

September 2021

## Explore our session topics for the annual conference

Our speakers have been working hard to come up with amazing content for you, and they delivered! In case you missed the announcement in August, our session information has been posted to our [conference website](#). Click on each different track in the top menu or use the buttons below to learn about each session.

Session One About Laura Deaner

### Achieving Cyber Security Maturing through Tabletop Exercises

Laura Deaner, Vice President & Chief Information Security Officer, Northwestern Mutual



Unfortunately, in today's world it's not a matter of *if* your organization will be a target of a cyber-attack—it's a matter of *when*. To protect your business's reputation and finances, developing an Incident Response (IR) plan is the first step to combatting a future incident. The IR plan serves as a blueprint that enables staff to detect, respond to, and recover from security incidents. However, the real secret to success is putting the IR plan into action through tabletop exercises before an actual attack occurs. The tabletop exercise gets everyone on the same page through hands-on experience and is one of the most important forms of organizational training to help mitigate cyber-attacks. In this session learn from industry expert Laura Deaner on how Northwestern Mutual leverages tabletop exercises to mitigate the risk of ransomware attacks and ensures organizational alignment through hands on experience.



Customer Service

Information Technology

Marketing

Supply Chain

We've also just finalized the topics and speakers for our five bonus mini master classes that will be held at the end of the day. They are up on [the website](#), and we'll be sending that to your inbox next week!

Ready to register now? Use the button below to learn more or register:

Register now

Welcome Regal Ware into our family of members!



The UWEBC is excited to welcome Regal Ware to our community of exceptional member companies. Regal Ware is a consumer company, focused in the food and beverage industry, that has a devotion to developing solutions to enhance daily life.

After over 100 years in the manufacturing industry, Regal Ware and their products have impacted more than 50 million people. They hold the belief that by paying attention to their customers, they are able to provide meaningful solutions that remain relevant and on trend. Not only are they dedicated to the success of their company and team, but also to the success of their customers.

## Managing Remote Customer Care Teams

Since the Covid-19 pandemic's beginning in 2020, there has been a dramatic increase in the use of remote work. In the August 19th Customer Service Peer Group web meeting, we discussed both the benefits and challenges of remote customer care, as well as what the future holds for remote work in this field.



Focusing on the most important elements to success, speakers Mike Wygocki (Executive Director of Customer Success, Demco), Carmella Uptagraft (Senior Manager of Customer Service, North Face Wholesale) Erin Dunlavy (Manager of Customer Service Training, VF Corporation), and Jenny Morton (Senior Product Support Manager, J.J. Keller & Associates) shared their insights on boosting morale, maintaining engagement, building workplace connections, and eliciting high effort and high performance.

[Read the full story.](#)

## Reminder: Find us at Summerfest Tech on September 8



We're looking forward to seeing you in our booth -- both virtually and in person -- at this year's Summerfest Tech event on Wednesday, September 8.

Returning for its fourth year, Summerfest Tech supports companies in Wisconsin and the midwest with their tech initiatives. This event brings together a variety of tech leaders and

innovators, and we're excited to be partnering with them as well as with the UWEBC Member companies (AE Business Solutions, American Family Insurance, Generac) who also sponsor this effort. We hope to see you there! [Learn more about Summerfest Tech here.](#)

### UPCOMING EVENTS

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

**September 8: SUMMERFEST TECH EVENT**

Visit our booth virtually or in person on the Summerfest grounds on September 8.

[More information about Summerfest Tech »](#)

**September 14: MARKETING PEER GROUP MEETING**

**How to Build a World-class Influencer Marketing Program.** We will explore the current state of influencer marketing and the mechanics of creating a program whether for a specific campaign or an evergreen partnership for content creation. Member companies will also share their experiences utilizing Influencer Marketing in a variety of industries.

[More information and register »](#)

**September 16: CUSTOMER EXPERIENCE SPECIAL INTEREST GROUP MEETING**

**Tapping Into Unstructured and Operational Data for CX Insights + CX Data Collection and Management Tools Used by Members.** 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 »](#)

**September 22: INFORMATION TECHNOLOGY PEER GROUP MEETING**

**Building and Maintaining a Sustainable E-Commerce Platform.** Discover how organizations are leveraging new technologies to build scalable, personalized websites in support of e-commerce. Think through your challenges and new ideas with subject matter experts and peer IT leaders.

[More information and register »](#)

**September 23: PRODUCT MANAGEMENT SPECIAL INTEREST GROUP MEETING**

**What Does it take to Create an Enterprise Marketplace Platform?** How do you move from company-centric product management to creating an industry platform and an entirely new business ecosystem? How should you think about complementary products, technologies and services as well as new partners? We will look at the Jewelers Mutual Zing platform as well as a major industrial platform offering manufacturing services.

[More information and register »](#)

**September 28: LOGISTICS & DISTRIBUTION PEER GROUP MEETING**

**Transportation Outlook: Rates, Capacity and Market Strategies to Mitigate Cost.** Member company Schneider National explains where they anticipate rates and capacity are headed this fall and into 2022 and share insights and trends with other UWEBC members.

[More information and register »](#)

**September 29: B2B MARKETING SPECIAL INTEREST GROUP MEETING**

**The Future of Direct Mail & Print.** The "death of print" has been proclaimed since the rise of the Internet. While direct mail volume has seen a dramatic decline from its heyday it remains an important tool in the marketing mix. Oddly, as direct mail becomes a smaller part of the marketing budget, the scrutiny of its utility may be leading to more thoughtful targeting and purpose in the marketing plan.

[More information and register »](#)

**October 14: UWEBC BUSINESS BEST PRACTICES & EMERGING TECHNOLOGIES ANNUAL CONFERENCE**

An incredible learning event for business professionals, our conference attracts over 800 participants. Come interact with and be delighted by world-class keynote speakers in four parallel tracks of Customer Service, Information Technology, Marketing and Supply Chain Management.

[More information and register »](#)

**October 27: HUMAN RESOURCES EXECUTIVE SPECIAL INTEREST GROUP MEETING**

**Applying Technology to Grow Talent Intelligently.** The pace of change has sped up and current skills are quickly outdated while new skills are becoming essential. The recent pandemic compounded the effects by further accelerating pre-existing trends as well as

performance components are affected by various accelerating processes such as those causing workers to leave the workforce. In the face of this, our companies can be left struggling with gaps in key roles. Meeting these challenges require accurate inventory of skills in the existing workforce, identification of gaps to strategy and needs, finding talent on the open market, and building plans to "upskill" the current workforce.

[More information and register »](#)

### **October 28: PROCUREMENT PEER GROUP MEETING**

**Lightning Round: Top Supplier Questions of 2021 in 60 Minutes.** Join us for a quick review of the burning questions you've been asking in 2021.

[More information and register »](#)

## Join a LinkedIn Group and stay connected

[UWEEBC Customer Service](#)

[UWEEBC Information Technology](#)

[UWEEBC Marketing](#)

[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](#).*



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