

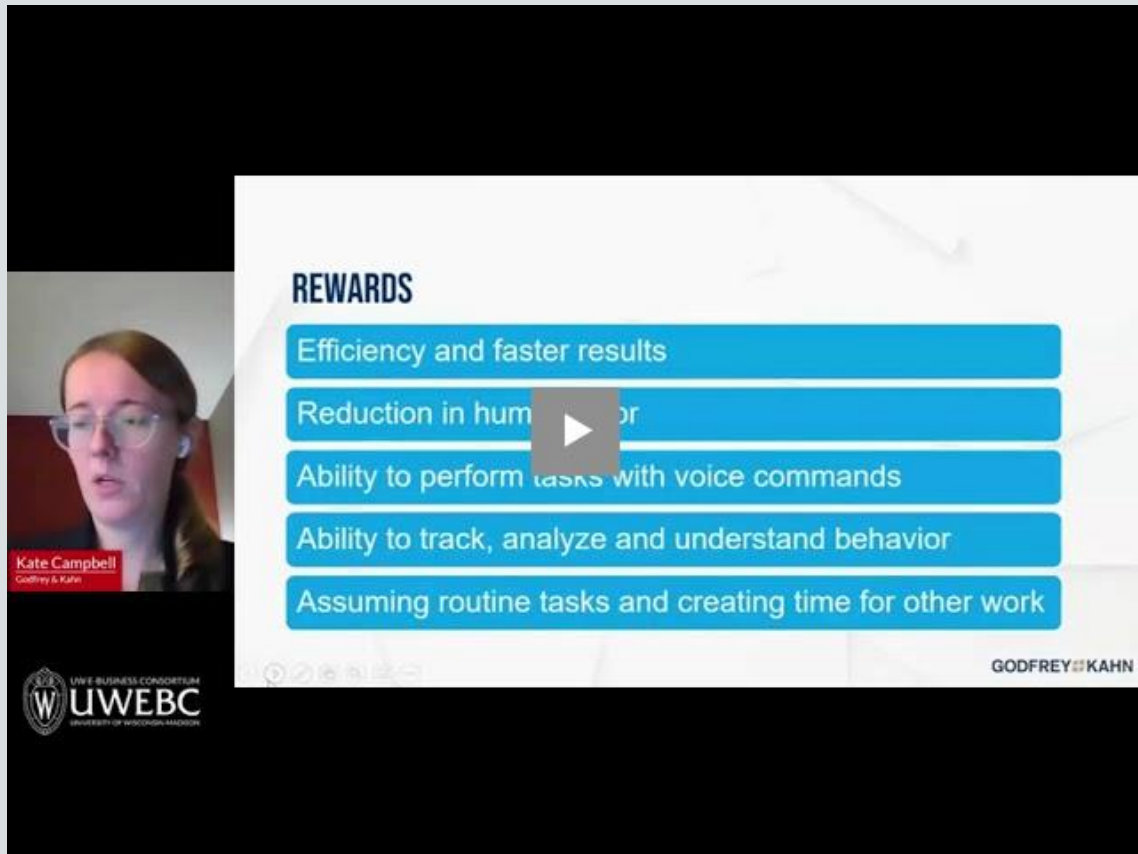
January 2024

Happy New Year from UWEBC!



As we enter 2024, let's celebrate a year of growth, discovery, and shared triumphs. Thank you for embodying the spirit of lifelong learning with us. In 2023, we embraced challenges, mastered new skills, and fostered a community that thrives on knowledge. Here's to the boundless possibilities the new year holds for us all! Our community is not just a network; it's a family committed to personal development. May 2024 bring you success, joy, and the unwavering support of a community that believes in your potential. Cheers to new beginnings and lifelong learning!

Tech Horizons 2024: Actionable Trends for Tomorrow, Today!



In the ever-evolving landscape of technology, our recent Tech Horizons 2024 event on December 7, led by IT Practice Director Heidi Rozmiarek, provided a glimpse into the future, highlighting actionable trends that are shaping the digital world. Participants heard from Andy Warzecha, Principal and Chief Market Intelligence Officer with The Hackett Group, who shed light on the transformative power of digital adoption and generative AI. In exploring AI's delicate balance between innovation and privacy, Kate Campbell from Godfrey & Kahn dissected two main use cases: publicly available generative AI and business-focused AI solutions, highlighting the efficiency gains and benefits such as reduced human error and voice command capabilities.

[Read the full story](#)

Featured Member Spotlight: Anne Norman from UW Credit Union



This month, we are excited to feature Anne Norman, Senior Chief Marketing and Product Strategy Officer at UW Credit Union! In her field of marketing, Anne shares that the most significant trend she is seeing in the banking industry is the creation of mobile apps for consumers, noting that it is all about making the app both usable and beautiful. Consumers' expectations are growing, and companies must keep up with those expectations. Anne loves taking full advantage of her UWEBC membership to further her and her team's goals in this and other areas.

[Read the full story](#)

Welcome new member Foremost Farms

We are thrilled to introduce the newest member of our UWEBC family, [Foremost Farms](#)! Their passion for the dairy industry, coupled with a wealth of invaluable experience, makes Foremost Farms an exceptional and highly valued addition to our already dynamic team. As we embrace their dedication and expertise, we are confident that Foremost Farms will play a crucial role in elevating the collaborative spirit and success of our UWEBC community! Welcome!



UPCOMING EVENTS

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

January 25: INFORMATION TECHNOLOGY PEER GROUP MEETING
Harnessing Emerging Technologies for Business Innovation. Kickstart 2024 with a deep dive into the future of business technology by joining fellow member companies to explore and discuss how AI, IoT, and advanced data analytics are revolutionizing diverse industries and how you can leverage these advancements for your company's strategic growth.
[More information and register »](#)

January 26: LEADERSHIP, CHANGE, AND ACTIVATION CROSS-FUNCTIONAL INTEREST GROUP MEETING
Building a Culture of Change Management and Strategy Activation in Your Organization. Unlock organizational success – join us for 'Building a Culture of Change Management and Strategy Activation,' where members converge to master the art of adaptability and strategic innovation.
[More information and register »](#)

February 2: HUMAN RESOURCES EXECUTIVES GROUP MEETING
Executive Roundtable on Current and Emerging HR Issues
[More information and register »](#)

February 8: CONTACT CENTER QUALITY MONITORING SPECIAL INTEREST GROUP MEETING
Connect with fellow practitioners on what is happening in the contact center Quality Monitoring space.
[More information and register »](#)

February 13: AGILE METHODOLOGY INTEREST GROUP MEETING
Agile Tools for Cross-Functional Collaboration: Enhancing Visibility and Efficiency. Join us at the inaugural event for this exciting new cross-functional interest group!
[More information and register »](#)

February 15: MARKETING PEER GROUP HYBRID MEETING
>> In-person and virtual options available <<
Customer-Centric Marketing: Strategies for Boosting Engagement, Loyalty, and Retention
[More information and register »](#)

February 20: PROCUREMENT PEER GROUP MEETING
Managing Supplier Lead-Times
[More information and register »](#)

February 22: CUSTOMER SERVICE PEER GROUP HYBRID MEETING
>> In-person and virtual options available <<
The Voice of Customer Program in a Post-survey Age: How to Listen When No One is Talking. Join us to learn new ways to "hear" the voice of your customer!
[More information and register »](#)

February 23: PREDICTIVE ANALYTICS SPECIAL INTEREST GROUP MEETING

Topic To Be Announced Soon

[More information and register »](#)

February 29: AGILE IT SPECIAL INTEREST GROUP MEETING

Topic To Be Announced Soon

[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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