



Goodwill Industries® of the Valleys

FOR IMMEDIATE RELEASE

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Bruce Phipps, President & CEO of Goodwill Industries of the Valleys, Honored with Prestigious Kenneth K. King Award

Roanoke, VA - When Bruce Phipps took the helm of Goodwill Industries® of the Valleys in 2004, the agency served fewer than 2,300 people per year. Today, Goodwill Industries of the Valleys is a thriving organization serving thousands annually. For his vision and leadership over a 40-year career with Goodwill, Phipps was presented with the 2015 Kenneth K. King Outstanding Management Award for Executive Excellence, the most prestigious executive award bestowed by Goodwill Industries International.

Phipps' commitment to workforce development is evidenced through Goodwill's operation of Workforce Innovation and Opportunity Act programs for multiple workforce boards throughout the 31 county, 13 city service area in Virginia, as well as other programs that help youth, adults, and seniors reach their greatest potential. Under Phipps' leadership the donated goods operation at Goodwill Industries of the Valleys has been expanded to 38 stores, including two outlets, with a new store opening in Charlottesville in the fall of 2015. This expansion has positioned Goodwill to be able to respond to the growing needs of job seekers in the community as over 68% of the organization's revenues are generated from the sale of items generously donated to Goodwill. As a result, in 2014 Goodwill Industries of the Valleys served thousands of individuals and helped place more than 3,600 in competitive employment.

In a letter of support for the award nomination, Congressman Bob Goodlatte stated that, "Goodwill Industries of the Valleys has blossomed further under Bruce through its collaborative efforts and growing services. Keen on the value of partnerships, Bruce has brought together workforce investment boards, Total Action for Progress (TAP), Habitat for Humanity, United Way of Roanoke Valley, the Southwest Virginia Second Harvest Food Bank, Girl Scouts Skyline Council, and the SPCA on a variety of alliances in order to help reduce costs. Thanks to such relationships, Goodwill assists severely challenged adults to learn jobs skills, helps dislocated workers, helps men and women overcome economic problems, operates one of the nation's largest programs to help senior citizens return to the workforce, and processed over 917,000 donations of material goods."

The Kenneth K. King Award for Management Excellence is presented to a Goodwill Industries executive in recognition of outstanding management abilities and accomplishments. The award recognizes a CEO whose performance consistently demonstrates strong organizational impact related to mission, excellence, and sustainability. It is named for the late Kenneth K. King, who endowed the Kenneth K. King Management Award for Executive Excellence Trust. The award is the highest honor a Goodwill CEO can receive.

Rita Bishop, Superintendent of Roanoke City Schools also stated in a letter of support for the nomination, "Bruce has collaborated with us on many projects ranging from job training to securing appropriate clothing for our students. Under his leadership the opportunities for our students with special needs have expanded exponentially. He can always be counted on for great decisions and collaboration."

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 13 cities in the New River, Roanoke, and Shenandoah Valleys. Its mission is to help people and families in our community achieve a better life through work and independence. In 2014, Goodwill assisted thousands of individuals and in this difficult employment market placed over 3,600 individuals in competitive community employment.

For More Information Contact:

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