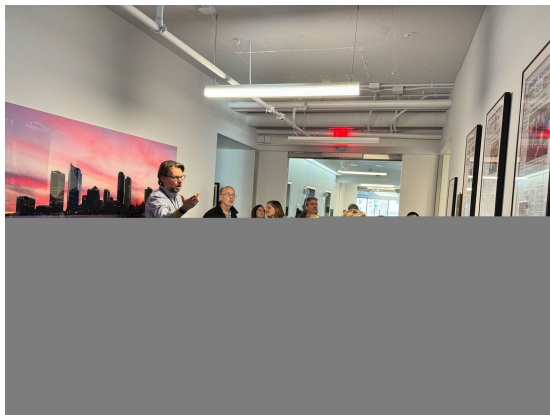


Southeastern Wisconsin Chapter PRSA

Happy March 1st Everyone!

EXTRA EXTRA - READ ALL ABOUT IT!



What a great turnout of PRSA members

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.

- Margaret Naczek, Punch PR
- Jake Prinsen, Nelson Schmidt
- Madeline Prokop, Nelson Schmidt

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

Let Us Help You Promote Your Internships

If your organization is looking for an intern, let us know and we will add it to our website. Please send the info to prsasewi@gmail.com. Internships can be added throughout the year. We simply ask you also let us know when a position has been filled so we can remove it from the site.



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

guide and photojournalist Mike De Sisti offered an informative blend of high tech and history all in one spot. Thanks to Mike and all the reporters who welcomed us into their offices on Kilbourn Avenue!

New members alert!

We are proud to welcome three new pros to PRSA SE WI this week! Please reach out to each and say hello by connecting on LinkedIn:

Margaret Naczek – Punch PR -

<https://www.linkedin.com/in/margaret-naczek-824701b3/>

Jake Prinsen – Nelson Schmidt -

<https://www.linkedin.com/in/jake-prinsen-30675a104/>

Madeline Prokop – Nelson Schmidt -

<https://www.linkedin.com/in/madeline-prokop-030b22162/>

Want to try some yummy empanadas while catching up with your PR friends in the chapter? Register for the **March 21 - Spring Social at La Masa Empanada Bar. Plus, don't forget the Paragon Awards entries are due for submission by March 22.**

Have a nice weekend everyone!



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.

President, PRSA Southeastern
Wisconsin Chapter



CALL FOR ENTRIES: 2024 Paragon Awards



PRSA Southeastern Wisconsin is calling for 2024 Paragon Award submissions now through **Friday, March 22nd, 2024, 5 p.m.**

PRSA Southeastern Wisconsin Chapter members or non-members are encouraged to submit their PR campaigns or campaign tactics in the annual Paragon Awards competition. Entries are for work conducted and developed by a Wisconsin-based organization and most of the project must have been implemented between Jan. 1 and Dec. 31, 2023.

Visit our [call for entries page](#) to submit your nominations.

UPCOMING EVENTS:

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!](#)



Join us for networking and empanadas at La Masa Empanada Bar on Brady Street! In this relaxed, spring

social gathering, we'll be serving up platters of house-made empanadas for you to enjoy while networking with other communications professionals in Southeastern Wisconsin.

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

April 10: Building Public Trust Around Sustainable Practices: How WM is Creating Approachable Content Focused on Sustainability



As a household name, WM is the world's largest waste management provider, but few people know their

driving mission of creating a more sustainable tomorrow. Hear from **Andrew Rojahn**, WM's manager of

personal stories that make WM one of the leaders in sustainability.

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

October 8: Unconscious Bias – Knowing What You Don't Know with Judge Derek Mosley



Unconscious Bias is a learned stereotype that is automatic, unintentional, deeply ingrained,

universal, and able to influence behavior. Unconscious bias seeps into decisions that affect recruitment, retention, hiring, access to healthcare, banking, housing, education, the justice system, providing services, interpersonal interactions, and outcomes in ways that can disadvantage both individuals and groups of people. We all have some form of unconscious bias, and the key is to recognize that we have it and employ techniques to mitigate it.

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