

March 2023

Register now for the 2023 Wisconsin Digital Symposium!



**REGISTER
NOW**

MAY 25, 2023

**WISCONSIN
DIGITAL SYMPOSIUM**

The banner features a dark blue background with white icons representing digital communication (microphone, speech bubble, person, smartphone, lightbulb) and a red diagonal stripe. The UW E-Business Consortium logo is visible in the top right corner.

Registration is now open for the second annual Wisconsin Digital Symposium, hosted by the UW E-Business Consortium, which will be held virtually on **May 25, 2023**. This special half-day program is open to members and non-members to explore new and proven approaches to address practical and urgent challenges of digital transformation and the volatile business environment. This event is packed with great ideas that will help you and your organization transcend perceived limits and realize the full potential of digital transformation. **It's a world-class program that is free to attend.**

[Learn more and register now!](#)

**A Hands-On Exploration of ChatGPT for Marketers to
Harness the Power of Generative AI**



**CHAT GPT FOR
MARKETING?!**

How good is it?

**UW E-BUSINESS CONSORTIUM
UWEBBC**

The thumbnail has a red background with a white play button icon in the center. The text is white and bold. The UW E-Business Consortium logo is in the bottom right corner.

In today's fast-paced business world, adopting cutting-edge technologies can give you a significant competitive advantage. One such revolutionary technology is ChatGPT, a language model designed by OpenAI that is able to understand and generate human-like text. While our programming does not typically take on topics of bleeding-edge technology, the capabilities of generative AI have crossed the chasm with incredible capabilities with game-changing potential for many industries and applications, not the least of which is marketing. Our Marketing Peer Group meeting on February 9th was a hands-on demonstration of tips and tricks to harness the power of ChatGPT for three marketing use cases: segmenting audiences, brand positioning, and new product/service research.

[Read the full story.](#)

Meet our Newest Member: Sartori



We are so excited to announce a new UWEBC member: Sartori!

Since 1939, Sartori has been working with Wisconsin family farms to turn high-quality milk into high-quality cheese. As a generational family business, Sartori has built something special - a team that's devoted to cheesemaking so they can make new cheeses they're excited to share with the world. Sartori elevates flavor to take any day from expected to exceptional.

On behalf of the UWEBC, we are thrilled to welcome and have Sartori as part of our community!

Discount Course Opportunity: How to Decrease Supply Chain Lead Times



Did you know UWEBC members get an exclusive discount for courses like the upcoming How to Decrease Supply Chain Lead Times for High-Mix and Custom Products, coming up on March 14? We hope you can join us here in Madison for this special course, featuring UWEBC Supply Chain Practice Director Jenny Patzlaff, presenting alongside Charlene Yauch, Director of the UW Center for Quick Response Manufacturing. Registration is open now. [Learn more about your UWEBC discount here.](#)

UWEBC Featured Member: Abhinay Pachhapur from Alliant Energy

This month we are pleased to feature Abhinay Pachhapur, Director of IT Services at Alliant Energy!

At Alliant Energy, they are working hard to find solutions to move and focus more on renewable energy resources as that has been a substantial piece of Alliant Energy's strategy and purpose of serving customers and building stronger communities. Abhinay enjoys taking full advantage of his UWEBC membership to further his work goals, like the one above. He likes that it offers flexibility and a learning aspect from other industry peers on how they are driving digital transformation and organizational change.



[Learn more](#) about what Abhinay and his team are up to, and how you can take some things that he's learned and put them into practice for your company.

Member Company Update: Medica

We are delighted to announce an update regarding our member company, [Medica](#): A strategic partnership was established between SSM Health and Medica, two non-profit Midwest organizations, in December 2021. The partnership aims to deliver better value-driven healthcare solutions and strengthen provider relationships across several communities. As part of the partnership, Medica invested in Dean Health Plan of Madison and the two combined into one entity. The union of the two is centered around technology, innovation, and a mission-driven vision to provide high-quality, affordable health care.

UPCOMING EVENTS

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

March 9: LOGISTICS AND DISTRIBUTION PEER GROUP MEETING

Lora Cecere on the Supply Chain Response and Metrics that Matter. Lora Cecere from Supply Chain Insights will share the results of her recent Supply Chain Response study and her research on the supply chain metrics that matter most.

[More information and register »](#)

March 10: HUMAN RESOURCES EXECUTIVES GROUP MEETING

Hybrid Work is Here to Stay: Focus on Future of Work, Culture, and Inclusion. Learn how we might integrate the future of hybrid work with the needs of workplace culture, inclusion, and employee flexibility.

[More information and register »](#)

March 14: CONTENT MARKETING SPECIAL INTEREST GROUP MEETING

>> NEW Special Interest Group! [Contact Bill for details!](#) <<

Kickoff Planning Workshop for Content Marketing Performance Measurement Special Interest Group. To learn more, e-mail bill.carrier@uwebc.wisc.edu

March 16: INFORMATION TECHNOLOGY PEER GROUP MEETING

Strategies to Combat the Tech Talent Shortage. Learn how to successfully combat the tech talent shortage by developing effective strategies for recruiting and retaining tech talent. Get up-to-date information on the current market conditions and best practices to fill skills gaps.

[More information and register »](#)

April 4: PRODUCT MANAGEMENT SPECIAL INTEREST GROUP MEETING

Navigating the Internet of Things: How Product Managers Can Overcome the Challenges of Connected Products. Learn insights and strategies that deliver results!

[More information and register »](#)

April 6: CONTACT CENTER QUALITY MONITORING SPECIAL INTEREST GROUP MEETING

Connect with fellow practitioners on what is happening in the contact center Quality Monitoring space.

[More information and register »](#)

April 14: THE FUTURE OF CONTACT CENTERS SPECIAL INTEREST GROUP MEETING

Agent Assist: Hype or Necessity. Participate in a discussion-driven breakdown of one of the contact centers' most hyped new tools, to determine if this is something that could benefit your contact center and what steps you can take to get closer to that future you imagine.

[More information and register »](#)

April 18: SUPPLY CHAIN PEER GROUP HYBRID MEETING

>> In-Person and Virtual Options available! <<

Supply Chain Manager to Leader: Upskilling, Re-skilling and Retention.

Discuss priorities and approaches to upskilling and retaining supply chain

talent.

[More information and register »](#)

April 19: MARKETING PEER GROUP HYBRID MEETING

Topic To Be Announced Soon

[More information and register »](#)

April 27: INFORMATION TECHNOLOGY PEER GROUP HYBRID MEETING

>> [In-Person and Virtual Options available!](#) <<

Understanding the New AI and Data Science Landscape. Learn about the latest AI & Data Science trends at our event. Network with industry experts & discover new opportunities in this rapidly evolving field.

[More information and register »](#)

May 25: WISCONSIN DIGITAL SYMPOSIUM

>> [Free and open to members and non-members](#) <<

Digital Transformation and Innovation are the biggest threats and opportunities of our age. And learning with and from pioneers and peers is a game-changer. It helps us transcend the limits that we think we have to realize our potential.

[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. [Hold the date on your calendar!](#) We'll let you know when registration opens.

[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](#)

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[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](#).

