



REGISTER FOR OUR UPCOMING EVENTS!

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

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.

Seeking judges for PRSA awards competition

PRSA SE WI is recruiting PR professionals to help judge this year's PRSA Alabama Chapter awards. Our goal is to have each judge review 2-4 entries, depending on the number of entries and number of judges we receive. It takes approximately 20 minutes to review and judge an entry. **Judging will be taking place over the next few weeks.**

Judging is a great way to see the excellent work that other PR practitioners are doing and to receive points to maintain an APR accreditation. Chapter members who have earned accreditation, it's also a fairly easy method to accumulate one of the 10 points needed every three years toward retaining that

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 about ESG communications.

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](#).

June 15: Making a Mark with Influencer Marketing

Join us for a panel discussion to explore the latest strategies, advice, tools and opportunities related to influencer marketing. The panel will feature local influencers as well as marketing experts in this space to explore what makes a good partnership, preferences for working

accredited practitioner. All judging can be done independently and remotely at your own pace. Please contact Don Klein at donklein999@gmail.com if you are interested in helping judge.

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.

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 or Michael Pflughoeft, APR, Fellow at michael.pflughoeft@bvk.com.

college and professional athletes as influencers, and the latest updates around NIL opportunities and policies.

PRSA would like to thank our board member Brian Knox and the rest of his team from Laughlin Constable Public Relations for putting this great event together!

This program will be hosted on Thursday, June 15 at the Newsroom Pub, 137 E. Wells Street in Downtown Milwaukee. It will begin with networking and light snacks from 4-4:30 pm and then the presentation will run from 4:30-5:30 pm so you can get home in time for dinner! Please come join us! Space is limited register soon!

As part of our ongoing community service effort, please bring boxes of cereal for Second Harvest Food Bank.

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

September 21: Heart First Method for Every Leader-Communicator to

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.

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

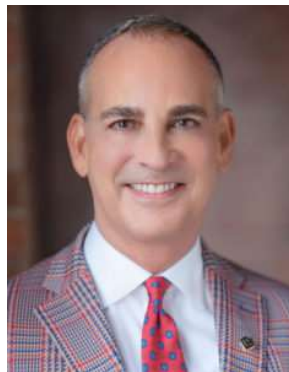
President – Dave Racine at dracine@punch-pr.com

President Elect – Angela Hesil at Angela.Hersil@Zurn.com

Membership Chair – Jackie Gozdowiak at jacquelyngozdowiak@gmail.com

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 employees' biggest needs and desires?



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



VOLUNTEERS NEEDED FOR PRSSA

The four 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>

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 protecting the employee experience and the business.

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](#).



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

- April 4: [The White Whale of Thought Leadership: How To Write an Op-Ed](#)
- April 25-May 2: [PR Boot Camp](#)

NATIONAL 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](#)

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