



Featured Alumna Peggy Noe Stevens '83

In 2008, Peggy fulfilled a long time dream by starting her own company Peggy Noe Stevens & Associates. As a trained and certified protocol, image and public speaking consultant, she uses a customized approach to establishing the authentic image architecture of both people and place. Because of her signature style, expertise and creativity, she is retained by companies to seek out the true essence of image and identity. Her approach conveys powerfully targeted brand messaging through environments while building confidence, self-awareness and professional presence in employees. Her clients have included Northwestern Mutual, Brown-Forman, The Kentucky Department of Travel, The Oliver Group, Frost Brown Todd and many others

In many ways, Peggy has been a trail blazer for women. She became the world's first female Master Bourbon Taster in the industry and can trace her lineage back to some of the great bourbon making families in Kentucky. In 2011, living up to her heritage, she founded Bourbon Women, the first women's consumer organization in the beverage industry. Since its inception, Bourbon Women has grown to include more than 400 members from over 20 states and three countries transforming the industry and attracting corporate support from the top names in bourbon.

Her executive leadership skills coupled with her talent in designing women's research and strategy studies for corporations are remarkable, and she has spoken to countless

professional organizations on issues in the workplace and career strategy. She has set an inspiring new standard by which corporations can attract and retain female executives. In addition to countless articles and television appearances, Peggy has recently authored the book, *Professional Presence: A Four Part Program for Building Your Personal Brand* released in April 2012.

In 2012, Peggy's company also launched a multi-day summer program for high school juniors and seniors designed to help students focus their leadership, presentation, interview and interpersonal skills. She worked closely with a number of high schools when designing the curriculum and selecting students for the pilot program. The program is also being used with at-risk teens including those in foster care and teenage parents to help them learn critical skills necessary for success and to envision a brighter future for themselves. In 2012, The Westport TAPP School (for teenage parents) selected Peggy as their most valuable volunteer.

Mother, author, global speaker, media spokesperson and prominent experiential brand strategist, Peggy brings a gracious, fresh and relevant approach to establishing image. She engages audiences with her dynamic wit and energetic message.

Mercy is thrilled to announce that Peggy will be our graduation speaker during the commencement ceremony for the Class of 2014!

"Mercy encouraged me to be unique and develop my own talent and personality. Because of Mercy's diversity, I met young women from all over the city who helped to shape my values and leadership skills."