

If this email was forwarded to you, we'd love to have you on our list! Our newsletter is distributed on the first Wednesday of each month. [Join now.](#)

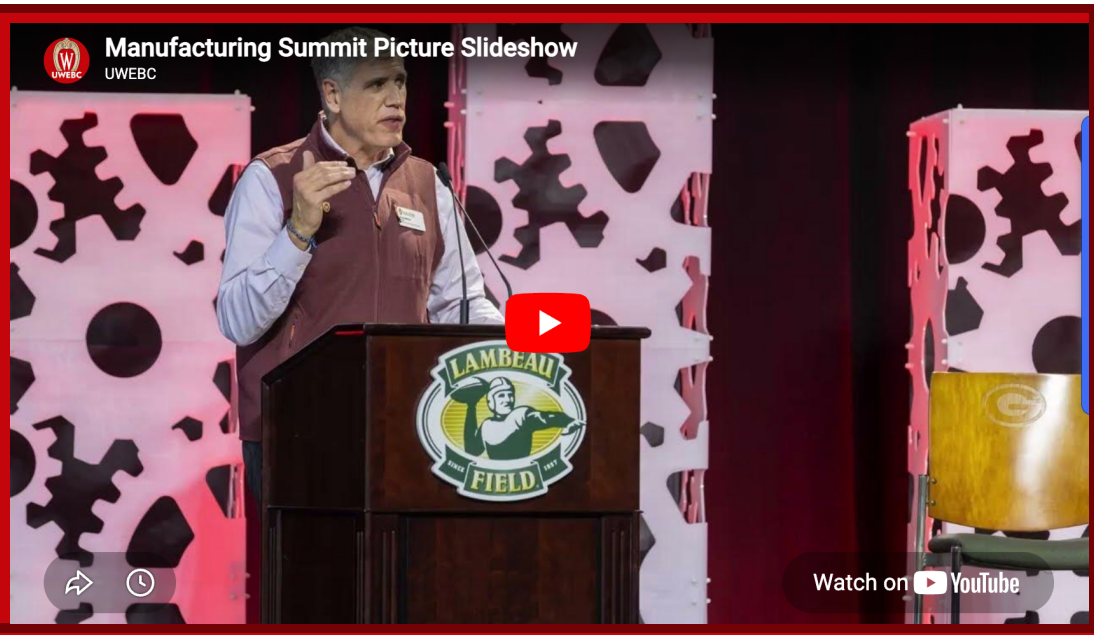


UWBC Newsletter

Features and upcoming events

July 2026

UWBC Members Help Shape the Future of Wisconsin Manufacturing



UWBC members were front and center at the first-ever **Wisconsin Drives Manufacturing Summit** on June 1-2, where leaders from industry, higher education, government, and technology came together at Lambeau Field to explore the future of manufacturing in Wisconsin. With member organizations including **Rockwell Automation**, **Harley-Davidson**, **Kohler Co.**, **Husco**, **Mercury Marine**, and more represented throughout the program, the Summit highlighted the important role our network plays in advancing conversations around smart manufacturing, supply chain resilience, workforce strategy, AI, and emerging technologies.

[Read the full story](#)

Gather Your Team for a Day of Ideas, Insight and Connection



With rapid change reshaping every corner of business, the **2026 UWEBC Annual Conference** is more than a day of learning — it's a chance to bring teams together around the ideas, conversations, and real-world examples that can inform what comes next. On Tuesday, October 6, at Monona Terrace in Madison and online, attendees will explore emerging technologies, evolving business models, leadership, customer strategy, operations, workforce transformation, and more through five dynamic tracks, sponsor case studies, and keynote presentations from Steve Jones, Mindy Geisser, Bill Price, Kikora Mason, Ralph Buelling, Allison Murn, Sean Halligan, Justin Robbins, Kari Mahaffey, and Antonia Turnquist.

Now is the time to make plans: **super early bird pricing ends July 15**. Organizations sending larger teams are encouraged to take advantage of our **group registration discount** for 10 or more participants, making it easier to bring cross-functional colleagues together for a shared experience they can carry back into their work. Secure the best available rate, gather your team, and join the UWEBC Community for the ideas, connections, and energy that make the Annual Conference a highlight of the year.

Register before July 15

David Dwight Brings Product Management Insight to the UWEBC Community

Meet David Dwight, UWEBC's Product Management Practice Director in Residence. With more than 30 years of industry experience and a passion for strengthening product management as a formal discipline, David is helping members connect academic insight with real-world business practice. In this Q&A, he shares why product managers must "live with a foot in three different worlds," how the field is evolving, and what he hopes to explore with the UWEBC community this year.



[Read the full story](#)

Skills-Based Talent Strategy

Skills are becoming a new currency for talent strategy, reshaping how organizations hire, develop, and advance employees. At UWEBC's June 18 People event, leaders from **KI**, **Zendesk**, and **FTI** shared how they are moving beyond traditional degree and job-title requirements to build more agile workforces, expand opportunity, and align talent decisions with future business needs.

 **TL2606 Video Snippet**
UWEBC
WHAT WE MEAN • 2 OF 2



A learning culture: transparency, empowerment & sustainability



Transparency

Team members can see the skills, the tools, the framework that matter and where the organization is heading. No hidden ladders.



Empowerment

People choose their own development path. Ownership shifts to the individual — we provide the map.



Sustainability

Growth that lasts. We build habits and systems that keep skills compounding long after any single initiative ends.

 **key** pieces that we've focused on

Watch on  YouTube

2020-06-18 09:47:57

Read the full recap to learn what members discussed and how organizations are bringing skills-based strategies to life.

[Read the full story](#)

Welcome new member PKWARE!

UWEBBC is pleased to welcome **PKWARE** as a new member of our community!



Headquartered in Milwaukee, PKWARE is an enterprise data protection company that helps organizations discover, classify, and protect sensitive information across endpoints, servers, databases, data lakes, cloud environments, and mainframe systems.

Through its PK Protect platform, PKWARE supports data security, privacy, and compliance needs with capabilities including encryption, masking, redaction, and automated data discovery. The company brings decades of expertise to the field, with roots dating back to the creation of PKZIP and the ZIP file format.

We're excited to welcome PKWARE to UWEBBC and look forward to the knowledge, perspective, and collaboration they will bring to our member community.

Partner Offering Spotlight: Change Management for Projects

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.

Change Management for Projects

July 4 - July 18, 2026, In person in Madison, WI

This course provides a practical exploration of the essential elements that support successful project work beyond the fundamentals of project management. Participants will examine key practices for building high-performing teams, managing resources effectively, identifying potential risks, and planning proactively to keep projects on track. Through hands-on learning, participants will gain tools and strategies to improve project execution, support collaboration, and achieve meaningful results.

UWEBBC members receive a 20% discount.

[Learn more and register](#)

Upcoming UWEBBC Events

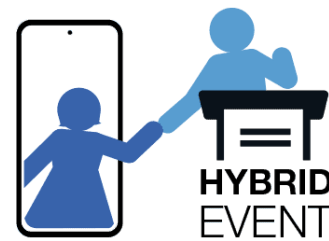
Note: Attending the events listed below requires UWEBBC membership, unless otherwise specified. All are virtual unless otherwise specified.

July 15: Modernizing the Tech Core*Technology Peer Group*

Modern enterprises are under increasing pressure to deliver speed, flexibility, and resilience, yet many are still anchored by legacy systems. This session explores what it really means to modernize the “tech core” in a way that enables, not disrupts, business momentum.

[More information and register »](#)**July 16: Operational Excellence: Quality and Continuous Improvement***Manufacturing Special Interest Group*

Discuss how Operational Excellence, Quality, and Continuous Improvement can make automation investments actually pay off.

[More information and register »](#)**July 20: Agility in the Age of AI***Agile Special Interest Group*

AI is accelerating feedback loops and decision cycles, challenging Agile practitioners to evolve workflows and learning practices.

[More information and register »](#)**July 23: Communicating Change with Transparency***Leadership and Change Management Special Interest Group*

AI is accelerating feedback loops and decision cycles, challenging Agile practitioners to evolve workflows and learning practices.

[More information and register »](#)**July 28: AI in Supply Chain***Supply Chain Peer Group*

Explore ways supply chain teams are using AI to improve planning, automate routine work, and support better both day-to-day and strategic decisions.

[More information and register »](#)**August 14: Cybersecurity Meets AI - Risk & Resilience in the Age of Intelligent Systems***Cybersecurity Special Interest Group*

Learn how to secure AI-enabled organizations while supporting innovation, resilience, and responsible adoption.

[More information and register »](#)**August 19: Technology in Trade Compliance: From Automation to AI***Trade Compliance Special Interest Group*

Discuss practical ways trade compliance teams can use technology, automation and AI to reduce manual work, improve accuracy, and support better trade compliance decisions.

[More information and register »](#)**August 20: Closing the Loop - Turning Usage Data into Experience Improvement***Customer Experience Peer Group*

Join this session to explore how closing the loop can transform scattered insights into better experiences and stronger outcomes.

[More information and register »](#)

[View the full event calendar](#)

Join a LinkedIn Group and stay connected

[UWEBC Customer Service](#)

[UWEBC Technology](#)

[UWEBC Marketing](#)

[UWEBC Supply Chain](#)

[UWEBC Human Resources Executives](#)



UWEBC

University of Wisconsin–Madison
601 University Avenue | Madison, WI 53715
info@uwebc.wisc.edu