



Local Goodwill CEO Receives National Award

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Roanoke, VA. Bruce Phipps, President and CEO of Goodwill Industries of the Valleys, received the prestigious J. D. Robins Distinguished Career Award on February 24th. Awarded annually by Goodwill Industries International, it recognizes a chief executive officer for their outstanding career contributions and dedication to the advancement of the Goodwill Industries movement over a span of at least 25 years. Mr. Phipps is the 18th Goodwill CEO to be honored.

Mr. Phipps began his career with Goodwill 35 years ago in Zanesville, Ohio. After leaving Zanesville in 1977, his career led him to seven different Goodwill organizations, including four where he served as CEO. A strong proponent of the Goodwill movement he is also recognized for starting the Goodwill in Abilene, Texas and for his early Welfare-to-Work advocacy. In 2003 he was named CEO of Goodwill Industries of the Valleys where he has grown the organization's revenue by nearly 60%, and most notably increased the number of people served from 1,246 in 2003 to 10,815 in fiscal year 2007-2008.

"I was incredibly touched and humbled to receive this award," stated Bruce Phipps. "This comes from my peers within the Goodwill movement. We share the hopes and dreams that Goodwill can accomplish in our communities across the nation. To have them honor me in this way is awe-inspiring. It is truly an award to be shared with our organization, my staff, and our communities. It demonstrates that through commitment and the mission of Goodwill, the people we serve and our communities will be stronger."

Goodwill's Distinguished Career Award is named in honor of long time Goodwill advocate J. D. Robins. Mr. Robins retired from Goodwill in 1979. He then went on to provide management expertise and support to over 30 Goodwill organizations. His business system, adopted to rebuild Goodwill stores in the U.S. and Canada, became know as the JD System. In the early 1990s Robins helped the then struggling Goodwill Industries Tinker Mountain, which is now part of Goodwill Industries of the Valleys, to begin the rebuilding process. He was instrumental in the opening of the Goodwill store in Salem, and helped to recruit former Goodwill CEO Roger Matthews to the organization. J. D. Robins passed away in 1999 leaving behind a legacy that will continue to put people back to work every day through the Goodwill movement.

Goodwill Industries of the Valleys, a United Way partner organization headquartered in Roanoke, serves 31 counties and 14 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. During the last fiscal year 90% of Goodwill revenues directly supported the training and employment programs enabling the organization to serve 10,815 individuals.

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