



Ok, not exactly...but close because we are all about to receive free access to some of the coolest professional badges around that will in turn help you refresh your email signatures, websites, LinkedIn and other social pages!

We are proud to present to you the brand new PRSA SE WI membership badges! Colorful, professional and the perfect add-on to your branding. Let your clients, companies, organizations and colleagues know you carry the incredible power of PRSA with you in whatever you do, committed to the highest ethical and professional standards in the industry. Now, all of us literally have a badge of approval that will help make our work and membership truly stand out from the rest!

You can download your badges for free by logging into your [MyPRSA](#) account under the "Members Only" section.

Hopefully you will find a variety of uses for this new logo'd opportunity to leverage your professional membership even further. It is a great idea gifted to us by our national PRSA. Let's use it wherever we can!

Have a great weekend everyone!

Angela Hersil, MBA, APR



LGBTQ+ Pride Month

Each June, PRSA joins in celebrating **LGBTQ+ Pride Month**. Here is a [link](#) to PRSA's specially curated resources.



Chapter Member Badges Now Available!

We are pleased to share the launch of PRSA Chapter member badges. Members can access the Chapter Badges and Logos by logging into [MyPRSA](#) and navigating to the "Members Only" section.

Any issues or questions please contact Joette at prsasewi@gmail.com.

UPCOMING EVENTS:

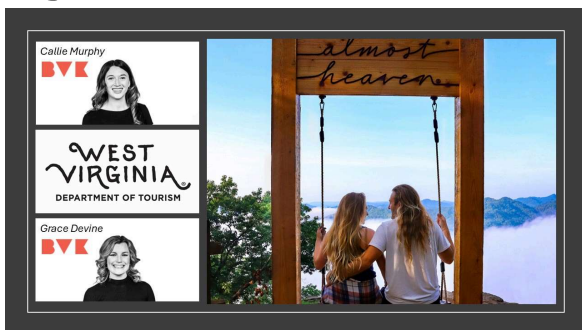
July 25: Summer Social: Yappy Hour



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.

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

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



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@bvkc.com or Michael Pflughoeft, APR, Fellow at michael.pflughoeft@bvkc.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 to Angela at Angela.Hersil@Zurn.com

evaluate and show the true value of these dynamic partnerships.

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.

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

It's Time to Make Your ICON Plans!

Crystal Washington, a technology trends expert and one of *Forbes'* 50 Leading Female Futurists, is a timely addition to the keynote speaker lineup for [ICON 2024](#), taking place Oct. 15-17 in Anaheim, Calif. This Conference also features **Gio Benitez**, an award-winning journalist and co-anchor of “Good Morning America” Saturday and Sunday. The **discounted Saver Rate expires Sept. 6** so it's not too early to encourage members to [register](#) and start [planning their trip to California!](#)

[Register for ICON 2024 today!](#)



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