



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.

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.

- Miranda Becker, Kerry
- Karina Henderson, Kane
Communications Group
- Marlaina Quintana, Hoffman York
- Vanessa Reza, Boelter + Lincoln
- Joseph Scialfa, Wisconsin Center
District

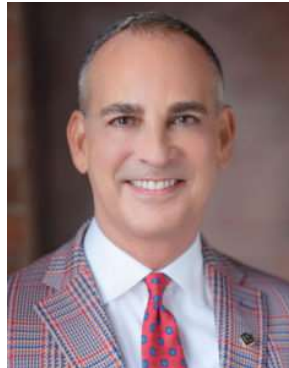
[Click here](#) for a full membership list.



VOLUNTEERS NEEDED FOR PRSSA

The four student chapters we sponsor are looking for volunteer guest speakers. Please email Heidi Fendos at heidi@fendosp.com if you would be willing to donate your time for

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

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 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

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

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.

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



To help busy PR and communications pros keep up with the potential impact of artificial intelligence (AI) tools, PRSA recently launched this page of resources. Some of this content is

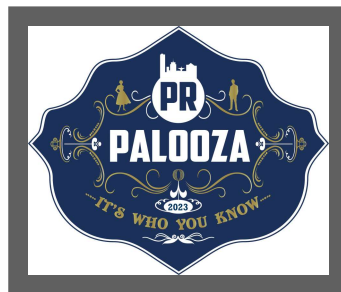
to managing crisis situations, and how to provide effective counsel to leadership when it's needed most. This event, which is co-sponsored by Marquette University PRSSA, will benefit attendees of all experience levels, from long-time PR leaders and emerging professionals, to students.

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

well as many other benefits) by becoming a member. Join PRSA today >> <https://bit.ly/3iMhPjd>

PRSA is proud to celebrate

Ethics Month



Join PRSA in celebrating Ethics Month this September. [Visit this special Ethics Month landing page](#) to discover a wide array of informative resources and programs.



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**,

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.

Special thanks to our sponsors!

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

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**

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

NATIONAL PROFESSIONAL DEVELOPMENT:

- **Sept. 19:** [What's New in AP Style \(2023\)](#)
- **Sept. 26:** [Critical Conversations: Saying What Needs To Be Said](#)
- **Sept. 26:** [Journey to APR: Student Certificate in Principles of Public Relations Roundtable](#)
- **Oct. 5:** [Best Practices for Writing Leads](#)
- **Oct. 26:** [Five Ways To Integrate Cultural Strategy Into PR Plans](#)
- **Wednesdays, Nov. 1–Dec. 6:** [Executive Leadership Certificate Program](#)
- **Dec. 4, 6, 7:** [Pemberton Mapping to Organic Revenue Expansion \(MORE\) Workshop.](#)

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

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- [co-located with ICON 2023](#)
- [Nov. 1-2: 2023 Association/Nonprofit Section Conference](#)

DISTRICT CONFERENCES:

- [September 20-22: PRSA Midwest District Conference](#)



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