



UNIVERSITY OF WISCONSIN-MADISON
EXECUTIVE EDUCATION • SCHOOL OF BUSINESS

The University of Wisconsin-Madison Executive Education Breakfast Series 2005:

Managing the Business Impacts of Technology

Series Overview

The **Business Impacts of Technology** series highlights best practices for successfully assimilating technology into your business. Join us for these focused morning sessions (scheduled quarterly) and benefit from the experiences of executives from regional firms who have tied together technological expertise, sound business practices, and keen organizational perspectives to deliver real value from technology investments.

Gain insight from the successes and failures that peer executives have experienced with technology in varied functional areas including marketing, human resources, customer service, finance, and information technology. Engage in the discussions and use the collective group as a sounding board for the challenges you and your organization face. Each presentation will be followed by a question and answer session with the featured speaker and a guided discussion to help participants interpret and apply what they've learned.

Location and Format

- Fluno Center for Executive Education, UW-Madison campus, 601 University Avenue, Madison, Wisconsin
- One breakfast meeting per quarter, each session independent of the others
- All meetings will include continental breakfast, guest speaker, time for peer networking, and guided group discussion
- Times for all breakfast meetings: 7:30-9:00 a.m.

Who Should Attend

Senior managers who are the thought leaders of their organizations in identifying, developing, and implementing new technologies. Job titles may include CFO, CIO, VP Marketing/Product Development, VP Operations, General Manager, etc. The focused participants will be from established and leading firms within the region.

Session Hosts

- David Antonioni, Director of the Masters Certificates for Project Management and Advanced Project Management at the University of Wisconsin-Madison, Executive Education, dantonioni@bus.wisc.edu
- Scott Converse, Director of Technology and Innovation Programs, University of Wisconsin-Madison, Executive Education, sconverse@bus.wisc.edu
- Byron Glick, contributing writer for Wisconsin Technology Network and Chief Consultant for Prairie Star Consulting, byron.glick@prairiestarconsulting.com
- UW E-Business Institute, www.uwebi.org

2005 Breakfast Series Topics

Session 1: Identifying New Technologies and Their Effect on Organizational Thinking

Date: February 24, 2005, 7:30-9:00 a.m.

Description: Mike Atkin, Executive Vice President at Duluth Trading, will speak on his experiences with the initial development of the Lands' End web site. In the mid-90s Mike was leading the marketing efforts for Lands' End and investigating technologies to reach customers in new ways. Hear how the web was selected from many options and how that channel was integrated with existing technology, business practices and culture at Lands' End.

Session 2: Achieving Uncommon Results with Common Technology

Date: May 18, 2005, 7:30-9:00 a.m.

Description: Ginny Janssen, Vice President of Customer Sales and Service at American Girl, will speak on how American Girl uses established technologies to support their unique customer experience. American Girl prides itself on creating a complete experience in all contacts with the company including the call centers and American Girl Place. Ginny will talk about the use of common technologies to support the uncommon American Girl experience.

Session 3: Technology and Deeply Embedded Work Cultures - Creating a Change Environment

Date: September 20, 2005, 7:30-9:00 a.m.

Description: David Wallace, Chief Information Officer at the Madison Area Technical College, will offer his perspectives on helping entrenched work cultures accept technology-rich change. He will draw on his experiences bringing web interfaces to many established administrative processes at MATC as well as during his many years at Rockwell Automation and Compaq Computers.

Session 4: Panel Discussion - New Trends in the Management of Technology

Date: November 17, 2005, 7:30-9:00 a.m.

Description: David Antonioni, Director of the UW-Madison Masters Certificates for Project Management and Advanced Project Management programs, and Scott Converse, Director of Technology and Innovation Programs for Executive Education, will lead a panel discussion to examine many of the new approaches to the management of technology and the overall effectiveness of the differing methodologies.

Additional Information

Advance registration is required. If you have questions about eligibility or content of the **Business Impacts of Technology** breakfast series, please contact the UW Executive Education Department at 608.441.7357 and request to speak with David Antonioni or Scott Converse.

Parking

Public parking is available below the Fluno Center (pay attendant, \$3.50 per half day) or at other public parking facilities located nearby.

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