



Conference of Executives Augusta, GA

February 23 – 26, 2013



Mastering Opportunity with Grace and Grits

02/23/2013

7:00 am - 5:00 pm

Registration

7:30 am - 1:30 pm

Golf at the Augusta Country Club

Enjoy 18 holes of golf on the beautiful and legendary Augusta Country Club course which shares property and Rae's Creek with the ANGC, home of the Masters. **\$100 per golfer includes cart fee.**

Golf at the Augusta Country Club, established in 1899 is the oldest private club in Augusta. The Augusta Country Club shares a fence with the Augusta National, home of The Master's Tournament. [Augusta Country Club](#).

Transportation is not included. Departure time from the hotel on Saturday is 7:00 a.m. - all golfers need to be at the golf shop at 7:30 a.m. and will be met by two country club members who will be there to facilitate.



12:00 pm - 3:00 pm

Shopping at Surrey Center

Door to door transportation to and from lovely Surrey Center with great local shopping, beauty salon, spa, and restaurants. Visit [The Surrey Center](#) for more information.

\$10 per person

1:00 pm - 2:00 pm

Morris Museum of Art Tour

Guided tour of the Morris Museum of Art is the only museum in the world dedicated to the art of the American South. The museum tour includes museum admission. [The Morris Museum](#).

\$15 per person

2:00 pm - 7:00 pm

New CEO Orientation

This session is intended for Goodwill CEOs who are new to their positions in the last 18 months. Join members of GII's Member Services Team to take a closer look at how GII is organized to lead enterprise-wide initiatives and to help support your goals in your community. You will hear from GII's Executive Team as they detail their work in support of GII's strategic plan; you will receive an overview of the requirements of members with regard to Membership Standards compliance and trademark usage; and you will get a more in-depth look at some of the resources available to assist you with your objectives.

5:00 pm - 6:30 pm

“Gravely Mistaken” Trolley Tour

Ride a historic trolley and learn about Augusta's historic buildings, and sometimes infamous history, based on the book "Gravely Mistaken: Tales of Medicine, Mishaps, and Body Snatching in Augusta, Georgia." Guide is Michael Wolffe – local journalist. (maximum 24 people).

\$25 per person

6:00 pm - 11:00 pm

Fine Dining at Edgar's Grille

Enjoy fine dining and wine at Edgar's Grille – specializing in fresh, local ingredients with a Mediterranean influence.

Please [click here](#) to make your reservations.

7:30 pm - 10:00 pm

VIP Chef's Table at Edgar's Grille

A Chef's Table is a table located in or near the kitchen of a restaurant, reserved for VIPs and special guests. At Edgar's Grille, 10 guests will enjoy food prepared and presented personally for them alongside a pairing of wines. Only one table is available for this exclusive and intimate event. VIP guests will be served a 6-course tasting menu prepared and served by Edgar's Chef with his explanation of ingredients and preparation techniques. Questions are welcomed and a memorable and tasty experience is guaranteed. Transportation to and from the hotel is available. (maximum 10 people).

\$2000 per table

8:00 pm - 11:30 pm

La Cage Aux Folles

The Augusta Players present "La Cage aux Folles" at the Imperial Theatre downtown. Purchase tickets at [Augusta Players](#).

02/24/2013

7:00 am - 5:00 pm

Registration

7:30 am - 8:30 am

Dell Reconnect Breakfast

Susanne Fredericks, Sustainability Specialist , GII

More than 100 Goodwill organizations participate with Dell to offer the Dell Reconnect free recycling program to residents in their territories. Celebrate the 8-Year Anniversary of Dell Reconnect while networking with colleagues and Dell representatives. Please join us in 'closing-the-loop' on 2012 discussions and hear more about program goals for 2013.

As a result of this session, participants will:

- Receive the most recent program updates
- Hear the program goals/objectives for 2013
- Network with Dell team members

10:00 am - 11:45 am

Building Opportunity Through Sustainability

The Goodwill Sustainability Program (formally known as the Going Green Initiative) will build on Goodwill's value of environmental stewardship and position us to take a leading role among nonprofit organizations in applying the principles of sustainable operations and design. Through lively discussions and presentations this session will provide the participants with information and tools to 'master' opportunities to support our environment, revenue generation and those we serve!

As a result of this session, participants will:

- Receive the most recent program updates
- Be given the opportunity to provide input
- Be introduced to new tools and products for members
- Walk away with resources and tools available from the Sustainability Program.

8:30 am - 9:45 am

Mentor/New Executive Breakfast

12:00 am - 1:30 pm

Inspiration Café: The Goodwill Man

This year's All Faith Gathering will take place over lunch in the Inspiration Café. Based on the book of the same name,

The Goodwill Man musical takes you on the journey of Edgar Helms from his early days through the founding of Goodwill Industries. The Goodwill Man highlights the work of Edgar Helms and how he mastered opportunity as well as the personal trials and tribulations he faced. The inspirational story told through the clear voices of the children will lift you up and remind you of the true mission of Goodwill.

\$26 per person

1:00 pm - 2:00 pm

Morris Museum of Art

Guided tour of the Morris Museum of Art is the only museum in the world dedicated to the art of the American South. The museum tour includes museum admission. [The Morris Museum](#).

\$15 per person

2:00 pm - 3:15 pm

Goodwill's Heritage Part II – Revolutionary Leaders and Ideas

2:30 pm - 4:00 pm

“Golf and History” Trolley Tour

Learn about Augusta's history and our most famous pastime. Guides are Stan Byrde – author of “Alister Mackenzie's Masterpiece: The Augusta National Golf Club” and Michael Wolffe – journalist. (maximum 24 people).

\$25 per person

3:00 pm - 6:00 am

La Cage Aux Folles

The Augusta Players present “La Cage aux Folles” at the Imperial Theatre downtown. Purchase tickets at [Augusta Players](#).

3:30 pm - 5:30 pm

Moving Public Policy Forward

5:30 pm - 6:15 pm

Executive Development Reception

6:15 pm - 7:00 pm

Welcome Reception

7:30 pm - 10:00 pm

VIP Chef's Table at Edgar's Grille

A Chef's Table is a table located in or near the kitchen of a restaurant, reserved for VIPs and special guests. At Edgar's Grille, 10 guests will enjoy food prepared and presented personally for them alongside a pairing of wines. Only one table is available for this exclusive and intimate event. VIP guests will be served a 6-course tasting menu prepared and served by Edgar's Chef with his explanation of ingredients and preparation techniques. Questions are welcomed and a memorable and tasty experience is guaranteed. Transportation to and from the hotel is available. (maximum 10 people).

\$2000 per person

7:30 pm - 11:00 pm

Fine Dining at Edgar's Grille

Enjoy fine dining and wine at Edgar's Grille – specializing in fresh, local ingredients with a Mediterranean influence.

Please [click here](#) to make reservations for Edgar's Grille. To make reservations for Sunday Only, call Edgars at 706-854-4700 for Sunday reservations

02/25/2013

7:00 am - 5:00 pm

Registration

7:30 am - 8:30 am

Continental Breakfast

7:30 am - 8:30 am

Kenneth King Fellowship Breakfast

CEO's and alumni who have received the King Fellowship Award are invited to have breakfast with the Conference Kickoff Session presenters.

8:30 am - 10:00 am

Opening Session

10:00 am - 10:15 am

Networking Break

10:00 am - 11:30 am

10:15 am - 12:00 pm

General Session: Mastering Opportunity with Grace and Grits

Park Howell, President, Park & Co.

Bill Joiner

Lorie Marrero, Certified Professional Organizer®, author of the best-selling book, The Clutter Diet and blogger and spokesperson for GII

Kim Zimmer, Chief Communications Officer & SVP, Global Affairs , GII

Evette Rios, Puerto Rican lifestyle expert, star of ABC's "The Chew," food editor for Mamiverse.com and entertaining expert for Rachael Ray

Margie Pizzuti, President and CEO, Goodwill Columbus

Jim Stiff, President and CEO, Goodwill Industries of Middle Georgia and the CSRA

Moderated by Margie Pizzuti, President and CEO, Goodwill Columbus and Jim Stiff, President and CEO, Goodwill Industries of Middle Georgia and the CSRA

Last year we received excellent reviews on the Ted Talk format so we are repeating it again this year. During the general session, you will hear from multiple speakers on tools that you can use to master opportunity in your local organizations and communities. Given the constant changes in demographics, technology and the economy, leaders need to create agile organizations that are prepared to embrace these changes; Bill Joiner has written a book on Leadership Agility. Bill will share some of his thought about Leadership Agility during his presentation. Afterwards, Park Howell will present how you can master opportunity through telling your Goodwill story. Kim Zimmer will give an update on our work with the Ad Council. Lorie Marrero and Evette Rios will end the session with some useful tips on engaging Goodwill spokespersons to help you strengthen mission and business with donors, shoppers and other Goodwill supporters. Afterwards, during lunch you will have the opportunity to sit with one of our speakers or with a member of the GII Leadership Team to discuss how these topics relate to our strategic initiatives.

12:00 pm - 1:30 pm

Concurrent Luncheon Conversations

Join General Session presenters, GII Leadership Team Members and your colleagues across the enterprise to discuss how the General Session presentations tie in to strengthening the business, mission, brand, public policy and leadership.

\$36 per person

12:00 pm - 2:00 pm

Elegant Hors D'Oeuvres – Cooking Demo

Join Master Chef Marcel Biró for a mouth-watering culinary demonstration. Chef Biró will entice the palate with an assortment of elegant dinner preludes, including Prosciutto Wrapped Shrimp with Aioli; Feta in Herb Butter with Vine Ripe Tomato, Fresh Basil and Shaved Garlic; and Rosemary-Lemon Sorbet with Pink Peppercorns. The two hours of entertaining and interactive learning will improve your confidence in the kitchen and leave you ready to impress at your next hosted event. In addition, participants will each receive a signed copy of Chef Biró's cookbook, "Biró: European-Inspired Cuisine". (maximum of 20 people)

\$55 per person

12:00 pm - 2:00 pm

Pastas & Sauces – Cooking Demo

Join Chef David Ross for two hours of engaging culinary learning as he demonstrates how to make delicious homemade pasta and a variety of sumptuous sauces. Who knew homemade pasta could be so simple, yet so incredibly tasty? The two hours of entertaining and interactive learning with this English chef will improve your confidence in the kitchen and leave you ready to impress your family and friends. (maximum of 20 people)

\$55 per person

12:00 pm - 3:00 pm

Shopping at Surrey Center

Door to door transportation to and from lovely Surrey Center with great local shopping, beauty salon, spa, and restaurants. Visit [The Surrey Center](#) for more information.

\$10 per person

1:00 pm - 2:30 pm

Learn to Shag

Get ready for the Augusta Night with shag dance classes. The highly popular Carolina Shag can trace its origins to the southern United States during the Big Band Era of the 1930s and 40s. Taught by David McLeod; a dance instructor with over 20 years experience. (Maximum 40 people)

\$25 per person

1:45 pm - 3:15 pm

Town Hall Meeting

Facilitated by Jim Gibbons, President and CEO, Goodwill Industries International

3:15 pm - 3:45 pm

Networking Break

3:30 pm - 5:30 pm

Slice & Dice Like a Pro: Knife Skills Demo

This entertaining and informative class will teach you which knives you really need in your kitchen and how to properly use, sharpen, and store them. Chef Jay Stancill will share tips, tricks and techniques along with examples of the basic culinary arts knife cuts including the batonnet, allumette, julienne and more. The two hours of entertaining and interactive learning will make you look like a pro in the kitchen and leave you ready to impress your family and friends. (maximum of 20 people)

\$55 per person

3:30 pm - 5:30 pm

Discovering the “New World” of Wine

Travel the world and explore the lands of Argentina, Chile, South Africa, and New Zealand in this exciting taste tour of lesser-known wines. Enjoy two hours of tasting and learning about the origins and history of the featured varietals with tips on how to select and pairing the perfect wine. This wine tasting will include small food samples that will complement the wines perfectly. (maximum of 20 people)

\$55 per person

3:45 pm - 5:00 pm

ALiCE, Surviving the Active Shooter

Heath Schlagetter, Loss Prevention Manager, Goodwill Easter Seals Miami Valley - Dayton, OH

Amy Luttrell, President, Goodwill Easter Seals Miami Valley

Frank McGuire, Manager of Developmental Disability Services , Goodwill Easter Seals Miami Valley - Dayton, OH

Moderated by Amy Luttrell, President & CEO, Goodwill Easter Seals Miami Valley

Most institutions and organizations rely on traditional stand-alone “lockdown” protocols that can be deadly if you are in a location which cannot be secured or your secure location is breached by the intruder. When faced with an Active Shooter, the ALiCE Program, (Alert, Lockdown, inform, Counter, Evacuate) prepares individuals who may find themselves facing a violent intruder. A comprehensive approach integrates strategies using environmental design, technology, communication, law enforcement response and proactive mindset for those in immediate danger.

Violent intruder defense training is needed at every institution or organization to Save Lives! The majority of casualties from Active Shooter events happen within the first four to ten minutes. The critical gap in time between when Law Enforcement arrives is where the ALiCE program concentrates. The action taken by citizens under attack during these critical first minutes can mitigate the number of lives lost. People in the crisis zone have only minutes or even just seconds to live while waiting for law enforcement to arrive. This presentation will give valuable information on the ALiCE program and what each organization can give to their employees: “Options” to survive an Active Shooter event.

3:45 pm - 5:00 pm

How Fortune 500/1000 Corporations Develop Exceptional Leaders: Can it be a Goodwill Model?

Jerry Mabe, President & CEO, RightPath Resources, Inc.

Facilitated by Jerry Mabe, President & CEO, RightPath Resources, Inc.

Come learn from two Fortune 500 corporate HR executives on how their corporations have embraced leadership development. This is a rare opportunity to learn from and interact with top, Fortune 500 and most admired corporate HR executives. The session is a panel format, moderated by RightPath, and will include plenty of Q and A time to address your own questions as well as hearing from the panelists about how their organizations develop leaders.

Ryland Harrelson, Chief Human Resources Officer (CHRO) of TSYS, the largest credit card processor in the world, will join the panel lending insight from TSYS; a company which processes over 38 MILLION credit transactions a day and which you'll find listed as one of Fortune Magazine's Most Admired Companies.

Panel member, Kristen Meininger, Director - Clorox Global HR brings expertise from a truly global company that has been a household name for 100 years. Clorox sells its products in over 100 countries, with manufacturing facilities in twelve. Clorox brand names you might recognize besides Clorox bleach include: 409, Green Works, Glad Bags, Kingsford Charcoal, Brita, Burt's Bees, Hidden Valley Ranch and KC Masterpiece to name a few.

Join us as these individuals discuss the tools, techniques and learning experiences their corporations have successfully used to grow and develop their leaders; tools, processes and techniques that you can apply to your Goodwill today!

3:45 pm - 5:00 pm

5:15 pm - 6:15 pm

2014 COE Conference Planning Committee Meeting

Members of the 2014 COE Conference Planning Committee will meet to review the content of 2013 COE to help brainstorm ideas and potential themes for the 2014 Conference of Executives.

5:15 pm - 6:15 pm

Alumni Reception

Goodwill alums are invited to gather, share memories and brainstorm ideas for Goodwill's future.

5:15 pm - 6:15 pm

New CEOs Welcome Reception

New CEOs are invited to attend this reception to network and meet other leaders within the Goodwill community.

6:30 pm - 9:00 pm

Augusta Night at Helms College

Experience the grace of the South and a night to remember at the new Center at Edgar's. Wear your dancing shoes as Augusta Night features live music from the Dick Goodwin Band and dancing lead by members of the Cotillion Club – an Augusta tradition since 1935. Take a break from the dancing to savor delicious southern cuisine with a modern flair catered by Edgar's Grille, Goodwill's fine dining restaurant.

02/26/2013

7:00 am - 5:00 pm

Registration

7:15 am - 8:00 am

Edgar's Prayer Group Breakfast

All are welcome to attend the Edgar's Prayer Group gathering. Whether or not you are a "Prayer Partner" on the email listserve (which functions as a vehicle to request and receive prayer support from our colleagues), feel free to drop in. The group is informal and seeks to honor the prayerful legacy of Goodwill's Founder, Reverend Edgar Helms. No one is put on the spot or required to share. It will be a great start to your day!

7:15 am - 8:00 am

Continental Breakfast

8:00 am - 9:30 am

State Association Meetings

All attendees are invited to attend their state associations meetings during this time.

9:30 am - 9:45 am

Networking Break

9:45 am - 11:15 am

Regional Association Meetings

All attendees are invited to attend their Goodwills' regional association meetings during this time.

10:00 am - 1:30 pm

Shopping at Surrey Center

Door to door transportation to and from lovely Surrey Center with great local shopping, beauty salon, spa, and restaurants. Visit [Surrey Center](#) for more information.

\$10 per person

11:00 am - 12:00 pm

Morris Museum of Art

Guided tour of the Morris Museum of Art is the only museum in the world dedicated to the art of the American South.

The museum tour includes museum admission. [The Morris Museum](#).

\$15 per person

11:15 am - 12:45 pm

Green Beans & Ice Cream: The Recipe for R+ Leadership and Behavior Change

Bill Sims, President, Greenbeanleadership LLC

Would you like to find out how to produce dramatic improvements in retention, safety, wellness, bright ideas, employee morale and more **while LOWERING costs and eliminating administrative headaches?** This award-winning workshop has already **won international critical acclaim at major industry conferences** in Australia, Greece, South Africa, the American Society of Safety Engineers and many others. *“Best training I’ve ever attended” Eaton CFO* Learn how R+ systems are rapidly generating measurable employee performance improvements for companies worldwide.

In this workshop you will learn:

- Why most BBS processes fail soon after implementation
- Three ways to identify potential leaders and nurture emerging leadership skills
- The hidden trap of “Leave Alone/Zap” management
- To assess your culture and determine whether your systems rely on positive or *negative reinforcement—the answers will amaze you!*
- How to track and measure results of behavior change and human performance improvement
- How to establish supervisor accountability for your change initiatives

This workshop is packed with tips and strategies you can apply immediately. Don’t miss this chance to get the latest research and results on behavior recognition and retention!

Ticket Price - \$36.00

12:00 pm - 2:00 pm

Elegant Hors D ’Oeuvres – Cooking Demo

12:00 pm - 2:00 pm

Pastas & Sauces – Cooking Demo

Join Chef David Ross for two hours of engaging culinary learning as he demonstrates how to make delicious homemade pasta and a variety of sumptuous sauces. Who knew homemade pasta could be so simple, yet so incredibly tasty? The two hours of entertaining and interactive learning with this English chef will improve your confidence in the kitchen and leave you ready to impress your family and friends. (maximum of 20 people)
\$55 per person

1:00 pm - 2:15 pm

State/Regional Chairs Meeting

State and Regional Chairs are invited to attend this meeting.

1:00 pm - 2:15 pm

COE Leadership Development Committee Meeting

1:00 pm - 2:30 pm

1:30 pm - 3:30 pm

1:30 pm - 3:30 pm

2:30 pm - 3:30 pm

Ted Talks Sessions

Ken Weber, President and CEO, Goodwill Industries of Greater Cleveland and East Central Ohio, Inc.
Jim Stiff, President and CEO, Goodwill Industries of Middle Georgia and the CSRA
Pensola Parsons

Topics to be presented during this time period include:

- Helms College Accreditation – Jim Stiff will cover the process the Goodwill of Middle Georgia and the CSRA

used to get Helms College Accreditation

- Mastering Opportunity from the Perspective of a Program Participant – Pensola Parsons, 2005 Graduate of the Year will update us on her journey and how she has mastered opportunities through Goodwill resources
- New Forms of Incorporating Social Enterprises – New forms of incorporation have allowed for profit organizations to move into the non-profit space. Ken Weber will discuss how these new forms of incorporating social enterprises impact the Goodwill enterprise.

3:30 pm - 3:45 pm

Networking Break

3:45 pm - 5:00 pm

COE Executive Council Meeting

5:30 pm - 6:30 pm

Closing Session

Among other agenda items, hosts from the 2013 Delegate Assembly which will be held in Grand Rapids, MI and 2014 Conference of Executives which will be held in New Orleans, LA will preview highlights for those meetings.

7:00 pm - 9:00 pm

Recognition Reception and Banquet

We will conclude this year's COE by gathering to celebrate the achievements of Goodwill's chief executives during the 2013 COE Recognition Banquet. All awards are kept secret until the night of the banquet, lending an air of excitement to these prestigious honors. Awards include: J.D. Robins Distinguished Career Award, P.J. Trevethan Award and the Matthews Entrepreneurial Award.

Ticket Price - \$75.00