



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



Southeastern Wisconsin Chapter
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.

Work in PR, communications or marketing?

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

prsa.org/apr



The membership plus APR program allows a person to purchase a PRSA membership with the APR program and save \$35. Register today >>

<https://bit.ly/3GGF7Uv>

- 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.



January 17 | 5:30 P.M. ET

PRSA DAY

Celebrating the Power of Influence for 75 Years

Take a short break from your work schedule, or wrap up your day, to toast PRSA as we celebrate the 75th anniversary of the founding of PRSA with the entire PRSA community.

Hear from your 2023 Immediate Past Chair, Felicia Blow, Ph.D., APR, on the recent, year-long celebration culminating in PRSA Day, and from PRSA's 2023 Chair, Michelle Egan, APR, Fellow PRSA, on the future vision for the organization as we look forward to the next 75 years. Also leading the celebration will be PRSA CEO Linda Thomas Brooks and the rest of the PRSA Board.

Join your peers, fellow members, volunteers, students and educators online to get connected to the celebration! [Register here](#).



Oct. 15-17 | Nashville, Tenn.

The discounted Super Saver Registration Rate is now in effect for ICON 2023. This money-saving rate is only



Become part of public relations history by entering your best work for the chance to earn recognition, raise your industry profile, enhance your brand recognition, celebrate your team's achievements, grow your business, and become part of public relations history. Submit today >> <https://bit.ly/Anvils23>

PROFESSIONAL DEVELOPMENT:

- [Jan. 31 Public Relations Leadership: Excellence, Resilience, Strategy](#)
- [Feb. 2 The "Golden Rule" to the "Rubber Band Rule": How to Adapt Leadership Skills in Evolving Times to Build Respect and Trust](#)
- [Feb. 9-10 Master Class in Crisis Communication](#)

SECTIONS:

- [Jan. 25 PRSA IPA Business Building Webinar: Weathering the Storm: A Survival Guide for Indie Life](#)



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