



Monday, Oct. 1						
7:30	Registration Open, Breakfast in Exhibit Hall (Augustus 3&4, Fourth Floor)					
8:30-8:45	Welcome from Co-Chairs (Augustus 1&2, Fourth Floor)					
8:45-11:00 (short break at 9:45)	Keynote Panel Discussion (Augustus 1&2, Fourth Floor) <i>Making Modeling Relevant - Integrating Modeling Insights with Strategy and Management Decision Making</i> Moderator: Sharat Mathur, ACG Solutions Panelists: Murli Buluswar, Farmers Insurance; Ramin Eivaz, Kimberly-Clark; Stuart Aiken, Safeway, Inc.					
11:00-11:30	Break, Exhibit Hall Open (Augustus 3&4, Fourth Floor)					
11:30-12:30	Keynote Address (Augustus 1&2, Fourth Floor) <i>Data Analytics Based Business Decisions in the Software Industry</i> Sambuddha Deb, Wipro					
12:30-1:45	Lunch, (Tiberius 2-4 & 6-8) Exhibit Hall Open (Augustus 3&4 Fourth Floor)					
	EDUCATION	EMERGING TECHNOLOGIES	FINANCIAL SERVICES	GENERAL	FINANCIAL SERVICES	TEXT MINING
	Roman Ballroom Salon 1	Roman Ballroom Salon 3	Florentine Salon 1&2	Florentine Salon 3&4	Pompeian Salon 1&2	Pompeian Salon 3&4
1:45-2:45 Concurrent Sessions	Model Validity Checks For Regression And Logistic Regression Simon Sheather and Mike Speed, Texas A&M University	Forecasting Box Office Success of Movies using Data Mining Techniques: Recent Results Ramesh Sharda, Oklahoma State University	Applying Diverse Analytics to Improve Automotive Collections Gene Grabowski, Ford Motor Credit Company	Successfully Implementing Predictive Analytics in Direct Marketing John Blackwell, The Nature Conservancy	Applying mathematical optimization to marketing and risk strategies in consumer financial services Robin Way, SAS	Text Mining of Clinical Healthcare Records: The UAB/UA/SAS Partnership Uzma Raja, Mike Hardin, University of Alabama, Timothy Day, University of Alabama at Birmingham. Jerry Oglesby, SAS

Monday, Oct. 1	(Continued)					
2:45-3:00	Short Break, Exhibit Hall Open (Augustus 3&4, Fourth Floor)					
	EDUCATION Roman Ballroom Salon 1	EMERGING TECHNOLOGIES Roman Ballroom Salon 3	FINANCIAL SERVICES Florentine Salon 1&2	GENERAL Florentine Salon 3&4	HEALTHCARE Pompeian Salon 1&2	TEXT MINING Pompeian Salon 3&4
3:00-4:00 Concurrent Sessions	<i>Is Your Model Good Enough?</i> Michael Conerly, Winston Choi, & J. Michael Hardin, University of Alabama	<i>An Overview of Reduced Error Logistic Regression</i> Daniel M. Rice, Rice Analytics	<i>Best Practices in Credit Risk Model Monitoring</i> Dina Duhon, Canadian Imperial Bank of Commerce and Wayne Thompson, SAS	<i>Predictive Modeling for Workers' Compensation: Right Claims, Right Resources</i> James J. Paugh, III, Deloitte Consulting LLP	<i>Data Preparation for Data Mining in Health Care Using SAS</i> S. Greg Potts, Arkansas Foundation for Medical Care	<i>Audio Analysis in Action</i> Manya Mayes, SAS
4:00-4:30	Break, Exhibit Hall Open (Augustus 3&4 Fourth Floor)					
	EDUCATION Roman Ballroom Salon 1	EMERGING TECHNOLOGIES Roman Ballroom Salon 3	FINANCIAL SERVICES Florentine Salon 1&2	GENERAL Florentine Salon 3&4	HEALTHCARE Pompeian Salon 1&2	ANALYTICS Pompeian Salon 3&4
4:30-5:30 Concurrent Sessions	<i>Understanding Student Learning by Analyzing Complex Datasets from Emerging Technologies</i> Chris Dede, Jody Clarke, Harvard University	<i>Title: TBA</i> André de Waal North-West University Potchefstroom South Africa	<i>Using Home Price Index to Forecast Default Rates for Real Estate Loans</i> Chifei Juang, HSBC	<i>Building Analytical Capability in a Global Environment</i> Sandeep Tyagi, Inductis, an EXL Company	<i>Title: TBA</i> Drew Theoni, Blue Cross Blue Shield, Florida	<i>In Search of Stability in Neural Network Modeling</i> Jeff Zeanah, Z Solutions, Inc.
5:30-7:00	Conference Reception, Exhibit Hall Open (Augustus 3&4 Fourth Floor)					

Tuesday, Oct. 2						
7:30	Registration Open, Breakfast in Exhibit Hall (Augustus 3&4, Fourth Floor)					
8:30-8:45	Welcome from Co-Chairs (Augustus 1&2, Fourth Floor)					
8:45-9:45	Keynote Address (Augustus 1&2 Fourth Floor) <i>Fraud!</i> David Hand, Imperial College London					
9:45-10:00	Short Break, Exhibit Hall Open (Augustus 3&4, Fourth Floor)					
10:00-11:00	Keynote Address (Augustus 1&2 Fourth Floor) <i>Association Rules Revisited, Or How I Learned to Love Them</i> Gordon Linoff, Data Miners, Inc.					
11:00-11:30	Break, Exhibit Hall Open (Augustus 3&4 Fourth Floor)					
11:30-12:30	Keynote Address (Augustus 1&2 Fourth Floor) <i>Leveraging Superior Marketing Tools for Building a Forward-looking CRM Strategy</i> V. Kumar (VK), ING Center for Financial Services, School of Business, University of Connecticut					
12:30-1:45	Lunch, (Tiberius 2-4 & 6-8) Exhibit Hall Open (Augustus 3&4 Fourth Floor)					
	EDUCATION	FINANCIAL SERVICES	GENERAL	SEGMENTATION	RETAIL	TEXT MINING
	Roman Ballroom Salon 1	Roman Ballroom Salon 3	Florentine Salon 1&2	Florentine Salon 3&4	Pompeian Salon 1&2	Pompeian Salon 3&4
1:45-2:45 Concurrent Sessions	<i>Using Analytics to Manage Enrollment at Sinclair Community College</i> Karl Konsdorf, Sinclair	<i>Analytics That Matter</i> Daymond Ling, Canadian Imperial Bank of Commerce	<i>Pattern Discovery - or - How to Find a Needle in a Haystack</i> Richard Bolton, KnowledgeBase Marketing	<i>Consumer Segmentation in the Automotive Industry</i> Will Neafsey, Ford Motor Company	<i>New Applications of Data Mining in the Retail Industry</i> Subir Bandyopadhyay, Ranjan Kini, Indiana University Northwest	<i>Analysis of Research Literature with Text Mining</i> Dr. Dursun Delen, Oklahoma State University

Tuesday, Oct. 2	(Continued)					
2:45-3:00	Short Break, Exhibit Hall Open (Augustus 3&4, Fourth Floor)					
	EDUCATION	FINANCIAL SERVICES	HEALTHCARE	SEGMENTATION	RETAIL	TEXT MINING
	Roman Ballroom Salon 1	Roman Ballroom Salon 3	Florentine Salon 1&2	Florentine Salon 3&4	Pompeian Salon 1&2	Pompeian Salon 3&4
3:00-4:00 Concurrent Sessions	<i>Data Mining Shootout Winners' Presentations</i>	<i>To Collect or Not To Collect: How AT&T Determines Which Delinquent Accounts are Worth Pursuing and Which are Not</i> Andy Christian, AT&T	Consumer-centric Healthcare Informatics, David Kil, Accenture Technology Labs	<i>Cluster Analysis for Customer Segmentations</i> Filip Deforce, Accenture	<i>Analytics: The Next Competitive Advantage</i> Hari S. Hariharan, Accenture	<i>Textual Analysis of Stock Market Prediction Using Financial News Articles</i> Dr. Robert P. Schumaker, Iona College
4:00-4:30	Break, , Exhibit Hall Open (Augustus 3&4 Fourth Floor)					
	FRAUD DETECTION	FINANCIAL SERVICES	RETAIL	Segmentation Healthcare	RETAIL	TEXT MINING
	Florentine Salon 3&4	Roman Ballroom Salon 3	Florentine Salon 1&2	Florentine Salon 3&4	Pompeian Salon 1&2	Pompeian Salon 3&4
4:30-5:30 Concurrent Sessions	<i>Data Mining Approaches to Stopping Warranty Fraud</i> Jay King, SAS	Data Mining – Find your data diamond and improve ROI Maria Herlihy, KnowledgeBase Marketing	<i>Collaborative Filtering Recommendation in E-business</i> Ting Millette, ETS	TBA Brad Jordan Blue Cross Blue Shield Florida	<i>Designing Effective and Efficient Retention and Acquisition Strategies for Retailers</i> Amit Ghosh, Cleveland State University	<i>Utilizing Text Mining Techniques to Identify Fall Related Injuries</i> Dr. Monica Chiarini Tremblay, Florida International University
5:30	Conference Concludes					