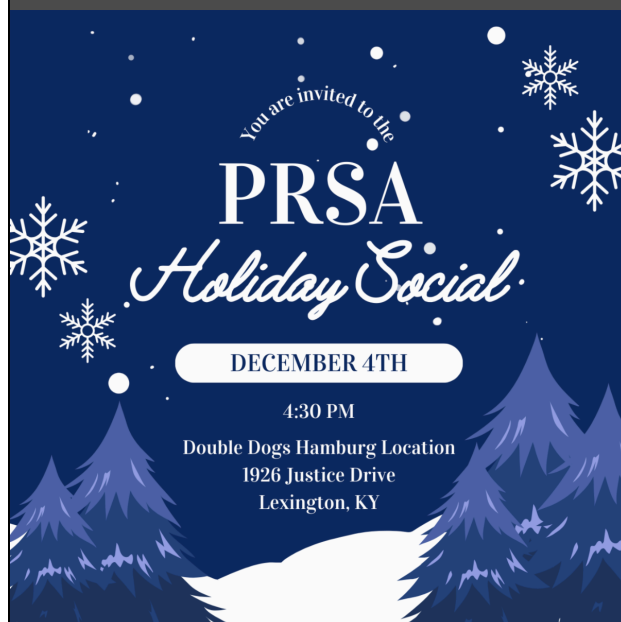




## Register now! FREE PRSA Holiday Social December 4th!



You've worked really hard this year and have been nice! Make plans to attend our annual Chapter Holiday gathering as we celebrate our members. Register now for our event on **Wednesday, December 4th!**

Join the PRSA Thoroughbred Chapter at **Double Dogs Hamburg** location (1916 Justice Drive, Lexington) for **cheer and networking at 4:30pm.** We'll have complimentary appetizers and drinks in appreciation of you. This event is **free** to register. We hope to see you there!

[RSVP Here!](#)

## Chapter Members: Vote to Approve the 2025 Board Slate

ATTENTION CHAPTER MEMBERS

VOTE NOW TO APPROVE THE

# 2025 BOARD SLATE

We need your vote to approve the current slate. Once the president-elect role is filled, we will submit that appointment for approval separately.

Please [review the proposed 2025 Board slate and cast your vote here](#) ASAP.

# Calling all Members: APRs, APR+Ms and Non-APRs...

## Tell us about the APR Brand!

A survey is being conducted to better understand the current visibility, perception, and value of the APR brand, internally and externally. This survey closes Saturday, Nov. 23.

[Take the Survey](#)

## Collecting Coats for Central Kentucky Kids

JOIN THE PRSA THOROUGHBRED CHAPTER IN

### COLLECTING COATS FOR CENTRAL KY KIDS!



Join us for one last volunteer opportunity this year! PRSA Thoroughbred Chapter is teaming up with 2024 Communicator of the Year Devine Carama and his nonprofit, Believing In Forever, Inc., to provide new coats for children in Central and Eastern Kentucky. Over the past decade, they've distributed more than 20,000 coats!

Bring new children's coat donations to our holiday social on December 4, and show up for a sorting shift to support this incredible effort (no registration required). Any size is appreciated; the greatest need is for XL and XXL sizes.

### Volunteer to Sort Coats

Dates: Wednesday, December 4 – Sunday, December 8

Time: 6-8 p.m.

Location: First Baptist Church Bracktown

3016 Bracktown Rd

Lexington, KY 40511

### Donate for Coats

You can support the coat drive with a **tax-free donation to PRSA Thoroughbred Chapter using PayPal by November 30**. Be sure to include "Coat Drive" or "Believing in Tomorrow" in the memo line. The chapter will present a check to Believing in Tomorrow in early December.

[Donate Here!](#)

## Call for Board and Committee Members

# CALL FOR BOARD & COMMITTEE MEMBERS!

JOIN THE THOROUGHBRED CHAPTER BOARD IN 2025

Are you ready to make an impact and take your PR career to the next level? The PRSA Thoroughbred Chapter invites you to consider joining our board or a committee leadership role in 2025! We're looking for enthusiastic members to help lead our chapter and shape its future. Serving on the board offers an incredible opportunity to grow professionally, enhance your leadership skills, and build meaningful connections with fellow PR professionals.

Here are the available positions:

- **President-Elect** – This pivotal role (and our most pressing need!) has a robust learning and transition plan to ensure you have the support needed to succeed as you support Chapter President Kim Brown in 2025 and serve as President in 2026.
- **Committee Member Roles (non-board positions)** – We can always use support with programming, event planning, member engagement, recruitment and sponsorship.

If you're ready to grow, lead, and make a difference, we'd love to hear from you! Please reach out to Katie Neal or Kim Brown to express your interest or to learn more about any of these roles.

## You're Invited! PRSA National Town Hall

You're invited to the upcoming National PRSA Member Town Hall **today, November 21, at 3 p.m. ET.**

Join to hear updates on our year-end programs and get an exclusive preview of what's in store for PRSA members in the coming year.

[Join the Town Hall Here](#)

## Chapter Members Spotlight: Andrea Gils Monzón



## PRSA MEMBER SPOTLIGHT

**Andrea Gils Monzón**

*Founder & CEO of  
Shiftmakers Consulting*



We are excited to share our Thoroughbred Chapter member spotlight features! Get to know our members and why they love what they do each month in the Loop newsletter and on our website.

If you would like to learn more about chapter membership, email [communications@kyprsa.org](mailto:communications@kyprsa.org).

**Meet this month's featured member, Andrea Gils Monzón!** Andrea is the Founder and CEO of Shiftmakers Consulting.

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

My most memorable career experience was holding a 12-hour photoshoot at the U.S. Capitol, which was part of a larger national recruitment campaign I worked on. I had the chance to plan a shoot with closed grounds alongside police officers, special agents, SWAT, K-9 and other major teams protecting U.S. leaders.

I learned about the inner-workings and security measures that take place at the U.S. Capitol, walked through a few of the secret corridors and paths dignitaries used to escape during the Capitol Attacks of January 6, and learned cool tricks to get a dog's attention during a shoot, among other things. That day (and year) working with the U.S. Capitol Police team has been a great career highlight for me. More importantly, it opened up my perspective and understanding of the critical contributions and challenges faced by federal law enforcement and the military.

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

I see the communications industry as one of the most influential industries we'll ever see in our lifetimes. Communicators have the opportunity to build understanding, consensus, influence and shape opinions. It's not because of my bias in this industry, but because of the very nature of the work we do - which touches every corner and major issue in any organization. To me, the communications function in a company is just as central as tech and ops. Although I unfortunately know that it's not yet perceived by CEOs that way, there's a potential to make a difference and shift that view. That opportunity for growth, empowerment, positive (not regressive) evolution and far-reaching impact is what fascinates me and keeps me in this world every day.


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

1) "Never assume anything." - Emmanuel Tchividjian, Chief Ethics Officer, Ruder Finn.

2) "Luck is when preparation meets opportunity. Our job is to be ready for every opportunity." - Matt Prince, Social Media Manager at Disney (back then), now

Head of PR at Taco Bell.

3) If you're moving to a new city for a new job and feel unsure about it, make sure you pick a city you know you will enjoy living in. If you're miserable at work, at least you won't be miserable in the city you're in. It's also easier to find a new job in a city that you like, than to find a new city and a new job if things don't work out how you planned. - Virgil Scudder.

4) Choosing a job after college when you don't know where to aim can be hard. Think about all the factors you care about - e.g. work opportunities, industry networking and learning (PRSA Chapter access ) , industry potential, tax and business laws, access to inclusive communities, rich cultural heritage, access to your home country's food and people, personal physical and psychological safety, personal rights (as a woman, LGBTQIA\*, etc.), proximity to family and friends, business and career growth opportunities, and many others.

What factors matter to you and how do they rank against each other? You're a whole person. Remember that. - Sam Waltz, 1999 PRSA CEO & National Chair, founder of Global Expert Network, U.S. Army veteran.

5) "Listen to your gut. You know what is right. I trust it. You need to trust it too." - Anita F. Saunders, 2021-2022 PRSA DEI National Co-Chair, Founder AFS Communications, commenting on ethical issues.

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

What I appreciate the most about being a PRSA member is that I find a mentor in every person I meet through our network and that is because there is a general shared purpose - of making our industry better, our communities better, and learning from one another. I've been fortunate to have met so many DEI leaders who have encouraged me to speak up, to stand up and own my power of influence. The opportunity to network and be mentored (formally or informally) by top-notch professionals from every identity and corner, not of the country, but of the globe, is what I appreciate the most.

In short, access to a talented community, divergent thinking and collective influence.

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

Taquería y Tortillería Ramirez (and don't judge a book by its cover- it will be the best taco places you'll EVER go to)

#### **Connect with Julie on LinkedIn!**

<https://www.linkedin.com/in/andreagils/>

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:  
3 Ways to Think Like a Reporter**

## Check out this blog by Ann Wylie

"What do journalists hate most about pitches and releases? Information that's not relevant to their audience, according to Greentarget.

So what's relevant to journalists' audience?"

[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!



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