



Celebrating 10 Years of Peggy Noe Stevens & Associates: "That's the Spirit!"

Noted TasteMaker and Entrepreneur, Peggy Noe Stevens, Reflects on 10 Years of Making Everything About Kentucky's Bourbon Culture Her Business

LOUISVILLE, KENTUCKY, USA, December 8, 2017 /EINPresswire.com/ -- When Peggy Noe Stevens launched her image [branding](#) business, Peggy Noe Stevens & Associates (PNSA) 10 years ago, she already had achieved nearly 20 years of success in the global arenas of hospitality, experiential marketing, leadership guidance and spirit brand building. It was natural that her company focus on both the image of People and Places. Her professional portfolio included heavyweights such as Hyatt Regency, Jack Daniel's Tennessee Whiskey, Sonoma-Cutrer Wines and Woodford Reserve [Bourbon](#).

Through her professional leadership skills and experience, she was part of the early team that worked with the Kentucky Distillers Association (KDA) to develop the highly successful Kentucky Bourbon Trail, became the first female Master Bourbon Taster in the world and more recently in 2011, inaugurated the Bourbon Women Association (BWA), which was the first female consumer organization for women who love the lifestyle of and want to be educated about Bourbon, boasting locations in seven cities and hundreds of members across the US. Stevens won the prestigious Lois Mateus networking Award given by the KDA, was listed as one of the top 20 people to know in Bourbon by Business First, and was asked to sit on the faculty of the Distilled [Spirits](#) Epicenter.

"Whenever Bourbon and Tourism meet, there is Peggy Noe Stevens," said KDA President Eric Gregory. "Her legacy is literally inscribed on the walls of most of our legendary distilleries that she has helped transform into thriving global tourism destinations. At KDA, we salute Peggy for her tremendous accomplishments and her groundbreaking role as a mentor and leader to women all around the world."

With her professional and personal pedigree awash in the beverage business it was only natural that Stevens would steer her business toward a brand category that shares her unbridled energy and entrepreneurial spirit – bourbon.

"Bourbon is part of my DNA and it has always felt natural for me to work in this industry," said Stevens. Whether I am developing a destination, creating a tasting or culinary pairing, or judging a spirits competition, it all flows together for me into one mission; Build our Bourbon image.

Since stepping out on her own 10 years ago, Stevens sleek and steadfast company has directed the instant impact and long-term visitor experiences of such noted brands as Jim Beam Urban and American Stillhouses, Kentucky Peerless Distillery, Boone County Distilling Company, Jephtha Creed Distillery, Old Forge Distillery in Pigeon Forge, TN, Old Dominick in Memphis and Hemingway Rum in Key West. She and her staff also developed a tourism strategy for 22 wineries in Northern Ohio. PNSA has provided everything from strategic planning to actual product development and tasting profiles through its offices in both Louisville and Indianapolis, IN.

In addition to brand building for spirits, her company's client list includes more than 100 corporations and attractions such as the Louisville Water Company's Water Tower, where she developed the protocols for special event and museum visitors, and the Kentucky Center for the Performing Arts, where she led strategy sessions and developed additional training to enhance the patron experience.

As she has worked to help define and develop targets for products, services and experiences, Stevens has simultaneously focused on personal brand building. A Certified Image, Etiquette and Protocol expert, Stevens has built the "People" side of her company through coaching thousands of corporate executives and high potential employees in the areas of image, protocol, etiquette, and presentation training. PNSA also coaches clients in the development of networking, leadership and customer service skills.

Her international speaking engagements and wide swath of coaching clients led her to the world of publishing, where she wrote Professional Presence: A Four Part Guide to Building your Personal Brand. Her new is book designed to highlight the entertaining heritage and hospitality associated with the bourbon culture.

The future holds even more possibilities as Stevens continues to grow and diversify the contemporary experience of Bourbon. She continues to explore expanding opportunities in publishing including the launch of a lifestyle periodical that will feature "taste making" ideas and information to be made available through a variety of print and digital platforms. "We are so energized by all of the opportunities that we have ahead of us," she said.

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