

Southeastern Wisconsin Chapter PRSA



Dear PRSA Southeastern Wisconsin chapter members,

Hoping everyone is enjoying the holiday season with family and friends! As we refresh and recharge for the New Year,

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



PRSA is looking for ideas for our programming for 2024. What would you like to see us do a seminar on? Please email your ideas to Angela

at Angela.Hersil@Zurn.com

APR is a Differentiator

great team of new and current board members. A special thanks to Dave Racine of Punch PR and others on the board for successfully leading our organization in 2023! In the coming year, we look forward to continuing the great events you've come to expect that celebrate our region's work and profession, including inspirational speakers on topics of interest.

Thank you again for the opportunity to lead our chapter and please encourage others in the PR community to join our wonderful organization. Lots more to come in 2024!

Angela Hersil
PRSA SE WI Chapter President

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



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.



Spotlight Your Best Work in the 2024 Anvil Awards Program

Submissions are now being accepted for PRSA's prestigious [Anvil Awards](#) Program!

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.



Troy Alfke: 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.](#)



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.

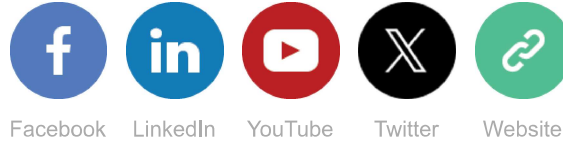
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