

PENELOPE J. PEAVLER



EDUCATION

- **Bellarmino College**, M.A. in Liberal Studies 1999, Pinnacle Honor Society
- **University of Louisville**, continuing post-baccalaureate coursework
- **University of Kentucky**, B.A. in English 1990 honors in English, Writing, Concentration, Writers of Kentucky, Minors in Business and Appalachian Studies
Omicron Delta Kappa and Mortar Board. Student Government Senator, Vice President, Student Development Council

WORK HISTORY

Frazier History Museum, Louisville, KY

President and CEO, 7/15 - Present

- Responsible for all aspects of Museum operations, strategic planning, education, and scholarship. Oversee staff of 60 and volunteer corps of 100. Frazier History Museum is the state's largest history museum with 18,000 objects in the permanent collection spanning 1,000 years of history. The Museum presents stories that are important to Kentucky, its region, industries, and culture. It presents the stories of the Nation through the eyes of the region. Teaching artists and interpreters perform live original plays daily and the inventory of original theater the Museum has produced includes over 225 productions. Hands-on history stations bring students and visitors tactile interaction with artifacts. The Museum organizes, builds, and presents original exhibitions with a foundation in strong scholarship under Peavler's leadership.

Bellarmino University, Louisville, KY

Arts Administration Instructor , 1/10 - Present

- Teach Arts Administration 100, an introduction to the field including operations, governance, finance, marketing, development, education and curatorial studies. Teach Arts Administration 200, Writing for the Arts.

Weber Group, Inc., Sellersburg, IN

Director of Brand Development , 9/07 - 9/15

- Weber Group is a Design-Build firm, providing design, construction, and specialty fabrications, with these services offered jointly or separately as our clients may require. Our work includes a variety of museum zoo, retail, restaurant, commercial, historic renovation, amusement, recreation, leisure and entertainment projects. Responsible for helping bring clients' brands to life, marketing, new business development, sales, personnel, interpretive planning, branding, digital and social media, and company strategic planning. Company gross sales in excess of \$32 million.

The Speed Art Museum, Louisville, Kentucky

Director of Special Projects, 8/05 – 9/07

- Manage Wallace Foundation Leadership and Excellence in Arts Participation Grant, an \$800,000 award for excellence in connecting families with the museum. Research, design and implement programs and activities for broadening, deepening, and diversifying museum participation. Provide

project management for museum operating budget, strategic plan, exhibition and program planning, market research, publications, expansion plans, branding, and special situation public relations. Lead Museum Long Range Planning Process and 20-year Space Plan with Cooper, Robertson, and Partners, NYC.

Director of Public Information, Marketing, and Membership, 2/95 – 8/05

- Responsible for all earned income areas of the museum. Develop marketing strategy, market research plan, audience programming, and work with Senior Staff on museum's long range plan. Implement membership campaigns and special events for recruitment of new and renewed individual and corporate members. Serve as staff liaison to Board of Governors Committees for Development and Marketing, Education, and Music. Serve on museum Long Range Planning and Exhibitions Planning Teams. Responsible for marketing, public relations, audience development programs, ticket sales, visitor services, museum shop, special events, website, and sponsorship activities for museum, children's interactive gallery, and special exhibitions. Work with regional and national press on museum positioning and promotion of exhibitions. Created museum's initial digital and social media presence including the first website and later a comprehensive website including a searchable, sortable database of works of art, and custom feedback platforms for constituent discussions about art. Created one of the industry's first digital marketing campaigns for the international tour of *Millet to Matisse: Masterpieces from the Kelvingrove Art Gallery*. Created audience development programs such as *After Hours at the Speed* and Community Support and Outreach Committee. Edited many publications including Program Guide, exhibition catalogues, and museum handbook. Serve as museum staff trainer on issues of participation building and customer service. Created integrated research plan for use in all phases of museum planning. Oversaw 50% growth in museum membership from 1997 to 2000, and sustained growth; facilitated museum reopening plan in 1997 and plan for blockbuster exhibitions in 2000 and 2002-2003. Exceeded sales goal for 2000 exhibition by 20% and 2003 exhibition by 17%.

Kentucky Kingdom, Inc., Louisville, Kentucky

Director of Special Projects, 4/93 – 2/95

- Developed awareness of Kentucky Kingdom in Indiana, Ohio, Tennessee and Kentucky. Generated ticket sales results 75% greater than goal. Coordinated public relations activities including community service programs, special events such as the Educators Guide to Kentucky Kingdom, Church Family Days, Gospel Days, Hallowscreams, and charity events. Wrote marketing materials and produced training and sales videos. Authored and taught orientation training for seasonal employees. Managed labor budget through daily reporting of sales and expenditures for 20 departments during 1993. Provided cost accounting to all departments.

Director of Personnel, 2/91 – 4/93

- Managed all Human Resources functions including recruiting, interviewing and training of 1,000 seasonal employees. Directed seasonal park supervisors. Oversaw policies, scheduling and administered pay roll; developed employee activities and incentive programs including bonus program, newsletter, yearbook and social events.

Walt Disney World, Orlando, Florida

Recreation Lead, Intern, and Adventureland Merchandise Hostess, Magic Kingdom College Program, 8/90 – 12/90

- Served guests. Developed children's newsletter, planned convention activities.
- 30 hour credit program at Disney University, Mousters Degree in Theme Park Management

PROFESSIONAL ACTIVITIES

- **Arts and Cultural Attractions Council**, Louisville, 2015 – present
- **International Association of Amusement Parks and Attractions**, 1991 – present

- **American Association of Museums Development and Membership Organization**, 1995 – present
- **Association of Children’s Museums**, Commercial Member, 2010 – present
- **Association of Zoos and Aquariums**, 2007 – present
- **Southeast Museum Association**, 1997 – present
- **Midwest Museum Association**, 2010 – present
- **World Waterpark Association**, 1993 - present
- **University of Louisville**, Guest Lecturer, Marketing and Museum Studies
- **University of Kentucky**, Guest Lecturer, Arts Administration
- **Elder Hostel and Continuing Studies**, Guest Lecturer
- **Milligan College**, Guest Lecturer
- **Frankfort/Franklin County Chamber of Commerce, and Downtown Frankfort, Inc.**, Customer service and revealing public value trainer
- **Center for Non-profit Excellence**, trainer, values based fundraising

ADDITIONAL TRAINING

- **Disney University**, 1990, Theme Park Management Mousters Degree
- **International Association of Amusement Parks and Attractions Personnel and Training Committee**, 1992 - 1994; Certified Emergency Medical Technician, 1992
- **Self-Expression and Leadership Course**, Landmark Forum, 2010

EXTRACURRICULAR ACTIVITIES

- **University of Kentucky Jefferson County Alumni Board of Directors**, 2000 to present
- **Junior League of Louisville, Member**, 1994 to present, Vice President, 1998-1999
- **DAR, Susannah Hart Shelby Chapter**, 2014 to present
- **Beargrass Christian Church, Elder**, 2012 to present
- **St. Matthews Farmers Market, Board**, 2012 to present
- **Other committee activities:**
 - Christian Church Homes Marketing Committee, 2000-2007**
 - **Speed Museum Docent, 1994-2007**
 - Thomas Merton Center**, Public Relations Committee Member
 - Big Brothers/Big Sisters**
 - Chance School Capital Campaign Committee**
 - Chance School Auction Chair and Committee**

AWARDS

- **Louisville Education and Employment Partnership Business Award**, 1992
- **International Association of Amusement Parks and Attractions Program Award**, 1993
- **Junior League of Louisville Outstanding New Member**, 1995 and
Unsung Heroine Award, 1996 and. 1997

PUBLICATIONS

- Kentucky by Design: The Decorative Arts & American Culture, **Publisher** with University Press of Kentucky, 2015
- Tiko’s Trip to the Watering Hole, **Editor**, 2012
- Bucky the Lucky Kentucky Colt, **Editor**, 2011
- Speed Collection Handbook, **Editor**, 1997
- Mary Ann Currier: A Retrospective, **Editor**, 1997
- Featured in the Book, Diversity Among Non-Profit Arts Organizations, University of Chicago Press, 2004

