



Southeastern  
Wisconsin Chapter

Hi Everyone,

Hope you are having an amazing July 4<sup>th</sup> holiday weekend! As we are now officially in the dog days of summer, what better way to promote our upcoming YAPPY HOUR!

Registration is still open for our July 25<sup>th</sup> event from 4pm-6:30pm at The Hounds & Tap / Tavern & Dog Park at W175N5645 Technology Drive in Menomonee Falls! Come out for the food, pet-friendly door prizes and plenty of fun!

Bring your favorite pup (kids 16+ welcome too) to have a great time! Now, we'll stop hounding you, but please plan to get your doggies rolling out to the Falls! It's not ruff at all, just [click here!](#)

Wishing everyone safe and happy travels over the holidays!

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

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#### UPCOMING EVENTS:

**July 25: Summer Social: Yappy Hour**

#### PRSA

#### Brand-New: Member Benefits Savings Guide

To help you keep up with the many benefits of belonging to PRSA, check out this just-published resource: your [Member Benefits Savings Guide](#). In addition, by spotlighting your savings, it also demonstrates how truly cost-effective your investment in a PRSA membership is.



#### 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](mailto:prsasewi@gmail.com).



#### APR is a Differentiator

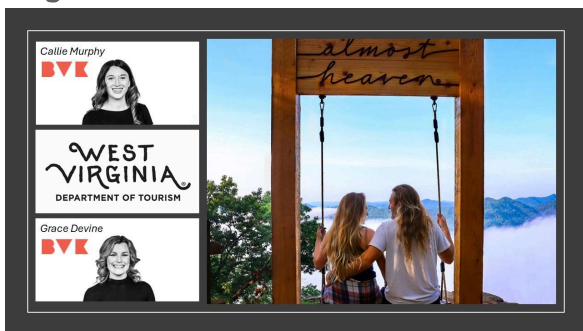
What do 23 PR practitioners in Southeastern Wisconsin have in common that other



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 dynamic partnerships.

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).

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

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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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### It's Time to Make Your ICON Plans!

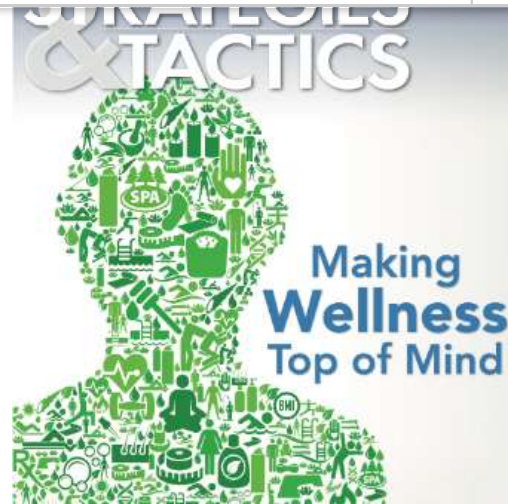
The [ICON 2024 agenda](#) has now been posted, showcasing the wide range of professional development options that will be offered at this always-popular Conference, taking place **Oct. 15-17** in **Anaheim, Calif.** at the **Anaheim Marriott**.

In addition to all these breakout session presenters, ICON 2024 will also feature two outstanding keynote speakers:

- **Crystal Washington**, a technology trends expert and one of the Forbes 50 Leading Female Futurists
- **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 time to encourage members to [register](#) and start [planning their trip to California!](#)

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### Summer Reading

The June-July issue of [Strategies & Tactics](#), PRSA's award-winning publication, looks at **Culture & Well-Being**.

Highlights from this issue include:

- [Tips for working with reporters today](#)
- [Tactics for tackling ageism as a job seeker](#)
- [Ideas to combat stress and enhance well-being](#)
- [Insights on what employees need to thrive](#)
- [Celebrating Anvil Award recipients](#)

[View the online edition here](#)

[Find our flipbook here](#)



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