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#### UPCOMING EVENTS:

**Join us for a panel discussion including Chelsey Knuth, Mark Rothwell, Erin Guenterberg, Devin Grainger and Jordan Rubinstein!**

**June 15: Making a Mark with Influencer Marketing**

#### 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.

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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

## Influencer Marketing Panel Discussion



Chelsey  
Knuth



Mark  
Rothwell



Erin  
Guenterberg



Devin  
Grainger



Jordan  
Rubinstein



JUNE 15, 2023  
4-4:30p.m. networking  
& registration  
4:30-5:30 p.m. program  
NEWSROOM PUB  
137 E. Wells St.

Event hosted by:



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 around NIL opportunities and policies.

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!

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).

### 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).

### 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)

cereal for Second Harvest Food Bank.

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

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### July 17: Summer Social at Lake Park's Musical Mondays



Join your PRSA Wisconsin colleagues for a fun night of socializing and Cajun music in Lake Park on Monday evening July 17.

[Feufollet](#), a Southwest Louisiana band steeped in Cajun, honky-tonk and string-band music, is the featured performer that night for [Lake Park's Musical Mondays](#). The series, in its 25th season,



Wherever you are, you need to be here.

# PRSA

**The Place for Communicators.**

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

Are you a communications professional looking to take your career to the next level? Look no further than PRSA. Gain access to a site of tools that foster professional development and enhance career growth. Don't miss the opportunity to build, influence and evolve. Join PRSA today >> <https://bit.ly/3iMhPjd>

We'll start socializing at 5 p.m. Music runs from 6:30 p.m. – 8 p.m. Bring a blanket or lawn chair to sit on, and something to eat and drink.

The [Milwaukee County Traveling Beer Garden](#) will be nearby, but at this time, no food trucks are planned.

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 employees' biggest needs and desires?

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** celebrates

### Asian American & Pacific Islander Heritage Month



"Our ultimate objective in learning about anything is to try to create and develop a more just society." – Yuri Kochiyama

**Asian American and Pacific Islander Heritage Month** is observed in the United States during the month of May, and recognizes the contributions and influence of Asian Americans and Pacific Islander Americans to the history, culture and achievements of the U.S. For more information [click here](#).



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 protecting the employee experience and the business.

Event will occur from 4-4:30 p.m. with networking and light snacks and then



Nashville, Tenn.

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 new ideas. **#PRSAICON2023**

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

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#### NATIONAL PROFESSIONAL DEVELOPMENT:

- **June 1:** [The Fire’s Out, Now What?: What Organizations and Leaders Can Learn From Post-Crisis Assessments](#)

#### NATIONAL SECTIONS CONFERENCES:

- **May 30:** [PRSA Educators Academy Webinar: To Be or Not To Be an Activist](#)

Wells St, Milwaukee, WI 53202.

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

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### SAVE THE DATE!

#### August 24: Meet the Media “Speed Dating” Event

4:30-6:30 p.m.

#### December 14: PR Palooza

5:15-8:00 p.m. at Hoyt Park’s Grand Hall

- [June 14-6: Public Affairs & Government Conference](#)
- [Jun 20-23: Travel and Tourism Conference](#)
- [Oct 13-15: Health Academy Conference co-located with ICON 2023](#)
- [Oct 13-15: Counselors to Higher Education Senior Summit co-located with ICON 2023](#)
- [Oct 14: Educators Academy Summit co-located with ICON 2023](#)



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