

2025

# PENNSYLVANIA ASSOCIATION OF GOODWILLS CONFERENCE



September 10-12, 2025  
Hilton Scranton

Hosted by  
**Goodwill**   
Industries of Northeastern PA 

# 2025 Pre-Conference Sessions

## Wednesday, September 10, 2025

<u>Time</u>	<u>Activity</u>	<u>Location</u>
Noon-5 pm	Registration	Second Floor Lobby
1-4 pm	Goodwill Leadership Today <i>Presenter: Lane Schonour, Ed.D. Executive Director, Goodwill Academy</i>	Dunmore Room
1-5 pm	First Step Act Working Session <i>Presenter: Mindy Rickabaugh, Senior Coordinator of Reintegration Services/First Step Act Program Manager, Goodwill of the Southern Alleghenies</i>	Waverly Room
1-5 pm	Integrating AI Into Your Workday <i>Presenters: Ed Lada, President and CEO; Thomas Moll, Vice President of IT, Strategy, and Innovation; and Jeff Walker, Vice President of Finance; Goodwill Keystone Area</i>	Old Forge Room
2:30 pm	Break	Electric City Prefunction
3 pm	Hotel Check-in	Main Lobby

### Notes:

- Hotel check-in is available after 3 pm
- Guests can enjoy dinner on their own. Dining options are available on site in the hotel or in the surrounding area. Please see Dine Around section for options.

# 2025 Sessions

## Thursday, September 11, 2025

<u>Time</u>	<u>Activity</u>	<u>Location</u>
8-11:30 am	First Step Act Working Session <i>Presenter: Mindy Rickabaugh, Senior Coordinator of Reintegration Services/First Step Act Program Manager, Goodwill of the Southern Alleghenies</i>	Waverly Room
9 am-Noon	Registration	Second Floor Lobby
10 am-Noon	DGR: Goodwill, Competition and Action <i>Presenters: Lane Schonour, Ed.D. Executive Director, Goodwill Academy and Andrew Gackenbach, Chief Mission &amp; Operating Officer, Goodwill Keystone Area</i>	Dunmore Room
9 am-Noon	Utilizing Large Datasets for Decision Making and Process Optimization <i>Presenters: Tristan Burger, Director of Business Intelligence and Analytics, JYM and Brad Burger, President &amp; CEO, Goodwill of the Southern Alleghenies</i>	Old Forge Room
10:30 am	Break	Electric City Ballroom
Noon	Lunch Break	Available on your own
1:30-1:45 pm	Host Welcome <i>Kate Dempsey Jones, CEO, Goodwill Industries of NEPA</i>	Electric City Ballroom
1:45-2:15 pm	Sponsor Presentations	Electric City Ballroom
2:15-3 pm	Sustainability Address <i>Presenter: Jessica Shirley, Secretary of the Pennsylvania Department of Environmental Protection</i>	Electric City Ballroom
3-3:30 pm	Sustainability Case Study: ReWorld Partnership <i>Presenters: Gordon Burgoyne, ReWorld and Bruce Brockman, Vice President of Sustainability, Operations and Logistics, Goodwill Keystone Area</i>	Electric City Ballroom

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# 2025 Sessions

## Thursday, September 11, 2025

<u>Time</u>	<u>Activity</u>	<u>Location</u>
3:30-4 pm	Break & Time with Sponsors	Electric City Ballroom
4-5:15 pm	Specialty Area Break Out Sessions CEOs Contracts/Business Development Digital/IT Human Resources Mission Operations/Finance Retail & Marketing	Steamtown Parlor F Combined with Digital/IT Steamtown Parlor E Dunmore Room Electric City Ballroom Waverly Room Old Forge Room
5:15-6 pm	Break	
6-10 pm	Dinner and Cornhole Tournament	Electric City Ballroom Casey Prefunction

## Friday, September 12, 2025

8 am	Breakfast	Electric City Ballroom
9-9:15 am	Pennsylvania Association of Goodwills Director's Report <i>Presenter: Beth Perell</i>	Electric City Ballroom
9:15-9:45 am	State of Goodwill <i>Presenter: Steve Preston, President &amp; CEO, Goodwill Industries International</i>	Electric City Ballroom
10-11 am	Government Relations Update <i>Presenter: Laura Walling, Vice President of Government Affairs, Goodwill Industries International</i>	Electric City Ballroom
11-11:45 am	Wrap-Up Session <i>Facilitator: Beth Perell, Executive Director, Pennsylvania Association of Goodwills</i>	Electric City Ballroom
Noon	Hotel Check-Out	Main Lobby

# Session Descriptions

## **First Step Act Working Session**

Wednesday, September 10 and Thursday, September 11

This track is the quarterly working session for the PA Goodwill Reentry Collaborative. Participants will review past performance, share current highlights, and understand next steps.

## **Goodwill Leadership Today**

Wednesday, September 10

Presenters: Lane Schonour, Executive Director, Goodwill Academy

This session is designed to help participants explore and strengthen the leadership skills most effective in today's dynamic and evolving environment. Learners will examine legacy leadership models and understand how they have transformed over time. They will also be introduced to emerging leadership theories and practical tactics that align with the needs of a modern social enterprise like Goodwill.

This 3-hour, facilitator-led workshop emphasizes active participation, with learners engaging in collaborative exercises designed to achieve the following objectives:

- Review the evolution of leadership theory, practice, and impact
- Understand the current environment and challenges facing Goodwill
- Identify and practice updated leadership competencies relevant to today – and tomorrow

## **Integrating AI Into Your Workday**

Wednesday, September 10

Presenters: Ed Lada, President and CEO; Thomas Moll, Vice President of IT, Strategy, and Innovation; and Jeff Walker, Vice President of Finance, Goodwill Keystone Area

As AI becomes more prevalent in our day to day lives, it becomes more important on how it can be beneficial in our work environments as well as maintaining secure control over our data. We'll explore some of the key AI solutions Goodwill Keystone Area is using and help you understand the available tools, along with practical guidance on selecting the right level of "control" for your specific needs. We will review the following tools and their capabilities:

- Copilot Chat
- Copilot in Teams
- Copilot Studio
- PowerApps with AI integration
- OpenWebUI: Secure chat with all the AI models

To get the most of the session, attendees are encouraged to bring their own laptop.

# Session Descriptions

## **Goodwill, Competition, and Action**

Thursday, September 11

Presenters: Lane Schonour, Executive Director, Goodwill Academy and Andrew Gackenbach, Chief Mission & Operating Officer, Goodwill Keystone Area

This 2-hour workshop presents the latest research, data, and trends affecting Goodwill's Donated Goods Retail (DGR) business. It is designed for all Goodwill leaders and features hands-on activities that support participants in accessing, interpreting, and applying data at both local and national levels.

The sessions draws on recent finding from Goodwill's Competitive Threats Taskforce and is intended to inform and inspire – not evaluate or critique – the DGR operations of member agencies. Participants will work with real case examples and walk away with a set of promising practices and experiments to test within their own organizations.

Leaders are encouraged to bring data from their own Goodwill operations to enrich the session, though this is not required. No participant will be asked – or expected – to share proprietary or sensitive data. Key takeaways will include:

- Understanding key trends impacting the DGR model
- Explore data-driven decision-making in a safe, supportive environment
- Generate actionable ideas to strengthen local DGR performance

## **Utilizing Large Datasets for Decision Making and Process Optimization**

Thursday, September 11

Presenters: Tristan Burger, Director of Business Intelligence and Analytics, JYM and Brad Burger, President & CEO, Goodwill of the Southern Alleghenies

The ever-increasing adoption of digital technologies by Goodwill operations is generating a substantial amount of data. Many organizations struggle to maximize actionable information from these large datasets. This interactive session will explore established and emergent methods to utilize data for decision-making.

## **Sustainability Address**

Thursday, September 11

Presenter: Jessica Shirley, Secretary, Pennsylvania Department of Environmental Protection

Secretary Shirley will share her agenda and provide thoughts on how Goodwill can help advance her agenda while improving sustainability efforts in their communities.

# Session Descriptions

## **Sustainability Case Study: ReWorld Partnership**

Thursday, September 11

Presenters: Gordon Burgoyne, ReWorld and Bruce Brockman, Vice President of Sustainability, Operations and Logistics, Goodwill Keystone Area, Goodwill Keystone Area

## **Specialty Area Breakout Groups**

Thursday, September 11

Delve deeper into specific content areas and participate in in-depth discussions and targeted learning.

## **State of Goodwill**

Friday, September 12

Presenter: Steve Preston, President and Chief Executive Officer, Goodwill Industries International

Steve will share updates about the Goodwill movement across the United States and Canada and identify trends to assess locally and nationally.

## **Government Relations Update**

Friday, September 12

Presenter: Laura Walling, Vice President of Government Affairs, Goodwill Industries International

Laura will share updates about Goodwill advocacy efforts.

# Dine Around

## Dine Around

There are many dining options conveniently located on site or near the Hilton. Options include:

### *Breakfast*

A hot breakfast buffet is available for purchase at the Hilton's Casey's Corner. The Hilton also has an on-site Starbucks that is open daily from 6 am-noon.

Nearby breakfast options include:

- Northern Light Espresso Bar, 536 Biden St. (approximately one block away)
- Abe's Delicatessen, 326 N. Washington Ave. (approximately three blocks away)

### *Lunch*

Lunch is available for purchase on-site at P.J.'s Pub.

Nearby lunch options include:

- Northern Light Espresso Bar, 536 Biden St. (within walking distance)
- Subway, 209 N. Washington Ave. (approximately two blocks away)
- Pizza by Papas, 303 N. Washington Ave. (approximately three blocks away)

### *Dinner*

Dinner is available for purchase on-site at P.J.'s Pub.

Nearby dinner options include:

- Backyard Ale House, 523 Linden St. (approximately two blocks away)
- Bar Pazzo, 131 N. Washington Ave. (approximately two blocks away)
- Cooper's Seafood House, 701 N. Washington Ave. (not within walking distance, 3 miles away). Cooper's was featured in the TV show "The Office" and is a popular spot for fans while visiting Scranton.
- Chili's Grill & Bar, 3905 Commerce Blvd., Dickson City (not within walking distance, 6 miles away). Newly opened "The Office" themed-location features several references to the TV show. The restaurant is decorated as it would have been in the mid-2000s with old signs and chalkboard ark and features direct nods to the show's fictitious paper company, Dunder Mifflin.