

Kathy Fediw, LEED AP, CLP, CLT-I

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Over 30 years' experience in consulting, managing, training, teaching, instructional design, speaking and writing. An innovative leader and advocate for the horticulture industry.

WORK HISTORY

PRESIDENT, JOHNSON FEDIW ASSOCIATES: November, 2001 to present. Founded a training and consulting business, wrote several books and developed many other educational resources. Primary focus is training and consulting to interior plantscaping companies. Provide instructional design services and write customized training and employee manuals for small companies. All educational materials are original and copyrighted. Hold numerous copyrights and several trademarks. Clients include over 220 privately owned companies; trade associations; suppliers; and entrepreneurs all over the USA, Canada, Great Britain, Australia and New Zealand.

Expansion of the business includes the following endeavors:

Founder, Green Earth—Green Plants® Certification Program: researched, developed, administer and market a green certification program for interiorscape businesses and projects. Businesses may opt for onsite assessment or complete the assessment and provide documentation for each credit. Currently have 24 businesses certified. Name and logo are registered trademarks.

Training Director/Education Consultant, Green Plants for Green Buildings: 2007 to present. Hired by GPGB as a subcontractor to administer and manager their Continuing Education courses and train-the-trainer program. Conducted the training sessions, revised and updated the course and develop new programs that are registered for continuing education credit of USGBC LEED AP's and AIA, ASID and BOMA members. Act as liaison between GPGB and these trade associations; and as liaison between GPGB and their roster of 60-100 volunteer trainers.

Publisher, I-Plants Magazine: 2010 to present. Edit and publish digital magazine for interior plantscape companies. Manage contributions from other writers, sell advertising space to suppliers. Currently have over 950 subscribers.

INTERIORSCAPE DEPARTMENT MANAGER/SALES REPRESENTATIVE:

Environmental Care, Inc., April, 2001 to January, 2002. Managed and sold contracts for the Interiorscape Department in Houston. Acted as consultant and oversaw the operations for Denver and Austin branches. Trained the existing supervisor on how to order plants from Florida, bid on new accounts, interview and discipline employees. Implemented more efficient and profitable ways to bid on projects. Decreased costs by 30% within the first 3 months by instituting price increases and purchasing directly from the supplier. Increased Christmas decorating sales by 35%. Originally hired to manage the Austin-Houston region for this division. When the Texas regional manager was demoted, those duties were eliminated and I was laid off.

Writer, Interior Business magazine: 2001 to 2006. Wrote a regular column for this trade journal, published 6 times per year, until its demise.

REGIONAL HORTICULTURE OPERATIONS DIRECTOR, Plant Interscapes, Inc., 1999 to February, 2001. Managed the Horticultural Services, Greenhouse and Installations teams in San Antonio, Austin and Dallas. Supervised Service and Branch Office managers and the Installation/Purchasing manager. Strategized for a predicted 25% annual growth rate over the next 5 years. Involved in strategic planning meetings, development of corporate budgets, and restructuring of departments to maximize efficiency of support staff while increasing level of customer service.

Increased overall profits by decreasing costs through better horticultural practices and training; new products and suppliers; decreasing overtime costs and employee turnover rate. Developed new reports and control methods to determine where improvements were needed. Implemented new time-and cost-saving technologies such as the use of beneficial insects and subirrigation. All of nearly 1,000 accounts planned to be subirrigated by March 31, 2001 with an expected increase in labor gross margins from 60% to 75%.

Maintained consistent quality standards and procedures throughout all 3 markets with weekly job-site evaluations and training. Developed new policies and procedures. Expanded recruiting efforts to keep up with rapid corporate growth. Mentored and trained managers and technicians to improve customer service.

Developed written training materials; planned and presented at annual company-wide retreat; and led weekly training meetings, providing leadership and support on all levels. Acted as horticultural consultant on major projects.

MANAGER, Plantscape, Inc.: 1986-1999.

INTERIOR FIELD SERVICE MANAGER: 1986-87. Supervised 10-14 in-the field technicians. Worked closely with the greenhouse, delivery and installation and administration departments in daily operations. Purchased plants and hardgoods. Top leader in add-on sales while working as field manager. Helped develop sales and marketing tools.

TRAINING MANAGER: 1987-1990. Developed and implemented training programs for all new employees, managers and sales representatives. Wrote, hosted and produced 11 training videotapes for the interior landscape industry which are still being sold today. Wrote 3 training programs still being sold internationally.

INSTRUCTIONAL DESIGN: services were volunteered to ALCA (now PLANET) while working at Plantscape, Inc. Wrote the Certification Exam for interior plantscape technicians. Exam included a pool of 240 multiple choice questions for each of 5 sections. All questions had to be derived from written books and videotapes that could be purchased as study aids and had to reflect the ethnic diversity of an international membership.

MANAGER, TRAINING AND HUMAN RESOURCES: 1990-1999. Took on additional responsibilities while continuing as Training Manager. Recruited, hired, trained, disciplined and terminated labor and management employees. Reduced and managed unemployment claims and represented company at hearings. Negotiated bids for health, life, dental and liability insurance. Implemented drug screening programs, safety programs, Hazardous Communications programs, PPE and pesticide licensing programs. Greatly reduced insurance claims through safety training, heading a safety committee and investigating all accidents.

HORTICULTURAL CONSULTANT: 1986-1999. Throughout my tenure at Plantscape, acted as expert consultant in tropical indoor horticulture, entomology, plant pathology and the safe use of pesticides.

Adjunct Teacher/Instructional Design: La Roche College, 1990. Developed a 3 credit college course and taught classes for the semester. Developed written materials, weekly tests and answer sheets, final exam and final project. Involved in instructor orientation program and administrative duties involved with teaching a college level program.

Freelance Writer and Public Speaker: 1980 to present. Professional speaker at numerous conferences and private companies per year, including: Ohio International Short Course; Mid-Atlantic Interior Landscape Conference; National Interior Plantscape Association (Australia); Plants At Work Association (New Zealand); Landscape Ontario; Virginia Professional Horticulture Conference; Associated Landscape Contractors of America (now PLANET) and regional branches; state pesticide conferences; Chesapeake Conference and others.

Frequent speaker at local garden club meetings and Master Gardener classes. Taught accredited class at LaRoche College. Taught non-credit class as Montgomery College.

Columnist for Interior Business magazine: 2001-2006.
Wrote articles for Florist Management magazine: 2003.
Columnist for Interiorscape magazine: 1998-2000.
Columnist for local weekly newspapers: 1992-1995.
Columnist for Interior Landscape magazine: 1988-1997.

Sales Representative and Manager, Live Plants, Inc.: 1984-1985.
Manager, Shackelford's and Maxwell's: 1982-1984.
Manager, Plant Plaza: 1981-1982.
Sales Representative and Grower, Ashcombe Farm and Greenhouse: 1980-1981.
Horticulture Technician, Plantscape, Inc.: 1979-1980.

CREDENTIALS:

Bachelor of Science degree, Horticulture, The Pennsylvania State University, 1979
LEED AP ID&C (LEED Accredited Professional –Interior Design and Construction)
Landscape Industry Certified Manager (CLP)
Landscape Industry Certified Technician-Interior (CLT-I)
Adjunct faculty member, North Harris Montgomery County College System.

INTERESTS:

Nature, Tai Chi, exercising, travel, reading, Bible study.

LEADERSHIP and VOLUNTEER ACTIVITIES:

Ohio Florists' Association: served on the Board of Directors, 1993-1996. Past Co-Chair of Interior Landscape Committee and Environmental Education Committee. Frequent speaker at conferences and contributor to newsletters.

Institute of Management Consultants: 2007 to present. Served on the Board of Directors of the Houston chapter and as Publications/Programs co-chair, 2008-2009. Volunteer speaker, held mini-workshops on writing and niche marketing, 2009-2010.

US Green Building Council: 2009 to present. LEED AP, national member and Houston Chapter/Montgomery County Branch member. Volunteered to chair the Continuing Education committee and serve on the Board of Directors for the newly-formed Montgomery Branch in 2010.

International Certification Council: 2004-2007. Served on the Board and chaired the Marketing and Communications Committee.

Green Plants for Green Buildings: 2006- present. Avid supporter and volunteer on the LEED Advocacy committee. Hired as Training Director/Education Consultant.

Plantscape Industry Alliance: 2007 – present. Supplier member, write a column for their newsletter.

Family Outreach: 2004-2005. Served on the Board of Directors for this non-profit organization that supports families in need to prevent child abuse and neglect. Developed processes for their speakers outreach program.

PLANET (formerly ALCA): Wrote the Certification Exam for interior technicians and served on the Certification Task Force Committee. Frequent speaker at seminars. Wrote and produced the series of interiorscape videos currently marketed by PLANET.

Helped start and lead a singles ministry for my church in Pittsburgh, and then for my church in San Antonio.