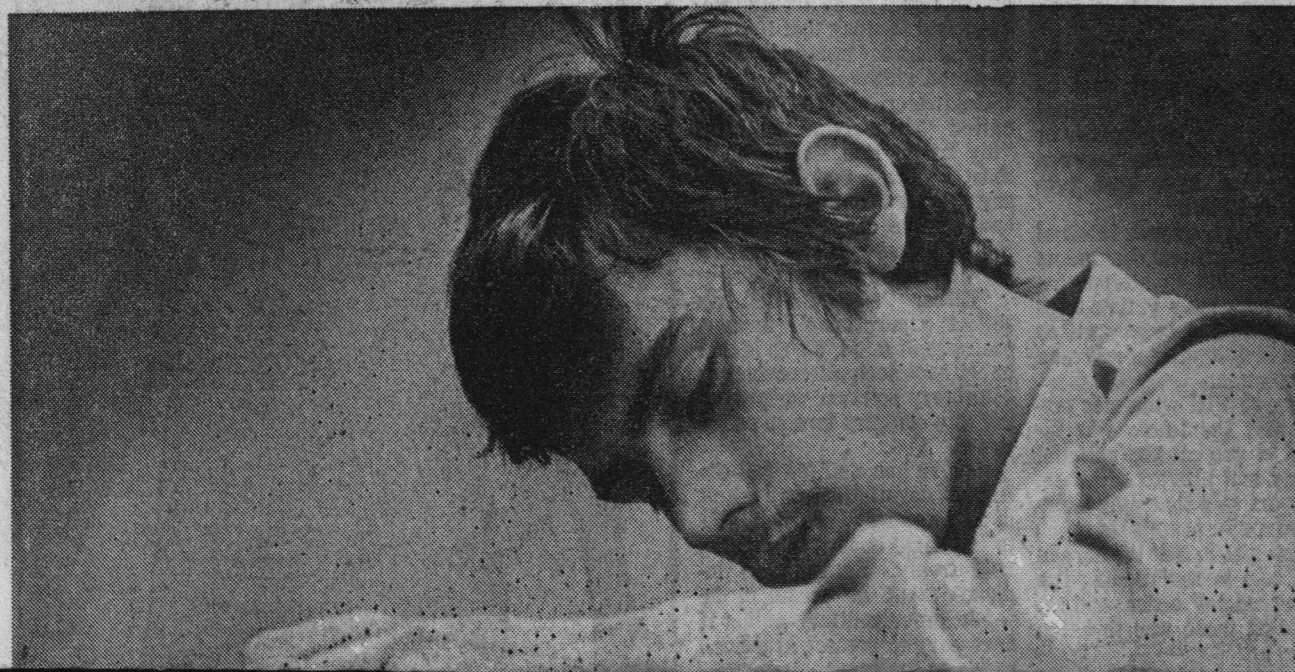


# It's Business As Usual At Goodwill Rehab Workshop



Declan Palmer is one of the many workers Goodwill has encouraged to start working with their hands to learn a trade.



By TOM HONIG  
Sentinel Staff Writer

One of the biggest surprises to a tour of Goodwill Industries' rehabilitation program workshop on Encinal Street is its lack of surprises.

Business as usual is the order of the day throughout the workshop, which houses dozens of people and dozens of activities from mattress re-covering to classes in becoming a motel maid.

Touring the rehabilitation center is at once a warming and a sad experience. Watching the proud face of Counselor Charlie Nickell as he observes handicapped and disadvantaged workers learning new skills is like watching a father whose son just got his first Little League hit. But behind that look of pride lingers the harsh reality that those new-found skills are not especially marketable in the tight job market of Santa Cruz.

"The job market is bleak, and the people here have a lot of frustration getting a job," Nickell said. "That's why we are teaching skills in becoming a motel maid or a janitor."

That frustration, however, is a tribute to the local Goodwill personnel. Nickell and others continue to plug away, trying to match Goodwill workers with jobs. As Somerset Maugham once said, life's winners are the

ones who never cease battling adversity; the losers are the ones who resign themselves to their fates.

Goodwill's main purpose, according to Pat Pickens, Goodwill's director of development and public relations, is to try to place its workers into jobs in the community. Goodwill starts by having clients referred to them by the courts, the state Department of Rehabilitation or other groups and running them through all sorts of test to find out what jobs their talents can be matched with. From there, the Goodwill counselors teach, advise and lend emotional support to the workers during the long adjustment period to the workaday world. The final jump, ideally, is the placement of a client into a job in the community.

That adjustment period is what the visitor to the rehabilitation program workshop sees, and it resembles any large workshop.

Workers at Goodwill must get used to the normal workday, "and for many of them it is the first time in their lives they have had to do it," commented Tara Denis, public relations assistant to Pickens. They must become accustomed to punching a time clock, working until coffee break or lunchtime and finally until the five o'clock whistle.

Most of the workers, Denis said, are mentally retarded, while others suffer from psychological problems or drug or alcohol addiction.

One man who is in charge of preparing items for shipment to Goodwill stores in Santa Cruz, Watsonville, Seaside, Salinas and San Luis Obispo has

## General Plan Committee Slates Meeting

The Santa Cruz City General Plan Committee, the group trying to come up with a new general plan for Santa Cruz' future, will meet Thursday at 7:30 p.m. at Star of the Sea Church, 515 Frederick St., to discuss the upcoming general plan with representatives of other city committees and commissions.

assumed that responsibility only after overcoming physical handicaps which left everything but his mind affected.

One section of the warehouse is set aside for work Goodwill has contracted out to firms that need for a very routine assignment: recoiling electrical headset wire. Nickell said that the recoiling job is too dull for the average worker, but it is a perfect job for some of the handicapped workers.

That's not to suggest that Goodwill workers can't do anything difficult.

One of the most successful contract jobs they have received resulted from an agreement between Goodwill and the Santa Cruz Metropolitan Transit District for the design, construction and installation of benches along the bus routes.

In addition, Goodwill workers designed and constructed shelters for those waiting for buses.

Goodwill counselors also train workers for jobs in laundries, mattress repair, television and radio repair, and several other areas. The rehabilitation center also contains a classroom for diagnostic tests, "rap" sessions, remedial reading classes as well as a mock-up of a hotel room for training in becoming a motel maid.

Nickell also pointed out that Goodwill needs new diagnostic and testing equipment. He said that equipment is essential to working with clients, and is

very expensive.

"Most people just think of us as operating the stores," Denis pointed out. She added, however, that sales from the stores still provide most of Goodwill's funds. It also receives money from special sales and programs sponsored by the Goodwill Auxiliary.

The auxiliary is made up of members who stop into the rehabilitation center to select exceptional items from the donated merchandise. In their own workshop, they refurbish the articles for sale in their own self-staffed collectors corner.

Income from that boutique produced over \$23,000 for the local Goodwill in 1975.

From separate funds, the

auxiliary also purchased a new IBM typewriter and other office equipment. Members also provide a summer picnic, Thanksgiving dinner and Christmas party for handicapped clients and employees.

For those interested in contacting Goodwill for contributions of either money or household goods, contact the office at 350 Encinal St., Santa Cruz, 95061, or call 423-8611.

Goodwill is this week celebrating Goodwill Week, which will include a tour of the plant Thursday by local government officials. Earlier in the week Goodwill has sponsored other events, including a concert by a 30-voice choir from Bethany Bible College.

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Gordon Eaker is a Goodwill worker who has begun to specialize in upholstering.

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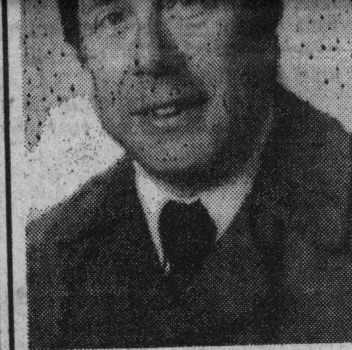
other city committees and commissions.

The public is invited.

The committee met Monday and will meet again next Monday to listen to members of the general plan give their opinions about the future of the city.

There will be two meetings Monday, each with representatives of the general plan committee; one will be held at the meeting room of the main library on Church Street, while the other will gather at Bayview School.

Starting times for both meetings is 7:30 p.m.



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