



Let's Mix, Mingle & Make Connections



Ready to unwind and connect with fellow communications pros?

Join us for a Networking Happy Hour that blends fun, conversation, and creative vibes in one beautiful spot — The Willow in Lexington! Whether you're looking to swap ideas, share stories, or enjoy a laid-back evening with great people, this is your chance. Drinks will be available for purchase at the venue, but the connections are on us!

Wednesday, Aug. 6
5-7 p.m.
825 National Ave., Lexington

Bring a fellow communications pro and join us for a casual, can't-miss evening. There is no charge, but we request that you RSVP so we know how many to expect.

[RSVP](#)

Shine a Spotlight on Excellence PRSA Awards Nominations Open Next Week



Get ready to celebrate excellence in communications! Nominations for the PRSA Thoroughbred Chapter Awards open **Wednesday, Aug. 5**. Nominate yourself or a deserving colleague. Entries are due by **Monday, Sept. 15**. We will recognize this year's winners at a November awards ceremony.

Entries are open to professionals and students in Lexington and central/eastern Kentucky.

Categories include **Communicator of the Year**, **Career Achievement**, **Communications Impact**, **Rising Star**, and **Outstanding Student**. Full category descriptions, entry details, and scoring rubrics will be posted on kyprsa.org soon. Don't miss your chance to shine!

2026 Conference Committee Announced!

Thank you to all of the members who responded to our survey about the 2026 inaugural PRSA Thoroughbred Conference in Lexington. Stay tuned for the date soon (likely to be in September or November 2026)!

Today, we are excited to introduce the conference planning committee, a wonderful mix of current board members, seasoned professionals and emerging leaders.

In addition to chapter president Katie Neal and president-elect Marc Whitt, who will help guide efforts, we are delighted to share the following members who will help shape this exciting event:

- Megan Moloney (co-chair, logistics)
- Julie Harris (co-chair, programming)
- Brant Welch, APR
- Risa Richardson, APR
- Leigh Anne Hiatt
- Ashley Tabb
- Quincy Fuehne
- Crystal Sicard
- Sue Patrick, APR
- Kristie Wooldridge
- Nancy Wiser, APR, Fellow PRSA (advisor)
- Tom Harris, APR (advisor)

The committee will kick off soon, and we are grateful for their service. Stay tuned for more exciting information and frequent updates about the date, venue, registration, sponsorship opportunities and programming.

Pressing Matters: A Candid Conversation with Kentucky's Media Voices

Happening next month! Don't miss this unique opportunity to hear directly from some of Kentucky's top media professionals. Join us Tuesday, Sept. 23, from noon to 1:30 p.m. at JMI's Café, located in the UK College of Communication and Information's space at Central Bank Center in Lexington.

Get insights from:

- Renee Shaw, Director of Public Affairs and Host of Kentucky Edition, KET
- Rick Green, Executive Editor, The Lexington Herald-Leader
- Jennifer Smith, News Director, WLEX-TV
- Shannon Brock, Editor, Kentucky Living

We recommend you mark the date and time in your calendar now. Registration will open soon!

Don't Let the PRSA ECD Conference Early Bird Rate Pass You By!



The PRSA East Central District Conference takes place next month, **September 12–13**, at the International Center for Creativity in Dublin, Ohio. The early bird rate for registration ends **August 1**, and the discounted room rate is available until **August 11**. You don't want to miss the event which is all about best practices, industry trends, and professional improvement!

[Information](#)

PRSA Membership Really Pays!

Your PRSA membership comes with more than just professional development — it also includes valuable discounts with trusted partners. Members can save on services and tools you use every day, including the Associated Press, Constant Contact, office supplies, and even hotel stays. It's one more way PRSA helps you do your job better while keeping costs down.

[Learn More](#)

Chapter Member Spotlight: Jeff Moreland



We are excited to share our Thoroughbred Chapter member spotlight features! Each month, get to know our members and why they love what they do.

If you would like to learn more about chapter membership, email communications@kyprsa.org.

Meet this month's featured member, Jeff Moreland! Jeff is a new member to the PRSA Thoroughbred Chapter. He is the communications and marketing specialist for the Kentucky League of Cities.

What is one of the most memorable or rewarding experiences of your career?

Before PR, I worked in news for many years. I can't pinpoint one experience, but it was always rewarding when I could see my reporting make a difference for people in the communities where I worked. If I could give people information that made a difference in their lives, I knew I had done my job well.

What do you love most about the PR/Communications industry?

I love meeting and talking to people. I never meet a stranger, and talking to new people and learning about where they are from and what they do is always fun for me.

What do you appreciate most about being a PRSA member?

Networking and connecting with others in the PR field.

What is your favorite Central KY food spot?

I'm a native of Ravenna, a little town in eastern Kentucky. I have two favorite spots that are both small but have been in business for more than 60 years each. When I go back home, I love to eat a meal at a drive-in called The Wig Wam and then get a milkshake at a little dairy bar called The Twin. There's nothing better!

Connect with Jeff on LinkedIn!

<https://www.linkedin.com/in/jsmoreland/>

All Thoroughbred Chapter Members are invited to fill out this [Google Form](#) to be featured as a Member Spotlight! Email communications@kyprsa.org if you have any questions.

From the National Blog, PR Say: 9 Ways to Get People to Open Your Emails



Check out this article by Ann Wylie

Want more people to open your emails? Ann outlines nine research-backed strategies — including using short, benefit-driven subject lines, sentence case, emojis, and a touch of urgency — to boost open rate and reader engagement.

[Read the Article Here!](#)

Are you following us on social media? We're posting all our events and updates across these channels, don't miss out!



PRSA - Thoroughbred Chapter | 250 West Main Street, Suite 90 ATTN: Ryan Worthen | Lexington, KY 40507
US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!