

July 2022

Intelligent Hiring: How to Recruit and Adapt in the Era of the Open World Workforce

Our June 17th Human Resources Special Interest Group meeting discussed the topic of intelligent hiring. Participants heard from Rob Thorp (Jefferson Hart Inc.), Nancy Lightfoot (Lands' End), and Angie Adler (Lands' End) on how forward-thinking companies are adapting to new recruiting realities.

Many companies are starving for elite talent. The top 20% of Knowledge Workers are only available to those who think differently to attract, obtain, and retain in the open-world workforce. Additionally, it has been found that 65% of employees said that the pandemic has made them rethink the role of work in their lives. This mixture of uncertainty and competitiveness has made recruiting and retaining employees more complex.

[Read the full story.](#)



UWEBC Featured Member: Holly Baumgart at Sargento



This month we are excited to feature Holly Baumgart, VP of Strategy at Sargento Foods. Holly has been involved with the UWEBC for about six years and is proud to serve as a member of the UWEBC Advisory Board!

Holly loves that the UWEBC unites both large and small progressive companies to share business insights, ideas, and best practices in an engaging way. She loves that UWEBC gives her a comprehensive view of business in the state of WI, as it is nice to understand who's in our community, and UWEBC has provided a way to help her foster deeper relationships with those located in our area.

[Read the full story.](#)

Save \$100 by registering early for the 2022 UWEBC Annual Conference!

Register now for the UWEBC's annual **Business Best Practices & Emerging Technologies Conference!**

With an exciting line-up of industry thought leaders in four dynamic tracks (Customer Service, IT, Marketing, and Supply Chain) filled with captivating content, you won't want to miss this year's conference on **September 20**. We're looking forward to seeing you in person at the Monona Terrace, with a virtual option available. Make sure to register for a day filled with thought-provoking presentations, extensive networking opportunities, and strategic briefings.

Save \$100 when you register by July 31

Register as soon as possible to take advantage of the conference's early bird discount: \$495 for UWEBC members and \$595 for non-members. Bulk registration discounts are also available for groups of 10 or more. [Learn more.](#)

Join the largest gathering of business and technology professionals in Wisconsin!



Announcing a New UWEBC Leadership Development Workshop

The UWEBC, in collaboration with [InitiativeOne Leadership Institute](#) in Green Bay, is proud to present **Leading In Turbulent Times: A Master Class on Leadership Foundations to Prevent Burnout and Improve Employee Retention**. We are excited to bring InitiativeOne's renowned national program exclusively to the UWEBC network. *UWEBC membership is not required to participate.*

In this two-day in-person workshop -- complemented by three 60-minute UWEBC-facilitated virtual follow-on sessions with fellow workshop participants -- you will have an unparalleled opportunity to learn strategies and methods leaders can employ to build a high-trust environment that improves employee engagement, decision-making, problem-solving, and performance while also mitigating the factors that can lead to leader burnout.

[Learn more and register now!](#)

Digital Symposium: Tell your friends about this free offer!

COVID-19 catapulted economies and businesses everywhere into the digital-first world. Technology had already been reshaping industries, business models, product and service value propositions, and supply chains when the pandemic hit. Businesses slow to change have become even more vulnerable to disruption. How will our digital leaders adjust their approach to organizational and technical architectures, risk management, talent acquisition, decision making, and data management to meet this volatility?

Join us on **July 21** for this **free virtual UWEBC program open to UWEBC members and non-members alike** to explore new, proven approaches and innovative technologies to address the practical challenges faced in today's volatile business environment. We are collaborating with America's SAP Users' Group (ASUG) to bring you a unique virtual learning forum.



[Learn more and register.](#)

Thank you for joining us at Summerfest Tech!



The UW E-Business Consortium was so excited to be at the fifth annual Summerfest Tech event last week Wednesday, June 29, and Thursday, June 30. This event took place at different locations around the beautiful city of Milwaukee. Summerfest Tech was two days full of world-renowned speakers like Chuck Swoboda, the CEO of Cree, Inc., Amanda Knutson, an FBI Supervisory Special Agent, Denis V. Batalov, a Worldwide Tech Leader for Amazon Web Services, and many more. There were also many high-quality breakout sessions and many memorable networking conversations

with business professionals from across the state of Wisconsin.

We were ecstatic to have our director Doug Barton moderate a session with leaders creating the future of the Internet of Intelligent Things. The panel included senior technical, engineering, marketing, and customer service leaders from Sub-Zero Group, The Master Lock Company, Broan-NuTone, and Johnson Controls and explored how innovation requires people who think differently to collaborate in new and important ways to deliver success with digitally connected products and exceptional customer experiences.

On behalf of the UWEBC, we want to thank you for attending this amazing conference and also want to give a big thank you to everyone who stopped by our UWEBC booth!

Congrats to the 2022 CIO ORBIE Finalists in our UWEBC Membership

A variety of UWEBC member companies are represented in this year's line-up of Finalists for the [CIO ORBIE Awards](#), which recognizes technology executives for leadership, innovation, and excellence. Congratulations to finalists Matt Johnson (Ashley Homestore), Mark Winger (Spectrum Brands), Martin Christopher (CUNA Mutual Group), Tim Dickson (Generac), Anil Tiwari (U.S. Venture), Michael Meinholf (Associated Bank), Chero Goswami (UW Health), and Lois Brooks (UW Madison). We wish you the best at the ORBIE Awards next week! Your participation and membership in our community mean the world to us.



UPCOMING EVENTS

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

July 12: MARKETING PEER GROUP MEETING

Leveraging Employee Ambassadors on Social Media. Maximize your brand voice with authenticity and authority.

[More information and register »](#)

July 14: INFORMATION TECHNOLOGY PEER GROUP MEETING

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

Supply Chain Analytics. Learn how you can aggregate and use data to optimize your supply chain performance.

[More information and register »](#)

July 21: DIGITAL SYMPOSIUM

Join us in this special, **free, virtual** UWEBC program **open to UWEBC members and non-members** alike to explore new, proven approaches and innovative technologies to address the practical challenges faced in today's volatile business environment. We are collaborating with Americas' SAP Users' Group (ASUG) to bring you a unique virtual learning forum.

[More information and register »](#)

July 26: TRADE COMPLIANCE SPECIAL INTEREST GROUP MEETING

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

Collaboration Strategies to Advance Your Company's Trade Agenda. Hear how other organizations collaborate with internal and external teams to maximize trade strategies for their company.

[More information and register »](#)

July 28: CUSTOMER EXPERIENCE MEASUREMENT AND ACTION PLANNING SPECIAL INTEREST GROUP MEETING

Developing, Incorporating, and Evaluating the Effectiveness of CX Improvement Actions. In this session, our Customer Experience measurement journey will culminate with a look back on our work to move forward with distinct actions for improvement.

[More information and register »](#)

August 5: HUMAN RESOURCES SPECIAL INTEREST 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 »](#)

August 17: CONTENT MARKETING SPECIAL INTEREST GROUP MEETING

Kickoff Planning Workshop for Content Marketing Special Interest Group. Members have asked to do a deeper-dive into the many facets of content marketing. This meeting

will be a workshop to jointly create a list of 8 to 12 meeting topics that will be covered over the lifespan of this series.

[More information and register »](#)

August 25: CUSTOMER SERVICE PEER GROUP MEETING

>> [In-person and virtual options available!](#) <<

Strategies and Practices for Improving Retention of Customer Care Talent. Glean new ideas to help strengthen the bond between your team and your organization, making it easy for your best team members to find fulfillment in the work they do.

[More information and register »](#)

August 25-26: LEADERSHIP FOUNDATIONS MASTER CLASS

>> [Held in person at InitiativeOne in Green Bay](#) <<

Leading In Turbulent Times: A Master Class on Leadership Foundations to Prevent Burnout and Improve Employee Retention. Learn how to build a high-trust environment that improves decision-making, problem-solving, and the performance of your team.

[More information and register »](#)

August 30: AGILE IT SPECIAL INTEREST GROUP MEETING

Driving Prioritization through Strategic Themes and OKR's. Additional details will be available soon!

[More information and register »](#)

September 20: Register now! Our annual [Business Best Practices & Emerging Technologies conference](#) will be held on September 20, 2022.

[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

[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](#).



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