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#### UPCOMING 2023 EVENTS:

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

The flyer features the Southeastern Wisconsin Chapter PRSA logo at the top. Below it, the text reads "Presents THOUGHT LEADERSHIP How to Master it in 2023 With". Two circular headshots are shown: Carmen Pitre on the left and Annie Scholz on the right. Below each headshot is their name and title. At the bottom, the date "FEB. 16, 2023" and the website "Book your seat at www.prsasewi.org" are listed, followed by the call to action "JOIN US!". The flyer is decorated with blue and black abstract shapes.

**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](http://www.prsasewi.org)  
**JOIN US!**

#### 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.

- Taylor Calvert, BMO Harris Bank

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

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#### Register Now For Spring Session!



**Thinking about APR?  
Sign-up for our spring APR prep sessions!**

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

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:

- Carmen Pitre, President and CEO of Sojourner Family Peace Center
- 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](#).

they also signal professional acumen, significant skills, knowledge and a commitment to ethics.

**Are you looking to develop a strategic PR mindset?** Earning your **Accreditation in Public Relations (APR)** credential is one way to grow professionally and demonstrate your expertise. PRSA SE WI is hosting its first “cohort” of APR prep sessions in more than a decade. The prep sessions starting March 1, with the first and last meetings in-person, and 3 online meetings every other week in March and April.

#### What’s a cohort and why this approach?

The cohort approach to prep sessions mean that we meet a group every other week. Cohort groups share learning experiences that feature enriching discussions, cultivation of professional and personal networks, and a defined timeline and format to allow working professionals to pursue their APR without interfering with their day job. Because of their structure and regular meetings, cohorts naturally motivate most learners and keep them accountable.

Our APR prep sessions start out with an in-person info meeting to establish rapport and familiarity with other candidates and facilitators, and end with an in-person, mini rehearsal for the Panel Presentation. The \$30 registration fee includes all five sessions, refreshments at two in-person sessions, and a copy of the study guide distributed the first day. **Registration closes Feb. 22.** For more information or to register contact Ann Knabe at [Ann.Knabe@bvk.com](mailto:Ann.Knabe@bvk.com)

## work social at Sprecher Brewery



Tired of winter? We have the perfect fun way to escape it! Break out of your winter rut by coming to our March 16th Social at Sprecher Brewery!

Learn more about their new gourmet soda line and how they are marketing it, take a tour of the brewery and then enjoy networking with friends and colleagues and meet some new industry pros!

Event will run from 4:30 p.m. to 7:00 pm at Sprecher Brewery, 701 W Glendale Ave, Glendale, WI 53209

- 4:30 pm registration

President – Dave Racine at [dracine@punch-pr.com](mailto:dracine@punch-pr.com)

President Elect – Angela Hesil at [Angela.Hersil@Zurn.com](mailto:Angela.Hersil@Zurn.com)

Membership Chair – Jackie Gozdowiak at [jacquelyngozdowiak@gmail.com](mailto:jacquelyngozdowiak@gmail.com)



### 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](mailto:prsasewi@gmail.com).

### VOLUNTEERS NEEDED FOR PRSSA

The four student chapters we sponsor are looking for volunteer guest speakers. Please email Heidi Fendos at [heidi@fendospr.com](mailto:heidi@fendospr.com) if you would be willing to donate your time for this effort.

- 5:45-7 pm social (as part of the tour cost each participant will receive a Sprecher glass and 8 oz beer samples, with proof of age, and as many gourmet sodas as they would like.) PRSA will have snacks available in the beer hall after the tour.

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

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### SAVE THE DATE!

#### **April 21: What ESG is, followed by a panel discussion focusing on Best Practices in ESG communication**

Event will occur from 7:30 a.m. to 10 a.m. at GRAEF Headquarters, 275 W. Wisconsin Ave., Suite 300, Milwaukee, WI 53203

#### **June 15: Making a Mark with Influencer Marketing**

Event will occur from 4:00 p.m. to 5:30 p.m. at the Newsroom Pub, 137 E. Wells St., Milwaukee, WI 53202

#### **September 21: Heart First Method for**

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](https://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>



The discounted Super Saver Registration Rate is now in effect for ICON 2023. This money-saving rate is only in effect until March 1, 2023! [#PRSAICON2023](#).



Become part of public relations history by

More details to come.

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](#)



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