

# 2024 GOODWILL **MAGIC** CONFERENCE

## Monday, October 28, 2024

Time	Event	Speakers	Purpose & Description	Location
3:00-6:00 p.m.	Registration			Outside Daisy Room 2nd Floor
1:00-3:30 p.m.	Marketing Workgroup	Laura Faison Onney Crawley (remote) Ryan Kuhn	2024 Goodwill Brand Valuation While this session is Marketing-focused and hosted by the MAGIC Marketing Workgroup, all MAGICians are welcome to attend a presentation by Onney Crawley	Azaela Room 2nd Floor
3:30-4:15 p.m.	MAGIC Chair & Workgroup Chairs	Lisa Rusyniak Connemara Tolson	MAGIC Chair engages with current and incoming MAGIC Workgroup Chairs regarding future focus of MAGIC	Violet Room 2nd Floor
2:00-4:00 p.m.	Safety & Loss Prevention	Tim Smoke	Join this presentation and facilitated discussion regarding safety and loss prevention - all MAGICians are welcome	Jasmine Room 2nd Floor
4:30-5:15 p.m.	First Time Attendee Session	Lisa Rusyniak Connemara Tolson Workgroup Chairs	First-time conference attendees learn about MAGIC, MAGIC Workgroups and the conference	Daisy-Large Conf 2nd Floor
5:30-6:30 p.m.	Welcome Reception	Amy Luttrell Lisa Rusyniak		Waterford Room 25th Floor
6:30-8:30 p.m.	Workgroup Dine-Arounds		Socialize with friends and colleagues over dinner. Most dining is within walking distance with workgroups leaving for their designated restaurant following the welcome reception. This is a ticketed event	Restaurants within walking distance to be announced at welcome reception  CEO's dinner - bus to offsite location, check QR code agenda for other locations

# 2024 GOODWILL **MAGIC** CONFERENCE

## Tuesday, October 29, 2024 (continued)

Time	Event	Speakers	Purpose & Description	Location
7:00-8:00 a.m.	Breakfast			Daisy Room 2nd Floor
8:00-8:30 a.m.	Welcome	Amy Luttrell Lisa Rusyniak	<b>Taking The Hill:</b> Working together to reach the summit. We can climb any mountain when we collaborate and join forces!	Daisy Room 2nd Floor
8:30-9:30 a.m.	Taking The Hill Together	Lane Schonour	<b>Taking The Hill Together:</b> Get acquainted with colleagues in the room as Lane leads us in an ice-breaking exercise	Daisy Room 2nd Floor
9:30-10:30 a.m.	The Reason For it All	The People of Goodwill	<b>Taking The Hill For a Reason:</b> We are united in support of individuals on a journey to live fully! Hear the stories that fuel our purpose.	Daisy Room 2nd Floor
10:30-11:00 a.m.	Break	Snacks/Beverages		Lily Room 2nd Floor
11:00 a.m.-noon	Taking The Hill in Workforce	Jeffrey Korzenik	Jeffrey Korzenik's groundbreaking book, "Untapped Talent: How Second Chance Hiring Works for Your Business and the Community" shares the business case and best practices of hiring people with criminal records. Each attendee of the conference will receive a free complimentary copy of Untapped Talent	Daisy Room 2nd Floor
noon - 1:00 p.m.	Lunch with Jeff Korzenik	MAGIC CEOs and Mission Leaders Lunch with Jeffrey Korzenik	MAGIC CEOs & Mission Leaders engage with Jeffrey Korzenik over lunch	Azaela Room 2nd Floor
noon - 1:00 p.m.	Lunch		If you are not a CEO or mission leader enjoy visiting with colleagues and friends over lunch	Daisy Room 2nd Floor
1:00-2:15 p.m.	Taking The Hill in Resale	David Eagles Brian Itzkowitz Tim O'Neal Dan Owen Amy Luttrell	Includes sessions to learn, discuss and support MAGIC's commitment to strengthen DGR market position by acquiring and protecting material donations	Daisy Room 2nd Floor

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## Tuesday, October 29, 2024 (continued)

Time	Event	Speakers	Purpose & Description	Location
2:15-2:30 p.m.	Break	Snacks/Beverages		Lily Room 2nd Floor
2:30-3:45 p.m.	Workgroup breakout to discuss how to support donation protection/acquisition	Workgroup chairs	Join your Workgroup colleagues to talk about what your expertise/perspective can do to acquire and protect material goods in support of strengthening DGR market position in our region. Note takers will capture key group ideas. Please take your own notes as well to share during huddles, tomorrow morning, with team members from your Goodwill	West Tower Breakout Rooms:  <b>CEO:</b> Jasmine Room 2nd Floor  <b>DGR &amp; Safety/Loss Prevention:</b> Willow Room 3rd Floor  <b>Mission &amp; HR:</b> Daisy Room 2nd Floor  <b>Finance &amp; I.T.:</b> Dogwood Room 3rd Floor  <b>Marketing &amp; Fund Development:</b> Violet Room 2nd Floor
4:00-5:00 p.m.	Taking The Hill with GII   Q&A with Steve Preston	Steve Preston, President & CEO, Goodwill Industries International	Taking the Hill with GII: MAGIC Workgroup leaders have prepared questions on behalf of their colleagues to share with Steve. Should time allow additional questions will be welcome from the floor	Daisy Room 2nd Floor
5:30-8:00 p.m.	Evening at Norton Healthcare Goodwill Opportunity Campus	Amy Luttrell Lisa Rusyniak	Sponsored by ShopGoodwill.com  Tours of West Louisville OC, entertainment and dinner	2820 West Broadway Louisville, KY 40211 Buses to transport guests from the Galt House West Tower from 5:15-5:45 p.m.

# 2024 GOODWILL **MAGIC** CONFERENCE

## Wednesday, October 30, 2024

Time	Event	Speakers	Purpose & Description	Location
7:00-8:00 a.m.	Breakfast			Daisy Room 2nd Floor
8:00-8:30 a.m.	Welcome	Amy Luttrell		Daisy Room 2nd Floor
8:30-9:00 a.m.	Taking The Hill in Resale CEO & Team Huddle	Discuss each organization's approach to competitive challenge	CEOs and team members to huddle briefly and discuss how their organization will approach competitive challenge	Daisy Room 2nd Floor
9:00-11:00 a.m.	CEO Session	Lisa Rusyniak	Sponsored by Rumi Apparel This session is for CEOs and invited guests. The agenda for this meeting has been cleared to focus on strengthening DGR market position	West Tower Jasmine Room 2nd Floor
9:00-11:00 a.m.	DGR & Safety LP Session	Sally Nelson Tonya Nations Tim Smoke	Sponsored by Fyxt The focus of this facilitated discussion is donation acquisition through attended donation centers. The group will be joined by Heather Sinclair, DGR Consultant, GII	Azaela Room 2nd Floor
9:00-11:00 a.m.	Finance & I.T. (FIT)	Mark Hohmann Michael Whitener Kristopher Smith Ceri Danheux	Sponsored by Sage Finance and Information Technology focused	9:00-10:00 a.m. Full FIT Group Dogwood Room 3rd Floor  10:00-11:00 a.m. Breakout  I.T. Focus Dogwood Room 3rd Floor  Finance Focus Poplar Room 3rd Floor
9:00-11:00 a.m.	Fund Development	Amy Share Andrew Gillette	Capital Campaigns – Presentation and discussion with Andrew Gillette, Director of Development, Goodwill Industries of Kentucky Open Forum – Member-driven discussion	West Tower Walnut Room 3rd Floor

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## Wednesday, October 30, 2024 (continued)

Time	Event	Speakers	Purpose & Description	Location
9:00-11:00 a.m.	HR/OD	Brett Barker Marcia McClendon Robert Chambers	Sponsored by Criterion HCM Goals 2024 and Goals/Focus 2025 Retention, Turnover, eNPS Workgroup synergy and leadership	Holly Room 3rd Floor
9:00-11:00 a.m.	Marketing	Laura Faison	Sponsored by Peak Advertising Join colleagues for a facilitated discussion including: Brand Position (carryover discussion from session with Onney Crawley) Proactive Competitive Analysis Donation Acquisition and Retention Strategies	West Tower Violet Room 2nd Floor
9:00-11:00 a.m.	Mission Advancement	Deon Carter	Sponsored by WellCare Join Mission Advancement colleagues for facilitated discussion. The group will be joined by Sonya Francis, VP Mission Advancement, GII	West Tower Willow Room 3rd Floor
11:00-11:15 a.m.	MAGIC Conference 2025	Jason Marshall	Plan to attend the 2025 MAGIC Conference May 12 – 14, at the Hyatt Regency Savannah Riverfront Hotel – hosted by Goodwill Industries of Southeast GA.	Daisy Room 2nd Floor
11:15-11:30 a.m.	Closing Remarks	Lisa Rusyniak		Daisy Room 2nd Floor
11:30 a.m.	Adjournment		Boxed lunches available after the meeting is adjourned	