



Delegate Assembly Miami, FL

June 23 – 26, 2012



Social Enterprise In Action

06/23/2012

7:00 am - 5:00 pm

Registration/Hospitality Open

8:00 am - 9:15 am

COE Leadership Development Committee Meeting

8:00 am - 9:15 am

First Timers' Breakfast

8:30 am - 12:00 pm

City of Miami Tour and Bay Cruise

Find out why Miami is called the Magic City. Starting from downtown, this tour takes you to the major spots in Miami: Coconut Grove, Coral Gables, Little Havana, and much more!

You will see mansions of movie stars and millionaires; hear stories of love, passion and betrayal. See the famous and infamous places you've only seen on television or on the big screen.

Then see the city from a beautiful perspective. You will board your boat for a cruise along Biscayne Bay to unwind. The approximately 75 minute narrated sightseeing cruise offers unparalleled views of downtown Miami, Fisher Island, and Millionaire's Row", a stretch of luxurious waterfront Real Estate, which has been the opulent tropical playground for movie stars, politicians, famous sports figures and business moguls. You will enjoy Miami's beautiful skyline and delight in the fresh ocean breeze on this scenic and relaxing cruise!

Special Note: Comfortable clothing and rubber soled, sensible walking shoes are recommended for the boat. Sunglasses and

sunscreen are also suggested. It can be windy on the water; ladies may want to bring a scarf. This tour takes approximately 3 hours 30 minutes.

Ticket Fee: \$55.00 per person

(This tour does not include meals or gratuity for the guide and driver)

9:15 am - 9:30 am

Networking Break

9:30 am - 11:30 am

GII Board Strategic Issues Planning Committee Meeting

12:00 pm - 1:30 pm

Kickoff Luncheon - Emergenetics

Peter McLaughlin, McLaughlin Company

WholeBrain Communication presents a New framework for thinking about yourself and people you deal with. Using the Emergenetics™ model**, the program teaches participants how to understand their dominant thinking and behavioral styles and shows them how to use this knowledge to create dedicated, organized, fun, supportive, high--performance teams. WholeBrain Communication delivers a distinctive combination of science--based information with high energy interaction and plenty of Aha! moments. During this general session, Peter will address common team--building and communication problems that result in cynicism, disengagement and underperformance. Participants will acquire real life strategies for more successful meetings, presentations, client interactions and other communications at work. Key topics covered in this program include building relationships, capitalizing on personal strengths, working effectively with diverse groups of people, maximizing your group's brainpower and upgrading presentations.

Ticket Price: \$42 per person

1:30 pm - 2:00 pm

Networking Break

2:00 pm - 3:15 pm

Community Based Contracts Metrics Project

Community based contracts represent the second largest source of revenue for the Goodwill enterprise. After many years of effort, a landmark decision was made in 2005 to monitor and rank eight key metrics for donated goods operations on a month-to-month basis, providing members vital information to improve operations through this comparison to others. This same approach would successfully fuel higher performance in community based contract operations through awareness, comparisons, and competition, as it did for the DG operation. Attend a session presented by Senior Leader Program graduates Linda Mack, Todd Holman, Ted Smith, Brenda Pollen and mentor Jerry Davis to learn which metrics were viewed as most sensitive and useful according to Goodwill CEOs, and be part of the discussion that could catalyze another vital Goodwill product line.

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| 2:00 pm - 3:15 pm | <p>Follow Up with Peter McLaughlin Peter McLaughlin, McLaughlin Company During this session, board leaders, CEOs and other team members will have the opportunity to dig deeper into their Emergentics profile and work in groups to learn how to build high performance, understand communication habits and communicate more effectively. (This session will be repeated at 3:45 p.m.)</p> |
| 2:00 pm - 3:15 pm | |
| 2:00 pm - 6:00 pm | <p>Everglades and Airboat Ride</p> <p>Come and discover this vast subtropical wilderness on a thrilling Airboat ride across the “River of Grass”, one of the world’s largest and slowest flowing rivers.</p> <p>After pickup at the hotel, you will head to the Everglades located west of Miami. Upon arrival professional guides will help you board your flat bottom, air powered boat before you head out into the wild. Your guide will narrate this most thrilling experience as you learn about the unique wetlands and inhabitants.</p> <p>Be on the lookout for native animal, bird and plant life in their natural habitat, some unique only to this region.</p> <p>After returning to dry land, enjoy a live wildlife show to top off this fun-filled day!</p> <p>Special Note: Comfortable clothing and rubber soled, sensible walking shoes are recommended for stepping in/out of the boat. Sunglasses and sunscreen are also suggested. It can be windy on the water; ladies may want to bring a scarf. Cameras & eyeglasses should be on a chain/strap. This tour takes approximately 4 hours.</p> <p>Ticket Fee: \$55 per person</p> <p>(This tour does not include meals or gratuity for the guide and driver)</p> |
| 3:15 pm - 3:45 pm | Networking Break |
| 3:45 pm - 5:00 pm | Board Members Forum |
| 3:45 pm - 5:00 pm | COE Executive Council Meeting |
| 3:45 pm - 5:00 pm | Follow Up with Peter McLaughlin (Repeated) |

Peter McLaughlin, McLaughlin Company

Alumni Reception

6:00 pm - 6:30 pm

06/24/2012

7:00 am - 7:45 am

All-Faith Gathering

7:00 am - 5:30 pm

Registration/Hospitality Open

8:00 am - 9:15 am

Executive Development Program Breakfast

9:00 am - 12:00 pm

GII Board Meeting

9:00 am - 1:00 pm

South Beach Overview

Departing from your hotel, you will travel to Miami Beach and its most famous neighborhood, South Beach. Along the way, your driver will point out some of the high priced, private neighborhoods including, Fisher Island, Star and Palm Islands.

Your first stop will be in the area of Ocean Drive and Fifth Street, at the foot of South Beach's Art Deco Neighborhood. Here you will have approximately 75 minutes of free time to stroll Ocean Drive with it's incredible people watching, trendy cafes and of course its pastel collection of Art Deco Buildings. Right across the street, is Miami Beach. One block over is Collins Avenue with an endless supply of boutiques and other shops.

Your next stop will be closer to Washington Avenue and trendy Lincoln Road, a pedestrian mall of shops, cafés and clubs that stretches for eight blocks. Here you will have another 75 minutes of free time to explore shop or perhaps have a Cuban coffee in one of the sidewalk cafes.

Your trolley will pick you up at the appointed time and travel back to the hotel via the Venetian Causeway. Originally built in 1925 to link several residential islands with Venetian names, it was listed on the National Register of Historic Places in 1989.

Guests wishing to stay longer on South Beach may do so. They would then be responsible for their transportation back to the hotel.

Special Note: Comfortable clothing and rubber soled, sensible walking shoes are recommended. Sunglasses and sunscreen are also

suggested. This tour takes approximately 4 hours.

Ticket Fee: \$38 per person

(This tour does not include meals or gratuity for the guide and driver)

9:00 am - 4:00 pm

Miami Seaquarium - Adult

Where else in Miami do dolphins delight, killer whales whisk, and, sea lions laugh? Where do manatees and sea turtles find safe haven?

Visit the famous Miami Seaquarium for a wonderful day of fun! Miami Seaquarium is a 38 acre tropical paradise with spectacular skyline views overlooking Biscayne Bay.

Enjoy a world-class marine life entertainment park with eight different marine animal shows and astonishing daily presentations. Shows and presentations may include dolphins, sea lions, killer whales, manatees, seals.

The Main Reef Aquarium features a 750,000 gallon saltwater aquarium teeming with reef fishes of every size, color and description. During the reef presentation, a diver works his way around the tank allowing visitors to watch as he/she hand feeds the colorful tropical fish, large groupers, cobia, loggerhead turtles and moray eels. This presentation is accompanied by an environmental narration. In the Discovery Bay display, view sea turtles, alligators, Florida birds, fish and other wild-life in a natural mangrove forest environment. There are also Dolphin interaction programs where you can get into the water with the dolphins. These are available for children 5 years and older (with an adult) and are at an additional charge on a first come basis.

Special Note: Comfortable clothing and rubber soled, sensible walking shoes are recommended. Sunglasses and sunscreen are also suggested. This tour is approximately 5 hours.

Ticket Fee: \$41.00 per person

(This tour does not include meals or gratuity for the guide and driver)

9:00 am - 4:00 pm

Miami Seaquarium - Child (3 to 9 years)

Ticket Fee: 29.00 per child

9:15 am - 12:30 pm

Executive Development Poster Session

9:30 am - 10:45 am

How People-Centric Organizations Succeed in a Social World

Jamie Notter, Co-Author, Humanize: How People Centric Organizations Succeed in a Social World

As the internet has become more central in our lives, we have begun to witness a revival of the importance of being human. By definition of what we do, Goodwill is a caring enterprise that puts people first; our organizational culture and processes should reflect that. Creating more human organizations is based on four core elements of being human: open, trustworthy, generative, and courageous. As a leader in the Goodwill enterprise it is important to balance best practices, benchmarking and competitive analysis with the more human aspects of our organization including: systems thinking, inclusion, learning, experimentation, authenticity, personal development and more. Jamie Notter, co-author of Humanize: How People Centric Organizations Succeed in a Social World, will explore how the phenomena of social media has begun to transform how we think about our organizations' structure and how we show up as leaders within the structure.

9:30 am - 10:45 am

Succession Planning Made Easy!

Jerry Mabe, CEO, RightPath

Jump start your succession planning using proven strategies and methods that work for Fortune 500/ 1000 companies and other Goodwill's. A panel of your Goodwill CEO peers already utilizing these strategies will discuss real-time examples of the steps you can take to lead your organization through the leadership continuity design process. Simplify the succession process by understanding the SAID Approach which helps you evaluate and develop your leadership bench strength – Strategy Assess Identify and Develop. Learn how to TRIAGE for continuity to create a simple, effective plan. RightPath Resources currently works with over 30 Goodwill's as well as many Fortune and global companies. From that experience, RightPath CEO, Jerry Mabe, will facilitate the CEO discussion. You will learn proven methods and receive step by step guidance for CEO's and Boards wanting to make it easy to jump start YOUR Leadership Continuity!

10:45 am - 11:00 am

Networking Break

11:00 am - 12:15 pm

Succession Planning Made Easy (Repeated Session)

Jerry Mabe, CEO, RightPath

Jump start your succession planning using proven strategies and methods that work for Fortune 500/ 1000 companies and other Goodwill's. A panel of your Goodwill CEO peers already utilizing these strategies will discuss real-time examples of the steps you can take to lead your organization through the leadership continuity design process. Simplify the succession process by understanding the **SAID Approach which helps you** evaluate and develop your leadership bench strength – **Strategy Assess Identify and Develop**. Learn how to TRIAGE for continuity to create a simple, effective plan. RightPath Resources currently works with over 30 Goodwill's as well as many Fortune and global companies. From that experience, RightPath CEO, Jerry Mabe, will facilitate the CEO discussion. You will learn proven methods and receive step by step guidance for CEO's and Boards wanting to make it easy to jump start YOUR Leadership Continuity!

11:00 am - 12:15 pm

Take A Leap of Reason: Manage to Outcomes and Build Strong Funder Relationships

Ayo Atterberry, Director of Outcomes, Assessment and Learning, Venture Philanthropy Partners

As growing public and private financial pressures increase, funders are looking to well-managed organizations that can demonstrate and prove meaningful, lasting impact. Venture Philanthropy Partners published “Leap of Reason: Managing to Outcomes in an Era of Scarcity” to help both funders and nonprofits set on a path of greater rigor and impact in our programs. Come join us for an interactive conversation between Venter Philanthropy Partners and Year Up to learn how your Goodwill can better partner with funders to infuse outcome management into your programs.

12:30 pm - 2:15 pm

GII Recognition Luncheon

Ticket Fee: \$42 per person

2:30 pm - 4:00 pm

Opening Business Session

4:00 pm - 5:00 pm

Conference of Executives Session

5:15 pm - 6:30 pm

How People-Centric Organizations Succeed in a Social World

Jamie Notter, Co-Author, Humanize: How People Centric Organizations Succeed in a Social World

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5:15 pm - 6:30 pm

State Association Meetings

5:15 pm - 6:30 pm

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6:30 pm - 9:30 pm

Miami Night - Beach Party

Beach Party hosted by Goodwill Industries of South Florida at the famous Eden Roc Hotel

06/25/2012

7:00 am - 5:30 pm

Registration/Hospitality Open

7:15 am - 8:00 am

Edgar's Prayer Group Breakfast

8:00 am - 9:15 am

Town Hall Meeting

9:00 am - 12:00 pm

Tour - Vizcaya Mansions and Gardens

Vizcaya is a National Historic Landmark that was built by agricultural industrialist James Deering in 1916 as his winter home. The property includes the Main House, ten acres of formal gardens, and a rockland hammock (native forest).

You will be transferred from your hotel to the estate. Upon arrival, you will meet your private professionally trained Volunteer Guide from the Vizcaya museum, who will lead you on an approximately 45 minute tour of several of the rooms of the main house.

The house was intended to appear as an Italian estate that had stood for 400 years and had been occupied and renovated by several generations of a family. It has 34 decorated rooms with 15th through 19th century antique furnishings and art objects.

You will then have free time to explore the main house further or walk through the lovely grounds. The expansive gardens combine elements of Renaissance Italian and French designs. The designers worked for seven years, perfecting the design of the gardens as one vast outdoor room with the elements serving as complementary parts of an integrated area. Key features include the many fountains, and a central pool surrounding an elevated island. At the appointed time you will be driven back to your hotel.

Special Note: Comfortable clothing and rubber soled, sensible walking shoes are recommended. Sunglasses and sunscreen are also suggested. This tour lasts about 3 hours.

Ticket Fee: \$50.00 per person

(This tour does not include meals or gratuity for the guide and driver)

9:15 am - 9:30 am

Networking Break

9:30 am - 10:45 am

Regional Association Meetings

9:30 am - 12:30 am

Tour - Goodwill Industries of South Florida

10:45 am - 11:00 am

Networking Break

11:00 am - 12:15 pm

The Middle Skills Market: Goodwill's Economic Development for Families and Communities

Goodwill leaders explore an array of methods and partnerships that are being leveraged to Strengthen Mission with skills attainment, business engagement, and job placement.

As a result of this session, participants will:

- Know how to gain an understanding of their communities' labor market needs.
- Know where to look for examples of Goodwill models that are advancing skills attainment across the continent.
- Meet some Goodwills that are deploying diverse models to advance market-valued skills attainment.

11:00 am - 12:15 pm

Protecting the Goodwill Social Enterprise Through Competitive Analysis

Roy Martin, Vice President of Donate Goods Retail, GII

During this session, Roy Martin will facilitate a conversation focused on analyzing Goodwill's competitors and how we protect the Goodwill social enterprise with respect to these competitors. After 20 minutes of presentation about the competition, attendees will

work within groups to brainstorm possible strategies to deal with the competition.

11:00 am - 12:15 pm

We've Made a Real Splash with the Donate Movement. Now It's Time to Build the Wave

Last year, GII and some special guests shared with you the one-year-in-review for the Donate Movement. There was a great celebration of the entire Goodwill enterprise's accomplishments with the Donate Movement from partner building to media placement. Now, as we celebrate our second anniversary of the Donate Movement, it's time to talk substance. Beyond the initial buzz of the Donate Movement, there is real power. Join, GII Senior Director of Marketing, Ryan Kuhn, and more special guests as we look at how the Donate Movement is being implemented. Engaging a new generation of donors; expanding how we work with manufacturers, retailers, and media partners; and how the Donate icon is helping pave the way for greater exposure and public awareness for the Goodwill brand are just three of the topics that will be discussed in this session. Together, we'll take a good look at 2011-2012 and frame out where 2012-2013 will be taking the Donate Movement.

12:30 pm - 2:15 pm

International Panel Luncheon

Paul Chapin, President and CEO, Goodwill The Amity Group

Marcos Gonzalves, Founder, The Association of Valuing and Promoting Persons with Disabilities (AVAPE)

Hyong Ok Jang, Chairman and CEO, Goodwill Industries of Korea

During this luncheon, GII board chair, Paul Chapin, will host a panel discussion between Hyong Ok Jang, Chairman and CEO of Goodwill Industries of Korea (GIK), and Marcos Gonçalves, founder of the Association for Valuing and Promoting Persons with Disabilities (AVAPE) in Brazil. Both Jang and Gonçalves are breaking new ground in their respective countries by building the Goodwill brand and business to support the mission that unites us all; empowering people through the power of work. The panelists will focus on untapped opportunities, challenges they face and the vision for the impact the Goodwill mission.

Ticket Fee: \$42 per person

2:30 pm - 3:45 pm

International Panel Follow Up Session

Marcos Gonzalves, Founder, The Association of Valuing and Promoting Persons with Disabilities (AVAPE)

Hyong Ok Jang, Chairman and CEO, Goodwill Industries of Korea

Immediately following the International Panel Luncheon, Hyong Ok Jang and Marcos Gonçalves will be available for questions and further discussion in a breakout session. This informal gathering will allow participants to get a deeper look into the organizations and operations of our international affiliates while also exploring the societal and economical similarities and differences of the affiliate countries. Participants will also be given a chance to ask the panelists questions.

2:30 pm - 3:45 pm

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As a result of this session, participants will:

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2:15 pm - 3:45 pm

State & Regional Chairs Meeting

2:30 pm - 5:15 pm

Tour - Goodwill Industries of South Florida

3:00 pm - 6:00 pm

Tour - Vizcaya Mansions and Gardens

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Special Note: Comfortable clothing and rubber soled, sensible walking shoes are recommended. Sunglasses and sunscreen are also suggested. This tour lasts about 3 hours.

Ticket Fee: \$50.00 per person

(This tour does not include meals or gratuity for the guide and driver)

3:45 pm - 4:00 pm

Networking Break

4:00 pm - 5:15 pm

Leadership Development Update/Celebration

The Leadership Development Committee of the Conference of Executives would like to invite you to come to this session and learn more about Goodwill International's dynamic leadership development programs and offerings. The last five years have been spent designing and developing some new and cutting edge leadership development programs as well as revising our Executive Development Program. The changes are very exciting and we want to let everyone know how to benefit from participating in one of the many programs designed to develop strong leaders for the future. This session will highlight the program components and some of the graduates will describe their experience in the program. Help us celebrate this big accomplishment and applaud our graduates.

4:00 pm - 5:15 pm

Protecting the Goodwill Social Enterprise Through Competitive Analysis

Roy Martin, Vice President of Donate Goods Retail, GII

During this session, Roy Martin will facilitate a conversation focused on analyzing Goodwill's competitors and how we protect the Goodwill social enterprise with respect to these competitors. After 20 minutes of presentation about the competition, attendees will work within groups to brainstorm possible strategies to deal with the competition.

4:00 pm - 5:15 pm

The Goodwill Brand: What the Latest Research Tells Us and Where We're Going From Here

At Delegate Assembly 2011, a packed room of CEOs, board members, and other senior executives heard the latest in brand equity research that showed where the Goodwill brand was and how it had grown, in some cases, dramatically. Join GII Senior Director of Marketing, Ryan Kuhn, as he shares the latest updates in brand equity and other research and learn the latest of where the brand has

grown and where challenges continue to exist. Then, the session will transition from where we are to where we're going. Hear the latest in the direction of Goodwill's major marketing initiatives, including the Donate Movement and the national PSA campaign in partnership with the Ad Council. This session promises to provide a lot of deep insights into Goodwill's brand and marketing, some triumphs, and even a few surprises.

5:30 pm - 6:30 pm

Closing Session

6:45 pm - 7:15 pm

King Fellowship Reception (King Fellows Only)

6:45 pm - 7:15 pm

Shining Stars Reception

7:15 pm - 9:00 pm

GII Shining Stars Banquet

Goodwill's premier awards event showcases the inspiring stories of the 2011 Kenneth Shaw Graduate of the Year and the 2011 Achiever of the Year. Moving presentations capture the Goodwill story through the graduate's and achiever's eyes.

Ticket Fee: \$75 per person

06/26/2012

7:00 am - 7:00 pm

Full Day Excursion to Key West

Please join us for a comfortable ride to the Southernmost City in the U.S. Setting out from your hotel, sit back and relax during your scenic drive through the islands of the Upper Keys and over the famous 7-Mile Bridge. The drive takes approximately 3 hours and 30 minutes each way. Once in Key West, take the time to explore its many attractions, sites and activities. Visitor favorites include the Hemingway House, Mel Fisher's ship wreck museum, and Mallory Square. For the "big kids" enjoy a liquid libation at Sloppy Joes. At the appointed time, you will meet your transportation for the trip/nap back to Miami.

Special Note: Comfortable clothing and rubber soled, sensible walking shoes are recommended. Sunglasses and sunscreen are also suggested. This tour lasts approximately 12 hours.

Ticket Fee: \$65.00

(This tour does not include meals or gratuity for the guide and driver)

7:30 am - 1:30 pm

Golf at the Miami Beach Golf Club

Green Fee: \$185 - Clubs rental available at an additional \$65.

8:30 am - 11:30 am

Tour - Goodwill Industries of South Florida

8:30 am - 12:00 pm

City of Miami Tour and Bay Cruise

Find out why Miami is called the Magic City. Starting from downtown, this tour takes you to the major spots in Miami: Coconut Grove, Coral Gables, Little Havana, and much more!

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Comfortable clothing and rubber soled, sensible walking shoes are recommended for the boat. Sunglasses and sunscreen are also suggested. It can be windy on the water; ladies may want to bring a scarf. This tour takes approximately 3 hours and 30 minutes.

Ticket Fee: \$55.00

1:30 pm - 4:30 pm

This tour does not include meals and gratuity for guide and driver
Tour - Goodwill Industries of South Florida