



Kathy Plomin

PROFESSIONAL PROFILE SUMMARY

A proven track record of more than thirty years as a community, state and national leader. Substantial experience and leadership in the for-profit and non-profit sectors with key strengths in strategic visioning and implementation, client/donor-centered marketing, fundraising, communication skills and community relations. Thorough knowledge and understanding of community and regional resources with ability to access for successful results. Successful fundraiser for a variety of community services and causes.

PROFESSIONAL EXPERIENCE

**100 Women
Director**

September 2012 – Present

Created and overseeing the operations of this Central Kentucky Women’s Donor organization dedicated to the financial support and advocacy for area non-profits serving the needs of women and their families in the Bluegrass. Activities include administration, recruitment of members, marketing, event planning, agency relations, and community outreach.

Independent Consultant/Development

March 2010 – February 2012

Successfully acquired annual development contract with the Living Arts and Science Center overseeing the coordination of a five million dollar capital campaign. Accomplishments included development of campaign case statement, campaign theme and graphic design, marketing materials, donor identification, solicitation of campaign leadership and volunteers. Oversaw all campaign strategies and timetables resulting in acquisition of over two million dollars in fourteen months. Additional responsibilities included the underwriting of organization programming and board development.

**United Way of the Bluegrass, Lexington, Kentucky
President/Chief Professional Officer**

September 2000 – April 2009

Over a ten-year period grew United Way from a one county organization to include nine counties, developing much needed community services and raising more than \$50 million dollars. Highlighted accomplishments include:

- The transformation from a fundraising model to its current stature as a leader in community impact.
- Reshaping the staff to its current profile including 32 staff members representing a variety of backgrounds and skill sets necessary to move the organization in its current mission.
- Formed community partnerships and initiatives including.
 - *Success by Six and Born Learning*
 - *211 Informational and Referral (now accessed 24/7 in the 17 County Area Development District) *Volunteer Center*
 - *Get on Board (diversity outreach and training program)*
 - *Gifts in Kind, Hispanic Initiative and Blue Grass Women United.*
- The organization, leadership, regional response and fund raising efforts for major disasters including 911, Tsunami, Hurricane Katrina and Comair flight 5191 generating over \$4 million dollars for disaster needs.
- Leading the transition process and formation of a new organization Kentucky Domestic Violence needs in Fayette County and Bluegrass Area Development District. Provided leadership and support in permanent space acquisition and underwriting and led board formation and development.
- Responsible for the significant growth of the annual United Way Campaign raising an average of 7.5 million dollars each year distributed to 250 health and human services programs provided by over 85 partner agencies throughout the nine county area.

WKYT-TV, Gray Communications, Inc.
Vice President, Marketing & Communications
Vice President, Sales
Local Sales Manager
Marketing Consultant

June 1979 – May 2000

Over 21 years served in four positions with progressive responsibilities including:

- Management and growth of annual sales revenue for the station.
- Supervised daily activity of 16 member sales staff.
- Chaired Promotion Team (1993-1995).
- Annual sales revenue exceeded 20 million.
- Served as chair of the CBS National Sales and Advisory Board.
- Initiated a monthly satellite network feed to all CBS affiliates.
- Served as advisory arm to CBS programming.

CURRENT PROFESSIONAL & CIVIC AFFILIATIONS

- Advisory Board, University of Kentucky Non-Profit Initiative/KNN
- Board, Lexington History Museum
- Board, Red Cross - Bluegrass Chapter
- Board, Spindletop Hall - University of Kentucky
- Board, Volunteers of America - Kentucky
- Board of Directors, Actors Guild of Lexington
- Board of Directors, African American Forum
- Governor Appointee, 5191 Commission
- Governor Appointee, Kentucky Commission on Women
- Sigma Delta Omicron Leadership Society
- Member, Lexington Forum
- Member, Rotary Club of Lexington
- President – Bluegrass Tomorrow

PAST PROFESSIONAL & CIVIC AFFILIATIONS

- Advisory Board, Crossroads Magazine
- Advisory Board, LYPA
- Advisory Board, Partners for Youth
- Advisory Board, WUKY Radio
- Advisory Committee, Hope Center for Women: A Woman's Touch
- Big Sister, Big Brothers Big Sisters of America
- Board, Community Action Council
- Board, Lexington Forum
- Board, Rolex Three Day Event
- Board of Directors, Central Kentucky Better Business Bureau
- Board of Directors, Blue Grass Community Foundation
- Board of Directors, First-Link
- Board of Directors, Kentucky Broadcaster's Association
- Board of Directors, Lafayette Club
- Board of Directors, LexArts
- Board of Directors, Communications Chair, Lexington Catholic High School
- Board of Directors, Lexington Arts & Cultural Council
- Board of Directors, President (1999), Living Arts & Sciences Center
- Board of Directors, Newman Center
- Board of Directors, New Century - Lexington
- Board of Directors, United Way of Kentucky
- Board of Directors, YMCA - High Street
- Board of Directors, YWCA
- Board of Directors, Virginia Place
- CEO Roundtable
- Board of Visitors, Martin School - University of Kentucky
- Co-Chair, Governor's Task Force on the Economic Impact of Women, 2003
- Coordinator, Leadership Development, United Way of the Bluegrass, 1987-1994
- Governor Appointee, Malt Beverage Education Council
- Graduate, Leadership Lexington, 1983
- Graduate, Leadership Kentucky, 2001
- Inaugural Class, Emerge Kentucky, 2010
- Marketing Advisory Board, Wilderness Road Girl Scout Council
- Member, Community Advisory Council, Knight Foundation
- National Chair, CBS Sales & Marketing Advisory Council
- Peer Exchange Network
- President, Children's Miracle Network
- President, Lexington Children's Theatre
- President, Lexington Women in Communication
- Vice President, Junior League of Lexington

AWARDS

- Outstanding Young Woman of Lexington, 1986
- Lane Report: Top Women in Business, 1994
- National Association of Women Business Owners: Equipoise Award, annual award given to a woman for the balance of family, career and community, 1999
- Junior League: Top 75 Women over the last 75 years: Contributions to the Community, 1999
- Apollo Award: 2001 Recipient - Recognized annually for outstanding leadership/ contributions to the Arts
- Sigma Delta Omega Recipient as Alumni Honorary Inductee to Leadership Society, 2004

EDUCATION

University of Kentucky, Lexington, KY
Bachelor of Arts, Journalism/Marketing

1976

PERSONAL

Married, John Plomin - Owner, Davis & Plomin Mechanical; Two sons, Kyle and Sam