

Southeastern Wisconsin Chapter PRSA



Barry Reeger/AP



Jovanny Hernandez/Milwaukee Journal Sentinel

Hi Everyone,

Some hopeful news to start our first weekend in February as Pennsylvania's groundhog [Punxsutawney Phil](#) did not see his shadow today, nor did the Milwaukee County Zoo [penguins](#)! For those who believe, that means we can look forward to an early spring and warmer temperatures just around the corner!

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.

- Rachel Frye, Wellpoint Care Network

[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

forward to it as well. I'm meeting with our board members individually discussing new ideas and ways to build upon all of our past successes in 2024. I'd love to hear your thoughts at prsasewi@gmail.com.

Also, sending out congratulations to our newest PRSA SE WI member Rachel Frye with Wellpoint Care Network!

Plus, mark your calendars now for **February 28th at 3pm** for a behind the scenes tour of the Milwaukee Journal Sentinel! Led by award-winning and veteran photojournalist Mike DeSisti, this will be an event not to be missed. More information below and be sure to sign up as this one will fill up quickly!

Thanks and have a great weekend!

Angela Hersil, MBA, APR
President, PRSA Southeastern Wisconsin Chapter

UPCOMING EVENTS:

February 28: Inside the Milwaukee Journal Sentinel



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.

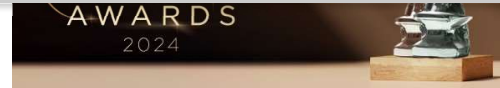


go inside the Milwaukee Journal Sentinel. See the newsroom on a tour showing off the Journal Sentinel offices with a few amazing pieces of

Milwaukee history along the way. This afternoon event will provide an inside look at the amazing and award-winning journalism from this renowned news organization, led by distinguished photojournalist Mike De Sisti.

Tour will take place at 330 E. Kilbourn Ave. Meet in the Lobby at 3:00 p.m. sharp. Followed by socializing after the tour at the Newsroom Pub at 4:30 p.m. (137 E. Wells St.).

For more information or to register [click here](#).



Big opportunity for your project(s) to shine nationally at the 2024 PRSA Anvil Awards! 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.

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