



For Immediate Release
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Wisconsin Sustainable Business Council's 14th Annual Conference Announced

Milwaukee, Wis. – The Wisconsin Sustainable Business Council (WSBC) will hold its annual conference on December 15th, 2021, at The Ingleside Hotel in Pewaukee, Wisconsin. Bringing regional sustainability leaders together, the premier business-to-business event will explore how businesses can Level Up their sustainability efforts in today's world.

As COVID-19 continues to shape our actions, we see supply chain disruptions and workforce challenges all around. Because of this, there is an escalation of investors' interest in ESG (Environmental, Social, Governance), more companies are signing on to net-zero pledges, and more interest is being shown in sustainable and resilient business models than ever before.

We invite you to join other business leaders and sustainability professionals to learn, share, and discuss their challenges and successes as we all Level Up our sustainability work. Our conference is a place to form and nourish valuable connections with other businesses working to advance sustainable principles and practices through the power of business.

The conference will feature two keynote speakers in addition to a multitude of breakout sessions. The morning keynote features Hillary Vedvig, environmental lawyer for Foley and Lardner LLP, speaking on the rise of ESG and what it means to you and your business. The afternoon keynote is Jan Johnson, Vice President of Workplace Strategy for Allsteel. She will discuss workforce design, engagement, and retention and how creating social cohesion supports these initiatives. Breakout session topics include supply chain sustainability, circularity, design for innovation, funding sustainability, transitioning to clean energy, and product strategies.

Attendees will leave with tips and actionable ideas to implement in their organization, as well as feeling supported in taking their sustainability work to the next level. Whether just starting or improving a developed plan, get answers to your questions and become energized to reach your 2022 goals. Join us to Level Up your sustainability efforts!

To view the WSBC's conference agenda and register, visit <https://www.wisconsinsustainability.com/2021-conference>.



ABOUT WISCONSIN SUSTAINABLE BUSINESS COUNCIL

WSBC's mission is to advance sustainable principles and practices through the power of business. WSBC supports businesses and sustainability professionals through an array of programming, education, resources, and tools and is a catalyst for businesses looking to integrate sustainability into the fabric of their organizations. WSBC is an affiliate of WMEP Manufacturing Solutions. For more information, visit www.wisconsinsustainability.com.

ABOUT WMEP MANUFACTURING SOLUTIONS

WMEP is a private, nonprofit organization committed to the growth and success of Wisconsin manufacturers. WMEP receives financial support from the Wisconsin Economic Development Corporation and the NIST Hollings Manufacturing Extension Partnership as a subrecipient of the Wisconsin Center for Manufacturing and Productivity. WMEP also partners with many public and private organizations to serve Wisconsin manufacturers. For more information, visit www.wmep.org.