

Goodwill Urged To Tell Its Story To Public



Ronald Morrison, 36, was named Goodwill worker of the year during ceremonies Friday night at the Goodwill Industries' annual dinner. Presenting the award above is Chaplain Duane Adamson, rehabilitation director. Seated next to Lathrop is James Hammond of Santa Cruz, who was toastmaster of the evening.

er of the evening was Dan Lathrop, shown in the photograph at right, executive director of the Santa Clara County Goodwill organization. Seated next to Lathrop is James Hammond of Santa Cruz, who was toastmaster of the evening.

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QUEEN'S BAKER ROBBED
Ascot, England (AP)—Three masked burglars broke into the home of the queen's baker Friday night and made off with jewels and furs worth \$52,000.

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Does the community realize year's budget will approach watch the idiot box. the scope and impact of Good- \$600,000. will Industries?

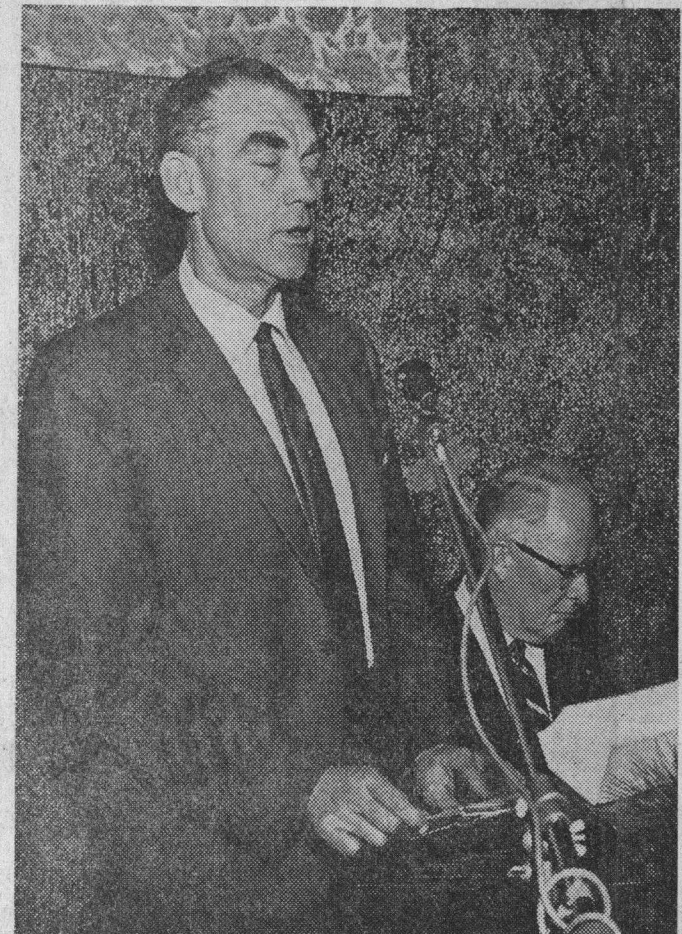
The idea is to give the handicapped work: train them for blind man Friday night — Dan Lathrop, executive director of the Santa Clara County Goodwill organization, at a dinner one out of three Goodwill employees soon leave to take out of the fifth annual planning side jobs. This is what it's all conference in Hotel Palomar. about.

Lathrop, blinded at 15, is where the action is as far as the handicapped go—both as a leader in the field and a disadvantaged person. He sees a need for the unaffiliated citizen to realize the importance of Goodwill.

Earlier, Toastmaster Jim Hammond pointed out that the local Goodwill system, which takes in Santa Cruz, Monterey and San Luis Obispo Counties, has headquarters in Santa Cruz. Harvey West industrial park, employees 95 persons. job in their businesses and

This, he said, is an important industry in its own right, with 35 store outlets selling renovated articles donated by citizens.

The Santa Cruz plant covers almost one acre of land and this



Christmas

Goodwill Industries is spread throughout the U. S. and in 26 countries abroad. In the United States last year, 6033 handicapped persons were trained and sent into the country's economic complex, saving an estimated \$182 million in taxes which would have been spent for their care.

Lathrop asked the local staff and board to consider if employees in this area are aware that there are Goodwill employees capable of doing a good job in their businesses and

He figured that one per cent of the population is in need of rehabilitation.

"These people have the same desires as you and I. They don't want to sit at home all day and

important. Does the public know that you are an industry, that you have a budget, that you have skillful leaders running the business?"

Then, speaking to the staff, the San Jose State College graduate said the goals of Goodwill require intense work and timing within.

The man who gutted his way to success said that it was vital that Goodwill employees be served with counseling and guidance when he falters or when he needs a change of direction.

He said to those serving on the board that "your's is not a glorified job," and that handicapped employees did not want charity or ivory tower planning.

He also urged the press, radio and TV not to work from images gained from publicity releases, but to "walk through the plants and see it happen."

Goodwill operates from cast off articles. Even the tools with which it teaches also were thrown away by someone.

Lathrop observed that it is becoming hard to train workers with yesterday's tools for tomorrow's work.

Transportation is becoming a problem — getting the handicapped from their homes to the training facilities.

He spoke to the directors of the fulcrums of success or failure within Goodwill.

"You are men of success. You represent community leadership, skill and knowhow.

"You have the respect of the community, but you also have the weight on your shoulders of the handicapped individual who was turned away because you didn't plan for him," he said.

Lathrop praised the local staff and said the Santa Cruz plan is looked upon by other Goodwill groups as a model of success.

There were several presentations during the evening.

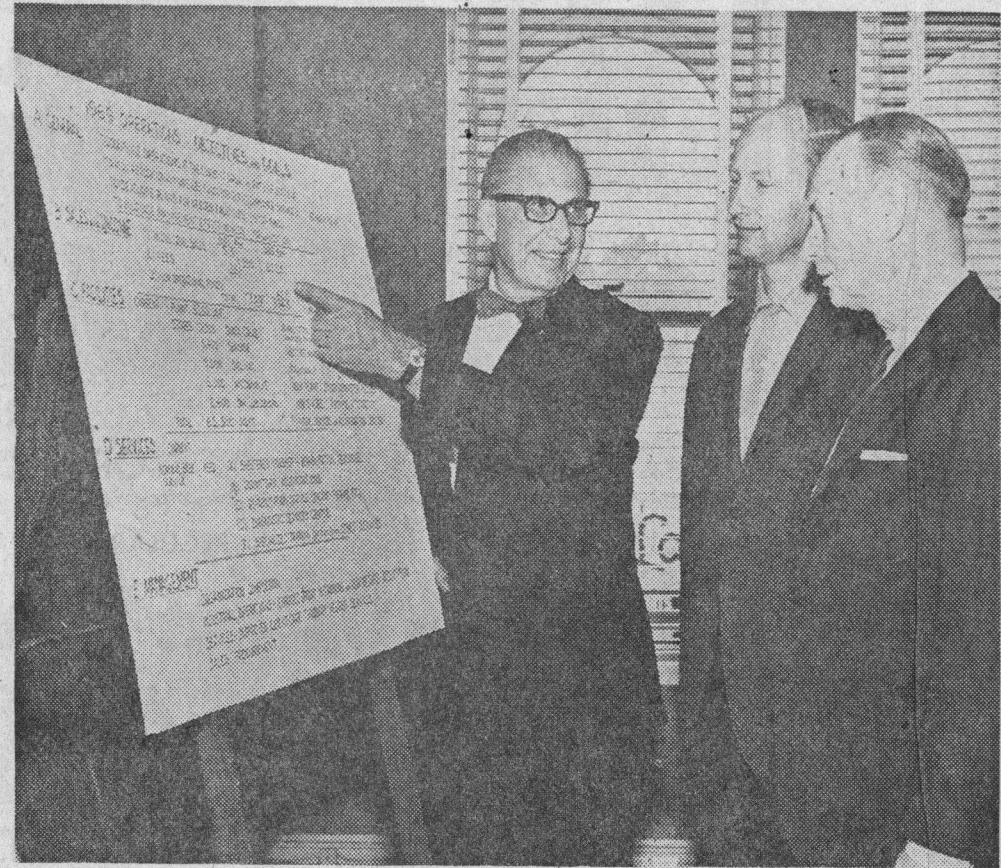
Ronald Morrison, 36, of Watsonville, was announced "Goodwill Worker of the Year."

Confined to a wheelchair with cerebral palsy, Morrison was described as a man with a "wonderful brain" who has completed two electrical courses and is working on his third toward a first class license for radio repair. He received a standing ovation.

Goodwill trophies went to J. Kenneth Marion, president of the board; Mrs. Alma Anderson, president of the ladies auxiliary organization, accepted by Mrs. Marion Derow, vice president; and to Mrs. Frances Roberts, chairman of the volunteer committee.

Certificate awards also were presented to The Sentinel, Radio KSCO and Radio KOMY in Watsonville, and KSLY, San Luis Obispo.

Members of the board of directors include: Ray Ansell,



Chaplain Duane Adamson is rehabilitation director, Sue Okaumra is controller, Walter Trinidad is sales director and Jess Hudspetch is production manager.

John Payne, left, director of the West Coast Goodwill Industries, goes over the plans of the local Goodwill organization for the coming year with Chaplain Duane

Adamson, rehabilitation director, and J. Kenneth Marion, president of the local Goodwill Industries board of directors. ♦ ♦ ♦

Community Hospital Holds Christmas Dinner

Special recognition went to Dorothy Dulaney, Mildred Stuart and Lois Thomas for length of service and performance of duties at the annual Christmas dinner for Community Hospital employees and their guests.

The dinner was held last week in the Moose lodge.

Five-year pins went to Sara Burgdorff, Norma Dunlap, Violet Hansen, Beatrice Fitzbuck, Jeanette Shaw, Donna Peterson, Velma Argotsinger, Celeste Phillips, Beverlee Johnson, Norman Sikora, Hazel Ensminger, Nancy Hansen, Elma Myres, Arline Owen, Jean Sjobean and Lorraine Pearce.

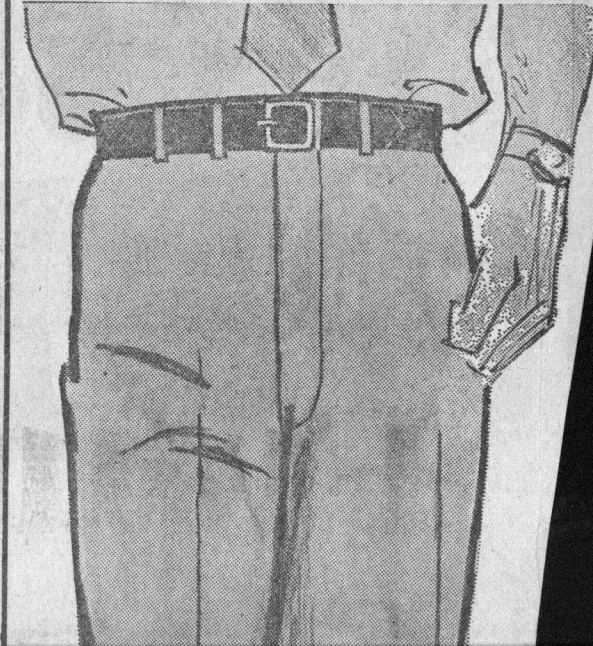
Grace Van Dyke, food service supervisor, Carolyn Smith, dietitian, and other members of the hospital kitchen staff catered the dinner. Table decorations were by the ladies of the hospital auxiliary under direction of Mrs. Bea Harding, auxiliary president.

Dr. Harold C. Sundean impersonated "Dr. Sunshine" in a magic skit and there were songs by folk singer, Kathy Beeby.

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Christmas

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Members of the board of directors include: Ray Ansell, Ernest Damkroger, Walter Dutton, Adm. R. E. Ward, Ethel Gardner, Marion, Richard Pease, Frances Roberts, Ken Sechrist, Albert Thorp, G. E. Wahlberg.

Larry Dominguez is executive director; the Rev. Leonard Smith is staff public relations,

lips, Beverlee Johnson, Norman Sikora, Hazel Ensminger, Nancy Hansen, Elma Myres, Arline Owen, Jean Sjobean and Lorraine Pearce.

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BURGLARY REPORT

Police are investigating a burglary at the Santa Cruz Manufacturing Company building, 411 Swift Street. Officers said entry was through a window. Missing are cash, a camera and some office items. The loss is estimated at \$256.