

Penny Peavler

Director of Brand Development
The Weber Group



Ms. Peavler has nearly 20 years of attractions experience in the amusement and water park and museum industries. She has project managed award-winning interactive museum experiences for the promotion of traveling exhibitions such as Millet to Matisse: 19th and 20th Century French Painting from the Kelvingrove Art Gallery, Glasgow, Scotland and Rembrandt to Gainsborough: masterpieces from England's Dulwich Picture Gallery.

She also serves as Director of Special Projects

for Louisville's Speed Art Museum 2006 Master Plan with Cooper, Robertson, and Partners of New York and manager a nearly \$1 million Leadership and Excellence in Arts Participation Grant for the Wallace Foundation, as one of only 22 organizations in the nation to receive the accolade.

As Director of Brand Development, Peavler is the keeper of the Weber Group brand and assists in bringing clients brands to life. Recent projects include renovation of the Habitat Hollow House at the Columbus Zoo and Aquarium, a 10,000 square foot children's interactive gallery centered around animal habitats and ecology. She also oversaw development of the World's Largest Mint Julep glass for the 134th running of the Kentucky Derby. The 206 gallon functioning drinking glass served over 2000 Mint Juleps at the 2008 event.

She serves on the Marketing Committee of the World Waterpark Association and has served on the Personnel and Training Committee of the International Association of Amusement Parks and Attractions and the Marketing Committee for the South Eastern Museums Conference. She has presented seminars at the prestigious Museums and the Web Conference as well as IAAPA, and the Center for Non-Profit Excellence. She is a regular guest lecturer in the departments of marketing and museum studies at the University of Louisville, and the arts administration programs at the University of Kentucky and Bellarmine University. She has also lectured at Milligan College, the New England Amusement Park Association, and the University of Glasgow, Scotland. She is featured in the book, Diversity Among Non-Profit Arts Organizations by the Cultural Policy Center at the University of Chicago.