



Goodwill Industries of Tulsa, Inc.

Volume 29 • Issue 1 • January 2021

## Message From The President

DAVID E. OLIVER  
President

The year 2020, or as it will likely be remembered in history as the “COVID” year, has finally come to a close. What started out as a year with great expectations for Goodwill Industries of Tulsa, quickly changed to a year of adaptation, re-invention and change. Today we have a new normal and the way we operate has forever been changed. I believe in many ways it is for the better, out of necessity we were required to examine everything we do and make changes that otherwise would not have happened as quickly.

But enough about 2020, what I really want to address this month is 2021. We all know that just because 2020 ended it does not mean that the coronavirus has disappeared. We have a vaccine and that will certainly help, but the virus will likely continue to impact us for much if not all of 2021. Too often over the last several months I have seen organizations use the virus as an excuse for why they are doing poorly instead of as an impetus for change and improvement.

I believe that 2021 is a critical year for Goodwill Tulsa and in order for it to be successful we need to hit the ground running. I see 2021 as a great opportunity for us to expand our Donated Goods program given the inventory we are starting the year with that we normally do not have. The backlog of material that we have is a blessing, not a curse, it is up to us to determine how we maximize its value. We also plan to establish an on-line presence to supplement our bricks and mortar retail during the coming year and we believe there are opportunities in our market for the addition of an outlet store.

In 2021 we know that workforce development will continue to be critical as our country looks to bring individuals back into the workforce who have been displaced. We will be taking a hard look at what our role

will be in that process and how it may affect our mission moving forward. How we maximize the on-line offerings that we developed during 2020 is a critical component for our 2021 workforce development activities and how we deliver mission going forward.

In respect to our Financial Resilience programs, we expect 2021 to be a year of tremendous growth and opportunity. It will be our second full year to run the local VITA tax return preparation program and we now have experience completing returns in an environment where taxpayers are not able to meet with us in person. The Financial Empowerment Center that we opened in partnership with the City of Tulsa launched in November of 2020 and we expect it to see significant utilization in 2021. Our goal is to continue to grow these programs in order to have a tremendous positive impact on the citizens of Tulsa and beyond.

We also have plans in place to refine and expand our in-house training, safety, employee recruitment and retention and our internal IT capabilities. These are just a few examples of the many areas we will be focusing on in 2021. As you can see it will be a busy and exciting year. This is no time to dwell on the past, there is nothing we can do about that. What we can do is make 2021 an outstanding year for Goodwill Industries of Tulsa and I look forward to working with all of you to do just that.

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### Goodwill Pay Periods

Friday, January 8, 2021

Friday, January 22, 2021

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Tulsa, Oklahoma 74107

Editor: Nancy Webster, Community Relations Director

## The 2020 Holidays Were 'A Bit Different' This Year!!!

### December 2020 Goal:

-13.2%

### December 2020 vs December 2019

-11.2%

### Customer Count

-24.9%

### Average Sale

+18.3%


## WE DID IT !!!

We made it through a very difficult year!

As COVID-19 cases continue to rise, our retail teams have stayed strong and did a great job keeping the stores clean and new product pushed out to the floor daily. We managed to stay diligent in our new normal and continuing to move forward supporting our mission and community.





Looking ahead to 2021 is a little daunting, but also exciting! We are continuing with our reduced hours for now, but there is still more than enough time to find many exciting deals.

Don't forget to check out the January calendar to take advantage of our various sale days coming up!!!




**Goodwill Industries**


Our mission is to provide work opportunities, job training and support services for people with disabilities or other employment barriers.


Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 	2
3	4	5 	6	7	8	9
10	11	12	13	14	15	16
17	18	19 	20	21	22 	23
24	25	26	27	28	29	30
31						

*January*  
**2021**

**Happy New Year!**  
Our stores will close @ 4 pm on NYE and will be closed all day on New Years Day

 **Senior Day**  
55+ receive 25% off total purchase

 **Customer Appreciation Day**  
25% off total purchase

 **Let's get social!**  
Stay connected on sales and more at [goodwilltulsa.org](http://goodwilltulsa.org)

*Thank you for donating and shopping with us!*

### Open management positions:

SW Blvd: Floor Supervisor

McAlester: 2<sup>nd</sup> Assistant Manager, Customer Service Manager

Glenpool: 2<sup>nd</sup> Assistant Manager

Owasso: 2<sup>nd</sup> Assistant Manager

## Carelessness . . .

Have you ever done anything stupid, something that you know puts you at increased risk of injury? When you realize how stupid you were, whether you got hurt or not, do you ask yourself, "Why did I ever do that?" For your own future preservation, this should be a very important question for you to answer yourself. Consider the fact that approximately 20% of injuries are due to unsafe conditions and 80% are caused by unsafe acts. If you realize that most unsafe conditions are brought about by human failure, then virtually all accidents are brought about by unsafe acts. Why did you do something in an unsafe manner? To answer this question, you will need to put personal defenses aside and know that blame may lie within yourself. Also realize that there may be more than one reason for your actions and others may be involved. If you knew the proper, safe way to do the job, then you cannot claim ignorance. What is left, whether you like it or not, is carelessness. So what can cause you to temporarily disregard your own safety?



External Pressure -- "Let's get this job done!" Usually this pressure comes from your direct supervisor. Disregarding safe practices is not going to save enough time to make a significant difference. However, any accident or injury is guaranteed to have an effect. As a matter of fact, when the pressure is applied, it is worthwhile to pay more attention to safety because we know, from experience, such situations frequently lead to more accidents.

Bad Habits -- You fail to follow the established procedure and you don't get hurt (or you were not caught) this time. Psychologically, this is a reward and so you do it again and again and again. But it is also Russian roulette. How many times can you pull the trigger before a round is in the chamber? You know, sooner or later, something is going to happen. There is only one way to stop it - stop pulling the trigger. Do yourself a favor and follow the established procedures.

Internal Pressure -- There is just so much to do and not enough time!" Are you self-motivated and self-directed? Most employers love this type of individual, but your single-minded determination to get the job done may cause you to lose sight of the dangers around you. Think of it this way, you will not finish the job if you get hurt. You may finish the job if you don't get hurt. Therefore, first, prevent injury. Second, work to complete the job. Make sense?

Attitude -- "This safety stuff doesn't apply to me!" So what makes you so special? A study of mine accidents involving foremen showed that the foremen were injured when they personally failed to apply the safety standards they were to enforce. Did the fact that they were foremen protect them from injury? No. Humans are humans. Rich or poor. Black or white. Men or women. Strong or weak. There is nothing in your status that will protect you from injury except following the safe procedure. Remember, safety is no more than doing the job the right way, every day.

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## 2020 STAR AWARD Winners

**Special  
Thanks  
And  
Recognition!!!**



The **STAR Awards** were presented this year in December to five individuals, nominated by their peers, for exceptional achievement in the category in which they were nominated. A video of each was created and distributed to all employees. Congratulations goes out to each of the winners—**Team Player Award**: William White, **Exceptional Customer Service Award**: Brittany Geren, **Extra Mile Award**: Malita Thomas, **Cheerleader Award**: Tracy Foster, **Essence Award**: Nicole Voris. Each winner received a trophy and a check for \$100. Congrats to our winners!!!

## Human Resources—Training Tips

JENNY NOBILE  
Training & Development  
Coordinator

### It's a New Year – Be Optimistic!

Since 2020 was a leap year, we had to go through 366 days, which often felt more like 366,000 days, but the good news is that it's finally over! While New Year's Day didn't bring an end to the COVID-19 pandemic or the other chaos we experienced in 2020, it does give us a chance to press pause so that we can reset our thinking and plans for the coming year. We can make the choice to be optimistic about what 2021 has in store for us.

When it comes to how you view the world, most people fall into one of two categories: optimist or pessimist. Think of it like the old saying, "Is the glass half-empty or half-full?" Someone who sees the glass as half-full is an optimist, tending to believe that good things will happen; whereas a person who sees the glass as half-empty is a pessimist, believing that bad things are more likely to happen. Studies do show that optimism and pessimism are both an inheritable personality trait and a product of our environment, but you can't just blame your childhood and circumstances for either.



The truth is that anyone can learn to be optimistic by shifting their thought process in a more productive way. Rather than focusing on the negative things, look for the good things around you and be grateful for what is going well in your life. This doesn't mean that you're living in a fantasy world, as you must be realistic and recognize that bad things will happen that are outside of your control. However, you do have the ability to control your reaction and see those hardships as temporary setbacks or learning experiences that you can grow from.

By making a conscious effort to focus on the bright side while still acknowledging the difficulties of the situation, this allows you to shift to an optimistic viewpoint in the short-term. In addition, the more you engage in positive thinking and action, the easier it will be to maintain optimism on a long-term basis in your daily life. We may still have a long road to recovery ahead of us in 2021, but I urge you to make the choice to be hopeful and optimistic about your future path.

# **Goodwill Service Awards**

*Presented December 2020*

**The following individuals received recognition of service  
to Goodwill Industries of Tulsa:**

**5 Years:** Charles Baldridge, Melissa Buckner, John Clowers, Anne Dean, Dewayne Dotson, Sarah Dudley, Danny Elliott, Janet Harbert, Melvin Hildebrand, Debbie Hoffman, Stephanie Kinsey, Rebecca Lay, Michael Lockett, Lorena Lyons, Linda Miller, Michael Nees, Penny Nickels, Leonard Phifer, Megan Raleigh, Spencer Smith, Leonard Stout, John Taber, Connie Vaughan

**10 Years:** William Barrett, Christopher Blunt, Jeremy Breedlove, Crystal Brown, Clarice Floyd, Rebecca Gatlin, Chris Hunt, Dylisia Markham, David Mathews, Rachele Pedersen, Joshua Shannon, Florence Smittick, Malita Thomas, William White

**15 Years:** Shelli English, Frankie Harley, Joyce Heath, Melanie Morose, Jonathan Shacklett, Scott Staedeli

**20 Years:** Derrick Broughton, Samuel Henry, Edra Sue Jent, Maceo Lucas, James Rainwater

**25 Years:** William Ingram, Jana Swanson

**35 Years:** Sabrina Ware

**51 employees** with a combined total of  
**530 years of service**  
to our organization were honored!

## **Congratulations to all!!!**



# GOODWILL CREATIVE SERVICES



## ONLINE TECHNICAL TRAINING



## UTILITIES ASSISTANCE



## TOP PERFORMING SOCIAL MEDIA POSTS IN DECEMBER

Tulsa Financial Empowerment Center  
launch with the City of Tulsa!!

TWCA Online Training Courses  
Job Connection Online Job Board

Financial Wellness Utility Assistance  
through Financial Empowerment Center



## VITAL News—January 2021

**On December 10, 2020 at 11:00 a.m. the Financial Empowerment Center opened in Tulsa.**

We marked the historic occasion with a virtual launch and ribbon cutting on Zoom (very 2020). Mayor Bynum and Cities for Financial Empowerment Fund CEO Jonathan Mintz joined the Tulsa FEC planning team, financial counselors, partners, advisory board members, stakeholders and friends on the virtual celebration.



Here are links to local coverage of the FEC's launch:

### Tulsa World

[https://tulsaworld.com/business/local/financial-empowerment-center-offering-free-monetary-counseling-opens-in-tulsa/article\\_c577eb46-3af0-11eb-ae65-4b2a9a2e3dc8.html?utm\\_campaign=sndtoplot&utm\\_medium=social&utm\\_source=facebook\\_Tulsa\\_World&fbclid=IwAR3yLVjQgBKxOzBs6rLLsrCNIEw5v\\_1GALmhaJrB5zA9OQXDP-eGgslekFc](https://tulsaworld.com/business/local/financial-empowerment-center-offering-free-monetary-counseling-opens-in-tulsa/article_c577eb46-3af0-11eb-ae65-4b2a9a2e3dc8.html?utm_campaign=sndtoplot&utm_medium=social&utm_source=facebook_Tulsa_World&fbclid=IwAR3yLVjQgBKxOzBs6rLLsrCNIEw5v_1GALmhaJrB5zA9OQXDP-eGgslekFc)

### News on 6

<https://www.newson6.com/story/5fd2ee6f2b6dcd0c3a5946b0/tulsa-celebrates-opening-of-financial-empowerment-center->

### Telemundo Oklahoma

<http://unidosok.com/centro-financiero-en-tulsa-ayuda-con-asesoramiento-financiero-en-espanol/>

The Financial Counselors have six active clients to date and there are appointments pending for potential clients.

The FEC counseling program falls under the same Financial Resilience umbrella as the Financial Navigators, which we launched last summer.

The Financial Counselors have six active clients to date and there are appointments pending for potential clients.

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Financial Navigators provide over-the-phone guidance at no cost to help residents access available programs and services designed for managing income disruptions and other financial stressors brought on by the COVID-19 pandemic. Financial Navigators help callers identify immediate action steps needed to manage expenses, maximize income and realize other services available to them during the one-on-one sessions that last about 30 minutes. Lian Cing is our full-time navigator who works here at Goodwill. We have two part-time navigators, Ngin Cing and Eva Stentzel, at the YWCA East Community Center. The Financial Navigators have had 131 sessions, discussed 526 topics, and made 1,209 referrals! Clients register for the service at <https://finnav.org/interest-tulsa>.

Financial Counselors provide no-cost, one-on-one professional counseling to any Tulsa resident. There are no income requirements, however, we hope low and middle income and underserved populations will take advantage of the service. Financial counseling is meant to be ongoing with repeat sessions depending on the client's needs and goals. Financial Counselors work with clients in four key areas: managing (reducing) debt, increasing savings, improving credit, and getting banked. Our four full-time Financial Counselors are Aleah Wigal, Eva Cevallos, Kelsey Schultz and Kenny Osorio. Residents interested in working with a financial counselor can sign up at <http://fecpublic.org/appointment-tulsa> or call 918-802-7279.

As we gear up for tax season, our VITA volunteers have begun their training to certify for the season. We also planning an effort to help more eligible taxpayers claim the Earned Income Tax Credit. The credit amount depends on income and family size, but can be as much as \$6,660. That could give low to moderate income earners a substantial boost in the form of a larger refund or lower tax bill. However, taxpayers have to file a return to get the EITC and other credits.

The IRS and U.S. Treasury agreed to allow taxpayers to choose either their 2019 income or 2020 income when figuring their EITC on their 2020 tax return. This will help taxpayers who would otherwise face receiving less EITC – and a potentially lower refund – than they are used to because their income changed substantially in 2020 due to the pandemic.

Other useful tax changes for Tax Season 2021:

- If you did not receive an Economic Impact Payment (stimulus check) or did not get the full amount due, you might be eligible to claim a Recovery Rebate Credit;
- Cash donations to eligible charities of up to \$300 made by December 31, 2020 are now deductible without having to itemize deductions on your taxes.

VITA volunteer tax preparers can help filers get all of their eligible credits and deductions. We will begin virtual preparation February 1.

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Modisane Kwanza  
VITA Coordinator/  
Financial Resilience Programs Manager



## **Attention Goodwill Employees!!!**

The 2020/21 Goodwill Employee Handbook Addendum is currently being distributed through supervisors to all employees of the organization. For the 2021 calendar year we will continue to use the 2020 Employee Handbook and the provided addendum as our policy and procedure guide. Any year over year changes or clarifications are addressed in the 2020/21 Goodwill Employee Handbook Addendum.

Also with the Addendum, you will find the following documents that must be **completed, signed and returned to HR** no later than **Friday, January 22<sup>nd</sup>, 2021**.

- **2020/21 GOODWILL EMPLOYEE HANDBOOK ADDENDUM RECEIPT form.**
- **Emergency Information Form— Complete Form; name, address, phone numbers etc. Do not write “SAME AS LAST YEAR”! Minimum of two or more emergency phone contacts.**

**All employees need to execute and return the above forms.**

The following documents are to be **distributed to and kept by the employee**:

- **2020/21 Employee Handbook Addendum** - This handout should be kept with the 2020 Employee Handbook and documents significant updates and changes that were made for 2021.
- **Participant Annual Fee Disclosure Notice** - This is the annual fee disclosure notice for our 401-a retirement plan.



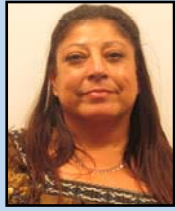
## **Holiday Fun!**

Needless to say, 2020 was a challenging year. However, per norm, our creative and tenacious GWIT team created an outlet to let the Christmas season flow throughout the GWIT Nation with our Holly Jolly Christmas Ugly Christmas Attire Contest, held December 7<sup>th</sup> – 11<sup>th</sup>, 2020. The contest was met with excited and eager participants at the Edgar J. Helms Center. The Contract Services Staff and Supported Workers dawned some of the most festive and joyful Christmas gear ever seen.

Aaron Smith, pictured left, won 2<sup>nd</sup> Place in the Ugly Christmas Attire Contest proving bulbs and tinsel are a showstopper! Outstanding!!! Thanks to all who participated!

*Janiss Richardson, Program Manager*

# Meet Your Co-Workers



**Meet  
Lucienda Jack**

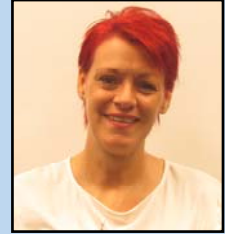
Lucienda, nickname Cindy, works in Contract Services as a Janitor at the Goodwill Helms Center. Her hometown is Sapulpa and she has worked at Goodwill since July 2020.

Cindy has two children and two grandchildren, with one on the way!!! She is an avid sports fan who cheers for the Texas Longhorns, the Boston Red Sox, and the OKC Thunder. In her spare time she enjoys hiking and fishing. Her ideal vacation would be camping at the lake!



**Meet  
Danyelle Baker**

"D" as she is nicknamed, is from Sarcoxie, Missouri. She has been with Goodwill since July, 2020 and works as a Floater at the Carthage Retail Store. She says the best part of her job is getting to know her co-workers. Danyelle is an avid sports fan who cheers for the KC Chiefs, and the St. Louis Cardinals. In her free time she enjoys hanging out with her friends. Someday, she says, she would like to take her ideal vacation—a trip to Italy or Korea.



**Meet  
Shannon Choate**

Shannon or "Shanny" as she is often called is from Oologah, Oklahoma. She currently works for Goodwill as a Retail Sales Associate. She has one son. Her hobbies include doing different kinds of crafts. Shannon is a sports fan who cheers for the OU Sooners football team and the NY Yankees baseball team. A safari in Africa would be her idea of a great vacation she would love to take someday!!!

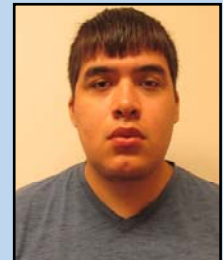


**Meet  
Marissa Lilley**

Marissa originally is from California. She has worked for Goodwill as a Sales Associate since July 2020. She says she enjoys her job because she gets to meet new people.

Marissa enjoys sports teams—her favorites are the Denver Broncos and the LA Dodgers. She says if she were to have time off during the week she would spend it at the ZOO! A trip to Disney World would be her idea of a great vacation!!!

*Take a moment  
next time you see  
one of these  
new employees  
and welcome them  
to Goodwill!!!*



**Meet  
Gabriel Dubbs**

Gabriel or "Gabe" as he prefers, is from Tulsa. Gabe has worked at Goodwill since August 2020. He works as a Textiles Material Handler in the Processing Department. Gabe says he enjoys spending time with his family when he has extra time off. He says the best part of his job is "working with others". Resting at home would be his ideal vacation!

## November New Hires

Please extend a warm welcome to our  
new employees for December:

**Donation Attendant:** Cierra Wade

**Administrative:** Jay Castoe (Safety Coordinator)

**Processing:** Connor Tapley, Michelle O'Brien, Christopher Kame

**Job Connection:** Indira Artigas

**Workforce Development:** Jacquelyn Kwe Kwe (Employment Specialist)

## February Birthdays



Sue Jent—2/2  
Janet Rudluff—2/2  
Judy Lamb—2/7  
Frances Normore—2/7  
Stacy McCage—2/8  
Nicholas Wagers—2/10  
Delisa Gardner—2/11  
Craig Hayes—2/12  
Jenniferlee Johnson—2/13  
Carla Ellis—2/14  
John Pierce—2/14  
Jason Stewart—2/14  
Ruth Duren—2/15  
Janiss Richardson—2/15  
Janice Santiago—2/16  
Nicole Edge—2/17  
Jameka Kimble—2/17  
Roger Boyce—2/18  
Gabriel Dubbs—2/18  
David Jerome—2/18  
Eva Cevallos Jalil—2/19  
Emily Ragan—2/19  
Brenda Seckman—2/19  
Gary Albright—2/21  
Dwayne Brooks—2/21  
Winona Jackson—2/21  
Kristal Washington—2/22  
Marissa Willey—2/23  
Rita Roland—2/24  
Melody Allen—2/25  
Michell Bollinger—2/26  
Jeremy Gillespie—2/26  
Scott Rollins—2/26  
Adam Erby—2/28  
O'Dell Jones—2/29

## January Anniversaries

### Congratulations!!!

Your commitment and dedication to Goodwill Industries of Tulsa is very much appreciated!!

**1 Year:** Melody Allen, Amanda Bass, Joshua Boyles, Dwayne Brooks, Kimberly Lynch, Bruce Phipps, Glenda Seiter, Terry Shaw, Laurie Ward, Kenyanna Wilson

**2 Years:** Christina Campbell, Madeline Gutierrez Martinez, Johnathan McGill, Andrea Richardson, Billy Townsend, Elliot Ward

**3 Years:** Bryan Weimer, Vicki Berry

**4 Years:** Aundrea Collins, McKenzie Qualls, Jill Tackett, Anthony Massa

**5 Years:** Ma Lurdez Alvarez, O'Dell Jones, Paul Miller, Cristina Walker

**9 Years:** Craig Hayes, Danielle Peck

**13 Years:** Trenace Doyle

**14 Years:** Matthew Baird III

**15 Years:** Latonya Williams

**16 Years:** Joyce Heath

## Job Openings

If you know someone who is looking for a job, Goodwill's Human Resources Department would like for you to refer that person to us.

### **Openings are subject to change:**

**2800 & Warehouse**—Material Handlers, Forklift Driver, Sorters, Utility Processors, Seasonal Categorizers, Line Feeder

**Retail**—Sales Associates, Customer Service Manager, Assistant Managers

**Offsite**—Janitors, Floor Specialist,

Donation Attendants

**Administrative**—Accounting Clerk

**TulsaWORKS**—Digital Skills Instructor, Career Navigator—Forklift

**Vocational Services**—Employment Specialist, Job Coach, Program Manager

**For anyone interested in applying for an open position:** The Goodwill Job Application is available on-line at:  
[www.goodwilltulsa.org](http://www.goodwilltulsa.org)

