



Goodwill Industries of the Valleys Increases Services and Staff in Northern Division

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Roanoke, VA. Goodwill Industries of the Valleys has increased the scope of services in the Northern Division in order to serve more individuals with disabilities and disadvantages in the area.

In keeping with the mission of Goodwill Industries of the Valleys, to assist people with barriers to employment, the newly opened Business Opportunity Center will work to train and coach client referrals and assist them in securing competitive employment within a Goodwill retail store and the local community.

“This is an exciting time for us”, stated Jerry Kite, Vice President of the Northern Division. “Our community impact in the Shenandoah Valley is now going to be able to spread beyond our retail presence. We are creating a model for the entire organization that will benefit individuals with disabilities and disadvantages for years to come.”

The Business Opportunity Center, located in the Staunton Goodwill Store, will begin by serving individuals in Staunton, Waynesboro, and Augusta County. Expansion into the other communities served by the Northern Division of Goodwill Industries of the Valleys is expected in the future. It is anticipated that the new center will serve 84 individuals during the first year.

Goodwill also plans to expand services in the Charlottesville area with the addition of another retail store. The second store will be located on Seminole Trail, 29 North, near Fashion Square Mall. The store is planned to open in the summer of 2006 and will employ 20 employees. The current store is located on Pantops Mountain. To facilitate this exciting growth of both mission services and retail operations, Goodwill is proud to announce the addition of the following staff:

Paula Homes joins the staff as the Consumer Services Director. Paula has been a resident of the Shenandoah Valley for more than 30 years. She brings 30 years of experience in Human Services including 18 years with the Department of Rehabilitative Services to Goodwill.

Veronica Wright joins the staff as the Employment Specialist. Veronica is a native of Rockingham County and a graduate of Blue Ridge Community College. She comes to Goodwill after working at Western State Hospital for a year.

Michele Parker joins the staff as District Manager for the retail stores. Michelle is a veteran of Goodwill, coming to Goodwill Industries of the Valleys with eight years of experience with a Florida Goodwill.

Goodwill Industries of the Valleys, headquartered in Roanoke, serves 15 cities and 31 counties in central and southwest Virginia. Its mission is to help people with disabilities and disadvantages overcome barriers to employment and to provide comprehensive services for achieving and sustaining independence. The Northern Division serves the cities of Charlottesville, Harrisonburg, Staunton and Waynesboro and the counties of Albemarle, Augusta, Buckingham, Cumberland, Fluvanna, Greene, Highland, Madison, Nelson, and Rockingham. Last year, Goodwill served over 1,800 individuals.

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