



Barbara J. Fretwell is President of CERES Innovations, Inc., a company dedicated to working with individuals and groups, using empowerment strategies to improve personal and interpersonal leadership and effectiveness. The company predominantly serves health care, academic, government and non-profit organizations. Barbara is also an affiliate of Strategic Profit Solutions, Inc., offering human relations seminars and organizational coaching to enhance the productivity and efficiency of employee performance.

Prior to founding CERES, Barbara was part of the leadership startup team that built a new organizational structure and recruited over 1500 personnel throughout the country to support the new Department of Veterans Affairs Medical Center in West Palm Beach, Florida. She developed and was Director of the Social Work and Chaplain Department. She organized a leadership team to create the Customer Relations Program for the Medical Center. The Program became operational when she assumed the leadership and performance improvement oversight of its multi-faceted services through her organizational leadership role as Medical Center Customer Relations Coordinator.

Throughout a 30 year career within the Department of Veterans Affairs Health Administration in several locations throughout the country, Barbara held a variety of positions in clinical and administrative social work and a number of other organizational management and leadership positions.

Throughout her career she has been extensively involved in developing and facilitating human relations, administrative and leadership training programs to a wide variety of audiences throughout the country. She has been responsible for designing and implementing a range of local, regional and national initiatives to promote the value of effective customer-employee relations at all levels throughout the organization. She has authored a number of articles published in national journals and newsletters, ranging in scope from creating innovative programs to leadership effectiveness. She has received numerous local, regional and national awards for outstanding performance, leadership excellence, and developing innovative programs in health care.

Currently, Barbara is on the Governing Board of Leadership Palm Beach County, Inc. She is a member of the Palm Healthcare Foundation Workforce Partnership and has memberships in the following Associations: American Association for Training and Development-national and local chapters; National Association of Psychological Type (listed on the national registry of MBTI facilitators); National Association of Social Workers-national and Florida state chapters; Association of VA Social Workers; National Association of Retired and Federal Employees and the Florida Bioethical Network.

Barbara holds a Bachelor's Degree in secondary education and sociology from Washington University, St. Louis, Mo. and a Master's Degree in clinical social work from Smith College, Northampton, Mass.

Barbara is a qualified Myers-Briggs Type Indicator ® administrator and facilitator registered with C.A.P.T.™ (Center for Applications of Psychological Type). She is also a certified Franklin-Covey facilitator in "The 7 Habits of Highly Effective People ®".

