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### UPCOMING EVENTS:

#### January 24: The AI in PR Outlook in 2024

Artificial Intelligence remains a hot media topic. But what does our future with AI look like and how will it change the way we as PR professionals work? Join Troy Alfke, Hoffman York Strategy Director, as he walks through the history, current and future state of AI. He'll share what marketers need to know about AI and his predictions on how it will change the marketing landscape.

### 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.

- Frances Lee Flores, Major League Baseball

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

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### PRSA Southeastern Wisconsin Elects 2024 Leaders:

The board is comprised of local PR and communications professionals and include:

President: Angela Hersil  
Past President/Paragon Chair: Dave Racine  
Treasurer/President-Elect: Jackie Gozdowiak  
Secretary: Amy Freeze  
Membership Chair: Kaitlyn Backe  
Director at Large-Marketing: Brian Knox  
Director at Large-Midwest District: Josh Anderson  
Director at Large-Palooza: Marlaina Quintana  
Director at Large: Rachael Glaszcz  
Assembly Delegate: Tammy Belton-Davis  
Ethics/APR: Ann Knabe, APR & Michael Pflughoeft, APR, Fellow  
PRSSA Liaison: Heidi Fendos

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PRSA is looking for ideas for our programming



With 18 years in the industry, Troy brings extensive experience helping brands

of all shapes and sizes find their identity, launch new products, and develop strategies to connect better with their customers. With AI at the forefront, Troy immersed himself in this exciting world and has become a knowledgeable thought leader on the topic, advising clients and agency teams on how it can improve processes and help deliver better results.

Event will take place at Hoffman York, 200 N. Water Street, Milwaukee, WI, from 4:30 p.m. networking and 5 p.m. program will start.

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

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on? Please email your ideas to Angela at [Angela.Hersil@Zurn.com](mailto:Angela.Hersil@Zurn.com)

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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 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](mailto:Ann.Knabe@bvk.com) or Michael Pflughoeft, APR, Fellow at [michael.pflughoeft@bvk.com](mailto:michael.pflughoeft@bvk.com).

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### Spotlight Your Best Work in the 2024 Anvil Awards Program

Submissions are now being accepted for PRSA's prestigious [Anvil Awards](#) Program! **Enter by Jan. 18, 2024 and save up to \$400 on entry fees.**



**ICON 2024 Save the Date - Oct. 15-17, 2024, Anaheim, Calif.**

**Take advantage of our Early Saver Rate available ONLY through Dec. 31, 2023.**

It's the lowest rate that will ever be offered for this highly regarded annual Conference! Prospects who are registered for ICON will appear in the list along with their current National Membership Status. Please feel free to reach out to ICON attendees in your area and encourage them to join your local Chapter.

[Register Today!](#)

### NATIONAL PROFESSIONAL DEVELOPMENT

- **Jan. 25:** Webinar: [Future Watch 2024: Key Trends and Events Public Relations](#)

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