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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.

- Adrienne Pedersen, SC Johnson

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

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### 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

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:

**March 16: Break from Winter after 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 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

if you are interested in earning accreditation or learning more about the process, contact chapter officers Ann Knabe, Ph.D., APR+M at [Ann.Knabe@bvk.com](mailto:Ann.Knabe@bvk.com) or Michael Pflughoeft, APR, Fellow at [michael.pflughoeft@bvk.com](mailto:michael.pflughoeft@bvk.com).

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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 country in all types of industries. Currently, the number of qualified internship candidates 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.

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 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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### 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?

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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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### 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).

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### 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.

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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., followed by the formal panel presentation from 8:00-9:15 a.m. The ESG event is sponsored by GRAEF.



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

### 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

For a limited time, join PRSA and save \$35 when you enroll in the APR program.



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 entering your best work for the chance to earn recognition, raise your industry profile,

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.**

business, and become part of public relations history. Submit today >> <https://bit.ly/Anvils23>

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#### PROFESSIONAL DEVELOPMENT:

- **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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