

Northeast Wisconsin Chapter

E-news for May 2007

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From the Prez

by Don Klein

I would like to thank all of you who attended the first ever



Wisconsin PRSA Professional Development Conference last month in Milwaukee. We had great participation from our part of the state, and received excellent reviews on the programming, which included a lunch panel of prominent journalists plus breakout sessions on relevant and interesting PR topics.

Every single person I have spoken with about the day said it was worthwhile, and our plan is to pursue an even better statewide conference next year with our new friends in the Milwaukee and Madison PRSA chapters.

The PD conference is just one way we're working hard to make PRSA more valuable to you. We're also going to be enhancing our upcoming programming and venues. We're jumping right in – our May meeting will take place at a new location, the Vineyard in Appleton. Our board visited the location recently, and I think you'll be impressed. We're launching the location by having as presenter Margaret Ann Hennen, a national PRSA officer and health care system communicator. To top it off, we're planning extended networking time – from 4:30 to 6 p.m. – so be sure to make the most of it!

In a departure from past practice, beginning this month we will be more flexible in what we charge for meetings. Right now we charge \$20 for members. This just barely covers the cost of the location, dinner and speakers, and it presents limitations on the quality we can provide. That, in turn, limits the number of people who choose to become members.

By changing up the amount from time to time – sometimes more, sometimes less – we will be better able to bring you cutting-edge programming in a classy location with an excellent meal.

Looking ahead, we're starting to put the pieces together for next year's programming as well. As always, we welcome your ideas. What would you like to see? What program would help you further your career? Please let us know how we can serve you.

Until next month,

Don Klein

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News due for next publication:
June 4, 2007

Upcoming Chapter Programs

Tuesday, May 22, 2007

Adding value: It's all in a day's work
The Vineyard, Appleton

4:30 p.m. social | 6 p.m. dinner | 6:30 speaker
\$30 members | \$45 non-members | \$21 students

Earning the trust and respect of your senior leadership is critical to public relations professionals. Have you been asked questions like these?

- What is public relations?
- What do you do anyway?
- What value does public relations add to the bottom line?

While these sound like easy questions, answering them can be hard work and can play an important role in your ability to manage your organization's reputation. Demonstrating value and communicating the value you add to the organization are your challenge and your opportunity. How well you answer these questions can make all the difference in whether you are advancing our profession or just passing through. You have the greatest job in the company. Get ready to tell everyone!

Our Speaker:

As its communications and public relations leader, Margaret Ann Hennan, APR tells Fairview Health Services' story through strategically integrated internal and external communications functions. Managing Fairview's reputation, she led the communications and public relations team in revamping communications strategies and initiatives to consistently integrate company values and strategic business goals, and to measure results against predetermined objectives.

New Location: The Vineyard, 3301 W. Prospect Ave, Appleton

We are moving our meeting this month to The Vineyard in Appleton. It's a banquet/conference center with easy access to the highway and a great menu! Please come and experience the ambience and fine cuisine of The Vineyard as you network with PRSA friends and engage with this nationally recognized expert.

Reservations:

RSVP by e-mailing Don.Klein@associatedbank.com by Thursday, May 17, 2007!

Prospective members... think BIGGER

Join the Public Relations Society of America today.

Take your profession to a whole new level – and get a local PRSA Chapter membership FREE for one year when you join PRSA National during May or June.

It's time to take the next step. As the world's largest organization for public relations professionals, PRSA puts you in a better position to advance your career and stay up-to-date with issues that affect your profession.

Think Career Growth. Think PRSA. Join today at prsa.org. PRSA membership and free one-year local Chapter membership are yours to enjoy when you join during this promotion. Simply complete the application by clicking the "Think Bigger" icon at www.prsa.org. Be sure to indicate promotion code CHAP2007 to receive the free Chapter membership.