

A WEEK IN *Learning*

WOMEN OF GOODWILL: THE MARCH NEVER STOPS On Behalf of DEI's Women's Action Group

In 1980, the National Women's History Project successfully lobbied to have a week dedicated to recognize women's contribution to American history. That year, President Jimmy Carter issued the first Presidential Proclamation stating the week of March 8th as National Women's History Week. Congress then moved forward to have the entire month of March declared "Women's History Month" in 1987.

Throughout history, women have made their mark on the world – contributing to science, the arts, medicine, and even large corporations. This week, we are featuring a few women from Goodwill as they share their first jobs, their career path within Goodwill, who they admire, and their tips for success.



Amy Lyons, Director of Community Engagement in Maryland

In 2010, Amy started out as the marketing and development coordinator at Goodwill Columbus in Ohio. She then went to Goodwill Industries International where she was the Executive Assistant to the President and CEO, and later the Member Relations Specialist. Amy accepted a marketing position at Goodwill Industries of Monocacy Valley in 2017, which led her to where she is now - Director of Community Engagement for our Maryland team!

Amy's very first job was as a holiday sales associate at Media Play in the book section when she was 16 years old. Though short lived, the position introduced her to many 'firsts' – as we all experience in some way with our earliest jobs. With each journey, no matter how short or long lived, Amy always looked towards her grandmother for inspiration. She shared anecdotes of her grandmother being a welder during WWII while waiting for her husband to come back from the war. "She was an incredibly giving person who believed in helping her neighbors and family. I always think of her kindness and how people in the community found their way to her when they had a problem."

Amy recalled a lot of changes she went through – the good, the scary, the surprising. Her advice to other women

is to be open to those changes, no matter how uncomfortable you may feel. *“Be open to change and take a few risks, even when it is outside of your comfort zone. You never know unless you try!”*



Jackie Halleen, Executive Vice President and Chief Mission Officer

Jackie Halleen is celebrating 20 years with Goodwill in November. She joined the organization as District Director, served as Assistant Vice President of Retail, Vice President of Retail, then Senior Vice President of Retail, Executive Vice President and Chief Operating Office, and now is Executive Vice President and Chief Mission Officer.

To earn some extra money, Jackie’s first introduction to responsibility was through babysitting. However, her first jump into the workforce was working as a receptionist at a job placement agency. Throughout her career, Jackie recalls many mentors that influenced her both professionally and personally. *“My first mentor and friend got me a job at Savers. He influenced me to be the best possible person I could be. Secondly, Tim O’Neal. He has inspired me from the time I first met him some 30 years ago. He is one of the most loyal and inspirational people I know.”*

Each opportunity Jackie seized, with every question she asked, only sent her further into success - and wants to ensure other women do the same. *“Don’t ever be afraid to ask questions. Be inquisitive, learn and listen. Surround yourself with the most talented people you can. I like to say... always hire up! You never know when you’re going to be asked to move forward with a position. You never want an opportunity to pass you by because there is no one to replace you. Replace yourself!”*



Beth Forsberg, Vice President of Donation Services and Logistics

Beth Forsberg is vice president of donation services and logistics, based out of the ROC in Phoenix. Beth’s journey at Goodwill began 14 years ago at Goodwill of San Diego. She joined the organization as the Director of Retail, and soon inherited all operations. Beth shares her biggest accomplishment was the team she built and the creation of over one thousand jobs.

At the age of 16, Beth’s parents told her she would be volunteering at United Cerebral Palsy – crushing her teenage plans to spend the summer at the beach with her friends. At the end of summer, on the last day, her director bluntly stated, *“See you next week.”* Noticing Beth’s confusion, he continued, *“Don’t you want a job? We’d love for you to stay.”* Leaving quite a notable impression to say the least, Beth went on to work with the organization all throughout high school.

Beth’s advice stems from the countless brave and wise women she has encountered throughout her life. From her mom, co-workers, and leaders, Beth hopes to continue the impact they made on her. *“Be brave and don’t*

be afraid to fail. Never fear asking for help, always be committed because you have to believe in yourself before anyone else will. Learn how to hold yourself accountable and embrace the truth even when it's wrapped in sandpaper."



Mireya Orozco, Retail Regional Director

Mireya began her career path with Goodwill nine years ago at Redesign Store196 as a sales representative. She was promoted to several management positions within the store and kept challenging herself as a leader. Experiencing a few other retail promotions, her path eventually led her to where she is today – Retail Regional Director.

Mireya has always showcased a strong work-ethic with every position she has held with us, but it didn't start here. Her very first job was at a manufacturing company, assembling car parts in Mexico. She worked tirelessly on grave yard shifts, worked twelve-hour days and nights, and rode the bus to and from work for two hours. *"It taught me the value of hard work, the importance of being dedicated, and committed to getting the job done."*

Mireya's mother is her biggest influence, setting in stone her every day values. *"My mom has taught me so much throughout my life. Her values have set the bar for what I strive for in life. She taught me to fight for my dreams and never let anyone interfere with them."* Mireya urges other women to keep believing in themselves and advices, *"Be resilient. Things rarely work out the way you planned and there will always be distractions or roadblocks along the way. You have to be your biggest cheerleader and believe that you can do whatever you set your mind to."*



Denise Coulson, Sr. Manager of Career Center Operations

Denise joined Goodwill as a Staffing Supervisor for Commercial Maintenance. She made many pathways for herself, such as Supervisor for the Business Development, Community Development Area Leader, and District Manager for Career Service Operations. She now serves on our Mission Services team in Arizona as Senior Manager for Career Service Operations.

Denise started her first full-time position at Stylo Shoes in Birmingham England and held various jobs afterward. From England to the U.S., Denise reflected on all the empowering women she has met in her life. Recently, she has spent some time being mentored our very own Katrina Thurman – Vice President of Mission Development. *"I am sincerely grateful that she has taken the time to mentor me, and to be as real with me as she is."*

Denise wants to encourage other women to listen to those around you, and to be aware of your environment. *"Be open to learn from all team members, listen to understand, and know that you are interviewing each day for today's changes and tomorrow's growth opportunities."*

These five women represent all of the hard-working, powerful women here at Goodwill. We want to thank each of them for sharing their stories with us, along with their invaluable guidance. Women have come a long way in history and we thank them all for creating a continuous, unstoppable path for all. Keep marching!

DEI's Women's Action Group

Alysa Williams
Danielle Saldivar
Emily Leibold
Katie Ferguson
Lea Graham
Lindsay Schafer
Marilyn Herbert
Theresa Scott
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