



### Maximize Your Membership: Find Your Team



The Super Bowl reminds us that talent alone isn't enough — success and championships come from aligning with the right team. The same principle applies to public relations. Your best work happens when you're connected with professionals who share your playbook and understand your challenges.

That's why PRSA offers 14 Professional Interest Sections, one of the best ways to maximize your membership benefits. These sections help you find people in your industry and tap into resources tailored to your specialty. If you signed up for a section when you became a member but haven't explored the benefits, now is the perfect time.

Whether your focus is Corporate Communications, Association/Nonprofits, Health Academy, Technology, Travel and Tourism, Entertainment and Sports, or Financial Communications, joining a section could be a game-changer. Sections, [listed here](#), offer:

- Specialized content and newsletters
- Active discussion forums and online communities
- Training opportunities, including section conferences

Higher education professionals make up the largest percentage of the Thoroughbred Chapter membership, so it's worth noting that one of the first section conferences of the year — the Counselors to Higher Education Summit — takes place in March. Learn more [here](#).

Ready to find your people? Call (212) 460-1400 or email [membership@prsa.org](mailto:membership@prsa.org) for details on joining one or more sections.

Risa Richardson, APR  
President-Elect & Membership Chair

# More Than Ever



**President Marc Whitt**

In public relations, conversation isn't just something we do — it's the very heart of our work.

At its best, PR is not broadcasting; it's listening, engaging, and responding with intention and care. Genuine conversation builds trust, surfaces insight, and reminds us that behind every message, metric, and media pitch is a human being seeking connection.

As author Judith Glaser writes in *Conversational Intelligence*, “We are not at our best when we're telling. We're at our best when we're connecting.” That truth applies as much to our professional relationships as it does to our personal ones. And in an industry that moves fast and demands much, connection is not a luxury — it's fuel.

Another favorite reminder comes from Sherry Turkle's *Reclaiming Conversation*: “Conversation is the most human — and humanizing — thing that we do.” When we slow down long enough to truly engage with one another, we sharpen our thinking, strengthen our resolve, and rediscover why we chose this profession in the first place.

That's why your PRSA Thoroughbred Chapter is intentionally heightening opportunities for genuine, peer-to-peer conversation in 2026.

Maybe you're actively job searching, and thoughtful networking is essential to your next step. Maybe you're wrestling with a complex project and could benefit from wise counsel or a fresh perspective. Or maybe — quite simply — you need to spend valued time with colleagues who understand the pressures and possibilities of our work, helping you get the wind back in your sails and rediscover joy in the profession.

Whatever your reason, your presence matters. Your voice matters. And your chapter needs you.

We're excited to invite you to join the conversation at our upcoming February events:

## **PRSA & PRSSA Networking Social**

- February 11 | 5:30 p.m.
- Madison Bar & Grill (152 N. Madison Ave., Richmond, Ky 40475)
- Join PRSA and PRSSA for a networking social in Richmond at Madison Bar and Grill. No cost to attend. Food and drinks available for individual purchase. We hope to see you there!

## **Coffee & Comms**

- February 17 | 8:30 a.m.
- Old School Coffee at Lansdowne
- A relaxed, energizing way to start the day with fellow PR professionals.

Save the dates. Register today. Pull up a chair. Add your voice to the conversation.

Because when we truly talk with one another — listening, learning, and laughing along the way — we don't just strengthen our chapter. We strengthen ourselves, our profession, and the work we're called to do.

I look forward to seeing you soon!

Marc C. Whitt  
President

## Congratulations to the 2026 Board

Once again, we congratulate the members of the 2026 PRSA Thoroughbred Chapter Board:

- **President** – Marc Whitt
- **President-Elect & Membership Chair** – Risa Richardson
- **Past President** – Katie Neal
- **Secretary & APR Co-Chair** – Amy Preske
- **Treasurer & APR Co-Chair** – Brant Welch
- **Programming Chair** – Mallory Olson
- **Communications Co-Chair (Internal Comms)** – Lilli Dubler
- **Communications Co-Chair (External Comms)** – Dan Koett
- **Social Media Chair** – Abby Huddle
- **Website & Digital Strategy Chair** – Leigh Anne Hiatt
- **Member-at-Large & Awards Chair** – Holly Wiemers
- **Member-at-Large & PRSSA Liaison** – Brittney Kinisonen

## 2026 Week of Caring: Support Paws 4 the Cause

As part of PRSA's *Week of Caring*, we're proud to support Paws 4 the Cause, a local animal rescue and shelter doing incredible work in our community.

We're especially excited to give back to this organization – last year, their vice president, Anita Spreitzer was honored as our Communicator of the Year!

You can help by donating much-needed items for the animals in their care.

They're currently looking for:

- Gently used towels
- Smaller blankets for the dogs
- Chewy gift cards
- Feeder's Supply gift cards
- [Amazon Wish List](#)

Donations can be dropped off at our Coffee & Comms event at Old School Lansdowne on February 17 at 8:30 a.m.

Every item, big or small, helps provide comfort and care to animals who need it most. Thank you for helping us make a difference during our Week of Caring!

Mallory Olson  
Programming Chair

## Chapter Member Spotlight: Sue Patrick, APR



We are excited to share our Thoroughbred Chapter member spotlight! 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 [info@kyprsa.org](mailto:info@kyprsa.org).

**Meet this month's featured member, Sue Patrick, APR!**

Sue is a strategic communications and public relations consultant.

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

Project Graduate, Kentucky's first statewide initiative to recruit returning adult learners back to college to finish their bachelor's degrees, was definitely a rewarding experience since thousands earned degrees as a result. With support from my employer, the Council on Postsecondary Education, my team joined campus representatives and developed a concierge program tailored to the unique needs of busy, working adults who had left college because of life circumstances, even though they were very close to earning a bachelor's degree. We supported the program with robust state, regional and campus-level branding campaigns. Story after story, graduates described the experience as life-changing for themselves and their families, and they praised the Project Graduate advisors who went the extra mile for them. In addition to the success of the graduates, it was also rewarding to me because it was such a collaborative effort. A year or two following the launch, the program won the Noel-Levitz Excellence in Retention Award.

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

I love the field of public relations and communications because there are so many opportunities to make a positive impact. I love digging deep to map out strategic plans that get the right stories and messages in the right sequence and to the right people so real transformation can happen.

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

Lead with grace. Over time, your character in difficult moments will define your reputation just as much as the results you deliver.

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

I appreciate the members and the comradery and that we're all dedicated to advancing the ethical practice of our profession.

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

Currently, it's Malone's.

**Connect with Sue on LinkedIn!**

[www.linkedin.com/in/sue-patrick](http://www.linkedin.com/in/sue-patrick)

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

## From PRSA Strategies & Tactics: How to Create a 5-Year Plan for Your Career



*Check out this article by our own Katie Neal!*

Neal invites readers to reflect and answer a simple prompt: It's 2031 and your career is thriving. What's unfolding in your world? She explains that by exploring values, setting goals and imagining a bolder future, you can create a bolder 2026.

[Read the article](#)

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



[kyprsa.org](http://kyprsa.org)

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