

## **PEGGY ADAMS**

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### **BACKGROUND SUMMARY**

Energetic, hands-on sales and customer service professional, with eighteen years business experience, focused on specialty event planning and implementation. Background includes strategic planning and execution, budgeting and P&L responsibility, marketing/sales experience, and team leadership. Particular emphasis on high-touch client relationships and extraordinary customer satisfaction. Background includes:

- High-impact special event design and execution
- Takes charge easily, delivers exceptional results
- Expertise in food/beverage operations, personnel management, media, and financial results
- Computer proficiency, including Word, Excel, Access, Publisher, and Entourage

### **PROFESSIONAL EXPERIENCE**

**HIGH POINT COUNTRY CLUB**, High Point, NC

**2001- 2010**

#### **Banquet Sales Manager & Special Events Director**

- Assisted General Manager in day-to-day activities in operating this privately-held, 1,000-member golf club facility.
- Direct P&L responsibility for all food/beverage and special event activities, totaling \$1,000,000 in total annual revenues.
- Hired, trained, and supervised a staff of 25 employees in the food/beverage segment, with an annual payroll of \$ 160,000
- Re-engineered food service operations, reducing payroll expenses by 25%, while maintaining the highest level of customer service.
- Planned and executed over 15,000 outside corporate events, including local and international furniture market-related events.
- Corporate event experience includes high-level collaboration with nationally-known entertainment celebrities, including Martha Stewart and Kathy Ireland.
- Created and managed summer programs for member families, including hiring of activity counselors, approved all schedules and lesson plans.

**Vermont Tubbs Fine Home Furnishings**, High Point, NC

**1998-2001**

#### **Manufacturers Sales Rep and Showroom Manager**

- Coordinated and directed all designers and contractors for spring and fall furniture markets.
- Managed deliveries and shipping of furniture to and from showroom.
- Managed liquidation and sale of local inventories.
- Created, coordinated and directed all areas of entertainment and hospitality during furniture market

**PIEDMONT-USAIRWAYS, Phoenix, AZ**  
**Flight Attendant**

**1985 - 1994**

### **EDUCATION**

University of Central Florida  
B.S. Communications

### **VOLUNTEER ACTIVITIES**

- YMCA of Greater High Point, 1998 – Present
- YMCA Board of Directors, 2000 – 2006, Chairman of the Board, 2004
- Friends of Youth Campaign Chair, 2002 – 2005
- Marketing Committee Chair
- Program Committee Chair
- Developmental Day Care Board of Directors