FOR IMMEDIATE RELEASE

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19th Annual Sustainable Business Council Conference: Leveraging Partnerships for Momentum | November 17–18, 2026 | Madison, Wisconsin

Madison, Wis. — The Sustainable Business Council (SBC) will host its 19th Annual Conference on November 17–18, 2026, in Madison, bringing together business leaders, innovators, and sustainability practitioners from across the Upper Midwest to explore how strategic partnerships can drive meaningful business results and create lasting value.

Designed to move beyond strategy and into implementation, the 2026 conference will explore how organizations are accelerating sustainability progress by working across functions, sectors, and value chains. Through real-world case studies, site tours, peer exchange, and practical tools, participants will gain insights they can immediately apply within their organizations.

The SBC Annual Conference is where connection, inspiration, and action converge, building momentum toward a more sustainable and resilient economy.

WHY ATTEND

- Gain insight into sustainability trends and proven business strategies.
- Learn from peers through real-world case studies and candid conversations.
- Discover actionable solutions to drive measurable progress.
- Build meaningful connections with sustainability leaders across industries.

PROGRAM HIGHLIGHTS

This year's program features keynote speakers, interactive breakout sessions, hands-on experiences, and peer-to-peer networking, including:

- **Opening Keynote:** Hear from Tracy Schweitzer, Chief Administrative Officer at American Family Insurance, as she shares how the company is integrating sustainability into business strategy and operations.
- **Midwest Partnerships in Action:** Join Megan Cunningham of the Alliance for the Great Lakes and Tremaine Phillips of Third Coast Strategies for a fireside chat exploring how

Midwest partnerships are addressing critical water, energy, and infrastructure challenges while strengthening business resilience and long-term success.

- **Community Impact Day | November 17:** Experience sustainability in action around Madison through tours, workshops, networking, and opportunities to connect with organizations putting sustainability into practice.

"Community Impact Day gives everyone the opportunity to see sustainability in action," said Jessy Servi Ortiz, Executive Director of the Sustainable Business Council. "These experiences show how organizations across Wisconsin are working together to strengthen communities and create lasting impact."

- **Sustainability Impact & Leadership Celebration | November 17 at 5 p.m.:** Celebrate Wisconsin businesses demonstrating sustainability leadership through the Green Masters Program, including MGE, Reynolds Transfer & Storage, and Mercury Marine. The celebration will shine a spotlight on organizations translating sustainability commitments into action, creating business value, strengthening resilience, and making a positive impact in their communities.
- **Full-Day Conference | November 18:** Hosted at American Family Insurance National Headquarters, the day will feature engaging keynotes, thought-provoking panels, hands-on breakout sessions, and exhibitor networking designed to help organizations turn sustainability ideas into meaningful business action.

View the **detailed agenda and registration information** on the 2026 SBC Conference website.

EVENT OVERVIEW TO SHARE | MEDIA WELCOME

19th Annual SBC Conference | November 17–18, 2026 | Madison, WI

Join sustainability leaders, businesses, and changemakers for the 19th Annual Sustainable Business Council Conference, a leading B2B sustainability event in the Upper Midwest.

This two-day gathering brings together organizations working to turn sustainability goals into business action. Highlights include **Community Impact Day**, showcasing sustainability in action around Madison; a **UW–Madison-hosted workshop** focused on partnering with the University; the **Sustainability Impact & Leadership Celebration**, recognizing Green Masters Program companies and sustainability leadership; and a **full-day conference at American Family Insurance National Headquarters** focused on partnerships, practical solutions, and building a more resilient and sustainable future.

MEDIA INVITE

Media are invited to attend and cover the conference, Community Impact Day, and Sustainability Impact & Leadership Celebration.

The event offers a variety of Wisconsin and Midwest business story opportunities, from corporate sustainability and infrastructure to resilience, partnerships, innovation, and sustainability leadership. Interview opportunities are available with **SBC leadership, keynote speakers, Green Masters Program companies, award recipients, participating businesses, and other sustainability leaders.**

Interested in attending, covering a story, or connecting with an interview source? Contact Jessy Servi Ortiz at **jessy@sustainablebusinesscouncil.org** or **(414) 861-1177** to coordinate media access and interviews.

About Sustainable Business Council *(formerly Wisconsin Sustainable Business Council)*

At the Sustainable Business Council (SBC), we believe sustainability is smart business. For nearly 20 years, we have partnered with businesses of all sizes to help them integrate sustainability into strategy and operations, moving from random acts of environmentalism to a structured, measurable, and impactful approach.

Our signature **Green Masters Program®** gives organizations a framework to define, measure, and communicate their positive environmental, social, and economic impacts. Combined with SBC's membership community, resources, and consulting services, we empower businesses to embed sustainability as a core business driver, creating long-term value, resilience, and competitive advantage.

SBC is where sustainability meets business success. Join us to accelerate your sustainability journey and help shape a more prosperous, equitable, and resilient future.