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### CALL FOR ENTRIES: 2023 Paragon Awards

PRSA Southeastern Wisconsin is calling for 2023 Paragon Award submissions now through **Friday, March 17, 2023, 5 p.m.**

PRSA Southeastern Wisconsin Chapter members or non-members are encouraged to submit their PR campaigns or campaign tactics in the annual Paragon Awards competition. Entries are for work conducted and developed by a Wisconsin-based

### 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.

- Maria Frost, Cramer-Krasselt

[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!**

**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

Jan. 1 and Dec. 31, 2022.

To enter visit our [call for entries page](#) to submit your nominations.

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### UPCOMING 2023 EVENTS:

#### 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](http://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.

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 contact Ann Knabe at [Ann.Knabe@bvk.com](mailto:Ann.Knabe@bvk.com).

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

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#### Are you offering an internship or seeking an intern for 2023?

Securing an internship or entry level job is one of the main priorities for students. The [PRSSA Internship Center](#) is a tool that allows members to explore opportunities across the

- 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](#).

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**March 16: Break from Winter after work social at Sprecher Brewery**

vastly outnumbers the number of internship postings and we would like to change that with your help.

Posting an opportunity on the Internship Center is one of the easiest ways to give back to the future of the public relations industry, especially considering there is no cost for organizations/individuals to post. In addition, PRSSA offers some of the most qualified internship candidates. All you have to do to have your internship featured is send the internship details to [prssainternships@prsa.org](mailto:prssainternships@prsa.org).

Please keep the Internship Center in mind as opportunities become available at your organization and take a moment to share the opportunities. If your organization is seeking interns, make sure that the PRSSA Internship Center - and hiring talented PRSSA members - is at the front of their minds.

If you have questions about the Center, please email [prssainternships@prsa.org](mailto:prssainternships@prsa.org).

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

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)

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Tired of winter? We have the perfect fun way to escape it! Break out of your winter rut by coming to our March 16 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
- 5-5:45 pm brewery tour and gourmet soda marketing talk
- 5:45-7 pm social (as part of the tour cost each participant will



#### 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.

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](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>

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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### April 21: ESG – Best practices in communicating ESG to key stakeholders

You've heard the buzzword ESG and probably know it stands for **Environmental, Social and Governance**, but what does it mean to communicators?

Join us for coffee, conversation, and a panel discussion on April 21 at GRAEF headquarters in Milwaukee (GRAEF was named one of the “coolest offices in Milwaukee” – so check it out!). You'll hear from three expert communicators and learn best practices in communicating ESG to key stakeholders.

Coffee networking starts at 7:15 a.m.,



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 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>

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### PROFESSIONAL DEVELOPMENT:

- Feb. 23: [PRSA Storytellers: PR to the Front, Please](#)
- Feb. 23: [Crisis Awareness and Self-Care for First Responders](#)

ESG event is sponsored by GRAEF.



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

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### SAVE THE DATE!

#### **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 Every Leader-Communicator to Lead with Impact**

Event will occur from 4-4:30 p.m. with networking and light snacks and then Davids' presentation will run from 4:30-5:30 p.m. at the Newsroom Pub, 137 E. Wells St, Milwaukee, WI 53202.

**More details to come.**

March 2: [The Roaring 20s: Key Trends To Watch Over the Next 10 Years](#)

- April 25-May 2: [PR Boot Camp](#)

### SECTIONS:

- May 1-3: [Corporate Communications](#)
- May 1-3: [Employee Communications](#)
- May 8-10: [Counselors Academy Conference](#)
- June 14-6: [Public Affairs & Government Conference](#)
- Jun 20-23: [Travel and Tourism Conference](#)
- Oct 13-15: [Health Academy Conference](#)

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