

Introducing our Distinguished Executive Panel at the Annual Conference

Just announced: We have an amazing line-up for our Distinguished Executive Panel featured at the [UWEBC Business Best Practices & Emerging Technologies Conference](#).

Speaking about *Leadership for a New Era*, executive leaders Colleen Berube (CIO and SVP of Operations, Zendesk), Angela Russell (Vice President, Diversity, Equity and Inclusion, CUNA Mutual Group) and Tim Schaefer (SVP & Chief Digital Officer, National Guardian Life Insurance Company) will join the Founder and Executive Director of the UW E-Business Consortium, Dr. Raj Veeramani.

[You can read more about them here.](#)



Our conference is 100% virtual this year, making it easier than ever to participate!

If you haven't registered yet, our final early bird discount rate expires on August 31. Don't miss out on this incredible deal!

[Register now](#)

Need more information before registering? Browse our four dynamic tracks by clicking on the buttons below:

Customer
Service

Information
Technology

Marketing

Supply
Chain

Meet our newest member: Generac



The UWEBC is pleased to welcome Generac to our community of exceptional member companies. Generac is the #1 manufacturer of home backup generators and is devoted to protecting the things that power your life.

Founded in 1959, they have since committed their company to providing sustainable and affordable power solutions. Generac manufactures a wide range of power products in the marketplace; some of these include portable, residential, commercial, and industrial generators. [Learn more about Generac.](#)

Join us at Summerfest Tech on September 8

We are thrilled to announce that we will have a booth -- both virtually and in person -- at this year's Summerfest Tech event on Wednesday, September 8.



Returning for its fourth year, Summerfest Tech supports companies in Wisconsin and the midwest with their tech initiatives. This event brings together a variety of tech leaders and innovators, and we're excited to be partnering with them as well as with the UWEBC Member companies (AE Business Solutions, American Family Insurance, Generac) who also sponsor this effort. We hope to see you there! [Learn more about Summerfest Tech here.](#)

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.

Focusing on the most important elements for success, Mike Heindselman (Senior Director of Global Logistics, ORBIS Corporation) brought innovative approaches to discuss C-Suite communication. Betsy Guzior (Manager of Trade Compliance, Greenheck) shared a current case study for an upcoming funding request, seeking input from other members prior to her leadership presentation. In response, a member feedback panel consisting of Julie Pojar (Kohler Co.), Mark Stiffler (Sub-Zero Group, Inc.), Shannon Bryant (Harley-Davidson, Inc.), and Mike Heindselman, shared their insights and advice from years of having worked on similar trade compliance efforts.

[Read the full story.](#)

UPCOMING EVENTS

Note: Attending Peer Group or SIG meetings requires UWEBC [membership](#). All are web meetings.

August 19: CUSTOMER SERVICE PEER GROUP MEETING

Managing Remote Customer Care Team Members. Get actionable ideas for enhancing the performance and engagement of your work-from-home employees by learning about, discussing and comparing practices with fellow UWEBC members.

[More information and register»](#)

August 24: AGILE IT SPECIAL INTEREST GROUP MEETING

The Role of Agile Coaching in Scaling Agile Practices. Hear about how to ensure that your organization has adequate coaching to support to sustain an Enterprise Agile program.

[More information and register»](#)

August 31: PROCUREMENT PEER GROUP MEETING

From Burned Out to Fired Up: Taking Procurement from Defense to Offense in the Pandemic Supply Chain. Discuss supply challenges with other members, how you and your team avoid burnout, and share how you are looking ahead to the future of supply chain in your organization.

[More information and register»](#)

September 8: SUMMERFEST TECH EVENT

Visit our booth virtually or in person on the Summerfest grounds on September 8.

[More information about Summerfest Tech »](#)

September 14: MARKETING PEER GROUP MEETING

How to Build a World-class Influencer Marketing Program. We will explore the current state of influencer marketing and the mechanics of creating a program whether for a specific campaign or an evergreen partnership for content creation. Member companies will also share their experiences utilizing Influencer Marketing in a variety of industries.

[More information and register »](#)

September 16: CUSTOMER EXPERIENCE SPECIAL INTEREST GROUP MEETING

Tapping Into Unstructured and Operational Data for CX Insights + CX Data Collection and Management Tools Used by Members. Learn new ideas for enhancing and optimizing the value of your organization's customer listening and experience improvement efforts through discussion and practice-sharing with fellow practitioners.

[More information and register »](#)

September 21: LOGISTICS & DISTRIBUTION PEER GROUP MEETING

Transportation Outlook: Rates, Capacity and Market Strategies to Mitigate Cost. Member company Schneider National explains where they anticipate rates and capacity are headed this fall and into 2022 and share insights and trends with other UWEBEBC members.

[More information and register »](#)

September 22: INFORMATION TECHNOLOGY PEER GROUP MEETING

Building and Maintaining a Sustainable E-Commerce Platform. Discover how organizations are leveraging new technologies to build scalable, personalized websites in support of e-commerce. Think through your challenges and new ideas with subject matter experts and peer IT leaders.

[More information and register »](#)

September 23: PRODUCT MANAGEMENT SPECIAL INTEREST GROUP MEETING

What Does it take to Create an Enterprise Marketplace Platform? How do you move from company-centric product management to creating an industry platform and an entirely new business ecosystem? How should you think about complementary products, technologies and services as well as new partners? We will look at the Jewelers Mutual Zing platform as well as a major industrial platform offering manufacturing services.

[More information and register »](#)

September 29: B2B MARKETING SPECIAL INTEREST GROUP MEETING

The Future of Direct Mail & Print. The "death of print" has been proclaimed since the rise of the Internet. While direct mail volume has seen a dramatic decline from its heyday it remains an important tool in the marketing mix. Oddly, as direct mail becomes a smaller part of the marketing budget, the scrutiny of its utility may be leading to more thoughtful targeting and purpose in the marketing plan.

[More information and register »](#)

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[UWEEBC Customer Service](#)

[UWEEBC Information Technology](#)

[UWEEBC Marketing](#)

[UWEEBC Supply Chain Management](#)

[UWEEBC Human Resources Executives](#)



Please note: You need to be a UWEEBC member to join a private group, but anyone can connect with us via our [main LinkedIn page](#).



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