



kissal communications

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KComms Quarterly(ish): A Year in Review

KComms Celebrates a Year of Firsts, Successes, and Full-Circle Moments



I'm typically not one to "take stock" and reflect upon the previous year. I'll attribute that to my being comfortable with things as they are. And with three young kids, that was working for me. However, if the past two years have taught me anything, it's that being *uncomfortable* can force breakthroughs. Change for good does not happen through your routines of comfort. If you lean into and navigate that discomfort to get to the other side, you can come out of it with some amazing growth.

I was fortunate to have that career path worked for me for the first 20 years of my professional life. It aligned with my college major, grew, and provided benefits.

However, with time, you will change. Your family may need you in different ways, and you are simply not the same person you were in your early 20s. But the accumulation of skills will benefit any change you make.

Going out on your own professionally can reveal many vulnerabilities (read my piece about self-efficacy); these are

different for each person. And, the experience comes with many "firsts," both scary and celebratory. And these now arm you with even more skills and knowledge.

KComms closes out this year with several "firsts" and full-circle moments. Our client work included web redesign and copy writing, event planning, and media relations. While web redesign and copy writing reflect the skills of the most recent half of my career, media relations and event planning are very much a part of the first. Not only did I enjoy tapping into those skills, but reminisced over the hours (and hours) I spent developing them as a young professional with some of my favorite co-workers.

So, with fondness, I look back at this year. It was a year of growth and sharpening of tools. And I very much look forward to marching into 2022 to use all of that and more for all of my clients and collaborators.

Thank you for your support of this new woman-owned small business.

Sincerely,
Katie Kissal
CEO, Kissal Communications, LLC

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Client Spotlight

This past fall, KComms was hired by [D1 Training Alexandria](#) to help with their grand-opening efforts. Not only was it exciting to help bring this science-backed sports training center to a very busy marketplace, but it was a pleasure to be part of a team to support a friend in his new business venture.



D1 Training Alexandria is owned by local entrepreneur Tom Fukuda, who will be opening several locations in the Northern Virginia area. KComms was hired to assist with the localized media relations and grand-opening event.

The ceremony was well-attended by the local community, leaders from the Alexandria City Chamber of Commerce, members of the media, and local sports celebrities. In other words, it was a great success. It also well-positioned the training center as a “go- to” spot for local athletes to elevate their fitness goals, and showcased Fukuda as a

community-driven local business leader.

"Katie Kissal and KComms were instrumental in helping elevate the success of the grand-opening event for D1 Training. Not only did media attend; Katie helped develop partnerships that will further establish my business and our position within the community. I highly recommend her services to any local businesses looking to make a splash for their opening," said Fukuda.

Things We Are Loving



Make Me Known – Podcast

After producing 2 podcasts a month for years, I have developed a discerning ear for worthwhile content. And as a busy communications professional, I find gleaning information from other experts about their experiences, solutions, and ideas is invaluable. [Make Me Known podcast](#) is definitely in my podcast rotation. *Choice Media Communications* CEO Heather Adams not only delivers timely and relevant topics in a concise and clear way for communications and marketing professionals, but she is also delightfully endearing and empowering. Give her a listen!

**Mint Condition – Designer Consignment Boutique**

I love fashion. For me, it provides a fun and creative way to express myself. However, this “love” can be expensive. And as we learn more and more about the impact that consumerism and consumption have on the environment, it's great to explore other ways to indulge the fashion itch. Enter [Mint Condition](#) of Old Town, Alexandria. Owners and sisters-in-law Meg Podolsky and Katie Coslov offer a highly-curated selection of designers and well-maintained consignment inventory. I have scooped up never-worn or gently-worn items I would have never been able to indulge in had I bought them new. Pop in to visit them or [follow them on Instagram](#)!

Spotlight: KComms Supports Washington Tennis & Education Foundation

This past November, KComms president (and middle-aged tennis enthusiast) Katie Kissal eagerly awaited the premier of *King Richard*. To ensure COVID-safety, she planned to rent out a movie theatre for her closest tennis friends. Aware of the good fortune she had to participate in such a sport, and to rent out a movie facility, Kissal pivoted to make the screening into a fundraiser for the [Washington Tennis & Education Foundation](#) (WTEF).

Held at the [Angelika Film Center](#) in the [Mosaic District](#), the screening was supported by local businesses. [OVME](#), [Kendra Scott](#), [The Boardroom](#), and the [Italian Place](#) all donated items for gift bags, and raffle and silent auction items. The event was a success, raising \$2000 for WTEF!



Tips: 4 Steps to Build a Higher Sense of Self-Efficacy

A vital part of the “self-system,” self-efficacy is the belief one has about their abilities and capabilities. Not necessarily about always achieving a positive or successful end result, it is more about having the skills to “figure it out.” Self-efficacy affects one’s thoughts, emotions, actions, and motivations about achieving goals — big and small.

KComms teamed with Dr. Lauren Fisher, licensed clinical psychologist and owner of [Del Ray Psych & Wellness](#), to identify the following tips to build a higher sense of self-efficacy:

1. Identify Your Stretch Zone

Learn more about the three zones of personal achievement and how you can grow to achieve goals

2. Set Simple Goals

Achievement of reasonable goals can set you on a path of satisfaction and further motivation.

3. Look Past Short-term Losses

Not all experiences are positive, but moving on from a negative one to make changes will greatly enhance your ability to move on to more successes.

4. Reframe Obstacles

Changing a negative attitude or thought into a positive one can drastically change your approach and experience to new challenges.





Thank you for following along and reading about the work KComms has been doing. But, more importantly, I want to wish you and yours a very happy holiday and best wishes for a new year. Each day, week, month, and year is a gift to grow from. Cheers to lessons of 2021 and looking for more growth in 2022!

Sincerely,

Katie