

Southeastern Wisconsin Chapter PRSA

To all of our members throughout southeastern Wisconsin, congratulations! We made it through a week that started with one snowstorm and is ending with an even bigger one, plus some arctic cold to follow! Thankfully, we are all a hearty bunch here in Wisconsin and I know many of you have been working diligently to help your companies and clients communicate around the challenges big weather events like these often create. Whether you are at work, working from home, or simply have the day

PRSA Southeastern Wisconsin

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

weather as well. Also, don't forget to register for our upcoming program on Artificial Intelligence and Public Relations on January 24th. More on that below.

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 marketers need to know about AI and his predictions on how it will change the marketing landscape.

Troy Alfke: With 18 years in the



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.



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



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.

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. 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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