PRSA
Thoroughbred Chapter

President's Column: Reflecting on Success of The Inside Track Conference

Marc C. Whitt, President, PRSA Thoroughbred Chapter
November 9, 2026

As I reflect on the PRSA Thoroughbred Chapter's inaugural *The Inside Track* Conference, three phrases come to mind: plentiful memories, priceless wisdom, and meaningful connections.

That perfectly captures what nearly 100 attendees experienced over a day and a half in downtown Lexington, and it represents the very best of what a professional development conference should deliver. Through insightful presentations, engaging conversations, and new relationships, communicators from across Kentucky and beyond came together to learn, share ideas, and strengthen our profession.

Thank you to everyone who helped make *The Inside Track* such a tremendous success. A special thank you to conference co-chairs Julie Nelson Harris and Megan Maloney, whose leadership, vision, and countless hours of work made this event possible. We are also deeply grateful to our sponsors for their generous support: Connect to Compel, Lake Cumberland Tourism, See Somerset Tourism, Wiser Strategies, 10th Planet, Kentucky American Water, Booze PR, Harris+Cornett, Keeneland, Marc Whitt, Mahan Multimedia, TOPS, Columbia Gas of Kentucky, and Katie Neal Coaching + Consulting.

As my term as chapter president comes to a close, I want to express my heartfelt appreciation to the members of the PRSA Thoroughbred Chapter and this year's board for allowing me to serve in this role. Your support, encouragement, and commitment to our chapter have meant more than you know, and I am deeply grateful.

I wish incoming president Risa Richardson and the 2027 board every success as they continue to build on our momentum and advance the chapter. Together, we have accomplished much, and I am confident our best days are still ahead.

Let's keep the momentum going!

###