



UPCOMING 2023 EVENTS: Register now!

January 18: The Roaring Twenties: 20 Trends to Watch for in 2023 and the rest of this Decade

Welcome New Members!

PRSA membership is an investment in your career. We're glad you're a part of the largest public relations organization in the world – and a member of the Southeastern Wisconsin Chapter.

- Hannah Nelson, Punch PR

[Click here](#) for a full membership list.

APR is a Differentiator



What do 23 PR practitioners in Southeastern Wisconsin have in common that other practitioners don't? They're among the roughly 5,000 PR professionals worldwide who have earned the designation "APR." The letters stand for Accredited in Public Relations, but they also signal professional acumen, significant skills, knowledge and a commitment to ethics.



The pandemic, Ukrainian war, Supreme Court precedents, inflation, global warming, contentious elections, the Metaverse, EVs, crypto – this decade has had more than enough going on already and we're only starting 2023! What more should we as PR professionals expect in this decade?

In this presentation, public relations pro and futurist Stephen Dupont, APR, Fellow PRSA, shares his insights about what's around the corner for PR and communications professionals for the next 7 years and what you can do to be better prepared.

For those coming in person to the event please bring hats, mittens, gloves or hand warmers for our January community

more about the process, contact chapter officers Ann Knabe, Ph.D., APR+M at Ann.Knabe@bvk.com or Michael Pflughoeft, APR, Fellow at michael.pflughoeft@bvk.com.

If you are *INTERESTED* in getting your APR...

You are welcome to attend our **FREE APR Open House web meeting - Tues. Jan. 24 – 2 p.m. (CT)**. We will discuss successful study strategies, and review the steps to gain your APR. You will hear about the interactive learning experiences in the APR Online Study Course and learn how to successfully pass the examination. [RSVP](#) for the FREE APR open house today!

2023 Hybrid APR Prep Course

PRSA Iowa will hold a hybrid APR prep course Jan. 28-March 4, 2023. This is a six-week course offered in person (in Des Moines) and online via Zoom, occurring every Saturday morning from 8 a.m. to 12 p.m. The prep course covers content related to the APR exam and is taught by local APRs. Anyone who is interested or wants more information can contact Laura Sprague or Jane Keairns, PRSA Iowa APR co-chairs, at lsprague@trilix.com or keairns.jane@principal.com.

Have an idea on how to make the chapter better? Contact...

President – Dave Racine at dracine@punch-pr.com
 President Elect – Angela Hesil at Angela.Hersil@Zurn.com
 Membership Chair – Jackie Gozdowiak at jacquelyngozdowiak@gmail.com

For more information or to register [click here](#).

February 16: Thought Leadership - How to master it in 2023



PRSA
Presents
THOUGHT LEADERSHIP
How to Master it in 2023
With



Carmen Pitre
President and CEO
Sojourner Family Peace Center



Annie Scholz
Communications Manager
Sojourner Family Peace Center

FEB. 16, 2023
Book your seat at www.prsasewi.org
JOIN US!

PR pros and communications experts alike know the value of establishing individuals as thought leaders – but the road there can be tough. Gain insights on how to set your leader on the path to becoming a polished and sought-after media resource.

Guest speakers:



NEW VENUES NEEDED

We are looking for new venues to host our 2023 programming. If your company can host 20-30 people, please email us at prsasewi@gmail.com.

VOLUNTEERS NEEDED FOR PRSSA

The 2022-23 school year has begun and the 4 student chapters we sponsor are looking for volunteer guest speakers. Please email Heidi Fendos at heidi@fendospr.com if you would be willing to donate your time for this effort.



Join now and receive
a FREE Section*

PROMO CODE:
GIFT22

*Exclusions Apply: New members only.
Covers Section cost up to \$50.

Become a member of PRSA today and receive a free Section for the first 100 new members who use the special promo code **GIFT22**. Registrations apply. Register today >> <https://bit.ly/JoinPRSANow>

- Annie Scholz, Communications Manager for Sojourner and a former anchor/reporter for TMJ4

This program will begin with networking and then a presentation by Carmen and Annie.

We would like to thank WDA for hosting this meeting in their conference facilities.

For those coming in person to the event please bring jars of peanut butter for our February community service project for Second Harvest Food Bank.

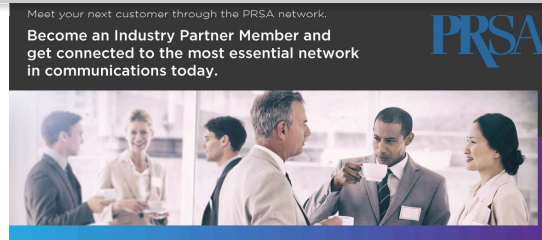
For more information or to register [click here](#).

SAVE THE DATE!

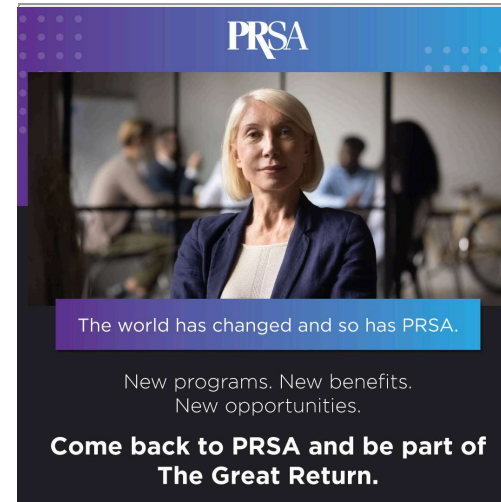
March 16: Break from Winter after work social at Zizzo Group

September 21: Heart First Method for Every Leader-Communicator to Lead with Impact

More details to come.



A new membership opportunity is available for PRSA members who would like to network with potential customers. Be a part of the most important communication network by becoming an Industry Partner today. >> <https://bit.ly/3LdZf1h>



We've all heard about the Great Resignation. Did you know about the Great Return? Former members of PRSA are returning to the most essential professional network for strategic communicators. [Re-join now!](#)

Distinguish yourself in your professional life through accreditation. Become an APR.
For a limited time, join PRSA and save \$35 when you enroll in the APR program.

prsa.org/apr



Certify your drive, professionalism, and principles, setting you apart from your peers and positioning you as a leader. Become a new member and add an APR enrollment and save \$35. Register today >>
<https://bit.ly/3GGF7Uy>



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