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Happy Friday Everyone!

We are all smarter this week thanks to PRSA SE WI's presentation on AI's impact in 2024 and where we are headed next!

### 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.

- Analiese Hudson, Alto-Shaam

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

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### 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

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PRSA is looking for ideas for our programming



Thanks to Troy Alfke, Hoffman York Strategy Director for the insightful information and hosting Thursday's event! A great discussion and attendance. Troy also shared a helpful guide from our national PRSA website entitled *Promise & Pitfalls: The Ethical Use of AI for PR Practitioners*. You can download it here [https://www.prsa.org/docs/default-source/about/ethics/ethicaluseofai.pdf?sfvrsn=5d02139f\\_2](https://www.prsa.org/docs/default-source/about/ethics/ethicaluseofai.pdf?sfvrsn=5d02139f_2)

Also, we welcomed another new member to our chapter this week, Analiese Hudson with Alto-Shaam!

Stay tuned for more great programming announcements and coming soon, details on Paragon Awards 2024!

Angela Hersil, MBA, APR



on? Please email your ideas to Angela at [Angela.Hersil@Zurn.com](mailto: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](mailto:Ann.Knabe@bvk.com) or Michael Pflughoeft, APR, Fellow at [michael.pflughoeft@bvk.com](mailto:michael.pflughoeft@bvk.com).



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](https://www.prsa.org/conferences-and-awards/awards/anvil-awards?_zs=bRd6m&_zl=QNSn2#home)



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