



### 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.

- Klaus Ebenhoch, Punch PR
- Rachael Glaszcz, Kane Communications Group

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

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### ***ENTRY DEADLINE TODAY!***

**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

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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

must have been implemented between Jan. 1 and Dec. 31, 2022.

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

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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. One of our guest speakers, Susan Ogle was recently published in [Forbes](#) with an article

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

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).

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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](#).

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

At a time when so many employees are feeling stretched, disconnected and overwhelmed by the challenges of our new working reality – and businesses wrestle with significant change and cost pressures – communication leaders are looked to for answers.

What can communication leaders do to stay in tune with the needs of the business and be responsive to

#### 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)

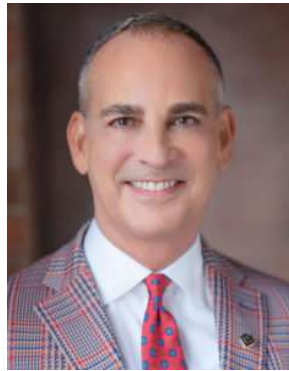


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#### VOLUNTEERS NEEDED FOR PRSSA

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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As David Grossman has discovered through decades of work with effective leaders – especially

during the past two years of uncertainty and social unrest – the key lies in “Heart First” leadership. Heart First leaders who champion empathy, humanity and authenticity in the workplace set themselves apart because they build stronger, trusting relationships, which improve engagement, retention, and business results.

In this workshop, Grossman shares the best strategies and tips for Heart First leadership with a special focus on the unique role of communications leaders who wear two hats: one as leaders themselves, and a second managing and influencing a critical and complex set of stakeholders. Both hats are vital to building and

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>



Oct. 15–17 | Nashville, Tenn.

ICON 2023 will bring its special blend of incomparable networking and professional development opportunities for public relations and communications professionals to Nashville, Tennessee, Oct. 15-17 at the Gaylord Opryland Resort & Convention Center. **#PRSAICON2023**

Register here: [PRSA International Conference | ICON 2023 | PRSA](#).

#### NATIONAL PROFESSIONAL DEVELOPMENT:

- **March 30:** [Best Practices for Headline Writing: Reach Nonreaders With Words](#)

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

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.

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

### NATIONAL SECTIONS:

- **March 22:** [PRSA IPA Business Building Webinar: Financial Health Series, Part 1: Business Banking Essentials for the Independent Practitioner](#)
- **March 23:** [Energize Your Writing: PR Communication Tips for New Pros](#)
- **March 29:** [Corporate Communications Webinar: Thought Leadership](#)
- **March 30:** [Communication Programs and Services at Association and Not-for-profit Organizations in a Post-pandemic World](#)
- **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](#)



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