



## April is APR Month!

PRSA celebrates  
**APR Month**



### We are ready to help you get accredited!

The PRSA Thoroughbred Chapter, in conjunction with the Bluegrass Chapter, is holding a free webinar on the power of APR. Learn how accreditation can boost your career, enhance your skills, and open new opportunities. The session will feature three local APR professionals:

- Ameerah Palacios, APR – Senior Strategic Communications Lead, HDR
- Amy Preske, APR – President, Booze PR
- Brant Welch, APR – Vice President, Customer Experience Manager, Farmers National Bank of Danville

You won't want to miss their informative insights and honest assessments of the APR process and its impact.

**Tuesday, April 15**  
**12:30 p.m. EDT**

[Register Here!](#)

## Coffee & Coworking Returns April 25



The next PRSA Thoroughbred Chapter networking event is on April 25 in Lexington.\* Whether it's a quick cup of coffee or lunch, these events have been a

great opportunity for public relations professionals and students to get together and talk about everything from work trends and issues to favorite TV shows. **We would love for you to join us!**

**Friday, April 25**  
**9:00 -11:00 a.m. EDT**

**Brevede**  
**1170 Manchester Street**  
**Lexington**

[RSVP Here](#)

If you have ideas for or would like to help organize a future networking event, contact past president Katie Neal at [katie@katienealconsulting.com](mailto:katie@katienealconsulting.com).

\*Kindly note that food and drinks are at an attendees' expense.

## Want to Boost Market Research, Relationships, Reputation and Revenue?

PRSA Thoroughbred Chapter Past President Katie Neal will be part of a panel moderating an online discussion on thought leadership later this month. PRSA East Central District is hosting the webinar *Cutting Through the Noise: What Thought Leadership Strategies are Working in Today's Environment*. Learn how thought leadership can help you boost your career and strengthen your organization.

**Wednesday, April 23**  
**2:00 p.m. EDT**

[Register Here](#)

## Congratulations, Marc Whitt!



PRSA Thoroughbred Chapter members elected Marc last month as the immediate president-elect. Marc has previously served on the board as the programming co-chair. He will continue to serve in that role while also taking up the new position of president-elect. We thank Marc for his dedication to PRSA and our chapter!

## Chapter Member Spotlight: Jan Carrico, APR



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](mailto:communications@kyprsa.org).

**Meet this month's featured member, Jan Carrico, APR!** Jan is the Digital Workplace Communications Manager for UK HealthCare.

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

As an alumna of the University of Kentucky, it was a privilege to return to campus at UK HealthCare in dual roles to support the launch of a new electronic health record (EHR), Epic, and a new modern intranet platform.

As digital workplace communications manager, I led vendor selection, strategic development and a six-month concept-to-launch of the new intranet, The Loop, for 20,000+ users in support of the 19-month EHR project. UK HealthCare won the Interact Excellence Award 2021 for Best Intranet Launch, besting the National Basketball Association (NBA).

As change communications manager on the EHR Project Team, I provided strategic communications support to increase user Epic adoption and usage via multi-channel organizational readiness and activation communications. The June 2021 big bang launch simultaneously at three hospitals, 25 outpatient clinics and 300 departments was successful and uneventful.

What made these efforts so memorable and rewarding for me were the challenges both teams overcame to keep these digital initiatives on track during the pandemic, as well as the transformative benefits both provided to UK HealthCare and its patients.

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

There are so many interesting and challenging communication problems to solve.

**What is the best piece of career advice you've ever received?**

How to build a network through targeted networking. It is an important skill, especially in public relations.

**What do you appreciate most about being a PRSA member?**

Accreditation in Public Relations (APR) with the support of accredited public relations professionals in the PRSA Thoroughbred Chapter. Equally meaningful is the opportunity to connect with and learn from communications leaders on a local, regional and national level. There is so much to learn from the creative ways best practices are applied in different industries.

**What is your favorite Central KY food spot?**

I'm a new fan of Minton's for breakfast. A lunch fav is Taziki's Mediterranean Café. In the summer, we like to drive out to Wallace Station in Midway for a casual dinner outdoors.

Connect with Jan on LinkedIn!

[www.linkedin.com/in/jancarrico](http://www.linkedin.com/in/jancarrico)

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

## From the National Blog, PR Say: 'Can You Just...' — 6 Ways to Set Boundaries Without Popping Any Balloons



Check out this blog by **Lindsey Bradshaw**

We've all had to create by committee. Whether it's a client, coworker, or your boss, ideas can come from anywhere, and they are not all good. How do you set boundaries respectfully without squashing creativity or trust? Bradshaw shares her six research-based tricks.

[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!