

Northeast Wisconsin Chapter

E-news for October 2007

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From the Prez

by Don Klein

We've all heard the saying it's not what you know, but who you know.



And that's certainly true in our line of work. Whether you're making press contacts, arranging speaking engagements or connecting with powerful people in your own company, that knowledge is the key to success.

That also holds true when looking for your next job opportunity. Think about it – most of us have gotten jobs because of someone we know. One of the great things about PRSA is that it brings professionals together each month to meet and learn about each other. When job openings occur, people often hire people they know.

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Frequent networking opportunities, added to the value of the formal programming we provide, is a great reason to join PRSA. Our chapter's membership is made up of a nice mix of corporate, non-profit and agency professionals. If you haven't done so lately, I urge you take advantage of the opportunity to meet these fine folks and get connected.

We have one more formal meeting this year, and it should be a great one. On Oct. 23, we'll hear the inside story of a crisis averted at Green Bay East High School, and the impact communications had on resolving the situation.

October is also our elections meeting. I am pleased to say we have a wonderful slate of candidates who aim to lead our chapter to greater success in 2008, and they're looking for your support. Finally, look for details soon on our December social, which promises to be a great way to usher in the holidays. Hope to see you there!

See you at the next event!

Until next month take care,

Don Klein

Upcoming Chapter Program

Tuesday, Oct. 23, 2007
11:30 a.m.

Crisis Averted?

Prevea Health
2710 Executive Drive,
Green Bay

\$17 members
\$15 students
\$20 non-members

11:30 a.m.

Registration

11:45 a.m.

Lunch/Election of officers & directors

Noon - 1 p.m.

Speaker

Following a short business meeting and election of officers and directors for 2008, we will have a fascinating presentation related to crisis communication.

East High School Event: In September 2006, a student reported that two students were going to make a Columbine-like attack on East High School in Green Bay. This time, it turned out to be true. Find out how the staff of East High School and the Green Bay Area Public School District handled this averted crisis, and how it's still classified as a crisis even when there is a happy ending.

Presenter: Amanda Brooker, Manager of School and Community Relations for Green Bay Area Public School District

Please e-mail your reservation to nadia.farr@nsight.com by Thursday, Oct. 18.