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Hope everyone is looking forward to a great May weekend!

A special thanks to all who registered for our 2024 PRSA Paragon Awards next Thursday! We'll have a great crowd to celebrate our chapter's best work from 2023 and we look forward to a fun evening in Mequon at Foxtown Station!

Also, don't forget whether you are attending or not, we are encouraging members to donate diapers and wipes to benefit the Milwaukee Diaper Mission (this year's Communicators of the Year) by bringing supplies to the event or through a cash donation online at <https://www.milwaukeediapermission.org/>.

#### **New members alert!**

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

#### **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.

- **Jason Gantner**, Nelson Schmidt
- **Dan Nelson**, Nelson Schmidt
- **Shelly Schumacher**, Nelson Schmidt

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



#### **May Is AAPI Month**

Help foster awareness of **Asian American and Pacific Islander (AAPI) Heritage**

**Jason Gantner**, Nelson Schmidt -

<https://www.linkedin.com/in/jason-gantner-6334a0171/>

**Dan Nelson**, Nelson Schmidt -

<https://www.linkedin.com/in/nelie/>

**Shelly Schumacher**, Nelson Schmidt -

<https://www.linkedin.com/in/shellyschumacher/>

And finally for our members curious about the APR exam, did you know you can now take an Online Practice Exam?

It's true! Check it out here: [APR practice exam](#). Developed by the Universal Accreditation Board, this practice test covers the knowledge, skills, and abilities needed to prepare you for the Accreditation in Public Relations (APR) examination. The 20 test items include the rationale for each answer. The practice exam is \$35 for PRSA members and \$145 for nonmembers.

You can access the material 14 days from the date of purchase. Learn more about the APR at [www.praccreditation.org](http://www.praccreditation.org). And if you have questions about the APR process and how to start your journey or want a local study buddy or mentor, please contact [Ann.Knabe@bvk.com](mailto:Ann.Knabe@bvk.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).

#### Let Us Help You Promote Your Internships

If your organization is looking for an intern,

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

### UPCOMING EVENTS:

#### May 23: Paragon Awards Banquet



Join your friends and  
 colleagues at the 2024  
 Paragon Awards!

The 2024 Paragon  
 Awards will be held on  
 Thursday, May 23, at the

[Foxtown Station in Mequon](#), starting at 4:30  
 p.m. with the award program to begin at 5:00  
 p.m. A buffet-style dinner will be served at  
 6:00 p.m. with a cash bar serving until 7:30  
 p.m.

For more information [click here](#).

#### July 25: Summer Social: Yappy Hour



[prsasewi@gmail.com](mailto: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. What  
 would you like to see us  
 do a seminar on?  
 Please email your ideas

to Angela at [Angela.Hersil@Zurn.com](mailto:Angela.Hersil@Zurn.com)

**ICON**  
 2024  
 ANAHEIM, CALIF.  
 OCT. 15-17

KEYNOTE SPEAKER

**Crystal Washington**  
 Technology Trends Expert and a Forbes 50 Leading Female Futurist

#### Second Keynote Speaker Announced for ICON 2024

**Crystal Washington**, a technology trends  
 expert and one of *Forbes'* 50 Leading  
 Female Futurists, has joined the [ICON  
 2024](#) keynote speaker lineup. This

no dogs required to have fun! You are welcome to bring your dog(s) or enjoy meeting and mingling with the four-legged friends of others.

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

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### September 12: Leveraging Earned Media to Enhance a Destination's Reputation: How BVK Built a Well-Oiled Influencer and Press Trip Strategy for West Virginia Tourism



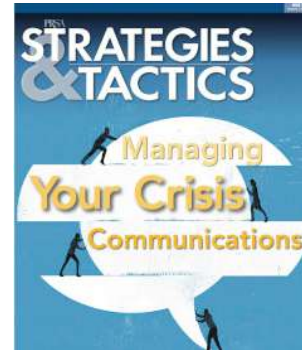
To increase awareness of what the state had to offer visitors and ultimately drive visitation to The Mountain State, BVK launched a hyper-focused, multi-faceted four-season individual press trip program and an always-on influencer marketing campaign. During this session they will dive into real-life contract examples, discuss how to leverage the most from creators, work with freelancers, and how to both evaluate and show the true value of

Good Morning America Saturday and Sunday. Register now!

[Register for ICON 2024 today!](#)

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### STRATEGIES & TACTICS



The May 2024 issue of [Strategies & Tactics](#), PRSA's award-winning publication, focuses on **crisis**

communications.

Highlights from this issue include:

- [Steps for navigating the first hour of a crisis](#)
- [Addressing ageism in the workplace](#)
- [A Q&A with the Salvation Army's Jennifer Byrd](#)

View our online edition [here](#).

Find our flipbook [here](#).

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

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### **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.

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

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