



CEO UPDATE

March 2018

Spring is upon us, which means several things: Our warehouse and stores will soon be packed to capacity with spring cleaning donations; our Shining Stars Award Banquet is on the horizon; and new programs and trainings are kicking into high gear. In other words, Palmetto Goodwill is busy, busy, busy! I'm also happy to welcome several new directors to the Goodwill team, including Kara Crockett, Director of Staffing and Business Services; Ilze Astad, Director of Grants and Development; and Brian Keenan, Director of Transportation. Team Palmetto Goodwill is moving full steam ahead!



Palmetto Goodwill Rolling Out New Programs



Palmetto Goodwill is one of three Goodwill organizations nationwide selected to implement the **GoodPaths** retail career advancement initiative. This is a first-of-its-kind program aimed at reducing the turnover rate in the retail sector by providing training and advancement options. Palmetto Goodwill is now a certified **Ticket to Work** service provider. This program aims to place people currently receiving social security disability benefits back into the workforce and increase their earning potential. Both teams are out spreading the word and soliciting applicants.



Hire Me! Events Help RiverDogs Gear Up for 2018 Season

As the Charleston River Dogs prep for the 2018 season, our staff has been working behind the scenes to help fill more than 200 positions at The Joe through multiple Hire Me! events. We've focused our efforts on filling food and beverage openings but have also assisted with other gameday needs—and may have even helped fill the important role of Charlie the RiverDog!



Shining Stars Award Banquet Set



Palmetto Goodwill's Annual **Shining Stars Award Banquet** will be held on Thursday, April 19 at the College Center at Trident Tech. This annual event will celebrate the agency's 2017 Legacy Award Winners and recognize outstanding business and community partners. Sponsorship information and tickets are available at palmettogoodwill.org. Please plan on joining us for this special evening! Planning is also now underway for the **Red, White and Blue Jean Ball**, which raises funds for Palmetto Warrior Connection. Be on the lookout for details and sponsorship information!

Out and About

Palmetto Goodwill continues to promote our brand and mission through various events across our territory. The South Strand Job Fair was a resounding success with 46 vendors and close to 140 attendees. Our community relations and marketing team participated in the first Zero Waste Awareness Event at the College of Charleston, where we were able to engage and solicit feedback from millennials, and we held successful customer appreciation events at our Outlet and Florence stores.

