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For Immediate Release

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Goodwill of Central Arizona Captures Two Excellence Awards for Leadership and Program Graduates

PHOENIX, Ariz. (July 3, 2007) — Goodwill of Central Arizona was honored with two excellence awards from Goodwill Industries International, the corporate headquarters of 207 autonomous Goodwill organizations, for their organization's commitment to leadership and providing disadvantaged individuals with a "hand up."

The 2007 Kenneth K. King Management Award was given to CEO and President, Keith Mason, for his consistent commitment to the improvement of planning, people and processes. With a personal motto of "to build a 'customer-first' culture, you must put them second," Mason, was recognized for his distinctive leadership philosophy that directly ignites organizational impact related to mission, excellence and sustainability.

"Keith is the kind of leader that sets the bar for all leaders of local Goodwill agencies," says George W. Kessinger, President and CEO of Goodwill Industries International. "His Goodwill succeeds because his people are successful in their jobs. Great teams like Keith's emerge from great leadership."

A few of Mason's accomplishments include:

- 3,500 percent growth in the number of clients benefiting from Goodwill programs;
- an increase from six to 94 industrial services contracts in three years;
- geographic expansion of workforce development, retail and commercial services to include Prescott and Yuma counties, and 13 municipalities;
- financial stability through increased productivity and decreased costs throughout all levels of the organization.

Program graduate, Victor Quibas, was chosen from more than 800,000 Goodwill program participants as an example of how "giving a hand up" changed a life and put someone to work. He was recognized as the Graduate of the Year for his success re-entering the workforce after an accident left him unable to work for eight years and dependent on welfare and disability pay. Through Goodwill's job skills training and job placement programs – Victor secured competitive employment at the Pointe Hilton Resort, where he was recently promoted to Communications Supervisor and named 2006 Employee of the Year.

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“Living through the injury was traumatic,” said Quibas. “Not working was even harder. But the hardest thing was watching my family go without the simplest things, like eating out or watching a movie. It ultimately influenced me to get assistance in moving ahead.”

Celebrating 60 years in the Valley, Goodwill of Central Arizona is one of the oldest and largest non-profit agencies in Arizona. Our mission is to “Put People to Work” throughout Arizona by providing job training and career services to those with vocational barriers that can include physical and emotional disadvantages, welfare dependency, illiteracy and age. In 2006, we served 10,000 youth and adults on their quest toward self-sufficiency and placed more than 2,300 into competitive employment. For more information on Goodwill of Central Arizona visit www.goodwillaz.org.

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