

Southeastern Wisconsin Chapter PRSA

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.

- Robyn Bayland, Greater Milwaukee Synod, ELCA

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

UPCOMING EVENTS:

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.

APR is a Differentiator



What do 23 PR practitioners in Southeastern Wisconsin have in common that other



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 Center District \(WCD\)](#).

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.



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:



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



June 15: Making a Mark with Influencer Marketing

Join us!
Influencer Marketing Panel Discussion

Chelsey Knuth Mark Rothwell Erin Guenterberg Devin Grainger Jordan Rubinstein

Event hosted by:
Southeastern Wisconsin Chapter PRSA
JUNE 15, 2023
4-4:30p.m. networking & registration
4:30-5:30 p.m. program
NEWSROOM PUB
137 E. Wells St.
LAUGHLIN CONSTABLE
PUBLIC RELATIONS

The flyer is a rectangular graphic with a light grey background. It features the text 'Join us!' in a large, white, sans-serif font, followed by 'Influencer Marketing Panel Discussion' in a bold, black, sans-serif font. Below this, there are five small, square portrait photos of the panelists, each with their name underneath. At the bottom, there is information about the event, including the date, time, location, and the host, Laughlin Constable Public Relations. The PRSA logo is also present.

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 with a company and brand, content trends and tips, how to work with college and professional athletes as influencers, and the latest updates

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



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.

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 Lead with Impact

At a time when so many employees are feeling stretched, disconnected

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

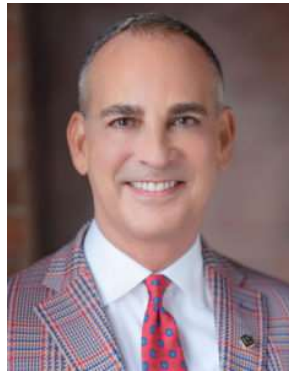
Counselors to Higher Education Senior Summit: Oct. 13-14

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 Center. Join your fellow attendees from all over the map to share insights and explore

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.

[| ICON 2023 | PRSA](#)

NATIONAL SECTIONS CONFERENCES:

- **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](#)

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](#).

SAVE THE DATE!

December 14: PR Palooza
5:15-8:00 p.m. at Hoyt Park's Grand Hall



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