



## NEWS & UPCOMING EVENTS

August 2023

### Have you registered yet for the 25th Annual Business Best Practices & Emerging Technologies Conference?

We couldn't be more excited for this year's Annual Conference, celebrating 25 years of our collaborative learning community, which will be held on **October 3, 2023**.



Hear from peers and experts from leading companies such as Kohler Co, Lands' End, ITW, iRobot, American Family Insurance, Brunswick Corporation, Master Lock Company, Associated Bank, and many more!

Make sure to check out all the incredible content our esteemed speakers will be covering by visiting our Annual Conference website. Explore topics in [Customer Service](#), [Human Resources](#), [Information Technology](#), [Marketing](#), and [Supply Chain](#).

[Learn more and register](#)

## We're hiring: Marketing Practice Director

We're seeking an accomplished marketer who loves innovation, learning, and collaboration, and being a game changer for amazing leaders and companies. We have an exceptional opportunity for you at the UW E-Business Consortium. Help us shape the future of marketing and best practices for and with our consortium members and further [#thewisconsinidea](#).

Help us spread the word! [Here's a post you can easily share with your network.](#)

[View job posting](#)

## Leveraging Sustainability in Tech to Drive Efficiency and Cost Savings

Embarking on a journey towards enterprise sustainability requires reliable data interventions and realize business value

**[Cost Savings]**

- Reduce energy consumption and emissions
- Automate trusted sustainability accounting and disclosure
- Decrease operational costs associated with compliance and voluntary reporting

**[Revenue Growth]**

- Boost product pricing with assurance enabled with trusted data
- Drive business growth through sustainable products and service innovations

**[Risk Management]**

- Mitigate the financial risk of regulatory non-compliance
- Leverage climate risk models to make more informed decisions
- Standardize risk reporting

KPMG

© 2023 KPMG LLP, a Delaware limited liability partnership and a member firm of the KPMG global organization of independent member firms affiliated with KPMG Network, a Swiss entity, which is a member of the PwC network. All rights reserved.

4

In a rapidly evolving world driven by technology, the IT sector plays a central role in transforming how we live and work. However, as we witness unprecedented advancements leading to increased efficiency, we must also address the sustainability challenges arising in parallel. Sustainable IT practices are vital to reducing the carbon footprint, generating cost savings, and enhancing overall efficiency. By adopting eco-friendly measures, companies can contribute to a cleaner environment and achieve significant economic benefits. Our July IT Peer Group Meeting, led by UWEBC's Information Technology Practice Director Heidi Rozmiarek, explored how Trane and KPMG are leveraging sustainability in the tech industry to drive efficiency and cost savings while contributing to a greener future.

[Read the full article](#)

## UWEBC Featured Member: Mike Wygocki from Demco

We are excited to feature Mike Wygocki, Executive Director of Customer Success, at Demco this month! We spoke with him and got insight into what he and his team are up to, what they like about UWEBC events, and how you can take some things he's learned and put them into practice for your company.

Mike has served as Demco's executive sponsor and primary liaison with UWEBC for the last five years, and he expressed that one of his favorite things about attending UWEBC events is that he can meet with like-minded individuals at other companies across different industries to share information and best practices.



[Read the full article](#)

## Welcome new member Godfrey & Kahn

# GODFREY & KAHN

The UWEBC warmly welcomes our newest member company: Godfrey & Kahn! Godfrey & Kahn was founded on five core values: a focus on client success; trust in one another and our clients; a culture of teamwork that helps us achieve more; a strong work ethic; and integrity that keeps us focused on the right thing to do. With a rich history and a commitment to excellence, the firm has established itself as a trusted and reliable advisor in the legal industry. Welcome!

## There's still time to register for UWEBC Boot Camps!

### [Experience Management Boot Camp - August 23-25, 2023](#)

This Boot Camp will teach the fundamental competencies required to build and mature your XM, CX, and EX programs and provide an unparalleled opportunity to look at your business through a new lens, giving you the language and tools to raise the bar on experiences with your brand. Join us on August 23-25, 2023, to learn more about experience management with Greg Chase, Head of XM Pros Community & Experience Management Catalyst of the Qualtrics XM Institute. [Learn more.](#)

### [Predictive Analytics and ROI Modeling for the Customer Experience Boot Camp - September 19-21, 2023](#)

Leverage the power of customer experience survey data through predictive analytics and ROI modeling in this exciting Boot Camp, which will equip CX trailblazers with a framework, methodology, and cohesive set of analytical tools to tackle challenges head-on. Join us on September 19-21, 2023, to learn more about predictive analytics and ROI modeling with Scott Broetzmann and David Beinhacker of Customer Care Measurement & Consulting (CCMC). [Learn more.](#)

### [Digital Transformation Boot Camp - November 14-16, 2023](#)

Delve into critical topics that drive successful digital transformations in this exciting new Boot Camp. Starting with an exploration of technology management, you will understand how to align technology with business strategy and drive growth within your organization. Join us on November 14-16, 2023, to learn more about digital transformation for technology leaders with Gustav Toppenberg of Janus Insights LLC. [Learn more.](#)

## Have you taken advantage of your membership discounts on UW courses yet?

Did you know that, as a UWEBC member, you have exclusive access to discounts on outstanding learning programs from UW–Madison partners to propel your professional development and strengthen your organization's capabilities in key domains of business and management practice? Enjoy discounts on courses such as Business Analytics for Data-Driven Leadership, Utilizing 3D Printing in Your Organization, Intercultural Communication: Foundation for Cultural Competency, and many more!



[See all offers](#)

## **UPCOMING EVENTS**

*Note: Attending Peer Group or SIG meetings requires UWEBC [membership](#).  
All are virtual unless otherwise specified.*

### **August 10: CUSTOMER SERVICE PEER GROUP HYBRID MEETING**

**>> In-person and virtual options available! <<**

Approaches to Developing Leadership Skills in Frontline Supervisors and Managers.

[More information and register »](#)

### **August 16: PROCUREMENT PEER GROUP MEETING**

**Selling the C-Suite: Evolving Sourcing's Role from Cost Cutter to Revenue Driver.** Discuss how sourcing organizations can create - and communicate - strategic value for their companies.

[More information and register »](#)



### **August 23-25: EXPERIENCE MANAGEMENT BOOT CAMP**

**>> IN-PERSON ONLY EVENT <<**

**Learn and Apply Essential XM Principles to Help Your Business Thrive.** Learn the fundamental competencies required to build and mature your XM, CX, and EX programs.

[More information and register »](#)

### **August 29: AGILE IT SPECIAL INTEREST GROUP MEETING**

**Best Practices for Leadership in an Agile Organization.** This session will provide an overview of best practices for leadership in an agile organization, focusing on the key challenges such as developing a culture of continuous improvement, fostering collaboration, and managing distributed teams.

[More information and register »](#)

### **September 13: LOGISTICS AND DISTRIBUTION PEER GROUP MEETING**

**>> IN-PERSON ONLY EVENT <<**

**Transportation Industry Update: Capacity, Pricing.** Join us in Green Bay and learn from member company Schneider where industry analysts anticipate the transportation industry is headed this fall and into 2024, and share insights and trends with other UWEBC members.

[More information and register »](#)

### **September 14: INFORMATION TECHNOLOGY PEER GROUP MEETING**

**Cloud Economics Mastery: Leveraging Cloud's Speed, Flexibility, and Scale for Business Growth.** Unleash the transformative power of cloud computing for business growth at the 'Cloud Economics Mastery' event, which equips business leaders, IT professionals, and decision-makers with the tools and insights to optimize costs, foster innovation, and capitalize on cloud's speed, flexibility, and scalability across various business areas.

[More information and register »](#)

### **September 15: HUMAN RESOURCES EXECUTIVES GROUP MEETING**

**Executive Roundtable on Current and Emerging HR Issues.** Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.

[More information and register »](#)





**September 19-21: PREDICTIVE ANALYTICS AND ROI MODELING FOR THE CUSTOMER EXPERIENCE BOOT CAMP**

**>> IN-PERSON ONLY EVENT <<**

Leverage the power of customer experience survey data through predictive analytics and ROI modeling in this exciting Boot Camp, which will equip CX trailblazers with a framework, methodology, and cohesive set of analytical tools to tackle challenges head-on.

[More information and register »](#)



**October 3: 25TH ANNUAL BUSINESS BEST PRACTICES & EMERGING TECHNOLOGIES CONFERENCE**

Celebrate 25 years with us at this year's annual conference, held in person at the Monona Terrace in Madison, or tune in virtually.

[More information and register »](#)

**[View the full meeting calendar.](#)** This calendar is updated in real-time. Keep an eye out for topics that interest you so you can mark them on your calendar!

---

## Join a LinkedIn Group and stay connected

[UWEEBC Customer Service](#)  
[UWEEBC Information Technology](#)  
[UWEEBC Marketing](#)  
[UWEEBC Supply Chain](#)  
[UWEEBC Human Resources Executives](#)



University of Wisconsin E-Business Consortium | 432 N Lake St. Madison,  
WI 53706