

September 2022

## Last chance to register for our Annual Conference

The UW EBC Business Best Practices and Emerging Technologies Conference is this month, and more than 750 participants have already registered for it! If you haven't already registered but would like to, you still can on [our conference website](#).

The conference will be held on **September 20**, in person at Monona Terrace, with a virtual option available. We have an incredible line-up in store for you with host [Mark Jeffries](#), keynote speaker [Catherine Price](#), 17 speakers across four individualized tracks ([Customer Service](#), [Information Technology](#), [Marketing](#), and [Supply Chain](#)), 7 [mini master class](#) presenters from UW-Madison, 12 [strategic briefings](#) with our [sponsors](#), a [distinguished executive panel](#), and access to the entire [International Conference on Quick Response Manufacturing](#), happening simultaneously.

Not to mention the other perks: a [learning roadmap](#) for our HR professionals, ample networking opportunities, and an after-party featuring live music and special guest Bucky Badger! It's going to be an unforgettable experience, and we can't wait to see you there!

## Have you explored our Strategic Briefing topics yet?



This year's UW EBC Annual Conference is absolutely packed with amazing content for you, including TWELVE Strategic Briefings, led by our incredible sponsors. With topics ranging from data-driven experimentation to measuring sustainability in your supply chain, there is something for everyone! If you haven't already, be sure to check out [our conference website](#) to learn more about these briefings and start planning your day.

Not yet registered? No worries! [Registration](#) will remain open right up until the start of the conference on the 20th.

## Strategies and Practices for Improving Retention of Customer Care Talent

Our August 25th Customer Service Peer Group meeting discussed the very important topic of how to improve the retention of customer care talent. More specifically, the group eagerly dove deeper into interactive presentations and conversations discussing how to help strengthen the bond between your team and your organization, making it easy for your best team members to find fulfillment in the work they do.

The event featured Sarah Ellis, Co-founder of Amazing If, who introduced the idea, through visual drawings and pictures, that we now describe our careers as much more squiggly – fluid and following multiple paths – as opposed to following the traditional linear method of climbing the corporate ladder. Next, Suzanne Sherry of excellerate3 talked about how the only way you are able to retain your people is to actually get to know them, as well as the importance of recognition and rewards.



[Read the full story.](#)

## Leading In Turbulent Times: A Master Class on Leadership Foundations to Prevent Burnout and Improve Employee Retention



The UWEBC, in collaboration with InitiativeOne Leadership Institute, recently held a unique two-day session called Leading In Turbulent Times: A Master Class on Leadership Foundations to Prevent Burnout and Improve Employee Retention. It was exciting to bring InitiativeOne's renowned national program exclusively to the UWEBC network! This partnership with InitiativeOne started from a Procurement Peer Group last year called "From Burned Out to Fired Up," where Dr. Fred Johnson shared a talk that

validated the burnout experienced by many leaders and offered ideas on how to lead with purpose. This was extremely well received, and clearly highlighted a need in our member companies that this Master Class was able to fill more deeply.

Are you interested in our Master Classes? **We want to hear from you!** Follow the link at the end of the story to let us know.

[Read the full story.](#)

### UPCOMING EVENTS

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

#### **September 9: CUSTOMER SERVICE SPECIAL INTEREST GROUP PILOT**

**Future of Contact Centers.** Do you like to keep your finger on the pulse of the ever-changing technology and service trends of the contact center? If so, this would be a great place to collaborate with others who share that enthusiasm to talk about how we can capitalize on these trends in our business.

[More information and register »](#)

**September 20: Register now!** Our annual [Business Best Practices & Emerging Technologies conference](#) will be held on September 20, 2022. Featuring world-class speakers across four parallel content tracks, it's an event you won't want to miss!

**October 6: CUSTOMER SERVICE SPECIAL INTEREST GROUP PILOT**

**Contact Center Quality Monitoring.** This is a space for practitioners of Quality Monitoring to collaborate with peers to learn from each other's experiences and practices. [More information and register »](#)

**October 11: PROCUREMENT PEER GROUP MEETING**

**Supplier Diversity.** Discuss how to create, measure, and achieve supplier diversity goals with fellow members. [More information and register »](#)

**October 12: INFORMATION TECHNOLOGY PEER GROUP MEETING**

**Cybersecurity Trends to Watch.** Join your UWEBC peers as we examine the latest cybersecurity trends and their implications on organizations facing an ever-evolving threat landscape. [More information and register »](#)

**October 13: CUSTOMER SERVICE SPECIAL INTEREST GROUP PILOT**

**Customer Care in a B2B Environment.** Having other businesses as your customers surface unique challenges and strategies. Here you can collaborate with others that face similar realities. [More information and register »](#)

**October 18: MARKETING PEER GROUP MEETING**

**The Secret to Agile Marketing to Achieve Marketing Excellence.** A roadmap for successful integration of agile in marketing. [More information and register »](#)

**October 20: CUSTOMER SERVICE SPECIAL INTEREST GROUP PILOT**

**Contact Center Workforce Management.** The work of Workforce Management continues to evolve significantly from the Erlang C formula adopted decades ago, to factor in many new realities in the Contact Center space. Come to collaborate with other Workforce Management professionals. [More information and register »](#)

**October 21: HUMAN RESOURCES EXECUTIVES SPECIAL INTEREST GROUP**

**The Success Delta: Crafting Cultures that Work in a Hybrid/WFA World.** How can an employer remain attractive to talent who can work for anyone, anywhere? How can we tap into the richness, creativity, skills, and wisdom of a truly diverse, distributed team? [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!

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