

Goodwill Is 11th Largest Industry In SC County

The repair, refurbishing and re-sale of donated items by handicapped workers is the purpose and business of Goodwill Industries of Santa Cruz, the county's eleventh-largest industry.

Larry Dominguez is executive-director of Santa Cruz Goodwill Industries, one of 135 similar industries in the United States and 30 foreign countries. The first Goodwill Industry was established in Boston, Mass., in 1902, and the concept is now a way of American life.

The Santa Cruz plant at 350 Encinal Street is the headquarters for an area covering Santa Cruz, Monterey and San Luis Obispo Counties. There are re-

tail outlets in Santa Cruz, Watsonville, Salinas, Seaside and San Luis Obispo.

The Santa Cruz retail store opened about 20 years ago, under the direction of the San Francisco district. It became independent in 1952.

Last year there were 44,000 donations, of various size and volume, recieved by the Santa Cruz plant. These items were re-worked and resold, allowing some 120 to 135 employees to take home a payroll of \$294,500.

"Everything is donated. We don't buy anything at all except the equipment to fix it," Dominguez says.

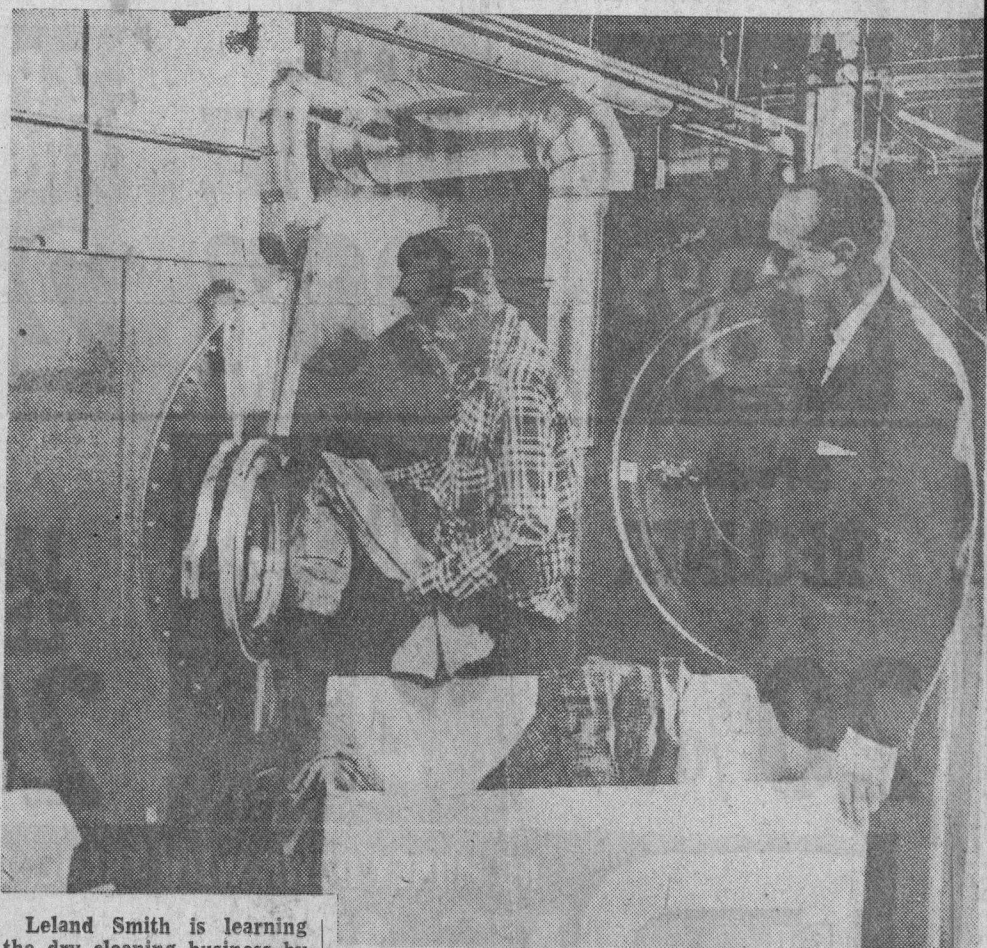
Eighty per cent of the employees are handicapped in some manner. Dominguez said the other 20 per cent are workers who do chores like heavy lifting and driving trucks. Many of the workers learn skills which allow them to be hired by private industry.

The Santa Cruz plant was expanded last year from 20,000 to 37,500 square feet, and new equipment, such as machines for dry cleaning and pressing, is now being installed.

Dominguez hopes there will be additional expansion next year. The company has applied for a \$50,000 grant through the Federal Department of Vocational Rehabilitation. This amount, along with \$30,000 from the company, would allow expansion, which would provide work for at least 200 people.



Carrie Wiseman does some finishing work on clothing which was donated to the Goodwill Industries of Santa Cruz. New equipment added last year allows complete dry cleaning and pressing of donated clothing.



Leland Smith is learning the dry cleaning business by using new equipment at the Goodwill Industries of Santa Cruz plant. Giving him pointers is Ken Marion, owner of Vapor Cleaners. The equipment was added as part of the Santa Cruz plant expansion last year.

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