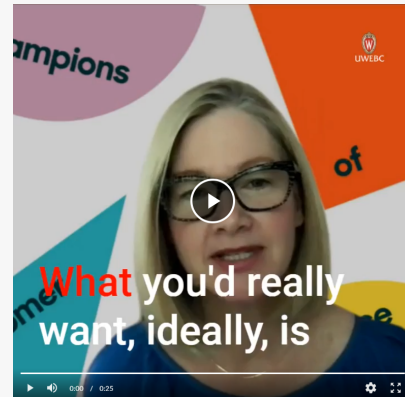


May 2022

## Member Perspectives on Improving Website UX

The April 28 UWEBC Marketing Peer Group's first in-person event in two years focused on a hot topic for our members – **improving website user experience (UX)**. The confluence of increased website traffic in response to the pandemic and the frenetic pace of new software introductions has made UX design a critical aspect of differentiation. Led by UWEBC's Marketing Practice Director Bill Carrier, participants discussed the best methods for identifying, measuring, prioritizing and testing strategies to improve website UX. The meeting featured speakers from Brady Corporation, Harley-Davidson, pc/nametag and Zendesk and explored how UWEBC members are advancing their efforts to deliver world class website experiences.



[Read the full story.](#)

## UWEBC Featured Member: Maureen Lewandowski from Delta Dental of Wisconsin



This month we are excited to feature one of our primary liaisons Maureen Lewandowski, vice president, claim operations at Delta Dental of Wisconsin. She has been an active member of UWEBC since 2018, when Delta Dental joined the consortium.

To Maureen, being a primary liaison means she has the responsibility to help encourage others in the organization to leverage what UWEBC has to offer. "The mix of peer groups offered by UWEBC allow numerous areas of our company to take advantage of the different learning opportunities and apply them throughout the organization."

[Read the full story.](#)

## Registration will be open soon for the 2022 UWEBC Annual Conference!

Registration for the **UWEBC Annual Business Best Practices & Emerging Technologies Conference** will be opening very soon! We'll send you an email when it's ready, but in the meantime, we encourage you to [check out the conference website](#) and mark your calendar so you don't miss it.

With an exciting line-up of industry thought leaders in four dynamic tracks (Customer Service, IT, Marketing and Supply Chain), 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.

*Sponsorships are still available for this year's conference. Sponsors benefit from a variety of incredible opportunities, at all sponsorship levels, including many ways to connect with more than 800 influential decision-makers from leading companies. If you're interested in becoming a sponsor, please contact [Beth de Garcia](#).*



## UWEBC On The Road

As we approach the summer months -- and hopefully some warmer weather! -- we're looking forward to the upcoming engagements we have on the road. Here are a few that may interest you.

On **May 19**, UWEBC Director Doug Barton will be one of the panelists in the [Annual WTA Technology Conference](#), with a focus on Making Wisconsin a Digital Hub with our Technical Spokes; Talent, Tech & Transformation, alongside Jennifer Drangstveit, IT Director at CUNA Mutual; Antony D'Cruz, CIO at HSA Bank; and David Reeves, Former President at OpenGov and Adjunct Professor at Marquette Business.

We're participating again this year in the annual [Summerfest Tech](#) event on **June 29-30**. In addition to having a physical booth in Milwaukee and a virtual booth that you can visit, we'll be holding an exclusive retreat for IT Executives during this event. Registration for Summerfest Tech is open now and is free and open to all.

## UPCOMING EVENTS

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

**May 6: HUMAN RESOURCES EXECUTIVES 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 »](#)

**May 17: LOGISTICS & DISTRIBUTION PEER GROUP MEETING**  
**>> In person and virtual options available! <<**  
**Upskilling Your Supply Chain Team to Solve Tomorrow's Problems.** Discuss priorities and approaches to upskilling supply chain teams. [More information and register »](#)

**May 18: CUSTOMER EXPERIENCE MEASUREMENT AND ACTION PLANNING SPECIAL INTEREST GROUP MEETING**  
**Tools Used for CX Data Analysis & Distilling/Communicating Actionable Insights from CX and Operational Data.** 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 »](#)

#### **May 24: AGILE IT SPECIAL INTEREST GROUP MEETING**

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

**Hybrid Agile and Its Impact on Team Organization, Prioritization, & Estimating.** Learn how to accelerate outcomes by blending the preferred traits of both waterfall and agile development methodologies to decrease risk and increase impact.

[More information and register »](#)

#### **June 16: CUSTOMER SERVICE PEER GROUP MEETING**

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

**Approaches to Onboarding and Training New Customer Care Team Members.** Learn valuable strategies to bring new customer care team members into your culture and prepare them to be your best performers.

[More information and register »](#)

#### **June 17: HUMAN RESOURCES EXECUTIVES SPECIAL INTEREST GROUP MEETING**

**Intelligent Hiring - How to Recruit and Adapt in the Era of the Open World**

**Workforce.** Learn how forward thinking companies are adapting to new recruiting realities then discuss and apply with your peers.

[More information and register »](#)

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

**Adopting a Product-Led Growth Strategy.** Learn how fellow members organizations are implementing product-led growth strategies dialed-in for their customers and markets.

[More information and register »](#)

#### **June 29-30: SUMMERFEST TECH**

Summerfest Tech began in 2018 with the goal of leveraging the Summerfest brand to showcase technology and provide a forum for attendees from the tech and business community to network, educate, and celebrate the evolution of technology. Summerfest Tech continues to shine the spotlight on Wisconsin's growing reputation as a tech hub, highlighting the growth and opportunity in the region. Join us in Milwaukee in-person, or at our virtual booth, for the annual Summerfest Tech event. Summerfest Tech 2022 will feature keynotes, breakout sessions, and panel discussions around innovation, collaborations, cybersecurity, artificial intelligence/machine learning, and cryptocurrency/non-fungible tokens. Registration is free.

[More information and register »](#)

#### **July 21: DIGITAL SYMPOSIUM**

**Save the date!** 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 in this special 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 will be available soon.

**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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