



NEWS & UPCOMING EVENTS

September 2023

Celebrate 25 years with your UWEBBC community!

Wow, time really flies! We can't believe it's been 25 years since the UW E-Business Consortium was created. To celebrate this incredible milestone, we have an awesome party planned: our 25th Annual Conference on October 3! And you're invited! Will you celebrate with us?



Learn about the topics we'll be covering in our five tracks: [Customer Service](#), [Human Resources](#), [Information Technology](#), [Marketing](#), and [Supply Chain](#). Then visit the [keynotes](#), [executive panel](#), [sponsors](#), and [agenda](#) pages to learn about how the day will go. We are planning on wowing you from start to finish.

If you're planning on spending the night in beautiful downtown Madison, make sure to make your reservation soon! Our [hotel block](#) is guaranteed only for reservations made before September 13.

[Learn more and register](#)

Approaches to Developing Leadership Skills in Frontline Supervisors and Managers

Equality vs. Equity: Why It's Important To Know

DiversityWindow

- Denotes that everyone is on the same level and assumes everyone can succeed with the same resource allocation
- Doesn't address systemic barriers, the fence, and the unlevel ground (historical oppression)

Equality

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Developing leadership skills in frontline supervisors and managers holds immense organizational possibilities and opportunities, and organizations that succeed in this area are more likely to cultivate a friendly and inclusive work culture for the entire organization. Our Customer Service Peer Group meeting on August 10th discussed this topic in-depth, where participants learned how to explore the power of developing leadership skills in frontline supervisors for organizational success and enhanced team performance. The meeting was led by UWEBC's Customer Service Practice Director Matthew Cone, with featured presentations from jIQ People Solutions, Northwestern Mutual, and Mason Companies.

[Read the full article](#)

Featured Member: Michelle Dauchy from Mercury Marine

This month, we are pleased to feature **Michelle Dauchy**, VP of Customer Experience at Mercury Marine! With her wealth of experience and dedication to bridging the gap between her company and UWEBC, Michelle has been involved with the consortium for six years. As the primary liaison between Mercury Marine and UWEBC, she has been a great connector, ensuring the visibility of networking and educational opportunities while leveraging valuable business insights. Engaging functional teams and utilizing UWEBC as a resource for career development has been at the core of her responsibilities. Let's delve into her insights and experiences, as well as her valuable contributions to her organization's success.



[Read the full article](#)

Celebrating UW–Madison's 175th Anniversary



What's more exciting than commemorating UW-Madison's 175th anniversary? Doing so alongside our member company Greenheck in the heart of Wausau! With family-fun activities, special Babcock ice cream flavors, and UW-themed festivities, this anniversary extravaganza created unforgettable memories. UWEBC Director Doug Barton and Supply Chain Practice Directory Jenny Patzlaff were thrilled to participate in a C-Suite panel with Greenheck Group CEO, Aaron Gotham, Chief of Manufacturing, Scott Graf, and CHRO, Carrie Strobel. The conversation about lifelong learning in this incredibly fast-growing company was rewarding! Jenny also had the opportunity to chat with Tod Pritchard, Director of Media and Public Relations for the Wisconsin Alumni Association, and Venkat Ganapathy of the Greenheck Group on the latest episode of [BadgerTalks Live](#).

Upcoming UWEBC Boot Camps

Predictive Analytics and ROI Modeling Boot Camp

September 19-21, 2023



[Predictive Analytics and ROI Modeling for the Customer Experience Boot Camp - September 19-21, 2023](#)

Leverage the power of customer experience survey data through predictive analytics and ROI modeling in this exciting Boot Camp, which will equip CX trailblazers with a framework, methodology, and cohesive set of analytical tools to tackle challenges head-on. Join us on September 19-21, 2023, to learn more about predictive analytics and ROI modeling with Scott Broetzmann and David

Beinhacker of Customer Care Measurement & Consulting (CCMC). [Learn more.](#)

Digital Transformation Boot Camp for Technology Leaders

November 14-16, 2023



[Digital Transformation Boot Camp - November 14-16, 2023](#)

Delve into critical topics that drive successful digital transformations in this exciting new Boot Camp. Starting with an exploration of technology management, you will understand how to align technology with business strategy and drive growth within your organization. Join us on November 14-16, 2023, to learn more about digital transformation for technology leaders with Gustav Toppenberg of Janus Insights LLC. [Learn more.](#)

UPCOMING EVENTS

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

September 7: PREDICTIVE ANALYTICS SPECIAL INTEREST GROUP MEETING

Securing Generative AI. Join our session that revolves around securing generative AI. Experts will guide you through risk assessment, effective defense strategies, and industry best practices to enhance the robustness and data privacy of these models.

[More information and register »](#)

September 13: LOGISTICS AND DISTRIBUTION PEER GROUP MEETING >> IN-PERSON ONLY EVENT <<

Transportation Industry Update: Capacity, Pricing. Join us in Green Bay and learn from member company Schneider where industry analysts anticipate the transportation industry is headed this fall and into 2024, and share insights and trends with other UWEBC members.

[More information and register »](#)

September 14: INFORMATION TECHNOLOGY PEER GROUP MEETING

Cloud Economics Mastery: Leveraging Cloud's Speed, Flexibility, and Scale for Business Growth. Unleash the transformative power of cloud computing for business growth at the 'Cloud Economics Mastery' event, which equips business leaders, IT professionals, and decision-makers with the tools and insights to optimize costs, foster innovation, and capitalize on cloud's speed, flexibility, and scalability across various business areas.

[More information and register »](#)

September 15: 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 »](#)



September 19-21: PREDICTIVE ANALYTICS AND ROI MODELING FOR THE CUSTOMER EXPERIENCE BOOT CAMP

>> IN-PERSON ONLY EVENT <<

Leverage the power of customer experience survey data through predictive analytics and ROI modeling in this exciting Boot Camp, which will equip CX trailblazers with a framework, methodology, and cohesive set of analytical tools to tackle challenges head-on.

[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.

[More information and register »](#)

October 19: CONTACT CENTER QUALITY MONITORING SPECIAL

INTEREST GROUP MEETING

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

[More information and register »](#)

October 26: FUTURE OF CONTACT CENTERS SPECIAL INTEREST GROUP MEETING

Large Language Models: Chat GPT in Customer Care

[More information and register »](#)

[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

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[UWEBC Information Technology](#)

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