



Happy Friday Everyone!

Our chapter continues to grow! This week we welcome Andrea Kozek at ASQ to our membership. Congrats Andrea!

If members are looking for an opportunity to introduce others to our organization, or just want to make sure they are plugged into hot topics relevant to PR, consider inviting them to an upcoming professional program. Next week, PRSA SE WI will look at how AI will be influencing

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.

- Andrea Kozek, ASQ

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

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

take us on a deep dive into the popular topic Wednesday, Jan. 24th at his agency's offices on Water Street. Check out the details below and register here

<https://www.prsawis.org/event/the-ai-in-pr-outlook-in-2024/>

Have a great weekend everyone!

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



on? Please email your ideas to Angela at Angela.Hersil@Zurn.com

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.

**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](#).



Big opportunity for your project(s) to shine nationally at the 2024 PRSA Anvil Awards! Regular entry deadline Feb. 1, final deadline Feb. 15. Provide submissions here: https://www.prsa.org/conferences-and-awards/awards/anvil-awards?_zs=bRd6m&_zl=QNSn2#home



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,

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