



UWEEBC Newsletter

Features and upcoming events

February 2025

It's almost here! The Wisconsin Customer Experience Symposium is next month



Mark your calendar for **March 11, 2025**, and join us from 8:30 am–12:30 pm CST for the inaugural **Wisconsin Customer Experience Symposium**! This virtual event is your opportunity to learn from industry experts and CX professionals as they share fresh strategies, practical tools, and forward-thinking innovations to elevate customer experience.

Featuring engaging keynote speakers, dynamic panels, and inspiring lightning sessions, the symposium promises actionable insights to help you lead in today's fast-changing CX landscape. If you're a CX professional, marketing leader, or strategist, this is your chance to connect, grow, and shape the future of customer experience.

Don't wait—register today and get ready to transform your approach to customer experience!

[Learn more and register](#)

Welcome new member Rockline



Please join us in welcoming our newest member, [Rockline Industries](#)!

Founded in 1976, Rockline is one of the world's largest contract & private label manufacturers of consumer products, serving leading brands as well as the world's leading retailers. Their products are a part of daily life and can be found in everything from large retail chains to convenience stores, restaurants, hospitals, dental offices, workplaces, department stores, and anywhere else people seek convenience and high-quality performance. With over 2,500 associates worldwide focused on delivering thought leadership, the right product solutions, and extraordinary service, they have mastered a high-efficiency, high-volume business model that ensures their customers receive the innovation and quality they deserve at prices that are accessible.

We are thrilled to have Rockline as part of our UWEBC Community! Welcome aboard!

Avoiding Change Fatigue: Keeping Sight of Humans with Ongoing Change

HOW TO MANAGE OTHERS THROUGH CHANGE

GIVE THEM A BREAK



ENCOURAGE LEARNING AND FAILING



DON'T ASSUME



people are gonna react to a change.

Change Landscape and Fundamentals | FarWell™ | 60

2025-01-28 10:05

Click on the image above to play the video.

Our event on **Avoiding Change Fatigue: Keeping Sight of Humans with Ongoing Change** was held on January 28, 2025. Considering today's current work environment, change is constant and continuous. This session highlights practical strategies to help teams manage overlapping changes while maintaining motivation and productivity. Featuring incredible speakers like **Dana Otto**, Senior Advisor at Farwell, **Chad McGehee**, Director of Meditation Training at UW-Madison Athletics, and **Dr. Jirs Meuris**, Professor of Management and HR at the Wisconsin School of Business, this event was one you'll want to bookmark and rewatch.

[Read the full story](#)

Partner Offering Spotlight

UW–Madison has a wide breadth of professional development courses offered each year, diving into a variety of topics. Here is one upcoming event in particular that we thought may interest you.

Foundations of Artificial Intelligence and Machine Learning

April 1-3, 2025, Online

Designed for managers, management track, engineers, and technical professionals who need to make decisions about AI/ML related projects and have limited prior experience in AI and machine learning. In this comprehensive course, participants will achieve an understanding of fundamental machine learning concepts, including the advantages and pitfalls of common strategies. [Learn more.](#)

Upcoming UWEBC Events

Note: Attending the events listed below requires UWEBC membership. All are virtual unless otherwise specified.

February 11: Metrics That Matter: Letting Purpose Focus Analytics

Data & Analytics Interest Group

In today's data-driven world, getting lost in metrics that measure everything but tell us nothing is easy. Join this interactive, cross-functional learning event to explore how aligning analytics with purpose can drive clarity, decision-making, and meaningful business outcomes.

[More information and register »](#)

February 14: Executive Roundtable on Current and Emerging HR Issues

Human Resources Executives Interest Group

Share and discuss pressing issues and hot topics with fellow HR leaders and take away actionable ideas.

[More information and register »](#)

February 20: Committing to Quality: Strong Customer Service Operations (Hybrid Event)

Customer Service Peer Group

Join us to focus on optimizing Quality Monitoring, Workforce Management, and Training to deliver exceptional service. Don't miss this opportunity to collaborate with peers, gain actionable insights, and elevate your customer service operations to the next level!

[More information and register »](#)



February 28: Customer Journey Mapping: Creating Seamless Experiences in B2B and B2C (Hybrid Event)

Marketing Peer Group

Unlock the strategies and tools needed to transform customer interactions into seamless, engaging experiences that drive loyalty and measurable business results.

[More information and register »](#)

March 4: Negotiating with Suppliers

Procurement Peer Group

Sharpen your negotiation skills, outmaneuver supplier challenges, and gain the upper hand in an unpredictable market—join us for this exclusive peer-driven session!

[More information and register »](#)

March 11: Wisconsin Customer Experience Symposium

This virtual symposium will bring together industry experts, thought leaders, and CX professionals to explore best practices, trends, and innovations in customer experience management. From Culture to Competency, and Technology, this event will cover critical components of the CX practice.

[More information and register »](#)



March 12: Redefining Security: Zero Trust Strategies for Reputation & Risk Management

Technology Peer Group

As cyber threats become more sophisticated, organizations must adopt a Zero Trust approach to security—one that continuously verifies every user and device to minimize risk. This session will explore Zero Trust strategies for strengthening cybersecurity, mitigating insider threats, and protecting organizational reputation while aligning security with business objectives.

[More information and register »](#)

March 13: Product Management for Connected and Intelligent Products

Product Management Special Interest Group

Join us for an engaging discussion on the evolving role of product management in shaping connected and intelligent products.

[More information and register »](#)



IN PERSON

March 18: Trade Compliance (In-Person Only!)

Trade Compliance Special Interest Group

Discuss trade compliance initiatives and challenges with fellow members and the broader trade community.

[More information and register »](#)

March 20: Outsourcing the Customer Approach: Simplifying Support, and Reducing Customer Effort

Future of Contact Centers Special Interest Group

Hear from Teleperson, and learn about how a new approach to outsourcing can shorten your journey to self-service and help your customers reach the right resource in your organization.

[More information and register »](#)

March 21: Building Future-Ready Leadership: Manager and Leader Development

Human Resources Executives Interest Group

Cultivate agile, innovative, and forward-thinking leaders who can inspire teams and drive results.

[More information and register »](#)

[View the full event 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! Note: Adding something to your calendar does not register you for the event; you will still need to register as well.

Join a LinkedIn Group and stay connected

[UWEBC Customer Service](#)

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