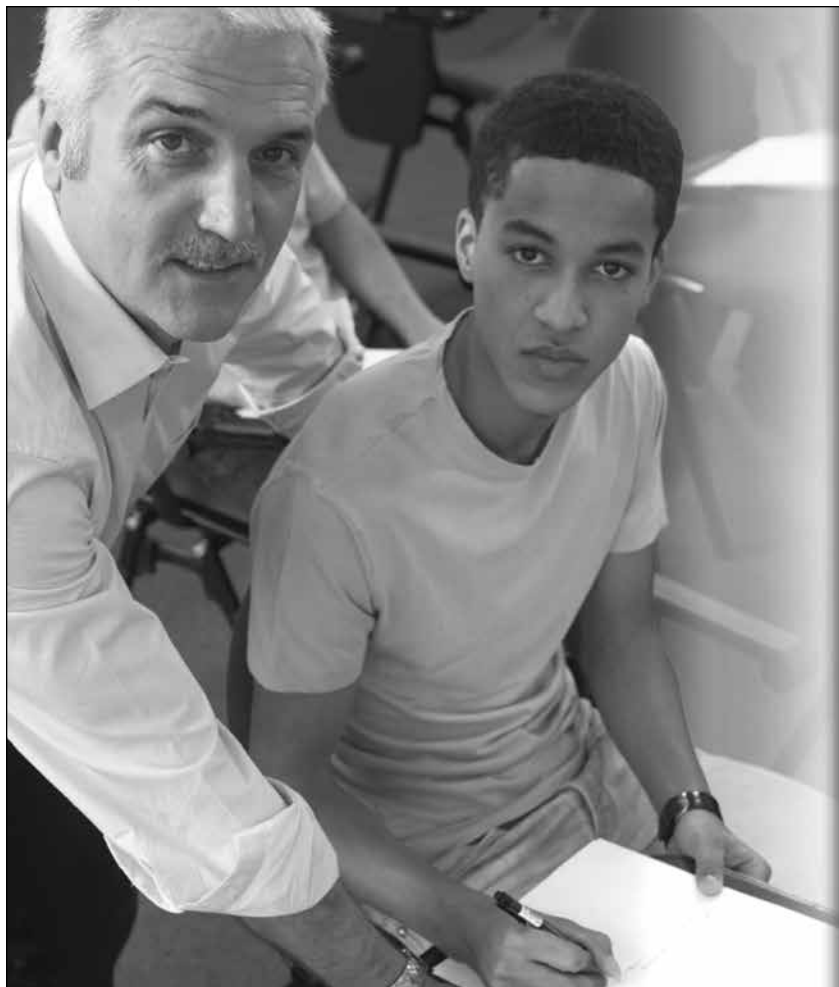
*"Kate is what every community leader aspires to be." — Christine Benero*

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Not only does Kate give generously of her time for the benefit of the community, she also encourages employees to give back. As a result, Delta Dental of Colorado was awarded both the MHUW "Spirit of Hope Award" for going above and beyond employee giving expectations and their "Champion of Hope Award" in recognition of the company's extensive community benefit work.

"She leads by example," says Munson. There is no doubt that the example Kate Paul sets gives women—and men—in the workforce a passionate, charitable, and visionary executive to look up to.

Community Leader Award Sponsor: IMA



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# Let's give 'em something to smile about.

As a non-profit organization, Delta Dental of Colorado cares about more than the bottom line. We care about our community. That's why we're proud supporters of Goodwill Industries.

Our mission is to improve the oral health of the communities we serve. And we're doing just that. One mile-high smile at a time.

 **DELTA DENTAL**

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

Congratulations to Delta Dental of Colorado CEO Kate Paul, winner of Goodwill's Community Leader Award.



# A fond farewell to Goodwill's President and CEO, Jesse Wolff



**Jesse Wolff**  
*Photo credit:*  
*Denver Business Journal*

As many of you already know, Jesse Wolff has stepped down as President and CEO of Goodwill Industries of Denver and, like our awardees today, is continuing on his own personal journey. We will miss him and wish him well wherever the road takes him.

We have a movement here at Goodwill called The Goodwill Effect. This is when a chain of events

starts with a simple action—like donating or shopping at a Goodwill store—and results in great societal impact. Jesse exemplifies The Goodwill Effect. He started a chain reaction of good within Goodwill that will long be remembered.

Jesse had a vision of transforming the company when he came to Goodwill, and he has made that vision a reality. In fact, Jesse helped develop our new vision statement, which says: “The communities we serve are better, stronger, and more sustainable because Goodwill is there.” We feel that Goodwill is better, stronger, and more sustainable because Jesse was here.

**Thank you, Jesse, for all that you've done for Goodwill. We wish you the best of luck in your future endeavors.**

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*Jesse Wolff exemplifies The Goodwill Effect.  
He started a chain reaction of good within  
Goodwill that will long be remembered.*



Syntrinsic is honored to be a part of The Goodwill Effect.

Congratulations to Christian and all  
the other award winners for their  
inspirational work in the community.

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FAMILY STRENGTHENING AWARD

# Yayel Yohannes

**Sponsored by**

*LaserCycle USA & The Highest Image Foundation*

When Yayel came to Goodwill's Career Connection Center, she had only been in the U.S. for one month and was suffering from the emotional side effects of having fled her native country. With the help of Goodwill, Yayel transferred her former education into a meaningful career as a Birth Doula and Medical Interpreter. She is now hopeful about her future as she helps women have a positive birthing experience and helps refugees adjust to life in the U.S.



INSPIRATION AWARD

# Bruce Deese

**Sponsored by**

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When Bruce began his pre-vocational career at Goodwill, he was painfully shy and nervous in social situations. Through his participation in the GoodBikes program at Goodwill, and his own resolve, Bruce transformed into a hardworking, outgoing, and beloved coworker.



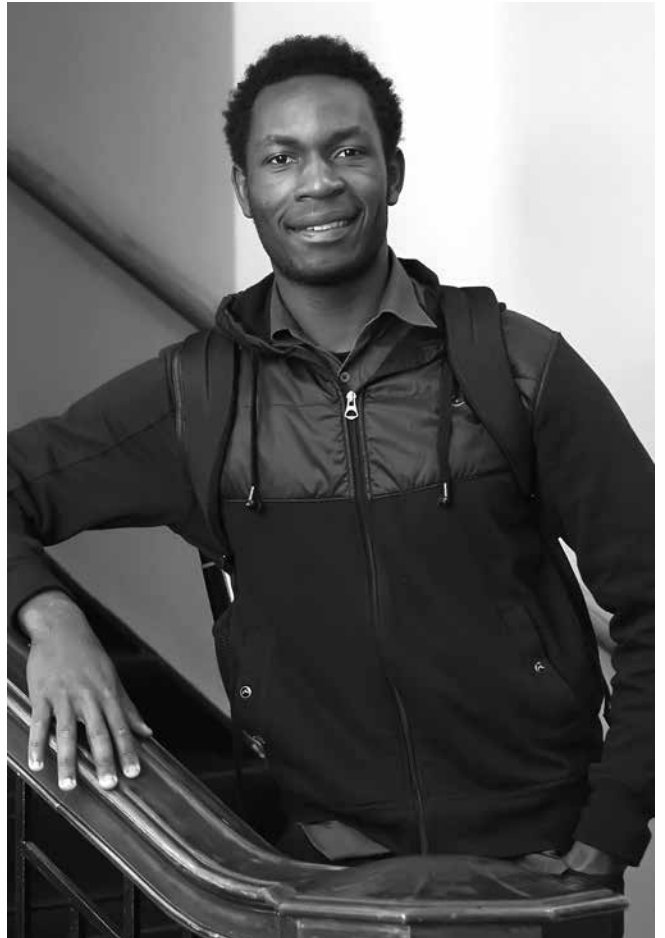


BRIGHT FUTURE AWARD

# Christian Kalenga

Sponsored by  
*Syntrinsic Investment Counsel*

After experiencing political unrest, genocide, and the loss of his parents, Christian emigrated from the Congo to the U.S. where he faced countless cultural differences. Christian found hope and support through Goodwill's Youth Career Development Program. With Goodwill's help and through his own fierce determination and work ethic, Christian went on to earn a Daniels Fund Scholarship to Colorado State University. Christian is working towards an education degree so that someday, he can serve as a guiding force in young students' lives—just like Goodwill mentors did for him.



OPPORTUNITY AWARD

# Nancy Madrid

Sponsored by  
*Delta Dental of Colorado*

Nancy struggled with drug addiction and abusive relationships for most of her life. After hitting rock bottom, she was determined to turn her life around but needed someone to give her a second chance. By giving her a job when no one else would, Goodwill was the lifeline Nancy needed. Today, Nancy is celebrating nearly 15 years with Goodwill as a dedicated employee—paying it forward to coworkers, students, and the company that changed her life.



# Goodwill Industries of Denver is the ultimate socially responsible retailer

Goodwill provides gently used goods at discounted prices and makes the community more environmentally sustainable by recycling more than 74 million pounds of goods each year. Proceeds from the sale of these goods fund training and career development programs that help at-risk youth, disadvantaged adults, and individuals with disabilities achieve self-sufficiency, dignity, and hope through the power of work.

## The journey from recycled goods to transformed lives

It all begins with a donation. The success of Goodwill's retail operations revolves around the generosity of people in our community choosing to donate to Goodwill.

## One person's donations become another person's treasure

Items donated to Goodwill are then sold at low prices to the public through Goodwill retail stores, giving the community the opportunity to get quality items at a great value. Shoppers can also buy goods through Goodwill's new site, [shopgoodwill.com](http://shopgoodwill.com).

## Next stop: Outlet World—where treasure hunters unite

Donations have another chance to be repurposed at Goodwill Outlet Worlds, where items are sold out of large bins by the pound—giving Goodwill one more chance to raise funds for the community.

## Final stop: secondary markets

In the Goodwill recycling process, many items that are not sold to the public are then sold to partners of Goodwill who share the same sustainability goals.

## Goodwill at a glance

- 23 retail stores
- 18 stand-alone donation centers
- 3 Career Connection Centers
- 1 Déjà Blue Boutique
- 3 Outlet Worlds
- e-commerce operation ([shopgoodwill.com](http://shopgoodwill.com))
- 86% of revenues support Goodwill's programs
- 100% of financial donations go directly to supporting Goodwill's programs
- Approximately 65% of retail employees are disabled or have disadvantaged conditions

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CenturyLink is proud to sponsor the 17th Annual Goodwill Power of Work Luncheon.



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# Where do the proceeds go?

The ultimate purpose of the donation and sales process is to support Goodwill's mission programs.

## Youth Career Development Program

The metro Denver dropout rate is one of the worst in the nation. Goodwill partners with 30 schools to teach a career curriculum that helps teens formulate a plan for the future, motivates them to stay in school, and puts them on the path to success.

## Adult Career Development Program

Goodwill partners with many agencies in the community to teach valuable life and work skills to participants transitioning off of government assistance, so they can secure and sustain a job. Goodwill's three Career Connection Centers (free resources for the whole community) offer job search skills training and computer access.

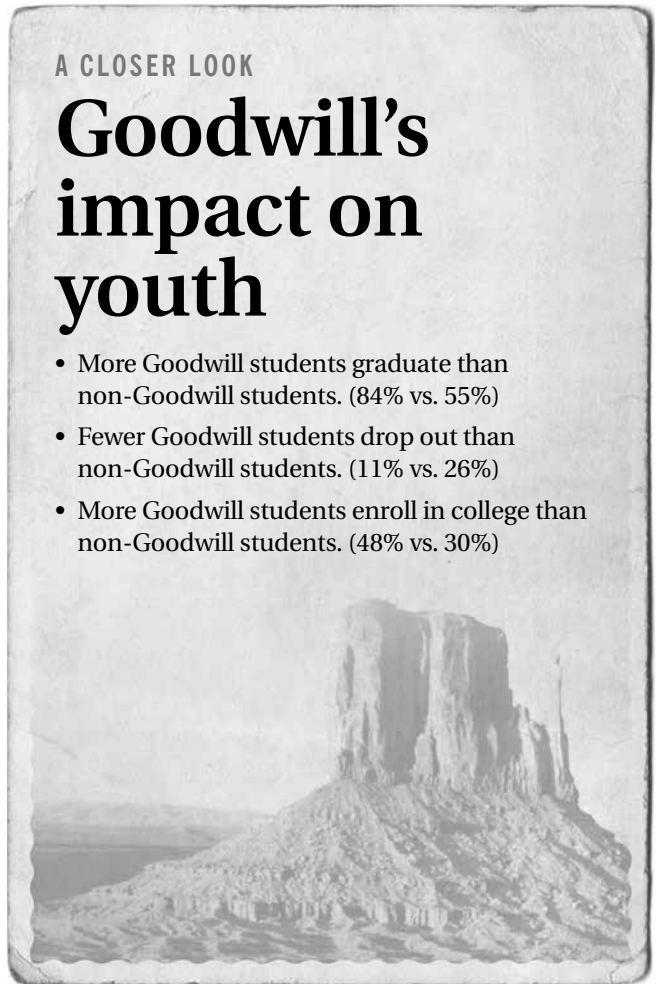
## Community Employment & Day Programs

Goodwill helps those with disabilities improve their quality of life by providing opportunities for them to participate in the life of the community, earn a paycheck, and increase their independence and self-esteem.

A CLOSER LOOK

# Goodwill's impact on youth

- More Goodwill students graduate than non-Goodwill students. (84% vs. 55%)
- Fewer Goodwill students drop out than non-Goodwill students. (11% vs. 26%)
- More Goodwill students enroll in college than non-Goodwill students. (48% vs. 30%)



**Helping others  
is always a smart  
investment.**

Charles Schwab is proud to support the Goodwill Power of Work Luncheon.

*charles* SCHWAB

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## GOODWILL'S MISSION

**Goodwill provides education, career development, and employment opportunities to help Coloradans in need achieve self-sufficiency, dignity, and hope through the Power of Work.**



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# 2012–2013 Partners

Goodwill Partners is a group of concerned individuals who believe that together we can help youth and adults in need by giving them a hand up, not a hand out. The support and resources provided by Goodwill Partners forms a solid foundation for our service to others.

## President's Circle (\$10,000+)

Vass and Lynne Sirpolaidis

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GOODWILL INDUSTRIES OF DENVER

# Legacy Society

Goodwill's Legacy Society is a group of supporters who have included Goodwill Denver in their will or other estate plans. Members of the Legacy Society make a powerful statement about their commitment to Goodwill's mission.

Anonymous

Tom and Kristin Feldkamp

Joe Hutchison

Fred and Jane Jeffries

Martin and Christy Pocs

Ardis Rohwer

Raymond Storck

Tim and Julie Welker

Jesse and Molly Wolff

All Legacy Society gifts are invested in Goodwill's endowment fund, which provides long-term funding for Goodwill's programs and ensures that Goodwill can meet the needs of our local community now and in the future. For more information, call 303.650.7796 or visit [goodwilldenver.org/planned-giving](http://goodwilldenver.org/planned-giving).



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# Help Goodwill introduce students to the power of work

Would you like to make a difference in the life of a teen? Consider participating in Goodwill's career development programs in 30 metro area middle and high schools as a volunteer. Your time commitment can be as little as once a semester or one hour a week, but your impact could be as big as changing an at-risk youth's future forever. Here's how you can participate:

## Career and college panels

Motivate teens to pursue a college education or a career by sharing your collegiate experience or story of career success.

## Guest speaking

Share it all—your education, work, and life experiences—to get students excited about the possibilities their future offers!

## Mock interviews

Help students gain confidence and interviewing skills.

If you are interested in learning more about how you can help youth stay in school and focus on a positive, self-sufficient future, go to [goodwilldenver.org/volunteer](http://goodwilldenver.org/volunteer), email [volunteer@goodwilldenver.org](mailto:volunteer@goodwilldenver.org), or call 303.238.2952.

## Resume workshops

Work with students one-on-one in a classroom setting to provide resume feedback.

## Youth mentoring

Work with a teen one-on-one to build job skills, set education and career goals, explore future opportunities, and prepare them for life after high school.

## nextgen

Are you a young professional who wants to make a difference? Join our nextgen group and help build awareness about our career development programs in high schools.

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*Societal impact starts with a single action.  
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# In step with today's performers

Untraceable Talent, Northglenn High School's Step Team, has performed in many competitions throughout the Denver area competing against high schools, colleges, and independent step teams. They have performed at a Nuggets game and have been invited to perform at a conference sponsored by the NAACP at East High School, Saturday, April 20<sup>th</sup>. These students perform and compete throughout the year. They often win and have never placed less than second.

Caitlynn Burbank

Xiara Luna

Jeanette Medina

Sierra Padilla

Destiny Dana

Beatriz Martinez

Aylin Mendoza

Karis Pruitt

Aspen Griffin

Olivia Martinez

Alexia McGrew

Lucero Rodriguez

Brisella Herrera

Alexandra Medina

Mariyonna Murff

Cecilia Romero

Spencer Larrabee

## GOODWILL'S VISION

The communities we serve are better, stronger, and more sustainable because Goodwill is there.



The Goodwill Auxiliary extends congratulations to today's awardees!



[goodwilldenver.org](http://goodwilldenver.org)

We proudly support the  
17th Annual Goodwill  
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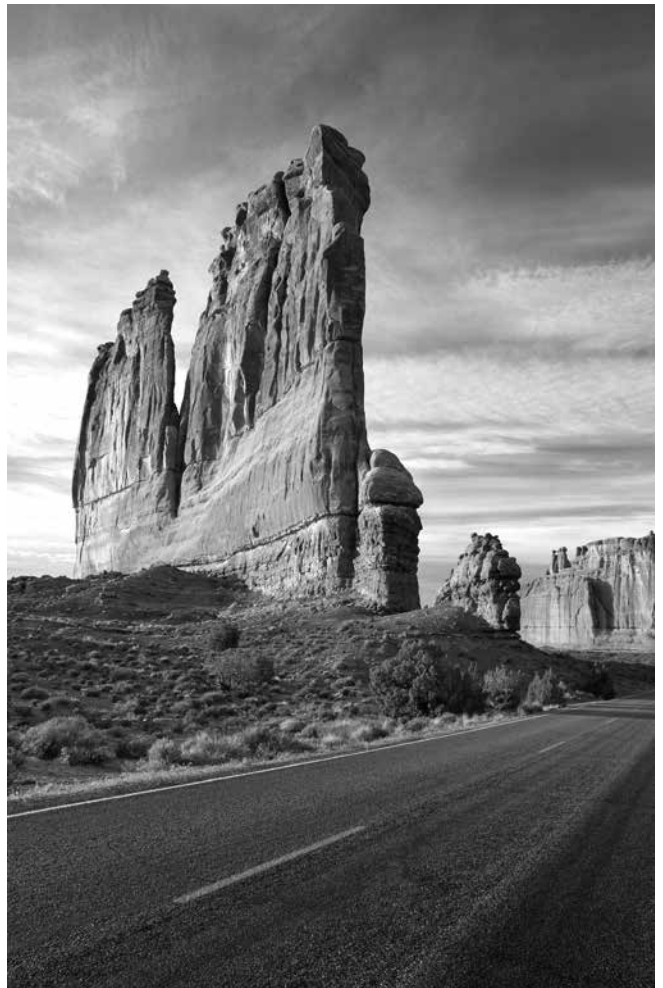
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# Special thanks

Thank you **Comcast** for your in-kind donation of media placement. Your ability to connect our community to technology and information allows us to connect our community to job programs and hope

Thank you **Mile High United Way** for being such a strong supporter of Goodwill's mission and for putting the power of work into action in our community

Thank you **Goodwill Board of Directors** for sponsoring our Youth Career Development Program at George Washington High School.



# Thank you!

Congratulations to all of our deserving awardees and thank you to our generous sponsors. Below are other ways you can support Goodwill and help more Coloradans in need take a journey towards self-sufficiency, dignity, and hope.



## Host a donation drive

Your company, school, or nonprofit organization can support Goodwill by hosting a donation drive. Learn more at [goodwilldenver.org/donationdrive](http://goodwilldenver.org/donationdrive) or by calling 303.881.4093.



## Donate your vehicle

Want to put that unwanted vehicle of yours to good use? Consider donating it to Goodwill. We'll pick it up for free and you may be eligible for a tax deduction. Learn more at [goodwilldenver.org/donate/cars](http://goodwilldenver.org/donate/cars) or by calling 303.480.3556.



## Sponsor a school

Companies and individuals are invited to sponsor Goodwill's Youth Career Development program in an area high school. School sponsorship provides you with exclusive volunteer opportunities and recognition. Learn more by calling 303.650.7723.



## Participate in the golf tournament

Tee off with Goodwill at our 11<sup>th</sup> Annual Golf Classic on August 26, 2013 at Colorado Golf Club. Foursomes and hole sponsorships are available. Learn more at [goodwilldenver.org/golf](http://goodwilldenver.org/golf) or by calling 303.650.7723.

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*See you next year!*  
18<sup>th</sup> Annual Goodwill Power  
of Work Luncheon

April 2014



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