

SELLING IT IN



EXPERTS: John Tucker - CEO, Dave's Killer Bread

Jen Maxwell-Muir - Founder, Maxwell PR

Marty Nash - President, Dave's Killer Bread

Sara Baier - HR, Dave's Killer Bread

Ramona Mathany - Founder, AllStar Labor & Staffing

Gina Delahunt - HR, Dave's Killer Bread

Jim Booker - Oregon Employment Department

JOHN TUCKER:

The reason why second chance employment - and I really tell this to everybody, I say this to other business leaders - I tell the store partners. The reason why it's so effective is because the results, the proof is in the pudding. Look at us as an organization. We've grown dramatically both top and bottom line. That's the result of the commitment that we have from all of our partners. And particularly those who are second chance employees. They have this attitude of gratitude that is just intense. They will as we like to say walk through brick walls if you asked them to. And that's a commitment and loyalty and passion for a brand that you seldom see in business and it can make a real difference.

JEN MAXWELL-MUIR:

As a business, by committing to second chance employment you are opening up the opportunity to have a deeper connection with your consumers and really connect on an emotional level with a universal truth that we all can get behind which is this idea of second chances and everyone can relate to it and it's really powerful.

MARTY NASH:

Untapped resource. When we take a look at what some businesses are really struggling with right now it's finding people to come in and work. Manufacturing is not an easy industry to find good people that want to fill these positions. The process also is different among the lines of this industry. If we take a look at what second chance employment has to offer, it is a workforce that will help businesses succeed. If you take a look at Dave's Killer Bread, we have less turnover than the industry, than the baking industry. And I truly believe this is because people want to stay and make a difference. They are very loyal. So it doesn't matter if you're working for Dave's Killer Bread or working for some X-O company. They will offer the difference between coming in and

keeping very loyal to the company and it really does reduce your turnover because that is a huge cost component to manufacturing or any company.

GINA DELAHUNT:

It's not that different from your traditional hiring practices. Just try it, it works. We have a lot of amazing partners that are truly successful. And we have helped them in the journey of rebuilding their lives. It makes me well up every time I say it. And it's awesome to be part of that process.

SARA BAIER:

I'm an advocate for second chance employees because over the years working with ex-offenders i have found that when they get to the point when they are really ready to take that step and become the people that they have the potential to become, they go at it wholeheartedly. It feels like there are so few people who are out there looking for that wholehearted attitude but these folks do. I'm really amazed at their work ethic. I'm amazed at the lengths that they're willing to go to get a job and keep a job so I find them easy to work with. They are the kind of people any employer would want.

JOHN TUCKER:

When people ask me why I am so on board with second chance employment it's a pretty easy answer for me. Honestly it's the right thing to do and our second chance employees are some of the best performers we have and the are some of the nicest people we have too. I'm blown away almost every day by how well they do and how dedicated they are not only to their jobs but to improving their lives.

RAMONA MATHANY:

This business is about what I think all businesses should be about. Giving back to the community, making a difference. Obviously with Dave's background, when it happened to him and how Dave's has now applied it as part of the organization and part of the story, It was brilliant!

What's really cool about business owners is you get to a create the culture in your business. So you get to create a culture where people have compassion and care about each other. And create real families. And we have done that.