



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:

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

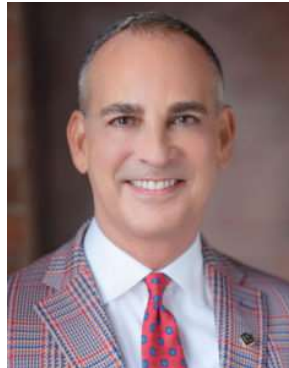
At a time when so many employees are feeling stretched, disconnected and overwhelmed by the challenges of our new working reality – and businesses wrestle with significant change and cost pressures – communication leaders are looked to for answers.



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.

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.

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



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.

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

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](#).

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 Branigan on the executive point of view during a crisis. You'll learn about what

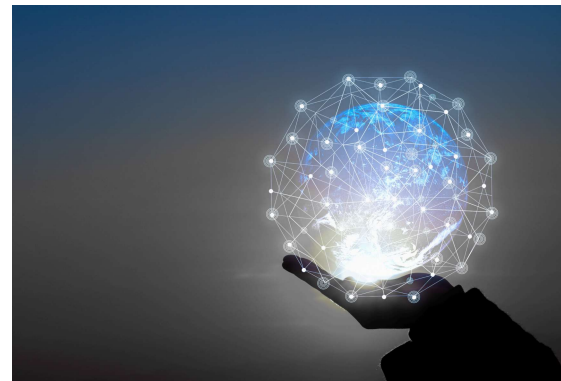
Posting an opportunity on the Internship Center is one of the easiest ways to give back to the future of the public relations industry, especially considering there is no cost for organizations/individuals to post. In addition, PRSSA offers some of the most qualified internship candidates. All you have 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



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

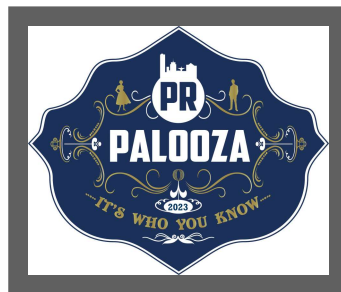
to managing crisis situations, and how to provide effective counsel to leadership when it's needed most. This event, which is co-sponsored by Marquette University PRSSA, will benefit attendees of all experience levels, from long-time PR leaders and emerging professionals, to students.

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](#).

SAVE THE DATE!

December 14: PR Palooza



Join us for PR Palooza, an exciting night of networking

with the PRSA Southeastern Wisconsin Chapter! The annual event

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>



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**

Park's Grand Hall in Wauwatosa,
from 5:15 – 8:00 p.m.

To sponsor this event or donate a
prize for our auction please contact
Heidi Fendos at heidi@fendospr.com

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.](#)

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