



Hi Everyone,

Happy last day of May! Schools are either out or headed in that direction and a big congrats to all those celebrating graduations! As we continue in the afterglow of the Paragons and working hard for all our companies, organizations and clients, just a reminder to take some time this summer to have fun.

With that in mind, we've decided to do something new for PRSA in July! Consider it a warm, fuzzy way to have a summer social with a **Yappy Hour!** 😊

This event is for everyone who loves a new experience and all our chapter dog owners and dog lovers! Bring your colleagues, plus your favorite pugs, poodles, puppies and more to enjoy some good food, drinks and door prizes at **The Hounds & Tap - Tavern & Dog Park, W175 N5645 Technology**



May Is AAPI Month

Help foster awareness of **Asian American and Pacific Islander (AAPI) Heritage Month**. Here is a [link](#) to PRSA's specially curated resources.



Yappy Hour will be on **Thursday, July 25th from 4 p.m. until 6:30 p.m.** This will be a really fun experience and hope to see all of you there! Registration info and details are below.

Thanks and have a great weekend everyone!

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

UPCOMING EVENTS:

July 25: Summer Social: Yappy Hour



We invite you to join PRSA Southeastern Wisconsin for this post-work YAPPY HOUR —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.

What do 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.

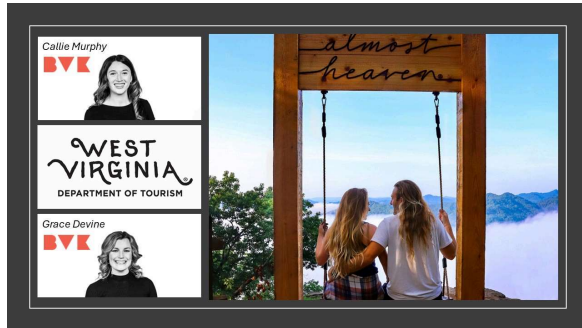
Let Us Help You Promote Your Internships

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. What would you like to see us do a seminar on? Please email your ideas

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 these dynamic partnerships.

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



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 Conference also features **Gio Benitez**, an award-winning journalist and co-anchor of "Good Morning America" Saturday and Sunday. Register now!

[Register for ICON 2024 today!](#)

STRATEGIES & TACTICS

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

Highlights from this issue include:

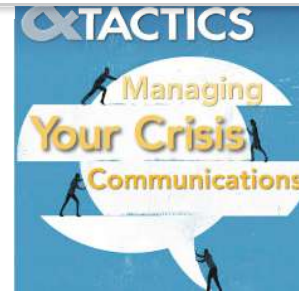
Mosley



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](#).



[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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