



When it comes to connecting communications professionals,
only one organization stands apart.

Southeastern Wisconsin

PRSA
Public
Relations
Society of
America

mission



With the vision to unify, strengthen and advance the profession of public relations, the Southeastern Wisconsin Chapter of PRSA has established itself as the pre-eminent organization that builds value, demand and understanding for public relations. Our goal is to empower our members to realize their full professional potential.

of



WHO WE ARE. PRSA Southeastern Wisconsin was established more than 50 years ago by a few pioneering public relations professionals. Since then, the organization has flourished into a 300+ member organization and the pre-eminent forum to advance networking and educational opportunities for communications professionals in our community. We are one of the most active chapters of the Public Relations Society of America, with numerous events and programs that help members connect and further their professional skills.

WHY JOIN? Whether you're a recent grad looking to expand your contacts or a seasoned pro looking to expand your talent pool, PRSA Southeastern Wisconsin will help you connect with the right people. We offer endless opportunities to network with communications professionals from diverse backgrounds and experience levels.

At PRSA Southeastern Wisconsin meetings, you'll have the opportunity to hear different ideas and fresh approaches from top-notch professionals both locally and nationally. From agencies that specialize in agricultural products and corporations that focus on manufacturing to non-profits furthering a health-related cause, PRSA Southeastern Wisconsin is representative of the broad variety of business and industry located in the metro Milwaukee area.

PRSA

benefits



- ① **Network at monthly luncheon meetings.** Stay in touch with your peers and keep abreast of the latest developments in the profession by attending these metro-Milwaukee area meetings at reduced rates.
- ② **Gain recognition at the Paragon Awards.** Receive kudos for excellence in your work at the annual Paragon Awards program held in Milwaukee.
- ③ **Earn your APR.** Underscore your value to your organization by earning PRSA's accreditation designation.

- ④ **Grow through professional development seminars.** Continue developing your skills in a variety of areas by attending our local professional development seminars at reduced rates. In addition, receive discounts for national PRSA professional study courses and conferences.
- ⑤ **Stay informed with PRSA publications.** Receive insightful information on local and national public relations events, strategies and tactics through several publications: *Innercom*, *Public Relations Strategist* and *Public Relations Tactics*.



- 6 Find the right job through the Job Bank.** Get online access to local and national job postings and career links.
- 7 Take advantage of leadership opportunities.** Demonstrate and sharpen your skills by serving on one of several chapter committees, or help steer the organization by being a national delegate or serving on the chapter and national boards.
- 8 Gain access to member information.** Get online access to contact information for your PRSA colleagues.

- 9 Help further the profession by adopting the Code of Ethics.** Build and protect a reputation of public relations excellence, trust and performance for our profession by abiding by an ethical code of conduct.
- 10 Access national PRSA resources.** Tap into the powerful reserve of national PRSA's resources, including publications, research services and vendor discounts.



1947

• National PRSA forms

1951



• Greta Murphy, APR, PRSA Fellow, past chapter president, co-founds the Southeastern Wisconsin Chapter

• “We built a very good chapter, and it remains so today. It has always been a leader.”

• “The reward of achieving APR accreditation made the long hours of study and a long day of tests well worth the effort.”

Carolyn Bellin, APR, past chapter president and non-profit director, joins PRSA

1981



1982

• Chapter establishes Dorothy Thomas Black Memorial Award for outstanding individual performance in public relations

1983

• Chapter establishes Paragon Awards to honor creative and strategic excellence of public relations professionals

“PRSA monthly gatherings allow me to stay up-to-date with industry practices and trends.”

Dan Burkee, agency account executive, joins PRSA

1987



“Membership in the Southeastern Wisconsin Chapter is a good investment both for experienced public relations professionals as well as those in the early stages of their careers.”

Evan Zeppos, APR, past chapter president and agency principal, joins PRSA

1996



“PRSA monthly meetings let me exchange ideas and experiences, learn and laugh with colleagues in the profession.”

Karren Jeske, corporate director, joins PRSA

1999



2001

Chapter celebrates 50th anniversary

Southeastern Wisconsin



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I want to join **PRSA**
Public
Relations
Society of
America

Please send me a membership application kit.

Name: _____

Company: _____

Street Address: _____

City: _____

State: _____ Zip: _____

E-mail: _____

Phone: _____



PLEASE
AFFIX
POSTAGE

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