

SPREAD THE WORD

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

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CALENDAR OF EVENTS

OCTOBER 18

Chapter 50th Anniversary Celebration Events

NOVEMBER 7

Focus Groups

DECEMBER 13

Covering PR ... a reporter from *PR News*

Check the Chapter's Information Line (414-297-9491) or Web site (www.prsawis.org) for up-to-date information on these and future programs. And don't forget that you can register online through the chapter Web site using your credit card.

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

Museum Opening in Stages Brings Unanticipated Opportunities

A multi-phased opening of the new Santiago Calatrava-designed addition to the Milwaukee Art Museum wasn't originally intended, but when the construction schedule made it necessary, the opportunities more than made up for the challenges.

At the chapter's August program, panelists from the museum explained how they dealt with the project's marketing, membership and fund development.

Pam Kassner senior director of marketing and communications said one of the biggest benefits was the extended media coverage, both locally and nationally. She noted, "Any time you talk about the museum outside the Milwaukee market, you're also telling the story about the renaissance of Milwaukee."

Playing a major role in the project's success, she said, were the partnerships created between the museum, the Greater Milwaukee Convention & Visitors Bureau, and the local and national public relations firms that helped to reach influencers such as travel arrangers and travel and art writers.

Kassner cited the museum's vulnerability to news coverage because of its need to close from last January to May for construction. This often pulled stories from the art pages to the news section of the paper and generated talk show coverage that focused on the Brise Soleil project and the delays. The positive side, said Kassner, was that "our name was on the radar screen, and a couple of years ago, people were not talking about the museum."

Another panelist, Carmen Haberman, senior director of membership development said one benefit of the expansion was a significant membership increase. She noted that members help provide income for operations,

as well as acting as ambassadors to the community to cultivate support and new members. A continuing direct mail campaign targeted prospective members with a new "Masterpiece Membership" designation that included an extended membership term to cover the construction period. Special "members-only" events were staged prior to the addition's opening, featuring behind-the-scenes programs. Also, by selling tickets to a changing exhibition for the first time, the museum generated high interest in "O'Keefe's O'Keefes" while providing free tickets to members as another benefit.

The heightened interest helped create an influx of 7,000 new members since the project's inception, which moved the museum close to its 20,000 member goal.

Fund raising was also benefited from the extended opening. The third panelist, Lucia Petrie, senior director of finance development said she has been concentrating on the museum's \$100 million capital campaign for the last several years while also helping to support the operating budget. Since 62 percent of the donors are individual members, Petrie said they received a lot of attention in planning the opening. Clippings of national press coverage were sent to donors and prospects, to reinforce their commitment and to validate its importance.

Opening events were discussed to celebrate the campaign's success, to honor the leadership, and to recognize the donors' vision and generosity.

Overall, the panelists said the series of events that made up the museum's opening accomplished the goals of increasing press coverage and awareness, gaining new members, raising attendance, and expanding collaboration with other community organizations. ●

NEW CHAPTER MEMBERS

Please welcome the following new members: **Daniel J. Burkee**, Account Executive, LePoideven Rickingo Group, Waukesha; **Erica M. Collier**, Senior PR Specialist, Children's Hospital of Wisconsin; **Melissa A. Douglas**, PR Specialist, Children's Health System; **Kelly Marie Eagan**, Marketing & Communications Assistant, American Cancer Society, Waukesha; **Andrea D. George**, Media Manager, Milwaukee Area Technical College; **Kelly Katherine Grant**, Account Representative, Bowling, Inc., Greendale; **Darcy Gustavsson**, Communication Consultant, Bell & Zurawski, Inc.; **Mark Hagen**, Director-Public Relations, Bethesda Lutheran Homes & Services, Watertown; **Stephanie Ann Haller**, Account Executive, Zeppos & Associates, Inc.; **Celina Heeter**, Asst. Account Executive, Cramer-Krasselt; **Colin A. Hutt**, Instructor/Graduate Student, University of Wisconsin-Milwaukee; **Linda L. Kops**, Marketing & Development, Ranch Community Services, Menomonee Falls; **Alan T. Krueger**, Account Executive, Core Creative, Inc.; **Mark R. Miller**, Publicity Manager & ABC Account Executive, Bowling, Inc., Greendale; **Katie Rose Montgomery**, Asst. Account Executive, Cramer-Krasselt; **Lynn Morgan**, Senior Public Affairs Counsel, Broydrick & Associates; **Darryl Nitsch**, Director-Communications, Bowling, Inc., Greendale; **Gianna M. Pipino**, PR Account Executive & Project Leader, Bowling, Inc., Greendale; **Malissa A. Richards**, Account Representative, Bowling, Inc., Greendale; **Jennifer J.**

Richter, Publications Specialist, Wisconsin Credit Union League, Pewaukee; **Ann M. Roob**, Account Executive, Celtic Advertising, Brookfield; **Virginia J. Schumann**, PR Account Executive, Bowling, Inc., Greendale; **Corinn L. Sevcik**, Communication Specialist, Wisconsin Credit Union League, Pewaukee; **Heather C. Shanks**, Senior Manager, Communications, Trisept Solutions; **Renee Tarnutzer**, Media Relations Manager, American Academy of Cosmetic Dentistry, Madison; **Daniel Lee Underberg**, Account Supervisor, The McFarland Group, Inc., Elm Grove; **Kimberly K. Wick**, PR Associate, Froedtert Memorial Lutheran Hospital; **Mark D. Winbigler**, Franklin. ●

NEWS ABOUT MEMBERS

Julie E. Larsen, APR, has been promoted from Account Executive to Account Supervisor at Brown & Martin, Inc., Waukesha; and **Michael A. Pflughoeft**, APR, has joined Doral Dental USA, LLC, as Director of Public Relations. **Zeppos & Associates, Inc.**, has moved to 400 E. Mason Street, Suite 200, Milwaukee, WI 53202-3703. Telephone and fax numbers remain the same. ●

TWO MEMBERS ACCREDITED

Jeffrey B. Bentoff, APR, Legislative Fiscal Manager for the City of Milwaukee, and **Julie E. Larsen**, APR, Account Supervisor at Brown & Martin, Inc., recently earned their accreditations. We congratulate them on joining this elite professional circle. ●

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PRSA JOB BANK NOW ON E-MAIL

Are you looking to spread the word about a job opening within your company? The Southeastern Wisconsin PRSA chapter has an opportunity for you. You now can post public relations job openings on the PRSA Web site for free! All you must do is contact Mindy Farrar at (414) 276-6237 or e-mail at mfarrar@zeppos.com, and provide her with general information regarding your organization and the position. You then will be able to post a position and description at www.prsawis.com for up to 45 days. In turn, any interested individual searching the Web site will have access to the most recent public relations positions in Southeastern Wisconsin. Take advantage of this easy, fast and free service now available through PRSA. ●

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50th Anniversary

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