Before you can access member resources, you must create a UWEBC web account. Here’s how:
2. Click Sign In in red bar at top.
3. Click Create a UWEBC web account>>.
4. Follow the instructions. (It’s a two-step process that sends a verification link to your email address.)

To register for a Peer Group meeting:
1. Go to uwebc.wisc.edu and do one of the following:
   a. Click the meeting you want to register for from the UWEBC EVENTS box in the right column or
   b. Click the practice area in the gray navigational bar of the meeting you want to attend: Marketing, IT, Supply Chain or Customer Service.
   c. The next meeting is featured on each Peer Group’s page.
2. Click Details >> to see more.
3. Click Register for onsite meeting if you will attend the event in-person. Select Register for webcast if you want to watch the online broadcast remotely.
4. If you’re signed in to your web account, you’ll be automatically registered for the event. If you aren’t signed in to your web account, a page will appear that says, “You must be logged in to register for this event.” Click the Sign In button. When you are signed in, the site will return you to the last page you visited. Click Register for onsite meeting or Register for webcast again to register.

To initiate a project:
1. For a project involving UW students, faculty and UWEBC staff, contact Dr. Raj Veeramani.
2. To view project executive summaries, go to the Projects page on our website.

To request Member-to-Member Advising:
1. Download the form from uwebc.wisc.edu/whatwedo/m2m.aspx.
2. Complete the form and email it to the appropriate Practice Director for the issue you want to address.
3. The Practice Director will contact you and facilitate connections with the member company or companies that can best help with your need.

To access recorded meeting presentations:
1. Go to a practice area page (Customer Service, Marketing, IT or Supply Chain) on uwebc.wisc.edu.
2. Click a link in the PAST MEETING ASSETS box (or click “See more” and click the meeting link you want).
3. Click the link of the presentation you want to view. If you aren’t signed in to your web account, a page will appear directing you to do so. The site will automatically return you to the meeting asset page. Mediasite links will play presentation video and slide side-by-side.

To join the UWEBC LinkedIn Group:
1. Go to LinkedIn and search for the following groups:
   UWEBC Customer Service
   UWEBC Information Technology
   UWEBC Marketing
   UWEBC Supply Chain Management
   UWEBC Human Resources Executives

QUICK CONTACTS
Executive Director: Dr. Raj Veeramani
raj.veeramani@wisc.edu, 608-262-0861
Member Relations Senior Director: Beth de Garcia
beth.degarcia@wisc.edu, 608-265-0645
Managing Practice Director and Customer Service Practice Director: Roger Paulson
roger.paulson@wisc.edu, 608-261-1161
Information Technology Practice Director: Cavinda Caldera
cavinda.caldera@wisc.edu, 608-890-1291
Marketing Practice Director: Chris Murray
chris.murray@wisc.edu, 608-265-3299
Supply Chain Management Practice Director: Wayne Thompson
wayne.thompson@wisc.edu, 608-890-1298
Member Services and Events Director: Jen Anderson
jen.anderson@wisc.edu, 608-890-1406
Member Services and Events Coordinator: Alyssa Greiber
alyssa.greiber@wisc.edu, 608-262-1145
Marketing and Communications Director: Lori Wilson
lori.wilson@wisc.edu, 608-890-2449
Marketing and Communications Specialist: Nicole Lipp
nicole.lipp@wisc.edu, 608-262-1476