

For immediate release

July 3, 2008

Re: Story on displaced workers turned Goodwill Graduates

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Goodwill Gives New Careers to Displaced Bird's Eye Workers

Goodwill Industries and their Workforce Development Services Division—Shoreline, will graduate twelve former Bird's Eye Plant workers. During a massive layoff in December of last year, over 500 employees were displaced from the Watsonville Bird's Eye Plant, some of them after 20 years of employment there.

CareerWorks was contact by Bird's Eye to help with the transition. CareerWorks in turn, contacted Goodwill, whose primary mission is job training and vocational services. Goodwill enrolled 22 people into its Shoreline School of Cosmetology Program. Twelve of them will graduate July 8th, from the program and move onto new careers as cosmetologists.

Manager of the Shoreline School of Cosmetology, Chris Allegri shares about the process of their training:

"One of the biggest challenges was to take a group of people who were 50 years old +, had been told what to do, when to do it, and how to do it, (most of their life at the plant,) and transition them to a program where they would have to start thinking more independently, learn to understand the trade of Cosmetology and learn how to study. These students have done a tremendous job. They have worked hard in an environment where the adjustment had to be difficult at best."

The students were also required to learn some basic English skills through Adult Education and VESL (Vocational -English as a Second Language). In a few years the Cosmetology school will relocate to mid-county, in the shopping center recently purchased by Goodwill. The property at 1550 41st, which houses the current Goodwill Store will be renovated beginning January 2010 and includes a new Cosmetology School, a larger Goodwill store and an indoor Donation Center. Michael Paul, President of Goodwill Industries says" We hope to serve even more of the community in this central location of Santa Cruz County."

The graduation ceremony of the former plant workers, now trained as Cosmetologists will be held at Shoreline School of Cosmetology- 189 Walnut Ave., downtown Santa Cruz, on Tuesday July 8th at 12 noon. Chris Allegri adds: *"We are so grateful to be able to serve them in re-training. I have seen them grow in confidence, awareness, and self-esteem. They are an inspiration to anyone who thinks it's too late to start over."*

For more information on Goodwill's mission of Changing Lives through the Power of Work, visit scgoodwill.org.

For information about Goodwill's vocational services, visit shorelineworks.org.

Photo attached

students names

Lorenza Carrillo
Ana Salinas
Lazara Leon
Maria Escobar
Herlinda Hernandez
Norma Lopez
Alicia Diaz
Lilia Padraza
Sofia Lopez
Silvia Hernandez
Leticia Gutierrez
Guadalupe Ruiz