
Unlock Ideas and Inspiration at the 2025 UWEBC Annual Conference



Click on the image above to play the video.

The countdown is on! The UWEBC Annual Conference is happening **Tuesday, September 30, 2025**, from 8:00am–4:30pm! Will we see you there?

You'll hear inspiring keynotes from **Nancy Giordano**, Strategist and Author of *Leading*; **Ethan Mollick**, AI & Innovation Expert and Author of *Co-Intelligence*; and **Devesh Ranjan**, Dean of Engineering at UW–Madison. Unlock ideas across our expert-led tracks! See how workarounds can transform Customer Service, explore the impact of AI in HR, master marketing in the “Age of Average,” learn how to build a winning culture in Supply Chain, and see the future of smart products in Technology.

Don't just hear about the future of business, experience it!

[Visit our website for details](#)

Welcome New Members Pacific Cycle and Palmer Johnson Enterprises!

We're excited to welcome new members Pacific Cycle and Palmer Johnson Enterprises to the UWEBC community!

Known for bringing fun and freedom to riders of all ages, **Pacific Cycle** is the powerhouse behind some of the most iconic and beloved bike brands in the world, like Schwinn and Mongoose. From rugged mountain trails and neighborhood sidewalks to local BMX tracks, their products fuel adventure, active lifestyles, and unforgettable memories for millions of people. As a leader in design, manufacturing, and innovation within the recreational and mobility space, Pacific Cycle brings a unique perspective on consumer behavior, supply chain strategy, and brand engagement.

PACIFICCYCLE™



We are thrilled to welcome the **Palmer Johnson Enterprises** family of companies: **Palmer Johnson Power Systems, Hamilton Power Solutions, and Continental Engines**, a trailblazer in the distribution and service of industrial drivetrain and diesel engine products, to our expanding network of forward-thinking companies. With more than 45 years of expertise in off-highway powertrain solutions, their team brings a powerful blend of technical knowledge, innovation, and a legacy of excellence that stands out in the industry. From keeping construction, marine, and energy equipment running strong to leading the way in system design and remanufacturing, Palmer Johnson's commitment to performance and reliability is unmatched.

We look forward to welcoming team members from Pacific Cycle and Palmer Johnson Enterprises at our upcoming events—be sure to say hello and extend a warm UWEBBC welcome when you see them!

How Do We Empower Our Teams to Represent Our Values and Bring Our Vision to Life?



Click on the image above to play the video.

On August 21, 2025, our Customer Care Special Interest Group gathered for a half-day session, Starting at the Source: Building Strong Employee Connections with Customer Care Teams. Led by Practice Director **Matthew Cone**, the event featured powerful stories from **Nicole Darby (Mason Companies)** and **Katie Checolinski (Sargento Foods)**. Nicole shared Mason's five-year transformation that boosted CSAT to 96% and reduced attrition to under 1%, while Katie highlighted how Sargento's family values continue to drive both employee engagement and stellar customer results. Members left with fresh strategies for empowering supervisors and agents, balancing technology with human touch, and building cultures where employees and customers thrive.

[Read the full story](#)

Fueling Innovation Through Collaboration: Highlights from Wisconsin IoT Council and Women in Manufacturing Events

UWEBC was proud to partner on the **Wisconsin IoT Council's** Second and Third Quarter Symposiums (June 18 in Madison and August 19 in Wausau) and **Women in Manufacturing's Igniting Innovation Experience** (August 20 at UW–Madison). These events brought together leaders from companies including **Generac, Microsoft, Komatsu, Greenheck, and Associated Bank**, plus keynote insights from Dr. Laura Albert and immersive lab tours. Together, these events highlighted the power of collaboration in sparking breakthrough ideas and building dynamic partnerships that shape the future of innovation.



[Read the full story \(and see more pictures!\)](#)

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.

Change Management for Projects

October 9–23, 2025, Live online

In this comprehensive course, you will build change management skills to elevate your strategic approach to project management. While traditional project management focuses on ensuring a project is delivered on time and within scope and budget, it often overlooks the crucial aspect of managing the human side of change. This transformative class bridges the gap between project management and change management, equipping you with the tools and expertise to support the success of any project.

UWEBC members receive a 20% discount.

[Learn more and register](#)

Upcoming UWEBC Events

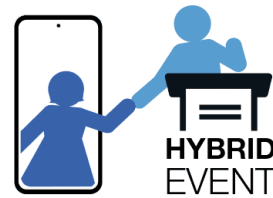
Note: Attending the events listed below requires UWEBC membership. All are virtual unless otherwise specified.

September 9: Optimizing Performance: Creating a Flexible, Data-Driven Marketing Strategy (Hybrid Event)

Marketing Peer Group

This session equips marketing professionals with the tools, insights, and frameworks needed to build adaptable strategies and achieve measurable success.

[More information and register »](#)



September 11: Agile 2.0 for AI Innovation: Adapting Frameworks for Rapid Learning and Responsible Delivery

Agile IT Special Interest Group

Learn how to evolve your Agile practices to meet the demands of AI development by aligning rapid experimentation with responsible governance at scale.

[More information and register »](#)



September 16: Freight Cost, Capacity and Scenario Planning (In-Person Only Event)

Logistics & Distribution Peer Group

This session equips marketing professionals with the tools, insights, and frameworks needed to build adaptable strategies and achieve measurable success.

[More information and register »](#)

September 30: 27th Annual Business Best Practices & Emerging Technologies Conference (Hybrid Event)

Join 700+ leaders to experience a collaborative environment featuring industry case studies, expert panels, and breakout discussions across business functions. Whether you're navigating digital transformation or rethinking workforce strategy, you'll find practical insights, peer perspectives, and new ideas you can act on immediately.

[More information and register »](#)



October 16: Contact Center Quality Monitoring Special Interest Group

Contact Center Quality Monitoring Special Interest Group

Connect with fellow practitioners on what is happening in the contact center Quality Monitoring space.

[More information and register »](#)

October 17: Executive Roundtable on Current and Emerging HR Issues

Human Resources Executives Group

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

[More information and register »](#)

October 21: Innovation Management, First Things First: Prioritizing Improvement Efforts

Innovation Management Interest Group

Discuss ways to identify high-impact initiatives, set priorities, and build momentum for meaningful progress towards your innovation strategies.

[More information and register »](#)

October 23: Customer Experience Transformation: Embedding CX into Every Stage of Your Marketing Strategy (Hybrid Event)

Marketing Peer Group

This engaging session empowers marketing professionals to transform their approach by embedding CX into every stage of their strategy—creating seamless, impactful customer journeys.

[More information and register »](#)



October 28: Supplier Health and Risk Management

Procurement Peer Group

Discuss how to mitigate risk in procurement, topics related to supplier health, and share approaches and strategies with fellow members.

[More information and register »](#)

October 30: Contact Center Workforce Management Special Interest Group

Contact Center Workforce Management Special Interest Group

Connect with fellow practitioners on what is happening in the contact center workforce management space.

[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

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