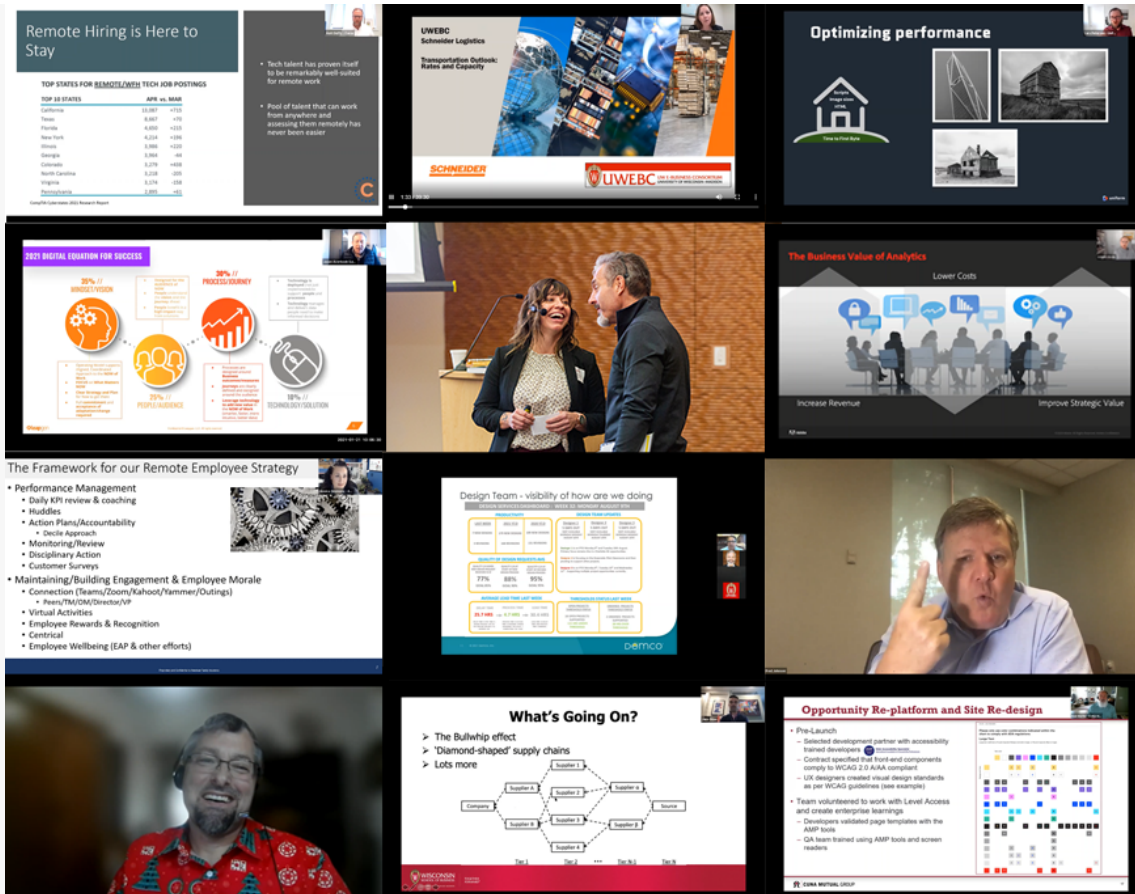




## What a year we've had together!

Thank you to all of our incredible members and supporters who have been with us throughout all the changes of the last year. We've truly had some magical experiences with all of you. Below is just a small sampling of some of the amazing things we've done together this year. Happy Holidays from your UWEBC family!



## Our return to in-person events: November 11 Customer Service Peer Group Meeting

Just last month we held our first in-person meeting after 20 long months. The meeting participants were overjoyed to see each other and be able to experience the joys of gathering in person again, not to mention the other perks of being on campus: the exclusive tour of the Nicholas Recreation Facility and the delicious taco bar!

[Learn more about the event content here.](#)



[View a video of highlights from the event.](#)

## IT Talent, Culture and the Future of Work



A term coined, “The Great Exhaustion” by the McKinsey Report tells us just how burnt-out employees are and depicts the high anxiety they are experiencing as we round a monumental corner in the COVID-19 Pandemic. In the June 15<sup>th</sup> Information Technology Peer Group Web Meeting, we discussed how to combat this exhaustion and prepare for the future of remote work, covering various strategies to navigate this unique transitional moment. As we emerge from the pandemic, this is the perfect time to reflect and listen, and truly think about what the future of IT talent, culture, and work in general means to us.

[View full meeting materials.](#)

### Emerging from the Pandemic: Innovating through Disruptions

What might be the longer-term shifts that come out of COVID, that we as leaders should consider? In our Product Management Special Interest Group meeting on May 5, 2021, we answered that question and more, discussing the opportunities for innovation that have come out of the pandemic.

COVID-19 affected all of us and has changed the way we all think, act and do business. The businesses that have thrived did so because they were able to respond to the disruption and pivot quickly. “When you run into these kinds of disruptions - big disruptions - it is all about the collaboration and cooperation,” said Phil McKinney of CableLabs. Reaching out to our peers and learning from them can be a game-changer. [View full meeting materials.](#)



## Selling the C-Suite: How Trade Compliance Communicates its Value to the Broader Company



Learning how to communicate the strategic value of your trade compliance group with executives at your organization is a unique and complicated task to undertake. In the July 13th Trade Compliance Special Interest Group Web Meeting, we discussed ways to ease this task using leadership sponsors, clear communication, and quantifiable metrics, all to emphasize the importance of trade compliance.

One of the biggest takeaways from this session is that there is no compliance without one simple thing: teamwork. The most important elements to a team's success are selecting the right person to lead change, maintaining open lines of communication, ongoing education, and the 3 P's (policies, procedures and process). Trade compliance helps companies save money and maintain ethical standards; learning to communicate its never-ending value will only help your organization. [View full meeting materials.](#)

## Sustaining Organizational Culture in a Remote Work Environment

Organizational culture matters and there is widespread concern regarding the potential impact that remote work is having on organizational culture and cohesion. In this HR Executives SIG event from March, Don Sull, a leading management guru from MIT Sloan School of Management, shared benchmarks and practical strategies for winning on corporate culture during the pandemic. Don drew upon his research done with Glassdoor studying the cultures of hundreds of the largest and most influential companies in America. We also saw a demonstration of an innovative Natural Language Processing platform to analyze employees' free-text comments to accurately measure and assess culture, and gain actionable insights to enhance culture. [View past meeting assets from this event here.](#)

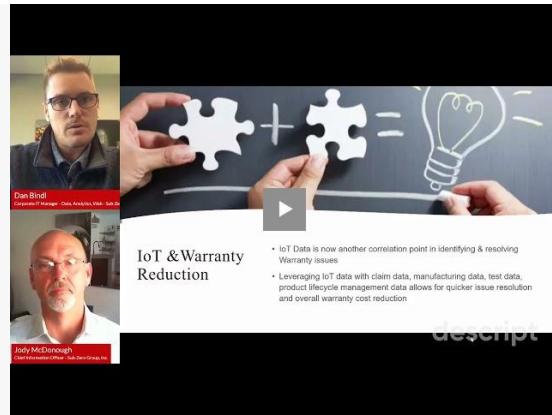


## The 2021 Annual Conference

We couldn't have been more pleased with our annual conference this year, held virtually on October 14. With over 800 registrants and 40 speakers, the day was filled with innovation for the future of business and technology. The conference featured various opportunities: four different tracks, strategic briefings, master classes, and endless networking. With sessions covering every aspect of business, this unique and specialized learning experience was catered to each individual and company that attended.



View a snippet of Rosie and Faris Yakob's presentation from the Marketing track.



View a snippet of Dan Bindl's presentation from the IT track.

We adored the opportunity to learn with and from our member companies, attendees, and speakers. Don't forget to save the date! Next year's annual conference is **September 20, 2022**.

One last reminder for those who registered, conference materials, including videos of the sessions and some PDFs of presentations, are available in the conference platform through the end of the year. Use your unique login link to access these materials before January 1.

## Celebrating our new members

In 2021, we welcomed five new members to the UWEBC family: [Exact Sciences](#), [FarWell](#), [Generac](#), [Laughlin Constable](#) and [Regal Ware](#).



## Have you met our new staff?

This year brought with it a lot of change, including to our UWEBC staff. If you haven't already connected with our new staff members, they're pretty great. The following staff members joined our team in 2021. [You can learn more about them here.](#)



**Bill Carrier**  
Marketing  
Practice Director



**Jenny Patzlaff**  
Supply Chain Management  
Practice Director



**Heidi Rozmiarek**  
Information Technology  
Practice Director



**Pema Bhutia**  
Events Coordinator



**Taryn Johnson**  
Marketing Specialist



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