

SPREAD THE WORD

If you have any news or information to share with fellow PRSA members, let them read it in ...*innercom*.

Contact Ray Scroggins at Scroggins Associates, Ltd., P.O. Box 662, Watertown, WI 53094-0662. Telephone 920-261-7968 Fax 920-261-7986 E-mail: rscrogg@excepc.com

CALENDAR OF EVENTS

FEBRUARY 20

"An Issue of Convergence ... Does PR end where Investor Relations begins?" at Radisson Hotel on Highway 100

MARCH 18

Conference on Public Relations – breakfast, morning and luncheon sessions with Jim Lukazewski

APRIL 3 OR 10

(date to be confirmed)
"PR Rising" panel discussion on PR vs. Advertising at Italian Community Center

MAY

(date to be determined)
Paragon Awards

Check the Chapter's Web site (www.prsavis.org) for up-to-date information on these and future programs. **And don't forget that you can register on-line through the chapter Web site, using your credit card.**

NOTE: If your company affiliation, address, e-mail or telephone changes, notify Bluemound Executive Office Center at 225 Regency Court, Suite 200, Brookfield, WI 53045-6166, to be sure your directory listing remains up-to-date.

Futurist Asks "Where Do We Go From Here?"

By Enna Marie Grover, UWM PRSSA Secretary

The future is a concern of public relations professionals everywhere. Now, there's an effective way to take control of your future. The Nov. 26, PRSA meeting featured David Zach, futurist, who guided the audience through an innovating tour of the future of business, economics, education, society and technology.

Zach is one of only a few professionally trained U.S. futurists and has a master's degree in studies of the future from the University of Houston. His resources include books, magazines, newspapers, conversations and surfing the internet.

David Zach's professional suggestions:

- **The wealth is in the connection.** Our ability to connect people, things, and ideas, especially if we didn't think they were connectable, is the true source of wealth and innovation in the future.
- **Intelligent money.** Today's money knows where it has been and where it wants to go, so that no matter who and where you are, right now it wants you to buy something. Resistance is futile, you will be accumulating.
- **Just say know.** The Age of Information is really an Age of Knowledge. You no longer have a right to not be educated.
- **Pay attention.** Attention is our most valuable resource. So why do we just give it away?

- **Trust no one.** In this age of universal access to universal information, there are universal opportunities to deceive and be deceived. Protect the value of trust in a free society.
 - **The truth is out there.** There are no more secrets. Honesty, clarity, and forthright communication are the call of the day. Avoid the trivial, invest in wisdom.
 - **Principles.** Not all change is progress, nor is it all forward. If you can identify what doesn't have to change, life gets a lot more comfortable.
 - **Messages we send to the future.** How do we make the future safe not just for children, but for grandparents, too?
 - **Return to renaissance.** A 21st century renaissance is emerging, led by the learners, unafraid of the unknown, guided by principles and willing to do the right things to get there.
- In summary, Zach challenged everyone to think like a concierge. The attitude of a concierge is unmistakable: clean cut, formal attire, professional, graceful, helpful, experienced and knowledgeable. The concierge's main duty is to identify the attitudes of individuals and help them make connections based on their experienced assessments.

He said, "Thinking like a concierge will help you decipher the future." ●

We Energies Branding Explained

By: Erica Jaster, UWM PRSSA President

On Wednesday, Dec. 18, 2002, Laraine O'Brien spoke at the monthly PRSA luncheon concerning the branding efforts We Energies has taken over the past year.

O'Brien, manager of customer communications at We Energies, started out by explaining the goal of Wisconsin Electric and Wisconsin Gas was to create a "singular theme" by combining the two companies and removing the one state association. Some of their customers who lived in the upper peninsula of Michigan weren't happy that, as Michigan citizens, they were served by Wisconsin Electric and Wisconsin Gas.

The image We wanted to portray needed to include several characteristics: concerned, forward looking, helpful, reliable and a good service provider. The company wanted to define itself as a company with enthusiastic employees and energy you can count on. We wanted to project a contemporary, forward-looking image. The tagline, "today, tomorrow, together," was created to enhance the new logo, which now is an orange oval with a white, lowercase "we" inside, all thanks to Laughlin Constable. The new tagline and logo needed to portray that "We are something new and moving forward," O'Brien said.

Research for the project started back in January 2000 and wrapped-up in September 2001. Shortly after, all the necessary approvals and preparations were made and the roll out took place April 11-15, 2002. Three types of teams, Internal Roll Out Team, External Roll Out Team and Applications Team, were created to aid in the project's execution at 72 locations where the We employees work.

Simple billboards, print ads, TV and radio spots were created to help advertise the new image and name the companies would be going by. However, the two companies never changed their names legally. "We are still legally called Wisconsin Gas and Wisconsin Energies, but you're doing business with We," O'Brien explained.

For more information about We Energies, visit www.we-energies.com. Or e-mail Laraine O'Brien at laraine.obrien@we-energies.com with questions. ●

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PARAGON AWARDS ENTRIES DUE

Time is running out to get your entry in for the Southeastern Wisconsin Chapter of PRSA's Paragon Communications Awards. The awards program recognizes outstanding work in public relations, honors creative and strategic excellence and encourages a higher level of performance among public relations practitioners. The deadline to submit entries for the awards program is Monday, March 3, 2003. For more information on the awards program or to receive

an entry form, please go to our Web site at www.prsawis.org or contact Eric Vallee at 414-227-1448.

Also, don't forget to send your nominations for the Paragon Communicator Award and the Dorothy Thomas Black Award. The Paragon Communicator Award is presented annually to a business, community, or religious leader who has effectively employed public relations principals and practices in the heading of a business or community issue.

The Dorothy Thomas Black Award recognizes sustained, superior performance in public relations, typically rewarding the lifetime achievement of a public relations professional who is a member of the Southeastern Wisconsin Chapter of PRSA. Send a brief letter nominating a candidate for either award by March 1 to Paul Daniel, Marketing Director, Laacke & Joys, 1433 N. Water St., Milwaukee, WI 53202.

Call Paul with any questions at 414-271-7885.

NEW CHAPTER MEMBERS

Please welcome the following new members: **Robert Higgins**, VP, Communications, Marketing and Membership, Zoological Society of Milwaukee; **Anna Baxter Kirk**, Marketing Manager, Eppstein Uhen Architects; **Briena Romanshek**, Public Relations Manager, Lutheran Social Services of Wisconsin & Upper Michigan; **Albert Smith**, Account Representative, Bowling, Inc.; **Joseph Sucharda**, Account Representative, Bowling, Inc. ●

NEWS ABOUT MEMBERS

David Fantle has been promoted to the position of executive vice president at Zigman Joseph Stephenson. Fantle joined the firm in March 2002, from Kohl's Corp., where he was manager of public relations. He can be reached at david.fantle@zjs.com. ●

EVERYONE WINS IN MEMBERSHIP CAMPAIGN

Recruit a new member by Feb. 14, and you'll both win. For the new member, PRSA will waive the \$65 initiation fee, so new members pay only \$225 for their first-year national dues. Sponsors will be entered in a drawing for prizes that include round-trip air tickets, travel

vouchers, PRSA merchandise or credits toward programs and publications. Contact Lisa Nimmer at lnimmer@morganmyers.com or 414-615-2058 for more information. ●

USE YOUR TALENT TO GET INVOLVED AND GIVE BACK!

Join the PRSA Community Service Committee on its next POWER Lunch! This new concept in how PRSA reaches out to serve the community allows any member to participate with minimal commitment. *Just an hour or so over your lunch will do!* If you're interested in learning more or getting involved, please contact Scott Gurholt at 414-359-2300 or

sgurholt@hntb.com. *One lunch hour can give so much to so many!* ●

UWM-PRSA WINS NATIONAL AWARD

The Public Relations Student Society of America's chapter at UW-Milwaukee has received the Dr. F. H. Teahan National Chapter Award for a chapter Web site. Judging criteria include creativity, design, content and overall appearance. Out of a possible 100 points, the UWM Web site received 90. The award includes a plaque and \$200 for the organization. You can visit the site at www.uwm.edu/StudentOrg/PRSSA. ●

PRSA...innercom Ray I. Scroggins, APR, Editor

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