



Hi Everyone,

It's official, our chapter now has an Instagram page! You can find us at https://www.instagram.com/prsa_sewisconsin/ and our username is **@prsa_sewisconsin**. Please follow us and share! A special shout out to Joette Richards and Kaitlyn Backe for making this happen!

In addition, we welcomed two new members to PRSA SE WI this week! Please connect on LinkedIn with **Lizbeth Rincon, BVK, Account Supervisor** <https://www.linkedin.com/in/liz-rincon-moss/>

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.

- Mark Feldmann, Milwaukee Area Technical College
- Lizbeth Rincon, BVK

[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

<https://www.linkedin.com/in/mark-feldmann-67521923/> and say hello!

Have a great weekend!

Angela Hersil, MBA, APR
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.



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.

UPCOMING EVENTS:

March 21: Spring Social at La Masa Empanada Bar



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 social



Women's History Month

Join us as we celebrate **Women's History Month**. This year's theme is "Women Who Advocate for Equity, Diversity and Inclusion." It's especially applicable for communications and PR professionals.

[Click here to see specially curated resources in honor of Women's History Month.](#)



Deadline Approaching to Submit Your Speaking Proposals for ICON 2024

Share your insights and experiences with your PR and communications peers by submitting a presentation proposal for ICON 2024. **The deadline to submit a proposal is March 13.** [Submit Here](#).

ICON 2024: 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.



tell the brand and 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.

STRATEGIES & TACTICS



The March issue of [Strategies & Tactics](#), PRSA's award-winning publication, focuses on **Employee Engagement**.

Highlights from this issue include:

- [Keys for navigating mergers and acquisitions](#)
- [Considerations for CEOs speaking out on social issues](#)
- [Steps for following up after job interviews](#)
- [Tips for handling group presentations](#)

View our online edition [here](#).

Find our flipbook [here](#).

Save the Date for the March edition of *Strategies & Tactics Live on LinkedIn*, taking place on March 14 at 1 p.m. ET

[Subscribe](#)

[Past Issues](#)

[Translate](#) ▼

[RSS](#)



[Facebook](#) [LinkedIn](#) [YouTube](#) [Twitter](#) [Website](#)

*Copyright © 2023 PRSA, All rights reserved.
PRSA SE WI Chapter · Milwaukee, WI · USA*

This email was sent to <<Email Address>>

[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)

MPC · 217 Crooked Stick Pass · North Prairie, WI 53153 · USA

