

Bruce W. Feathers

Curriculum Vitae

AREAS OF SPECIALIZATION

Presentations; Seminars; Workshops; Sales; Marketing; Leadership; Strategic Visioning; Personal Branding; Cause Marketing; The Cause for CHRIST; Small Group Development; Teaching Biblical Principles/Exhortation; Social Entrepreneurialism; Mentoring; Minority Business Development; Social-Emotional Development; Man Talk; Women Talk; Youth Talk; Behavior Counseling

PERSONAL SKILL-SETS:

Leadership; Motivation; Competitive Energy; Passion; Creating Buy-in; Action-Driven; Collaboration; Tangible results-oriented

EDUCATION

Harvard School of Negotiation Advanced Negotiation, Certificate	2003
Northwestern Kellogg School of Management Executive Management & Leadership, Certificate	2000
Dale Carnegie Course Assistant Instructor – Public Speaking	1990
King Broadcasting Television Sales & Marketing Management Training Course	1984
Chevrolet - GM District Manager Executive Training Course	1980
Carleton College, Northfield, Minnesota B.A., Sociology & Anthropology	1975

PROFESSIONAL EXPERIENCE

Butterflies & Feathers – Non-Profit Social Service Agency	2010-Present
YMCA Columbia Willamette Christian Chaplain/Development Director	2015-2017

Twenty-five years of sales/marketing and sales management experience with a proven ability to get things done. Expertise in mentoring, motivating, and training peers and subordinates. Twenty years as an entrepreneur/small business owner. Founded two companies; both focused on creating and developing new nationwide markets which involved Fortune 1000 companies, and national strategic alliances.

In later years, expanded such penetration to state and local governments and other governmental entities and advocates. Particularly skilled at creating strategic partnerships and penetrating small, medium, or large, complex organizations nationally, regionally, and locally. Comfortable and effective in interacting with individuals in drug houses, church houses, boardrooms, CEO corner offices, or on the street corners.

FeatherLite Enterprises, LLC / FeatherTime Sales Agency, Portland, Oregon Owner	1998 – Present
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Founded FeatherLite Enterprises, LLC, after selling previous ownership interest in Footwear Specialties International; and began to focus solely on the restaurant industry. Transitioned product offerings from solely Footwear to disposable gloves, office supplies, safety products and pay & display parking meters. Single-handedly (no sales reps) penetrated national advocacy groups, fortune 1000 companies, national distribution networks, as well as local sales efforts that resulted in these key customers. Launched FeatherTime in 2013.

PROFESSIONAL EXPERIENCE

Footwear Specialties International (FSI), Portland, Oregon Owner Founded Footwear Specialties International, a spin-off company from the Institutional Sales Division I established at Avia, (Division of Reebok). Created the first “true athletic footwear, with protection for the workplace” theme, and line of athletic steel toed and slip-resistant footwear in the Country. Created strategic alliances with the American Medical Podiatric Association, OSHA, Insurance companies, and payroll deduction firms. Directed the sales, marketing, created the organizational infrastructure, the overall business and operational plan.	1996 – 1998
Reebok, Avia, Portland, Oregon National Director of Specialty Stores	1991 – 1996
KGW – TV8, Portland, Oregon Sales Marketing & Advertising Account Manager	1983 – 1991
Chevrolet Motor Division, General Motors, Portland, Oregon District Sales Manager – Goldendale, WA to Bend, OR	1978 – 1983

LEADERSHIP, FACILITATION AND CONSULTING HIGHLIGHTS

Oregon Vision

Helped train 150 believers who were dispatched statewide to local leaders to encourage 1992 them to create, develop and help proliferate small groups around Christ.

Racial Reconciliation - The Church, Portland, OR

Facilitated the first organized racial reconciliation strategic development & collaboration activities among Inner City and Suburban Pastors and their Churches

1995

Racial Reconciliation – The Individual, Portland, OR

Hosted a small group of believers for 10 years from different ethnicities, professions, and churches to engage in cross cultural relationships with each other around Christ.

2000-2010

Presidential Prayer Breakfast, Washington D.C

Over 3500 National & international invitees from over 100 countries gather to build relationships around Jesus Christ, Prayer, or Faith. Lead Breakout Seminar: Outreach & Discipleship of those in bondage to substance abuse

2001

City of Portland Goods & Services Committee

Helped advise procurement protocols of \$70 Million in Goods and Services for the City of Portland

2005

Small Business Advisory Committee – City of Portland

Chairman, Minority Business Development Strategies

2010

BUTTERFLIES & FEATHERS, INC:

HELPING INDIVIDUALS TO TRANSITION & TRANSFORM FROM A CATERPILLAR SURVIVAL TO BUTTERFLY LIVING

KEYNOTES • PRESENTATIONS • SEMINARS/WORKSHOPS • MENTORING DELIVERABLES OF “BUTTERFLIES & FEATHERS:

- Apple Juice – Message on cultural diversity
- Non-Profit Governance deficiencies of African American Talent - Talent retention of African American Corporate Executives for service in non-profits in urban areas.
- Jesus and the Black Panther Party - Personal Testimony – Personal improvement vs counter-culture movements
- Building Bridges & Tearing Down Walls: racial reconciliation strategies, and for social-emotional development
- Strategies for Racial Reconciliation - Individuals, Churches, and Organizations
- 21st Century Discipleship for New Church Members – Individual mentorship equals Conversions
- Television Advertising Strategies - The value of Sight, Sound, Motion, and Emotion.... Now, for the individual
- Is there a man in the house - Men and youth development principles and social responsibility
- Strategies for Minority businesses to donate to Non-Profit Organizations and receive extra points on RFP's - Governor Kulongoski taskforce
- Strategies for Multicultural Alumni Networks
- Marketing & Sales Strategies for Minority Businesses
- Supplier Diversity for Procurement & Development
- Five Principles of becoming a man – Youth
- Overcoming the “Bag of Pain” – Identifying and gaining victory over adverse circumstances of childhood abuse neglect, rejection, father/mother wounds, etc.
- Winning friends and influencing people
- Man Talk • Woman Talk • Youth Talk
- Overcoming an unforgiving spirit
- Issues underneath an addiction (uncovering root causes)
- Pride – The toxic dismantling of the individual
- How my past dictates my future
- Coping with stress o the paradigm shift
- Public speaking in group settings (large & small)
- Making a paradigm shift for your life (the art of reinventing yourself)
- Making positive affirmations & declarations
- Who are you? What is your mark of individuality? How do you identify yourself? On this I stand!
- Business Minded skill set development strategies
 - Tools • Techniques • Tactics
 - PDR (Practice, Drill, Rehearse)
 - Developing Habits, Disciplines, And Follow Throughs

Note: Each program, workshop, seminar, speech, or mentoring curriculum, is customized to meet the varying yet specific needs of an individual or family.

MEDIA & ARTICLES

<i>The State of Black Oregon Statewide Publication</i> Featured on page 17 regarding Economic Development (Publication of The Urban League)	2009
<i>The Sunday Oregonian</i> Featured on Cover of Living Section: Feb 20, 2005	2005
<i>The Business Journal</i> Featured in Small Business special section, March 26 th , 2004	2004
<i>The Skanner</i> Featured: Front page, Sept 29 th , 2004	2005

BOARDS AND COUNCILS

- Member City of Portland Fair contracting forum
- Counselor JADA – Drug & Alcohol treatment program for the inner city
- Strategic Council of Advisor Luis Palau Evangelistic Assoc – Inner-City Evangelism
- Director Urban League Board of Directors
- Director, Emeritus Friends of the Children
- Member, Portland Multnomah County Business Advisory Board
- Director Faithful Friends
- Mentor Youth Gang Mentoring (11:45) *
- Member SEM **

***11:45 COMMITTEE, PORTLAND**

A gang intervention and mentorship group comprised of Multnomah County Judges, Portland Police Officers, Assistant District Attorney, local Pastors, local business owners and members of select social advocacy groups.

I provide one on one mentorship and intervention with first or second time young gang offenders. My actions are designed to interrupt the chain of social deviant behavior which is likely to breed full throttle gang participation and violence. Our interaction is prior to, and in concert with, the judiciary process.

****SEM (SOCIALLY EMPOWERED MANAGEMENT)**

A group of 18 Presidents and CEO believers of local area companies who collectively have over five hundred million dollars of annual sales. We have been together meeting once a month for 22 years. Our aim is to hold each other accountable as business executives for FAITH, FAMILY & VALUES, as we employ social entrepreneurial initiatives in both our personal and professional lives, around Christ.