

# 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.

- Evan Burks, USDA Forest Service

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

## UPCOMING EVENTS:

### LAST CHANCE TO REGISTER!

**August 24: Meet the Media - Speed Networking Event**

### Meet the Media Speed Networking Event



**Tony Aria**  
WTMJ-TV



**Courtney Gerrish**  
Spectrum News 1



**Corri Hess**  
Wisconsin  
Public Radio



**Mark Kass**  
Milwaukee Business  
Journal



**Chelsey Lewis**  
Milwaukee Journal  
Sentinel



**Archer Parquette**  
Milwaukee Magazine



**Sara Smith**  
WITI Fox 6



**Andy Tarnoff**  
OnMilwaukee



**Mark Vittorio**  
WITI Fox 6



**Andrew Weiland**  
BizTimes Milwaukee

**Thursday, August 24 at**  
**OPEI Brewing Co., 6751 W. National Ave.**  
4:30-5pm Networking; 5-6:30pm Speed Networking

## 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

deadlines, PR practitioners must know how to craft the right pitch and understand how to best reach our local media representatives. Join PRSA SE WI for a joint Media Speed Networking event on Thursday, August 24 at OPE! Brewing Co.

Media participants include:

- **Tony Aria**, WTMJ-TV
- **Courtny Gerrish**, Spectrum News 1
- **Corri Hess**, Wisconsin Public Radio
- **Mark Kass**, Milwaukee Business Journal
- **Chelsey Lewis**, Milwaukee Journal Sentinel
- **Archer Parquette**, Milwaukee Magazine
- **Sara Smith**, WITI Fox 6
- **Andy Tarnoff**, OnMilwaukee
- **Mark Vittorio**, WITI Fox 6
- **Andrew Weiland**, BizTimes Milwaukee

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

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...

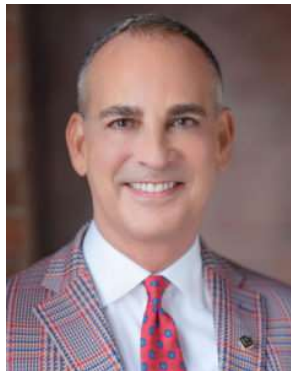
President – Dave Racine at [dracine@punch-pr.com](mailto:dracine@punch-pr.com)

President Elect – Angela Hesil at [Angela.Hersil@Zurn.com](mailto:Angela.Hersil@Zurn.com)

## 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?



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



### 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.



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

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](#).

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### October 25: Crisis Communications: The Executive Mindset

Join us on Wednesday, October 25 at the Milwaukee County War Memorial Center, 750 N Lincoln Memorial Dr, Milwaukee, WI 53202 for a presentation from Tom

#### 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](https://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>



Oct. 15-17 | Nashville, Tenn.

Reserve your spot for [ICON 2023](#) before **Sept. 8** to qualify for the early rate and save \$400. Also, book your room by **Sept. 13** to get **discounted room rates** while they are still available. ICON will take place in **Nashville, Tenn., Oct. 15-17** at the [Gaylord Opryland Resort & Convention Center](#).

Check out the recently posted [agenda](#) and join your fellow attendees from all over the map to share insights and explore new ideas. Three Section conferences are also being co-located this year with **ICON 2023! #PRSAICON2023**



view during a crisis. You'll learn about what business

executives are looking for from communicators when it comes to managing crisis situations, and how to provide effective counsel to leadership when it's needed most. This event, which is co-sponsored by Marquette University PRSSA, will benefit attendees of all experience levels, from long-time PR leaders and emerging professionals, to students.

Coffee networking begins at 7:30 a.m., followed by a presentation and Q&A from 8:00-9:00 a.m.

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

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## SAVE THE DATE!

### December 14: PR Palooza

Join us for PR Palooza, an exciting night of networking with the PRSA Southeastern Wisconsin Chapter! The

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## NATIONAL PROFESSIONAL DEVELOPMENT:

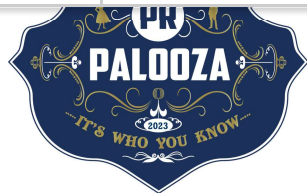
- **Sept. 13-Oct. 18:** [Virtual, Driving Change Through Internal Communications Certificate Program](#)
- **On-Demand:** [A New View of Integrated Marketing Communications Certificate Program](#)

## NATIONAL SECTIONS CONFERENCES:

- **Sept. 27:** [VirtuCon: The Business of Your Indie Business](#), a virtual half-day conference for independent practitioners.
- **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](#)
- **Nov. 1-2:** [2023 Association/Nonprofit Section Conference](#)

## DISTRICT CONFERENCES:

- **September 20-23:** [PRSA Midwest District Conference](#)
- **Oct. 8-10:** [Montana Chapter 2023 Ignite Conference](#), Missoula, Mont. *All are invited!*
- **Nov. 3:** [Northeast District Conference](#), "PR with a Purpose: The Future of the Profession." St. John Fisher University, Rochester, N.Y. *Register by Sept. 22 to get the Early Bird rate.*



Communications professionals will be held at Hoyt Park's Grand Hall in Wauwatosa, from 5:15 – 8:00 p.m.



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