

David Zapata, President, [Zapwater Communications](#)

What inspired you to pursue public relations?

I actually stumbled upon public relations. Right after college, I was working on a campaign, and the candidate asked me to write a press release. I was immediately hooked. After the candidate won, I went with him to Washington to work on Capitol Hill. I didn't really enjoy the issue/legislative side of things, so after a year, I went back to a campaign working as press secretary/communications director.



Tell us about your career path thus far.

I've held numerous government, not-for-profit and agency communications positions. I took something from each position that I like to say I apply to my agency today.

Prior to starting Zapwater, I worked at a B2B integrated marketing firm. To be honest, the clients were sometimes boring to me, so when I started my own agency, I swore I would only work in industries and for clients I was passionate about.

When did you join PCC and why?

I joined PCC shortly after I moved to Chicago in 2000. Initially, I joined because I wanted to meet folks in the industry. What surprised me and kept me engaged was the diversity of members that opened a world of communications opportunities for me.

Tell us how PCC has helped your career.

PCC has been my go-to organization for networking, professional development and celebrating our industry. I encourage all my employees to take advantage of their exciting and innovative programming.

Name your favorite PCC event or program and elaborate.

Nothing beats the Golden Trumpets. It's so great to come together to celebrate the industry and showcase the year's amazing work. Zapwater has also been known to take home some hardware, which makes it even more exciting!

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