



President's Column: The Race Is on for The Inside Track!

Marc C. Whitt, President, PRSA Thoroughbred Chapter

What an extraordinary evening we shared at this year's PRSA Thoroughbred Chapter Awards Ceremony! Our Sept. 24 Awards Ceremony was everything a celebration of our profession should be — and so much more.

Record attendance. Fantastic food. An incredible atmosphere. And magical moments that I know we'll be talking about for a long time.

And perhaps the most magical moment of all was recognizing our dear friend and colleague, Tommy Preston, and then surprising him with a birthday cake as he celebrated his 92nd birthday the following day. Seeing his reaction — and hearing all of us sing "Happy Birthday" to him — was absolutely priceless.

We also had the privilege of recognizing some of the very best professionals in our profession, including the awarding of the inaugural Tom L. Preston Lifetime Achievement Award to Nancy Wiser, truly a professional's professional, and to Father Jim Sichko who was named Communicator of the Year. Father Jim has an extraordinary gift for communication — using storytelling, humor, authenticity, faith, and, most importantly, kindness to connect with people and inspire them to action.

You can read more about all the award winners in this issue of The Loop. Each is most worthy of their respective recognitions of excellence.

And then came the surprise I don't think any of us saw coming — Father Jim's announcement that he and Delta Air Lines will sponsor next year's Awards Ceremony! Talk about a plot twist! So, what do you do after a night like that? You keep the momentum going.

For the first time in our chapter's history, we are hosting our own conference. And the race is on for the 2026 PRSA Thoroughbred Chapter Conference — The Inside Track, Nov. 4-5!

We are bringing together communications, marketing, and public affairs professionals from across Kentucky and the region for a day and a half of professional development, networking, and meaningful conversation, along with a reception the evening before.

And I am incredibly excited about what we have planned.

The Inside Track is designed for professionals at every stage of their careers. Whether you have been in the profession for decades, are just beginning your career, are considering a career in communications, or simply want to learn from some outstanding professionals, there is a place for you at The Inside Track.

That includes our PRSA members across Kentucky and the region. It includes our friends and colleagues in communications, marketing, and public affairs who may not yet be PRSA members. It includes PRSSA members and communication students at Kentucky's colleges and universities who are preparing to enter this remarkable profession. And it includes anyone who has looked at the quality and caliber of speakers coming to this conference and thought: "I want to be in that room." Come on and join us! Everyone is invited.

If you've been considering becoming more involved with PRSA, come join us.

The Awards Ceremony reminded us of what we can accomplish when we come together to celebrate one another.

The Inside Track gives us an opportunity to come together to learn from one another, challenge one another and strengthen our profession.

So, let's keep the momentum going.

Save the dates. Register. Bring a colleague. Invite a student. Share the opportunity.

The gate is open. The field is set.

And after what we accomplished together at the Awards Ceremony in September, I think we can safely say: The race is on in November!

I can't wait to see you at The Inside Track!

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