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**Last Chance to Register for 4/21 Event!**

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

### 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.

- Emily Bax
- Tom Branigan
- Tim Hinkle, Capuchin Franciscan Province of St. Joseph

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

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**APR is a Differentiator**





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 about ESG communications.

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

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](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

ESG event is sponsored by GRAEF.



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

### May 25: Paragon Awards Luncheon



Event will be held from 11:30 a.m. – 1:30 p.m. at the Marcus Performing Arts Center in the Bradley Pavilion.



The 2023 Communicator of the Year Award will be presented to Sarah Maio where she serves as the Vice President of Marketing and Communications for the [Wisconsin](#)

[prssainternships@prsa.org](mailto:prssainternships@prsa.org).

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)



### 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.



**The 2023 Dorothy Thomas Black Award** will be presented to Michael Pflughoeft, APR, Fellow PRSA. Pflughoeft is currently a Public Relations Director at [BVK](#).

Advance registration is required. Registration deadline is **Thursday, May 11**. For more information or to register [click here](#).

*Special thanks to our corporate table sponsors:*



**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

Work in PR, communications or marketing.



[prsa.org/apr](https://prsa.org/apr)

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.



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>



- PRSA: Oct. 15-17
- PRSSA: Oct. 13-17
- Counselors to Higher Education Senior Summit: Oct. 13-14
- Health Academy Conference: Oct. 13-15

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

working with a company and brand, content trends and tips, how to work with 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](#).

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

new ideas. #PRSAICON2023

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

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## NATIONAL PROFESSIONAL DEVELOPMENT

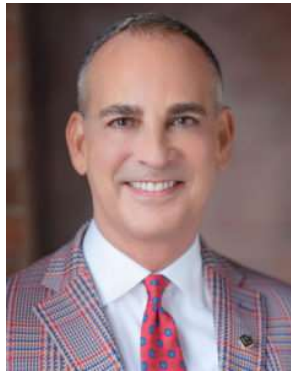
- **April 19:** [APR: Nuts and Bolts - APR Process and Overview](#)
- **April 20:** [Corporate Environment and Personal Identity: Why Understanding Culture Is Key to Employee Engagement](#)
- **April 25:** [Maximizing Internal Comms' Newfound Influence in a Purpose-Driven Workplace](#)
- **April 25-May 2:** [PR Boot Camp](#)

## NATIONAL SECTIONS CONFERENCES:

- **April 20:** [How Communications Can Propel your Legislative Agenda Forward](#)
- **April 25:** [Steal This PR Idea: Cutting Through the Clutter and Standing Out in the Crowd](#)
- **April 27:** [PRSA Technology Section Member Chat: Key Takeaways from ChatGPT Webinar and More!](#)
- **May 1-3:** [Corporate Communications](#)
- **May 1-3:** [Employee Communications](#)
- **May 8-10:** [Counselors Academy Conference](#)

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

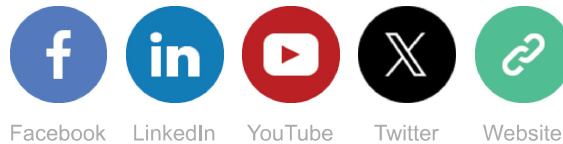
two years of uncertainty and social unrest – the key lies in “Heart First” leadership. Heart First leaders who champion empathy, humanity and authenticity in the workplace set themselves apart because they build stronger, trusting relationships, which improve engagement, retention, and business results.

- [Jun 20-23: Travel and Tourism Conference](#)

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](#).



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