



Remember those words when you first joined our local chapter of PRSA? The pride you felt and feel in being part of something special with professionals in communications and public relations throughout the entire southeastern Wisconsin region.

We are incredibly blessed to have around 120 members who call our chapter home! You are making it a vibrant place to learn more about the profession through our creative programming and guest speakers; by networking with others in the industry on all levels; finding out the latest buzz in the PR community and sharing in the recognition of great award-winning work for your clients, companies and organizations each year. Professional development and resources are plentiful, as are job postings for those seeking jobs in the industry. Some of you have also raised the bar of your professional status by pursuing APR accreditation with chapter assistance. Your professional membership is valuable and we value you!

If you're a member – we cannot thank you enough for being here and continuing to do so as our chapter gets bigger and improves in the years to come. We also welcome your input in doing that! And if you know someone new to this incredible business we love, please share the importance of having them join PRSA SE WI as well by going to <https://www.prsawis.org/membership/benefits/>.

### 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.



Chapter Member Badges Now Available!

Thanks everyone,

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

## UPCOMING EVENTS:

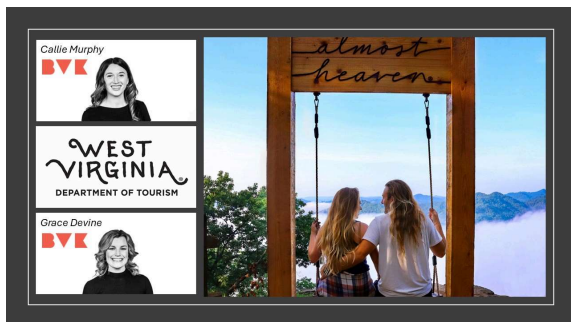
### July 25: Summer Social: Yappy Hour



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.

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

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](mailto: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](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, let us know and we will add it to our website. Please send the info to [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

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](#).

### 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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