

MARY KAY INGENTHRON

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PROFESSIONAL EXPERIENCE

1985 – present Founder and Principal, **MK COMMUNICATIONS**,
Shawnee Mission, KS

MK Communications is a museum planning, marketing and fund raising firm that offers clients extensive hands-on consulting, facilitating, teaching and coaching expertise. The company provides a full range of custom designed and outcome focused services to further the mission and goals of museums and historic sites. Services include institutional development, strategic and operational planning, marketing and audience research, branding, and friend and fund raising.

Strategic Planning and Institutional Development, including institutional assessment, strategic planning facilitation, master planning, board development, consultation on governance issues, feasibility studies, business plans, and executive and staff coaching. Selected clients include:

American Museum of Magic	Michigan Historical Center*
Association of Midwest Museums	Motorcycle Hall of Fame Museum
Children's Museum of Kansas City *	Mountain Plains Museum Assn
City of Las Cruces	National Historic Oregon Trail
Elmhurst Historical Museum*	Interpretive Center
Fort Wayne Historical Museum*	Nebraska State Historical Society*
Historic Hudson Valley	Negro Leagues Baseball Museum
Johnson County Museum*	Roswell Museum and Art Center*
Kansas City Museum	Smoky Hill Museum*
Mackinac State Historic Parks*	Stan Hywet Hall & Gardens*
Martin & Osa Johnson Safari Museum*	The Sixth Floor Museum

Marketing and Communications, including marketing and communications assessment, development of marketing and communications plans, brand development, market and visitor research, heritage tourism planning, and visitor services consultation and coaching. Selected clients include:

Adirondack Museum*	Mackinac State Historic Parks*
Adler Planetarium	Martin & Osa Johnson Safari
Chemung Valley History Museum	Museum*
Cincinnati Museum Center	Milwaukee Public Museum
Fort Wayne Museum of Art	Minnesota Historical Society
Historic Hudson Valley	Montana Historical Society
Johnson County Museum	Pennsylvania Historical Museum
Kansas City Museum	Commission

Science Museum of Minnesota
Smoky Hill Museum*
Stuhr Museum of the Prairie Pioneer
Travel Michigan

Truman Presidential Library and
Museum
The Sixth Floor Museum

Friend and Fund Raising, including feasibility studies, capital campaign assessment and planning, case statements, corporate sponsorship facilitation, donor research, consultation in earned income strategies and entrepreneurial initiatives. Selected clients include:

Children's Museum of Kansas City *
City of Independence, MO
City of Las Cruces, NM
City of Phoenix, AZ
Desert Discovery Center
Eisenhower Center
Elmhurst Historical Museum*
Freedom Rides Museum

Johnson County Museum*
Kansas City Museum*
Martin & Osa Johnson Safari Museum*
National Frontier Trails Center
Roswell Museum and Art Center *
Smoky Hill Museum*
Truman Presidential Library and
Museum*

* *Indicates repeat clients.*

1995-2001 **Founder, Program Coordinator and Instructor, MARKETING AND PUBLIC RELATIONS INSTITUTE FOR CULTURAL ORGANIZATIONS,**
University of Kansas, Lawrence, KS

The Institute was designed for museum professionals responsible for marketing, communications, audience development and visitor services. When established it was the only museum marketing program of its kind combining theoretical background with real-life applications.

1978 – 1985 **THE STRONG MUSEUM,** Rochester, New York

The Strong Museum opened to the public in 1982 as a history museum dedicated to interpreting American life from the beginning of industrial America to present day.

1983 – 1985 Vice President For Public Affairs

Member of the museum's senior management team; established and managed the department of public affairs, overseeing marketing, public relations, audience research, publications, photography, membership, special events, group tours and visitor services. During the next two years, the department generated 40% of the museum's annual \$2.8 million income through admissions, special events and memberships. Developed new markets for the museum and represented the museum with community leaders, city and state officials.

1978 – 1982 Director Of Public Relations

Established the public relations department and promotional programs for the new museum. Trained staff in media relations, membership development, special events management, and group tour promotion. Planned and produced 12-days of opening festivities. Wrote and designed numerous award-winning publications.

1964 – 1977 **COLLEGES, UNIVERSITIES and RESEARCH INSTITUTE**

Eight years experience directing marketing and public relations at four colleges and universities, and a national research institute.

Duquesne University, Pittsburgh, Pennsylvania, 1976 – 1977

Ohio Dominican College, Columbus, Ohio, 1974 – 1975

Webster College, St. Louis, Missouri, 1967 – 1968

Midwest Research Institute, Kansas City, Missouri, 1966 – 1967

University of Missouri at Kansas City, 1964 – 1966

PUBLIC SERVICE

- Board Member & Treasurer, Johnson County Museum of History, 2008 – present.
- Trustee, Children's Museum of Kansas City, 1992 - 1997, 2004 - 2008
Chairman, 1994 – 96 Vice Chair, 1993
- Volunteer Executive, Center For Management Assistance, 1985 - 1996
- Trustee, Heritage League of Greater Kansas City, 1987 - 1991
- Trustee, Grassland Heritage Foundation, 1987 – 1990
- Chairman, Publications Committee, Rochester Sesquicentennial, 1983 – 1984
- Board member, Visitor Industry Council, City of Rochester, 1981 – 1984
- Steering committee member, City Directions, City of Rochester, 1981 – 1983
- Board member, Women's Coalition, Downtown Development, City of Rochester, 1979 – 1985

PROFESSIONAL SERVICE and AFFILIATIONS

- Member, The Museum Group, 1995 – present
Secretary, 2004 - 2008
- Member, American Association of Museums, 1978 - present
Council member (governing board), 1983-85
Chairman, Public Relations Committee, 1981-85
- Member, American Association of State and Local History, 1978 - present
- Member, Association of Midwest Museums, 1985 - present
Board member, 1997 - 2001 Marketing Chair, 1999-2001
Annual meeting Local Arrangements Chair, 1997
- Member, Mountain-Plains Museum Association, 1985 - present
- Member, Mid-Atlantic Association of Museums, 1978-94
Chairman, Public Relations Committee, 1979-83
Chairman, Membership Committee, 1979-83
- Founder and Chair, Museums of Rochester consortium, 1979-85
- Member, Public Relations Society of America, 1976-94
- Member, Greater Kansas City Council on Philanthropy, 1985-94

AWARDS

Public Service

Center for Management Assistance, Award of Distinction, 1991

City of Rochester, NY, Award of Excellence, 1984

Professional

American Association of Museums, Award of Excellence (publications), 1983

Art Museum Association, Award of Excellence (publications), 1983
Potlach Corporation, Award of Excellence (publications), 1982
Rochester Society of Communicating Arts, Award of Excellence (publications), 1982

PUBLICATIONS

- MK Communications Tip Sheet. A quarterly newsletter of practical information for museum marketing and public relations personnel. 1994-1996
- Collections of The Strong Museum. Collections catalog. 1982
- Margaret Woodbury Strong and the Origin of The Strong Museum. A short biography on the founder of The Strong Museum. 1982
- Our Spirit Shows: Rochester Sesquicentennial, 1834 - 1984. A book on the 250-year history of the City of Rochester, New York. 1984
- George Caleb Bingham: Artist, Politician, Hero. Missouri Folk Heroes of the Nineteenth Century. A series of essays on famous Missourians. 1994
- Article on museum marketing plans for History News, a quarterly publication of the American Association for State and Local History. 1999
- Article on consulting for The Museologist, a publication of the Mid-Atlantic Association of Museums. 1986
- Articles on marketing for News Brief, a publication of the Association of Midwest Museums. 1998, 1999, 2003
- Numerous publications including image and capital campaign brochures, annual reports, newsletters, catalogues and general brochures for museums, colleges and universities, and other non-profit organizations.

WORKSHOP FACILITATOR and INVITED LECTURER

Museum Studies Workshops

- Visiting Instructor in Marketing. Seminar for Historical Administration, Colonial Williamsburg: 1996-98
- Visiting Instructor. Museum Studies Program, University of Kansas: 1991-94
- Visiting Instructor. Museum Studies Program, University of Delaware: 1982

Association Annual Meetings Lecturer

- American Association of Museums: 2011, 2000, 1999, 1994, 1990-91, 1987, 1982-85
- American Association of State and Local History: 2002, 2000, 1998, 1997, 1991, 1988, 1985
- Association of Midwest Museums: 2002, 2001, 1999, 1995-97
- Mountain-Plains Museum Association: 2003, 2002, 1995-96, 1987-88
- Michigan Museum Association: 2008, 2004, 2000, 1995
- Kansas Museum Association: 2002, 2001, 1994, 1985
- Mid-Atlantic Association of Museums: 1980-1983

EDUCATION

- B. A. Journalism, Marquette University, Milwaukee, WI. 1963
- Advanced studies without degree:
 - University of Pittsburgh, Pittsburgh, PA. Photography and Art History. 1976 - 1977
 - Washington University, St. Louis, MO. Architecture and Art History. 1973 - 1974
- Seminars on management, leadership and entrepreneurship.