

October 4, 2010

FOR IMMEDIATE RELEASE

Contact: Kimberly Scrafano
kscrafano@eastbaygoodwill.org
phone: (510) 698-7223



Goodwill Welcomes New Business Development Director

OAKLAND, Calif. – Goodwill Industries of the Greater East Bay is pleased to introduce Michael Shabaka as the agency’s Senior Director of Business Development. This position is the first at Goodwill Industries of the Greater East Bay and reflects the agency’s commitment to expanding its socially-responsible earned-income businesses to support its mission services.

“Since 1919, Goodwill Industries of the Greater East Bay has provided much-needed job training and support services to those living in poverty and facing barriers to employment. The majority of our services are supported by our socially-responsible businesses, and we recognize the importance of growing our successful earned-income model in order to provide the community with these services, especially now that more people are coming to Goodwill for help during these challenging economic times,” said John B. Latchford, President & CEO of Goodwill Industries of the Greater East Bay. “Michael Shabaka brings a wealth of experience in growing and developing business ventures, and we anticipate he will be able to open new doors for Goodwill to grow sustainable business ventures that translate into more job training and support services for our participants.”

Michael Shabaka most recently worked as a business development and account executive for TestAmerica Laboratories, and prior to his position at this company, he worked as a business development consultant in a range of areas, including biotech, pharmaceutical sciences, clinical research, and consumer goods and services. Mr. Shabaka also worked as the Senior Western Region Account Manager for Reed Business Information and additionally held positions at United Business Media and Cisco Systems. As a native to Oakland and the East Bay, he is very committed to the community and is very excited to bring his wealth of for-profit experience to help Goodwill grow its socially-responsible businesses. Mr. Shabaka received his Bachelor of Arts degree (BA) and Master of Business Administration (MBA) from Holy Names College in Oakland, California.

Goodwill Industries of the Greater East Bay operates 26 retail stores, and the proceeds from the resale of donated items support Goodwill’s workforce development programs to help those facing barriers to employment, such as homelessness, limited education and language skills, history of incarceration, lack of work experience, and disabilities. Goodwill provides hands-on job training in our stores and facilities, along with our job readiness and life skills training free-of-charge to community members in need. During 2009, Goodwill served 3,123 individuals and families in the East Bay and placed more than 500 people into competitive jobs, an increase of more than 36 percent over 2008. As with all of Goodwill’s funds, for every \$1 generated by the agency, 91 cents will go directly into job training, placement, and support service programs Goodwill provides to individuals and

families throughout the East Bay. For more information, please visit us at www.eastbaygoodwill.org or contact Kimberly Scrafano, Vice President for Development & Community Affairs, at (510) 698-7223.