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### From the Prez

by Don Klein

Now that summer is winding to a close, and we're



seeing all the back-to-school ads on TV, it's time for PR professionals to go back to school as well. Starting in September we have two programs planned that will challenge our thinking, teach us a few things and make us better at what we do every day.

In September, we'll have our traditional media night, but with a twist – a focus on technology and how to best embrace new media. It will take place at the Vineyard in Appleton, a terrific new location we're using for our Valley

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meetings. Then in October, we'll learn more about crisis communication based on a real-life situation – last year's threatened attack on Green Bay East High School. That meeting will take place at the Prevea Health offices in Green Bay.

But before we get to those, there's time to enjoy the last gasp of summer with some socializing. I hope you'll be able to join us from 6 to 8 p.m. Tuesday, Aug. 28 at Wine Premiere in Green Bay, and learn all about the traditions of Italian wine. The cost is \$10 for members and students and \$20 for prospective members, guests and spouses.

Please consider bringing a colleague along so they can enjoy an evening out and a chance to rub elbows with the PR elite! RSVP to Nadia Farr at Nadia.Farr@nsight.com by Tuesday, Aug. 21.

See you at the next event!

Until next month take care,

## Upcoming Chapter Programs

**Tuesday, Aug. 28, 2007  
6-8 p.m.**

### **Meet & Mingle: Italian Wine Tasting Social**

Wine Premiere  
2633 Development Drive,  
Green Bay

\$10 members  
\$20 non-members

Italian food is the most popular cuisine in the world. The wines of Italy are some of the best-loved wines in the U.S. Each year, it is not uncommon for Italy to find itself at the top of a number of wine-related lists, not the least of which ranks it as the largest producer, exporter and consumer of wine in the world. Italy not only has more local grape varieties than any other country, but it also has some of the most distinctive wines on Earth! Join us at the Wine Premiere to sample and learn more about the wonderful world of Italian wine.

**Spouses, guests and prospective members are welcome.** Benvenuto!

Hors d'oeuvres will be provided. RSVP to Nadia Farr at [nadia.farr@nsight.com](mailto:nadia.farr@nsight.com).