



has become...



PENworks is now igniteEX!

Same powerful content. Same powerful networking. New name!

April 18-19 -- Twin Cities & Streaming

After nearly 10 years with the “PENworks” label, our annual conference is now igniteEX. Why the change?

- “Ignite” captures the essence of the conference – it’s about inspiring change; sparking ideas and innovation; improving processes, people, and outcomes!
- After hosting years of successful conferences, we've seen first-hand the energy and "spark" created when leaders, professionals, consultants, and professionals come together to share with and to learn from each other. The igniteEX brand puts that energy front and center, capturing the value & impact of this premier event.
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- “EX” represents the beginning of so many powerful concepts – such as **EX**cellence, **EX**changing ideas & best practices, better **EX**ecution, **EX**citement – all of which are fundamental to the the igniteEX conference **EX**perience!
- It was time for a change: with all that we have **EX**perienced the last few years and with the challenges -- and opportunities -- our members still are navigating through, the conference needed an update – a fresh coat of paint!
- The network is growing: in partnering with the [Wisconsin Center for Performance Excellence](#) and the [Iowa Quality Center](#), the conference will draw leaders from a five-state region & beyond. igniteEX is about igniting excellence!

igniteEX 2024: same powerful conference, just a new name!