The Inside Track: 2026 PRSA Thoroughbred Chapter Conference

November 4-5, 2026 | #InsideTrackPRSA | kyprsa.org
Pam Miller Downtown Arts Center | 141 East Main Street | Lexington, Kentucky

RECEPTION | November 4

5-7 p.m. Encore/1st Floor	**The Next Mission: Building Horse Soldier Farms** Scott Neil, President, Horse Soldier Bourbon

CONFERENCE | November 5

8 a.m. Encore/1st Floor	**Registration & Winner's Circle Breakfast Networking**
8:30 a.m. Lowenthal/3rd Floor	**Welcome** Marc C. Whitt, President, PRSA Thoroughbred Chapter **Keynote Speaker Introduction** Devin D. Marks, President, Connect to Compel & Triple Crown Sponsor
8:45 a.m. Lowenthal/3rd Floor	**Keynote Address | Running the Right Race: Why the Strongest Campaigns Start With People, Not Marketing Plans** Samantha Hughey, Senior Manager for Sports Marketing Brand Strategy, Abercrombie & Fitch
9:45 a.m.	Networking Break
10:15 a.m. Lowenthal/3rd Floor	**Finding Our Stride: Recovering, Rebuilding and Moving Forward** Kathy Stewart O'Nan, Mayor, City of Mayfield, Kentucky
11:15 a.m.	Break
11:30 a.m. Encore/1st Floor	**Luncheon Speaker: Fireside Chat With Claudia Coffey & Toa Green** The Best Bet Podcast Host Claudia Coffey talks with Kentucky Entrepreneur and Crank & Boom Owner Toa Green
12:45 p.m.	Break
1 p.m. Lowenthal/3rd Floor	**Trust in the Age of Division: Building Credibility When Audiences Are More Skeptical Than Ever** Moderator: Kate Shanks Panelists: Sherman Brown, Benjy Hamm, McKenna Horsley, Amy Wickliffe
1:45 p.m. Embry/3rd Floor	Homestretch Social Networking Break
2:15 p.m.	**Breakout Sessions (choose one)**
Encore/1st Floor	**Session 1: Great Tracks, Untrained Riders** Tom L. Preston, Founder/CEO, Preston Global Marc C. Whitt, President, PRSA Thoroughbred Chapter
Lowenthal/3rd Floor	**Session 2: Does Podcasting Have a Place in My Communications Plan?** Claudia Coffey, Host & Founder, The Best Bet Podcast & Executive Media Strategist
The Studio/3rd Floor	**Session 3: Why Do I Need a Mentor?** Moderator: Katie Neal Panelists: Clark Bradshaw, Ana Muse, Nancy Wiser
3 p.m.	Break
3:15 p.m. Lowenthal/3rd Floor	**You Belong Here: The Power of Storytelling to Put Kentucky on the Map** Moderator: Kristie Wooldridge Panelists: Ouita Michel, Martina Barksdale, Bee Taylor
4:15 p.m. Lowenthal/3rd Floor	**Closing Remarks & Sponsor Recognition**
4:30 p.m.	Adjourn

Scan for session descriptions and speaker bios



Thoroughbred Chapter President Marc C. Whitt (l) honors Tom L. Preston at the 2026 Awards Ceremony by announcing the Tom L. Preston Lifetime Achievement Award as the chapter's first named honor.

"I think public relations is the mothership of behavioral science in this country. And how we, as the mothership, conduct ourselves and our businesses in the work that we do is exactly how the public will react in a mass movement … Will we do enough to make that ship the provider of leadership in whatever profession is out there that needs our help?"

— Tom L. Preston
September 24, 2026

Founder/CEO, Preston Global & Award-Winning PR Practitioner in Crisis Communications

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Marc C. Whitt
Award-Winning PR Professional & Bestselling Author



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