

Goodwill Industries

The goal is to take 1,000 people off the welfare rolls in 1991

By Loraine McClell
staff writer

GOODWILL INDUSTRIES of Greater Detroit secured jobs for 321 people who were trained, motivated and wanted to work from January to October in 1990.

The goal is to take 1,000 off the welfare rolls during the calendar year of 1991 when the agency, whose motto is "Helping the Handicapped Help Themselves" will celebrate its 70th anniversary.

Jeff Ginn is quite sure that goal will be reached because of a tape created by Moon Kochis Productions in Farmington Hills.

"That tape is doing its job," Ginn said of "Not Charity But a Chance." The (Goodwill) placement specialists are getting great responses when they show it to businesses, and it's also being shown now to clubs, groups, organizations to spread the word on the assets our people can be on the job.

"The creative bunch from Moon Kochis who made the tape love what they are doing and what they have turned out is perfect."

Joe Weaver narrated the tape that shows un-rehearsed interviews of employers who have hired Goodwill-trained people for jobs with Taco Bell, the Ritz Carlton, Target Stores, Zip Mail Services and Red Lobster.

Some of the employers' comments were "Our turnover has been zero," "I expect a long-lasting relationship," "Wanting to work is an attitude you can't teach" and "Very dependable."

GINN IS A Farmington Hills resident who lives just a few miles from where he works at Michigan Bell. Because of his background in strategic planning he was asked by a friend to sit in on a Goodwill committee meeting to see if he could contribute a few ideas on how to up the job placement figures.

"I was prey to the same misconceptions that I would guess nine out of 10 people have — that Goodwill collects used clothes and furniture — and that's how I went into that first meeting," he said.

"What I learned was that Goodwill does an incredible amount of incredible things."

"I can't think of anything greater than seeing the faces of some of these people when they learn they have been hired. So many want so little out of life — and only what all the rest of us take for granted."

"They love their jobs and they are not jobs a lot of us would love."

"I met one man who was the very first in his family to have a job — he had fulfilled his greatest ambition, his greatest dream. All he needed was the chance to prove himself."

Ginn's contribution to the meeting he was asked to sit in on resulted in the development of "Not Charity But a Chance" and he was so impressed by all he saw and learned about the goings-on at Goodwill that he has since taken a seat on its board of directors.

"I'll be there for them as long as I'm here and when I leave here I'll find a Goodwill there," Ginn said of his admiration for Goodwill.

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— Jeff Ginn



DURING THE filming of "Not Charity But a Chance" and subsequent visits to potential employers who were shown the film, Ginn encountered many of the same reactions.

"First of all when a potential employer was approached, he viewed the appointment as one more sales person to deal with," Ginn said. "He may have had a lot of questions but was embarrassed to ask them — or

was just uncomfortable talking about a segment of the community he didn't know."

"After that the employer would give our placement specialists all of the reasons this just wasn't going to work."

"But after seeing the film — an extremely candid piece — after learning the benefits of hiring the handicapped, learning about tax advantages, the extensive training our people are given and the extensive follow-up our placement specialists do, most of the time the comment was something like 'Well now, tell

me just exactly how this thing works. Yes, I think we can do this. Tell me how we get started.'"

"On the visits I made with the placement specialist we didn't have one response that wasn't positive."

"Moon Kochis wasn't chosen to do our tape because he was handy — just around the corner. We choose that production company because of the team work among the team project members and their concern for the job at hand."

Ginn added that the production company "probably charged us less than cost. They certainly didn't

make any money on this with all the time they spent. There was 37 hours alone in the editing."

GINN'S NEXT project for Goodwill will have to do with getting transportation for workers who have no means of getting to and from work in the suburbs.

"Many, many of our trained people don't have their own transportation and that is something that has to be addressed if we are going to make our target of 1,000 placements in 1991," he said.

"There are churches and synagogues all over the place with their own buses and vans that could be used that would open up all kinds of new horizons for us. It is a big problem that can be worked out and we will do it."

Ginn summed up his feeling for the volunteer work he is doing by saying "When I finish a successful project for my company, my company has made money. When I finish a project like this one for Goodwill we're talking about changing someone's entire life for the better."

Inquiries on any facet of Goodwill's job placement are taken by Kim Worth, in the Goodwill Industries office, 964-3900.

Fooling the Sugar Plum Fairy

Is it possible to make it through the holidays without gaining weight? "Definitely," states Loraine Stefano, founder and director of Think Trim. Stefano helps people to develop a more positive attitude about themselves and their relationship to food through classes and cassette tape programs.

Her classes are offered at colleges, hospitals, corporation, and community centers throughout Metropolitan Detroit.

She offers these tips for enjoying the holidays without gaining weight.

Give Up Dieting. Dieting is something we go on and off. And when we go off — look out. Instead, develop a moderate holiday eating plan that allows for some goodies. Remember it is not the one gingerbread cookie that causes weight gain, it is the seven cookies after the first cookie that 'cause

problems. So, build some goodies into your eating plan and compensate by eating a little less at another meal or exercising a little more.

Remind Yourself That You Can Have This Food Again.

Yes, even in July. Many times, we tell ourselves that this is the only time of year we can have fruitcake or egg nog, and therefore, we must have it all. Instead, tell yourself you can have the food again. That way you will stop eating when you are satisfied, not stuffed.

Go Through Every Holiday Buffet Line Twice.

Start by going through the line without a plate and make some healthy eating decisions. Then, go through the line with your plate. Remember, you can have some, but you don't have to have it all.

Remind Yourself That The Focus of the Holidays is Fun, Family, Friends, and Festivities Not Food.

Develop some new holiday traditions that do not involve eating: a family walk before or after dinner, playing games with friends; building a snow man with your neighbors. Create excitement some place other than the table.

Start Your New Year's Resolution To Be Healthy Now.

Statistics tell us that the average weight gain over the holidays is six pounds. Think of how much further along you would be January 1, 1991 without that extra baggage. Choose fresh vegetables, fruit and low-carb snacks whenever you can. Park at the end of the lot and take a brisk walk into the mall.

So instead of sugar plums, let visions of a trim you dance in your head this holiday season.

For more information on the Think Trim program and cassette tapes, call 313-589-3283.

Preschool calls tots

Sunshine Preschool is now taking registration for its Enrichment Class which begins in January. This class is specifically developed for children entering kindergarten in the fall of 1991.

The program provides opportunities for the children to develop in the areas of problem solving, scientific thinking, language, science, drama and math. All activities are develop-

mental in nature and are designed to enhance preschool age children in their growth and encourage self-esteem.

The enrichment class meets on Tuesday and Thursday afternoons in Faith Covenant Church at 14 Mile and Drake roads.

For additional information, contact Sheila Wade 661-2126.

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