



Hi {{Recipient.FirstName}},

I hope that I get a chance to meet some of you at the 2023 Esri User Conference (Esri UC) coming up soon. This newsletter will heavily feature Esri UC content, but I hope you find this valuable. If you have not already, please look over and bookmark the StoryMaps agenda we have prepared. It covers a lot of things that we think you will find valuable at the Esri UC as a business professional in GIS.

On top of the many sessions you can attend at the Esri UC, you can also stop by and visit our team at the Business Island on the Esri UC Expo show floor. This is where you can see new demos and talk to experts in your industry. We also have a kiosk dedicated to learning what's new with ArcGIS Business Analyst.

I am also excited to share that the latest WhereNext webcast we hosted live is now available on demand. It's a great discussion on sustainable products with industry experts from Beck's, Nespresso, and the Forest Stewardship Council. No matter where you are on the path to sustainable sourcing, this conversation is sure to offer guidance and inspiration.

Happy reading!



Ryan Gullett

Ryan Gullett, Business Community Lead



We are so excited that the Esri UC is almost here. If you will be joining us in San Diego, this year, take a look at this StoryMaps story we have prepared as your guide for the week. As business professionals, we know that the overall agenda can sometimes seem daunting. We hope that the information below will help you plan out your week and take advantage of sessions and meetings that make the most sense for you and your team.

[View Guide](#)



Special Interest Group Meetings at Esri UC

As you are browsing the detailed agenda for the conference, be sure to mark which special interest group (SIG) you will be attending. These user meetings are designed with an industry focus in mind, featuring discussions about strategic initiatives and key trends for your industry. See the list below to find the industry you most align with at your current organization. You will also get a chance to meet and network with business professionals who are working in a similar field/role.

Business special interest groups include the following:

- Banking and Financial Services SIG
- Manufacturing SIG
- Insurance SIG
- Retail SIG
- Logistics, Freight, and Distribution SIG
- Real Estate User Group Meeting

[Search Agenda](#)



New Business Community Meetups Landing Page

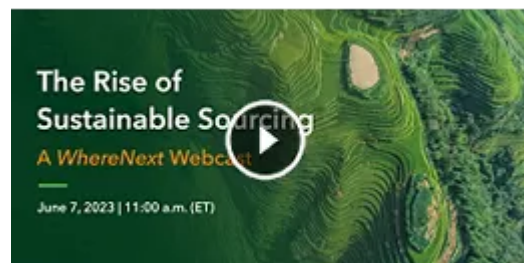
The Esri business team is excited to announce that we will be hosting in-person meetups for our business community in the fall of 2023. Moving forward, we will be hosting meetups in cities across the nation in Q1 and Q4 of each calendar year. If you would like to be notified of where the next meetup will be, fill out the form on the landing page. You can also let us know which city you would like us to visit next!

[View Landing Page](#)

New *WhereNext* Webcast Available On Demand

The Rise of Sustainable Sourcing

Companies are increasingly focused on what goes into their products and how to make them more sustainable. From manufacturing to agriculture, today's innovators aren't thinking merely about lowering costs and raising yields.





Fast Four—Moving Logistics Beyond Route Optimization

Logistics and transportation companies face big changes with the emergence of EVs and new forms of mobility, and a technology they first used to optimize routing is helping them adjust.

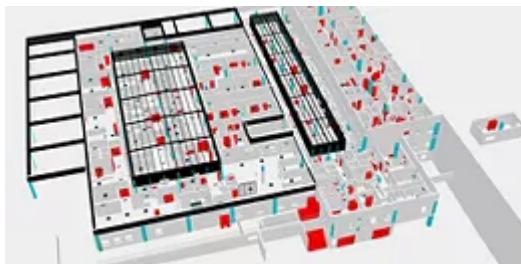
[Watch Now](#)



Sustainable Sourcing: A Data-Driven Approach to Supplier Selection

Consumers are asking companies to reveal what's happening in their supply chains, and regulators aren't far behind. In response, decision-makers are looking deep into their supply chain operations.

[Read More](#)



Digital Twins and the Store of the Future

E-commerce has overshadowed in-store shopping of late, but as foot traffic picks up, executives turn to retail digital twins to plan a better shopping experience.

[Read More](#)



Fast Four—Manufacturing an Advantage

One enterprise technology is helping manufacturers mitigate risk and capture opportunities. Learn how in this WhereNext Fast Four.

[Watch Now](#)

Join Us at the Business Social at Esri UC



Join us for our annual Business Social event on Wednesday evening. Enjoy an evening connecting with like-minded business professionals who are working in GIS from the business sector.

Wednesday, July 12th

6:00 p.m. — 8:30 p.m.

Sapphire Terrace at the Hilton San Diego Bayfront

{{#if Recipient.Industry}} {{else}}

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