

March 2022

New UWEBC Advisory Board Members



Join us in welcoming the newest members of our UWEBC advisory board:

Adrienne Hartman, Senior Director of Ecommerce, J.J. Keller & Associates, Inc.;
Rob Kolb, Senior Director - Commercial Services, CNH Industrial;
Michael Kukiela, VP Supply Chain and Distribution Management, Schneider Logistics;
Julie Maiers, SVP Marketing, Sales and Customer Operations, TDS Telecom; and
Bill Stewart, VP of Supply Chain, Kohler Co.

Our Advisory Board has played a vital role in the strong and continued success of the UWEBC since its formation in 1998. Comprised of a group of executives who represent the diverse mix of industries in the UWEBC and our various practice areas, the board helps set our strategic direction, supports us in achieving our strategic priorities, and provides feedback to help us improve the ways in which we serve the needs of Consortium member companies.

Save the Date! 2022 UWEBC Annual Conference

The UW E-Business Consortium will host the 24th annual Business Best Practices & Emerging Technologies Conference on **Tuesday, September 20, 2022**. Join us back in person this year at the beautiful Monona Terrace, with an option to tune in virtually if needed.

As in previous years, our conference will feature four tracks packed with thought-provoking content in Customer Service, Information Technology, Marketing and Supply Chain Management.

You won't want to miss Wisconsin's premier thought leadership event for business professionals and executives! Watch for more details in the months to come. In the meantime, [add it to your calendar to hold the date!](#)



Can't wait? [View highlights from last year's virtual conference here.](#)

UWEBC Featured Member: Brenda Griep at Associated Bank



This month we are proud to feature Brenda Griep, Director of Technology Administration and UWEBC's primary liaison at [Associated Bank](#). Her journey with Associated Bank started 12 years ago as a project manager. Throughout her time there, she has dauntlessly taken on more and bigger responsibilities along the way, leading her to where she is now.

Griep has been an active member for two years now and has become a valuable participant in UWEBC's events. To her, the best thing about being a UWEBC primary liaison is being able to engage firsthand with all the resources available and learning from her peers during UWEBC's peer group and special interest group sessions.

"I really like serving in this role from the engagement perspective. The UWEBC Practice Directors are fantastic resources to reach out and partner with. I'm so very excited to grow our company's participation and make the most out of it!"

When asked about her favorite UWEBC event, she struggled in choosing one amongst many before she decided on the annual conference held last October where she found that there were many opportunities for learning and growth throughout the day.

If you can't find her in the office, you will most likely find her actively participating in sporting events and traveling with her friends and family – talk about work-life balance!

Just like her, we are also excited for what is there to come this year. We thank her for her great participation and contribution to UWEBC so far.

Conflict: Obstruction or Fuel to Agile Process?

We have long viewed conflicts as a barrier to success. However, instead of viewing it in a negative light, could conflict be the source of fuel for agile progress? On February 22nd, participants of our Agile IT Special Interest Group discussed and reflected on this question, diving into their own conflict management experiences.

With years of experience as an agile practitioner, Results Improvement Coach Joel Foner led this meeting with many thought-provoking questions and insightful perspectives on managing conflicts.

Through a mix of multiple breakout sessions and full-group discussions, participants were able to engage in many fruitful conversations in relation to conflict management. Foner asked questions to identify and solve conflicts, prompting everyone to rethink their own understanding of what “conflict” means. In this 2-hour long session, many view-changing points were raised and, by the end of it, our definition of conflict was able to be reconstructed and expanded to a more constructive idea.

Foner closed the session with the idea that instead of avoiding conflicts, we should instead build a network of conflicts that can act as data in the agile process to identify the shape of the conflict and help us see the larger issue on hand.

[View the full presentation here \(member sign-on is required\).](#)



Manufacturing Matters! 2022



Don't miss WMEP's Manufacturing Matters! conference on **April 29, 2022**. The conference will focus on highlighting the practices of manufacturers who are thriving through this turbulent environment, as well as sharing expert insights into what organizations can do going forward to be more resilient and adaptive to change. [Learn more and register](#). WMEP is a proud partner of UWEBC.

UPCOMING EVENTS

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

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 »](#)

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 UWEBC member 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 UWEBC member 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 by discussing and comparing practices with fellow UWEBC members.

[More information and register »](#)

March 29: TRADE COMPLIANCE SPECIAL INTEREST GROUP MEETING

New Suppliers, New Trade Compliance Risks. Discuss how UWEBC members are working to mitigate trade compliance risks with new suppliers.

[More information and register »](#)

April 21: PROCUREMENT PEER GROUP MEETING

Risk Mitigation Approaches and Strategies. Discuss how to mitigate risk in procurement, and share approaches and strategies with fellow members.

[More information and register »](#)

April 26: INFORMATION TECHNOLOGY PEER GROUP MEETING

The Future of Work: Strategies for Leading Remote & Hybrid Tech Teams. Learn strategies for how to build trust, navigate conflict, make decisions and conduct engaging meetings with remote and hybrid technology teams.

[More information and register »](#)

April 28: MARKETING PEER GROUP MEETING

UX Scorecards: Accurately Assessing Your Website's Performance. Elevate your digital customer experience with clear focus and impact.

[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](#).



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