



*Conference Program*

**Brown – General Sessions \* Blue – Breakout Sessions \* Green – Excursions \***

Friday and Saturday events are optional.

**Friday, February 9, 2018**

9:00 a.m. – 5:00 p.m.	<b>Executive Development Program (EDP) Interviews</b>
1:00 p.m. – 4:00 p.m.	<p><b>Prepare for Wows! Goodwill Industries of Central Florida Backstage Wow Tour</b></p>  <p>Since 1959, Goodwill Industries of Central Florida has been “Building Lives That Work.” The Goodwill helps people overcome challenges to employment and find meaningful work through vocational services, youth programs, and disability and veteran services. In 2016, the Goodwill served nearly 50,000 individuals and employed more than 8,500 people.</p> <p>Join us for networking and light refreshments, hear guests speak about how Goodwill has helped them, and take a short walking tour of the Goodwill of Central Florida headquarters in Orlando.</p>

**Saturday, February 10, 2018**

12:00 p.m. – 2:00 p.m.	<p><b>COE Sustainability Steering Committee Meeting and Member Best Practice Sharing</b></p> <p>The COE Sustainability Steering Committee provides the leadership required to inform the direction of the Sustainability Program and support the dissemination of sustainable practices across the Goodwill network.</p> <p>This year, the meeting will feature a short steering committee business meeting followed by presentations and discussions with your Goodwill peers. During this session, William Rogers, CEO, Goodwill Industries of San Francisco, San Mateo and Marin Counties, Inc. will share how their Goodwill uses the principles of sustainable management to optimize and sustain their operations. We will also feature a presentation on the roles of unconscious bias and change management in developing a successful sustainability program.</p> <p>As a result of this pre-conference session, participants will:</p> <ul style="list-style-type: none"> <li>• Find out the latest hot topics discussed in the Goodwill Sustainability Program.</li> <li>• See how sustainable management practices can be implemented at your Goodwill.</li> <li>• Learn how unconscious bias can impact your approach to sustainability, and how to address it via change management.</li> </ul> <p>All members are welcome to attend and lunch will be provided. We hope you will join us!</p>
------------------------	--

<p><b>1:00 p.m. – 4:00 p.m.</b></p>	<p><b>New CEO Program</b></p> <p>If you are a Goodwill CEO new to your role in the past 12 to 18 months, you are invited to gather for a session focused on connection, inspiration and problem solving. Last September, many new CEOs joined the Goodwill Industries International, Inc. (GII) team in Rockville, MD, for a CEO orientation program to meet peers and the GII member services team. This session will build on that experience by exploring where you are in your Goodwill journey.</p> <p>We will connect to ask some key questions:</p> <ul style="list-style-type: none"> <li>• What successes have you seen since you became CEO?</li> <li>• What are you excited about?</li> <li>• What’s working well?</li> <li>• What challenges are you facing?</li> </ul>
<p><b>1:00 p.m. – 7:00 p.m.</b></p>	<p><b>An Afternoon at Universal CityWalk Orlando</b>  <i>Stroll through CityWalk, enjoy fine cuisine at VIVO, and experience a special performance by the Blue Man Group!</i></p> <div data-bbox="431 705 685 898">  </div> <p>The Epicenter of Awesome: This is where it all comes together. Universal CityWalk Orlando is where unforgettable family fun meets restaurants that don't just make you say, "Yum," but, "Wow!" This is the one place where the dining tastes of every family member and entertainment everyone can enjoy intersect. It's everything you're looking for — and anything but ordinary! Be sure to take advantage of all the CityWalk has to offer.</p> <div data-bbox="431 966 743 1117">  </div> <p>Celebrate the beauty of true Italian cuisine at this full-service restaurant, where heirloom family recipes are served up in a sleek, modern setting. An open expo kitchen allows you to glimpse piping hot pizzas emerging from the oven and watch as chefs make fresh bread, sauce, mozzarella, and pasta before your eyes. The finest ingredients ensure every meal is authentic, robust, and full of flavor.</p> <p>What would VIVO be without a little vino? In Italy, meals are commonly paired with wine. Here you'll find a variety of vintages to choose from, along with an array of Italian-inspired cocktails and a full bar. Come in to experience the casual sophistication and spectacular cuisine this cucina has to offer.</p> <p><i>A special buffet is reserved for Goodwill attendees between 1:00 and 5:00 p.m. Feel free to come and go as you please. <b>Ticket Price: \$15.00</b></i></p>
<p><b>6:00 p.m. – 7:30 p.m.</b></p>	<div data-bbox="431 1453 743 1625">  </div> <p>Blue Man Group will rock your world, blow your mind and unleash your spirit. They won't call your mom on her birthday — or will they? (Do you want them to?) Leave your expectations at the door and let the three blue, bald men take you on a spectacular journey bursting with music, laughter and surprises. <b>Ticket Price - \$25.00</b></p>
<p><b>2:00 p.m. – 3:15 p.m.</b></p>	<p><b>COE Diversity and Inclusion Steering Committee Meeting</b></p> <p>The COE Diversity and Inclusion Steering Committee aims to influence Goodwill organizations to become inclusive employers and achieve true diversity; exercise leadership by translating good intentions into concrete results; build on Goodwill's continued growth in the United States, Canada, and around the world; and educate CEOs and boards that inclusion is not only the right thing to do from an ethical perspective, it is the right thing to do from a business perspective. All members are welcome to attend.</p>

3:30 p.m. – 4:45 p.m.	<p><b>COE Leadership Development Committee Meeting</b></p> <p>The COE Leadership Development Committee strives to continually communicate with Goodwill executives to capture topics of prime importance for leadership development and to facilitate the sharing of ideas among Goodwill members. The Committee also provides guidance to GII staff regarding the implementation of leadership development opportunities including an executive development program, senior leader program and the orientation and mentoring of new executives. All members are welcome to attend.</p>
-----------------------	---

**Sunday, February 11, 2018**

11:30 a.m. – 12:30 p.m.	<p><b>Mentor/New Executive Luncheon</b></p> <p>CEOs who are new to their roles since last year’s Annual Meeting of the Conference of Executives are invited to join their mentors over lunch for an opportunity to ask questions, share ideas and grow relationships.</p>
1:00 p.m. – 2:15 pm.	<p><b>Welcome and Conference Kickoff: Staying Competitive in a Changing Business Climate</b> <i>Presented by Matt Hyde, Former CEO, West Marine, and Chair, YMCA of the USA</i></p> <p>Goodwill organizations continue to operate in a very competitive environment — contending with traditional thrift, discount and online retailers. So how can we stay relevant and competitive in the rapidly changing retail sector and maintain a focus on mission services? Matt Hyde’s experience at West Marine has lessons learned that can be applied across the Goodwill network. Find out how, under his leadership, West Marine transformed from a recognized boat parts retailer to a broader water life outfitter for both retail and professional customers. Hyde focused on improving customer experiences throughout the physical retail footprint, improving the online experience and enhancing a curated product assortment that repositioned West Marine as the leading retailer of water life products and services.</p>
2:15 p.m. – 2:45 p.m.	<p><b>Networking Break</b></p> <p>As we transition from one session to the next, catch up with colleagues over coffee and meet a new business partner or two.</p>
2:30 p.m. – 5:00 p.m.	<p><b>An Afternoon at Disney Springs</b></p> <div style="display: flex; align-items: center;">  <div> <p>Disney Springs is a themed retail, dining and entertainment center inspired by Florida's charming waterfront towns, historic architecture and natural beauty. The sprawling promenade features four distinct neighborhoods — The Landing, Marketplace, West Side and Town Center — built around bubbling springs. Enjoy an eclectic mix of unique boutiques, one-of-a-kind eateries and jaw-dropping entertainment that will have you wondering where the time went.</p> </div> </div>
2:45 p.m. – 4:00 p.m.	<p><b>Concurrent Sessions</b></p> <p><b>Understanding and Preparing for the Increases in Minimum Wage</b> <i>Presented by Ed Durkee, President and CEO, Goodwill Central Coast and a CEO Panel</i></p> <p>Minimum wages are increasing all over the country. What started as a West Coast phenomenon has now spread across the nation as many municipalities have adopted \$15 minimums and many states are increasing their minimum wages significantly higher than the federal standard. This session will focus on how these increases will affect the financial health of Goodwill organizations and our ability to fund mission-related programs. Other topics will include the unique impacts of these increases on Goodwill organizations when compared to both traditional retailers and other nonprofit organizations; and how Goodwill organizations are evolving to meet this challenge.</p>

	<p><b>Mission Innovation – Goodwill Industries-Suncoast, Inc.</b>  <i>Presented by Kris Rawson, Vice President for Workforce Development, Kathleen Roegiers, ADT Program Manager, Haydee Castro, Bookworks Coordinator, and Paul Norris, Vice President of Corrections and HUD Housing, Goodwill Industries-Suncoast</i></p> <p>Necessity drives innovation, and the team at Goodwill Industries-Suncoast can attest to that fact. Over the past several years, they identified needs for improvement in three programs — Residential Re-Entry Programs, BookWorks and MyMobileMarket — and implemented innovative strategies to improve their performance and increase their impact on the community. Each of the programs utilized community partnerships and innovative programming to drive performance, increase efficiency and improve outcomes. Come hear about these successful innovations and how Goodwill Industries-Suncoast has improved the impacts on its communities through these programs.</p>
<b>4:00 p.m. – 4:15 p.m.</b>	<b>Transition Break</b>
<b>4:15 p.m. – 5:15 p.m.</b>	<p><b>An Historical Look at the Role of the Conference of Executives in Goodwill’s Structure</b>  <i>Presented by Mike Rowan, CEO, Goodwill Industries of San Diego County</i></p> <p>Self-governance: The role of the CEO in governing the Member Services Center. Goodwill Industry International’s (GII) governance has evolved over time, beginning as a centrally controlled national organization, and moving toward a completely autonomous member controlled organization. It has made several stops along the way.</p> <p>The current model relies on a collaboration between a Board of Directors and Executive Council of Goodwill CEOs. How did we get here? What are the documents that define the relationships in our governance structure, and how has the structure allowed our locally controlled independent affiliates to thrive over the last generation? What is the difference between an independent organization and a membership organization?</p>
<b>5:15 p.m. – 6:15 p.m.</b>	<p><b>Welcome Reception</b></p> <p>Join COE Chair Richard Borer, President of Goodwill of Southern New England (North Haven, CT), for a reception to welcome our newest CEO members. Enjoy networking over light appetizers and drinks.</p>
<b>8:30 p.m. – 9:30 p.m.</b>	<p><b>Executive Development Program (EDP) Hospitality Reception</b></p> <p>The EDP hospitality Reception will take place after dinner on Monday evening. Please stop by and get to know the current EDP cohort members. We invite you to this relaxed environment to share your Goodwill stories with this group of emerging leaders. Members of the 2017 EDP cohort will be available to discuss their involvement in the program, current research ideas and professional development interests. Dessert, drinks and a comfortable atmosphere will be available to encourage conversation and fellowship with Goodwill’s future leaders.</p>

**Monday, February 12, 2018**

<b>7:00 a.m. – 8:00 a.m.</b>	<b>Continental Breakfast</b>
<b>7:00 a.m. – 8:00 a.m.</b>	<b>Kenneth K. King Fellowship Breakfast (King Fellows Only)</b>
<b>8:00 a.m. – 9:00 a.m.</b>	<p><b>Leading an International Brand: A Tupperware Case Study</b>  <i>Presented by Rick Goings, Chairman and CEO, Tupperware Brands Corporation</i></p> <p>We all know Tupperware, but did you know that Tupperware has “an unwavering commitment to enlighten, educate and empower women across the globe”? As strong as the Tupperware brand is domestically, the corporation is experiencing explosive international growth. How Tupperware reaches, inspires and challenges a worldwide team has applications to our work across the Goodwill network. Attendees will learn how this dynamic organization uses and reflects its core values to</p>

	accomplish its purpose to “inspire women to cultivate the confidence they need to enrich their lives, nourish their families, and fuel communities around the world.”
<b>9:00 a.m. – 9:15 a.m.</b>	<b>Transition Break</b>
<b>9:15 a.m. – 10:30 a.m.</b>	<p><b>Concurrent Sessions</b></p> <p><b>The GII Donated Goods Retail Toolbox</b>  <i>Facilitated by Clark Brekke, President and CEO, Goodwill Industries of the Inland Northwest</i>  <i>Presented by Kyle Stewart, Senior Director, Donated Goods Retail, and Bill Parrish, Senior Consultant, Donated Goods Retail, GII</i></p> <p>This session will provide a comprehensive overview of GII’s tools and services designed to support your donated goods retail business. Learn about GII’s support services that you can leverage to improve your operations, including onsite consultations, Kaizen events, GoodSites market and customer analytics, knowledge-sharing events, ASR/MSR reporting, the data analytics initiative, the e-commerce toolkit, and a donated goods retail training resource repository.</p> <p><b>Connecting with Millennials through the Message of Sustainability</b>  <i>Facilitated by Catherine Meloy, President and CEO, Goodwill of Greater Washington; and David Cox, President and CEO, Goodwill Industries of Fort Worth</i>  <i>Presented by Heather Cyphert, Employment Specialist, Goodwill Industries of North Central Pennsylvania; Robin Ebert, GoodStart Program Manager, Goodwill Industries of Upstate/Midlands SC; Gena Weldon, Vice President of Finance and Administration/CFO, Chattanooga Goodwill Industries, Inc.; Brandon Johnson, Regional Manager, Goodwill Industries of Kentucky, Inc.; Jennifer Radick, Program Manager of Veterans Success, Goodwill Keystone Area</i></p> <p>How can Goodwill better optimize its donated goods business by connecting with the millennial demographic? A recent Senior Leader Program (SLP) capstone team will provide findings from their project that: 1) defines what millennials know about Goodwill; 2) identifies top retailers attracting millennials and the deliverables that could be adapted by Goodwill, with a focus on what trends Goodwill might be able to adopt to become a top choice for millennials; and 3) explores how millennials prefer to donate and shop and where Goodwill’s model could improve and/or change to better connect with millennial donors and shoppers.</p>
<b>9:30 a.m. – 4:15 p.m.</b>	<p><b>A Day at the Cape – Kennedy Space Center</b></p> <div style="display: flex; align-items: center;">  <p>The Kennedy Space Center Visitor Complex is where rockets launch and inspiration begins at Florida’s gateway to space. Enjoy a full-day experience and the greatest space adventure on Earth!</p> </div> <p><i>The cost of the ticket includes transportation to and from the hotel and admission. Ticket Price: \$25.00</i></p>
<b>10:30 a.m. – 11:00 a.m.</b>	<p><b>Networking Break</b></p> <p>As we transition from one session to the next, catch up with colleagues over coffee and meet a new business partner or two.</p>
<b>11:00 a.m. – 12:15 p.m.</b>	<p><b>COE Business Session</b></p> <p>Goodwill CEOs come together for the business session of the AMCOE, which will include votes for new members of the COE Executive Council and 2018–2019 Executive Council Officers, recognition of new CEOs and new alumni, and other discussion among the COE.</p>

<b>12:15 p.m. – 12:30 p.m.</b>	<b>Transition Break</b>
<b>12:30 p.m. – 1:45 p.m.</b>	<p><b>Reaching for the Stars: One Goal at a Time</b>  <i>Presented by Kelvin Manning, Associate Director, John F. Kennedy Space Center, NASA</i></p>  <p>For nearly 60 years, NASA has captured the imagination of the world. When we think of what Collins and Porras called “Big Hairy Audacious Goals,” NASA has set the bar. NASA Associate Director Kelvin Manning will share the latest as our nation plans a return to the moon and a mission to Mars. The exquisite operational planning for these goals can provide lessons learned to all leaders. The unifying and inspiring vision of NASA holds lessons that bear on our responsibilities to motivate our team members to achieve personal and organizational goals at the highest level.</p>
<b>1:45 p.m. – 2:00 p.m.</b>	<b>Transition Break</b>
<b>2:00 p.m. – 3:15 p.m.</b>	<p><b>State Association Meetings</b></p> <p>Members are invited to attend their state association meetings during this time.</p>
<b>3:15 p.m. – 3:45 p.m.</b>	<p><b>Networking Break</b></p> <p>As we transition from one session to the next, catch up with colleagues over coffee and meet a new business partner or two.</p>
<b>3:15 p.m. – 3:45 p.m.</b>	<p><b>Alumni Get-Together</b></p> <p>All alumni and friends are welcome to join us for this informal get together. George Kessinger and Beth Perell, GII VP of Member Relations will be there to facilitate a discussion and make sure there is time to reconnect, share stories, and learn what’s new in Goodwill.</p>
<b>3:45 p.m. – 5:00 p.m.</b>	<p><b>Regional Association Meetings</b></p> <p>Members are invited to attend their regional association meetings during this time.</p>
<b>5:15 p.m. – 9:30 p.m.</b>	<p><b>Night Out at SeaWorld Orlando’s Ports of Call</b></p> <p>Join the Goodwill of Central Florida for an exciting luau party at SeaWorld Orlando! This Hawaiian-themed luau extravaganza will feature entertainment, music, dancing, food and much more. You might even spot some of our SeaWorld friends out and about (including mascots and live animals!) and a special postcard artist. It’s going to be a great time!</p>

**Tuesday, February 13, 2018**

<b>7:00 a.m. – 8:00 a.m.</b>	<b>Continental Breakfast</b>
<b>7:00 a.m. – 8:00 a.m.</b>	<p><b>Edgar’s Prayer Group Breakfast</b></p> <p>Everyone is welcome to attend the Edgar’s Prayer Group gathering. Whether or not you are a “Prayer Partner” on the email listserv (which functions as a vehicle to request and receive prayer support from your colleagues), feel free to drop in. The group is informal and seeks to honor the prayerful legacy of Goodwill’s founder, Rev. Edgar Helms. No one is put on the spot or required to share. It will be a great start to your day!</p>
<b>8:00 a.m. – 9:15 a.m.</b>	<b>COE Association Liaison Committee Meeting</b>

	<p>In the revisions to the COE Rules of Procedure approved in June 2016, the COE created the Association Liaison Committee to allow Goodwill member voices, issues and priorities to be heard through the input of state and regional associations. The committee provides a structured vehicle for communication between associations and the Executive Council. Association chairs and all COE members are welcome to participate.</p>
<p>9:00 a.m. – 1:30 p.m.</p>	<div style="display: flex; align-items: center;">  <div> <p><b>A Day at Universal Studio Florida</b></p> <p>Hang on tight. Your heroes are about to burst through the screen and yank you into the story. You're the star here and you'll disappear into one adventure after another. Dodge evil villains. Defend the earth. Face a fire-breathing dragon. Wander into animated worlds where the characters you love are suddenly right beside you. Go beyond the screen, behind the scenes and jump into the action of your favorite films at the world's premier movie and TV based theme park.</p> <p><i>The cost of this ticket includes admission and a \$20 meal gift card. <b>Ticket Price: \$65.00</b></i></p> </div> </div>
<p>9:15 a.m. – 9:30 a.m.</p>	<p><b>Transition Break</b></p>
<p>9:30 a.m. – 10:45 a.m.</p>	<p><b>Concurrent Sessions</b></p> <p><b>Maximizing E-Commerce</b>  <i>Presented by Joshua Peterson, E-Commerce Operations Manager, Goodwill Industries of the Columbia Willamette; Matt Robertson, E-Commerce Manager, Goodwill Industries of Lane and South Coast Counties; and Randy Dohne, DGR Consultant, GII</i></p> <p>Join us as two Goodwill members discuss critical areas in their operations and how they are sustaining the growth of their e-commerce businesses. They will demonstrate that, regardless of the size of the Goodwill, success can be achieved through proper planning and execution of the operational plan. Areas of discussion include operational metrics, current e-commerce selling platforms, and how innovation is an essential and continuous component to successfully moving into the future. Additionally, we will discuss the current state of Goodwill e-commerce as an enterprise and the tools available to collaborate and communicate with each other.</p> <p><b>Why Goodwill Bottom Lines are Continuing to Shrink and How You Can Mitigate by Optimizing Your DGR Business</b>  <i>Presented by Jim Martin, President and CEO, Goodwill Industries of Lane and South Coast Counties</i></p> <p>Over the last four years, the number of Goodwill organizations that operate in the red has increased from 8 to 61, and the overall Goodwill expense-to-revenue (E/R) ratio increased from 92.67 to 98.36 percent. This is a direct result of eroding margins within donated goods retail programs whose E/R ratios increased from 75.15 to 82.96 percent. If these trends continue, more Goodwills will find themselves in serious financial distress, which will impact the individuals we serve and potentially the overall Goodwill brand. This session will share techniques you, as a CEO, can implement to enhance your donated goods retail business, improve your bottom line and continue serving the people in your communities who need it most.</p>
<p>10:45 a.m. – 11:00 a.m.</p>	<p><b>Transition Break</b></p>
<p>11:00 a.m. – 12:15 p.m.</p>	<p><b>Determining Member Priorities: A Working Session</b>  <i>Facilitated by COE Chair Richard Borer, President, Goodwill of Southern New England; GII Board Chair Karla Grazier, President/CEO, Discover Goodwill of Southern and Western Colorado; and Debbie Passerini, President and CEO, Goodwill Industries-Suncoast</i></p> <p>Join us for a CEO-to-CEO conversation to examine current member concerns. Share the things that keep you up at night and be ready to discuss these and consider solutions. Whether you have</p>

	<p>concerns about the viability of the donated goods model and sustainability of the Goodwill network, uncertainty as to how to maintain margins as costs increase, or are uneasy about peer-to-peer risks, we're open to discuss it. The concerns generated by this session are intended to inform:</p> <ul style="list-style-type: none"> <li>• The Executive Council to ensure they understand the real concerns of the membership.</li> <li>• The GII Board Strategic Issues Planning Committee (SIPC), as concerns relate to modification of strategic plans to best meet member needs.</li> <li>• The GII member services team, so they can allocate resources to best address member needs.</li> </ul>
<b>12:15 p.m. – 12:30 p.m.</b>	<b>Transition Break</b>
<b>12:30 p.m. – 1:45 p.m.</b>	<p><b>Optimizing Government Relations Luncheon</b>  <i>Facilitated by Joanne Hilferty, President and CEO, Morgan Memorial Goodwill Industries</i>  <i>Presented by John Colbert, Capitol Hill Partners, Laura Walling, Senior Director, Government Affairs, GII and a CEO Panel</i></p> <p>The new administration and Congress now have a year under their belts. John Colbert of Capitol Hill Partners will provide an inside-the-beltway update on what evolving priorities mean for the Goodwill public policy agenda and how Goodwill can effectively engage in the process. This will include new information on where we have strong relationships with lawmakers and how we can leverage those relationships going forward. Finally, hear from a panel of your peers, who will share their legislative successes.</p>
<b>1:45 p.m. – 2:15 p.m.</b>	<p><b>Networking Break</b></p> <p>As we transition from one session to the next, catch up with colleagues over coffee and meet a new business partner or two.</p>
<b>2:15 p.m. – 3:30 p.m.</b>	<p><b>COE Executive Council Meeting</b></p> <p>The 16-member COE Executive Council will come together to review committee updates and discuss member issues and opportunities that have been identified through association discussions as well as other member-to-member dialogue. All Goodwill CEOs are encouraged to attend this session to hear updates and share perspectives.</p>
<b>2:00 p.m. – 5:00 p.m.</b>	<p><b>Prepare for Wows! Goodwill Industries of Central Florida Backstage Wow Tour</b></p> <p>Since 1959, Goodwill Industries of Central Florida has been “Building Lives That Work.” The Goodwill helps people overcome challenges to employment and find meaningful work through vocational services, youth programs, and disability and veteran services. In 2016, the Goodwill served nearly 50,000 individuals and employed more than 8,500 people.</p> <p>Join us for networking and light refreshments, hear guests speak about how Goodwill has helped them, and take a short walking tour of the Goodwill of Central Florida headquarters in Orlando.</p>
<b>3:30 p.m. – 3:45 p.m.</b>	<b>Transition Break</b>
<b>3:45 p.m. – 5:00 p.m.</b>	<p><b>COE Wrap Up and Preliminary Agenda for 2019 COE in Sandestin, FL</b>  <i>Presented by COE Chair Rich Borer, President of Goodwill of Southern New England and Jim Gibbons, President and CEO, GII</i></p>
<b>6:00 p.m. – 6:30 p.m.</b>	<b>2018 COE Recognition Reception</b>
<b>6:30 p.m. – 8:00 p.m.</b>	<p><b>2018 COE Recognition Banquet</b></p> <p>Gather to celebrate the achievements of Goodwill’s chief executives and retirees. All awards remain secret until the night of the banquet, lending an air of excitement to these prestigious honors.</p>