

EDWC  
Conference Announcement Press Release  
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## **EDWC Announces**

# **2017 Business Ready WI Conference**

*Disrupt or Be Disrupted: Playbook for Prosperity in a Changing World*

Highlights:

- The 2017 Business Ready WI Conference is a unique learning and networking event for business professionals in Southeastern Wisconsin.
- Learn more about the influence and advantages local businesses bring, and share best practices through fun and fast-paced networking sessions.
- The conference features a blend of national, state and local expert speakers from top-tier companies.
- A complimentary Executive Round Table launches the event between 7:30-8:30am featuring Bill Eisner, Agency President of The Cult Branding Company on the topic “BRAND Disruption: Will Yours Survive?”

**WEST BEND, Wis.** (*October 5, 2017*) – Economic Development Washington County (EDWC), an independent economic development organization fueling growth, business and industry, is pleased to present the 2017 Business Ready WI Conference on Thursday, November 2, at West Bend Mutual Insurance Prairie Center in West Bend. Registration for the conference is open.

This daylong conference and professional-development opportunity is tailored for executives and emerging leaders who value professional growth and want to excel at growing their company and brand. This year’s conference theme is “Disrupt or Be Disrupted: Playbook for Prosperity in a Changing World,” and will include a keynote by the same title by Stephen Hacker, CEO and founding partner for Transformational Systems International. Other speakers include Kathy Henrich, director of partnerships for IBM, and Patrick Sazama, Regional Executive for IBM, will discuss how intelligent machines are transforming business and former Green Bay Packer George Koonce will discuss his experience in the ultimate disruption; life after the NFL.

“We’re excited to once again offer Southeastern Wisconsin’s business community an exceptional conference that gives them the tools to stay relevant in today’s fast-paced business environment,” said EDWC Executive Director Christian Tscheschlok. “With thought-provoking speakers and breakout sessions designed to help you overcome both short- and long-term challenges your organization faces, you can’t afford to miss out.”

Event details, including a full agenda, FAQ’s, hotel accommodations and online registration can be found at <https://businessreadywi.com/conference/>.

### **About Economic Development Washington County**

Economic Development Washington County is an independent economic development

organization fueling growth, businesses and industries for the creation of quality jobs and wealth in Washington County. EDWC accomplishes this through a focus on existing business development consulting, engaging in driver-industry business attraction, supporting qualified start-up enterprises and serving as a central voice on economic development issues. For more information, visit [www.businessreadywi.com](http://www.businessreadywi.com).

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