

February 2022

## Supply Chain Resilience: Approaches to Balancing Cost vs Flow

Our January 20th Supply Chain Management Peer Group meeting addressed various ways for balancing cost vs flow and the tradeoffs to consider during this period of change and recovery.

Cost, time, and quality are all important to consider, especially because strength in one may require a compromise in another. A company must make key tradeoffs to balance the three in a way that's optimal for meeting the company's needs.

Our featured speaker, Venkat Vasani of SAP, outlined three different models and associated strategies for supply chain management: global supply chains, migrated supply chains, and regional supply chains.

[Read the full story.](#)



## UWEBC Featured Member: Meet Adrienne Hartman of J.J. Keller



This month we'd like to feature one of our primary liaisons, Adrienne Hartman, Senior Director of E-commerce and Campaign Sales at [J.J. Keller & Associates, Inc.](#) Hartman has been actively involved with the UWEBC for over 21 years throughout her time in positions at three member companies. She has served in the role of primary liaison for 16 of those years and has served on steering committees for the UWEBC annual conference as well as Special Interest Groups (SIGs).

For her, being UWEBC's primary liaison for her company holds a great responsibility: to communicate the value of the UWEBC throughout her organization and to ensure that multiple functional areas of her company are taking advantage of the diverse range of learning events and research and advisory services in UWEBC's various practice areas.

"I love that the UWEBC is so member-driven. Each event's topics and formats are decided by those participating, which gives every single person the exposure and experience they want personally."

Hartman particularly enjoys the smaller events the most, such as the SIGs within the Marketing practice area, where she has a chance to form close ties with her peers.

We are deeply appreciative of the many significant ways in which Hartman has contributed to UWEBC's ongoing success!

## Welcome CROPP / Organic Valley into our UWEBC Family!

The UWEBC is excited to welcome [Cooperative Regions of Organic Producer Pools \(CROPP / Organic Valley\)](#) to our great member community. Founded in 1988, Organic Valley is the largest farmer-owned organic cooperative in the U.S. and one of the world's largest organic consumer brands. Organic Valley is passionate about doing what's right for people, animals, and earth and is committed to bringing ethically made organic food to families everywhere.



## Meet UWEBC's Newest Team Member: Matthew Cone



The UWEBC is pleased to introduce you to Matthew Cone, who has joined our team in the position of Customer Service Practice Director. Matthew brings with him a plethora of knowledge and 20+ years' experience in Customer Care Leadership, the last 15 with Apple.

As UWEBC's Customer Service Practice Director, Matthew aims to foster a collaborative learning environment to enable our members to learn, share and benefit from each other's knowledge and experiences. Matthew is looking forward to engaging with all the UWEBC's customer service champions in our member companies so that he can be well-positioned to serve the needs of their organizations.

"Having spent my last 15 years in a recognized leader in the technology space, I have been a part of significant innovation within not just the products offered, but the way customers were connected to them, and supported with them. I expect that with my prior experience, I will be able to help the UWEBC continue to meet our members where they need us to be. I'm delighted to be able to support and contribute to the success of all the businesses in UWEBC's member community. I look forward to seeing you soon."

Join us in welcoming Matt to our UWEBC team!

### UPCOMING EVENTS

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

#### **February 4: 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 »](#)

#### **February 16: INDIRECT PROCUREMENT SPECIAL INTEREST GROUP MEETING**

**Top Indirect Procurement Priorities of 2022.** Share top indirect procurement priorities with peers, and influence the future of this Special Interest Group.

[More information and register »](#)

#### **February 22: AGILE IT SPECIAL INTEREST GROUP MEETING**

**Conflict - The Hidden Tool For Agile Success.** Learn tactics for turning conflict into collaboration, even in high-stakes situations, to enable a successful Agile transformation.

[More information and register »](#)

#### **February 23: PRODUCT MANAGEMENT SPECIAL INTEREST GROUP MEETING**

**How Product Managers Can Increase Team Performance by Understanding Team Dimensions.** The secret sauce product managers need for success.

[More information and register »](#)

#### **February 24: CUSTOMER EXPERIENCE MEASUREMENT AND ACTION PLANNING SPECIAL INTEREST GROUP MEETING**

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 »](#)

#### **March 8: LOGISTICS AND DISTRIBUTION PEER GROUP MEETING**

**Managing International Freight Volatility.** Share current challenges in international shipping with other members, and review new approaches to improve product flow.

[More information and register »](#)

[More information and register »](#)

**March 10: CUSTOMER SERVICE PEER GROUP MEETING**

**Digital Self-service Approaches/Practices to Reduce Assisted Contact Volume.**

Garner new perspectives and ideas to apply to your company's self-service strategy, by learning about the tools and approaches of other customer care organizations.

[More information and register »](#)

**March 11: HUMAN RESOURCES EXECUTIVES GROUP MEETING**

**Impact of Omicron on Workplace, Health and Safety, and Travel Policies.**

Learn how other companies are updating workplace reopening plans, health and safety policies, and business travel guidelines.

[More information and register »](#)

**March 15: INFORMATION TECHNOLOGY PEER GROUP MEETING**

**DevOps Trends for 2022.**

Learn how other companies are using DevOps to empower themselves to act smarter, collaborate faster, and deliver better results.

[More information and register »](#)

**March 17: MARKETING PEER GROUP MEETING**

**Marketing in a Post-Cookie World: How to Prepare in 2022.**

Gain confidence in adapting to the new digital landscape discussing and comparing practices with fellow UWEBC members.

[More information and register »](#)

**March 29: TRADE COMPLIANCE SPECIAL INTEREST GROUP MEETING**

Save the date. More details coming soon!

[More information and register »](#)

**September 20: Save the Date!**

Our annual Business Best Practices & Emerging Technologies conference will be held on September 20, 2022.

[View 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**

[UWEBC Customer Service](#)

[UWEBC Information Technology](#)

[UWEBC Marketing](#)

[UWEBC Supply Chain Management](#)

[UWEBC Human Resources Executives](#)



*Please note: You need to be a UWEBC 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