



As we usher in Summer, let's welcome two new members to our PRSA SE WI chapter!

Joseph Trovato, Milwaukee VA Milwaukee Health Care System Director of Public Affairs <https://www.linkedin.com/in/joe-trovato-85ab886a/> and colleague Katie Eggers, Milwaukee VA Milwaukee Health Care System. Congratulations on becoming members and we hope to see you both at one of our upcoming events highlighted on this page!

Speaking of programming, it's time to SAVE THE DATE for one of our biggest nights of the year, the **PR Palooza Networking Event** now scheduled for **Thursday, November 21!** Expect a night of socializing, food, drinks and great auction items to bid on as PR pros, colleagues and friends join together. We will be unveiling an exciting new location soon so stay tuned for more event details, and we look forward to seeing you there!

Have a great weekend everyone!

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

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.

- **Katie Eggers**, Milwaukee VA HCS
- **Joseph Trovato**, Milwaukee VA HCS

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



LGBTQ+ Pride Month

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



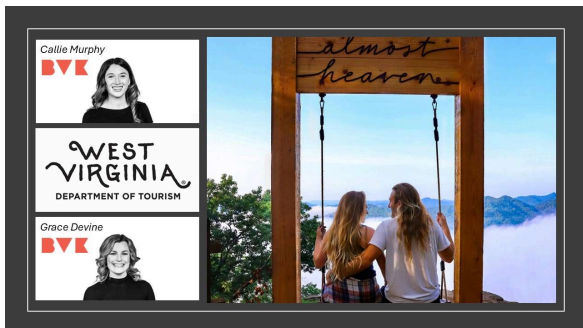
July 25: Summer Social: Yappy Hour



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 how to leverage the most from creators, work with freelancers, and how to both evaluate and show the true value of these

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.



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 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?

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](#).



at Angela.Hersli@Zurn.com

ICON 2024
ANAHEIM, CALIF.
OCT. 15-17

KEYNOTE SPEAKER

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

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KEYNOTE SPEAKER

Gio Benitez
Co-Ancor, "Good Morning America" Saturday and Sunday

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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