

Southeastern Wisconsin Chapter PRSA



Happy New Year's week everyone!

It's time to review/respond to emails, voicemails and get our clients and projects on track for 2024. Wishing everyone the positive energy and

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

about encouraging those in your individual PR and communications' spheres of influence to join the PRSA Southeastern Wisconsin chapter if they have not already? Lots of professional opportunities await in the year ahead! <https://www.prsa.org/membership/>

Plus, don't forget to register for some of our great upcoming events in 2024!

Thanks,

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 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



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.



The [Anvil Awards](#) is excited to announce that the PRSA Honors and Awards Committee and PRSA Awards staff will be available on **Jan. 11**

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](#).

participating in this esteemed Awards Program. This valuable feedback can help strengthen your Anvil entries.

Don't miss this opportunity that will enable you to submit a concise and competitive entry.

[Register Today!](#)

Deadline Notice: [Enter by Jan. 18](#) and save up to \$400 on entry fees.

Please Note: Regular Entry Deadline is **Feb. 1**, and Late Entry Deadline is **Feb. 15**.



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

Plan NOW for [ICON 2024](#) — this highly regarded annual Conference is a must-attend for PR and Communication professionals.

[Register for ICON 2024 today!](#)

NATIONAL PROFESSIONAL DEVELOPMENT:

- **Jan. 9: Webinar, [College of Fellows: How to Apply](#).** Hosted by the College of Fellows.

[Legacy](#). The Dr. Martin Luther King Jr. Holiday is an official day of service and celebrates the civil rights leader's legacy and life. Hosted by the PRSA Black Voices Affinity Group, join us as we come together to build community and honor his legacy of living in a more just and equitable society. Paid registration for nonmembers includes the live webinar and video playback for one month. [Register Today!](#)

- **Jan. 11: Webinar, [Let Ann Wylie Help You Write Your Message!](#)** *A live-editing session presented by Ann Wylie, president, Wylie Communications.*
- **Jan. 25: [Future Watch 2024: Key Trends and Events Public Relations Practitioners Should Have on Their Radar in the Coming Year.](#)** *Presented by Stephen Dupont, APR, Fellow PRSA, vice president, public relations, Pocket Hercules.*



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