

data mining conference

M2008

KNOWLEDGE TO MAKE A DIFFERENCE

**11th Annual Data Mining Conference
Caesars Palace, Las Vegas
October 27-28**

Agenda and Map of Conference Space



**THE
POWER
TO KNOW.**

MONDAY CONFERENCE AGENDA

MONDAY, OCTOBER 27

7:30 a.m.	Registration open, Breakfast in Exhibit Hall (Augustus 3 & 4)	
8:30 a.m. – 8:45 a.m.	Welcome from Conference Co-Chairs (Augustus 1 & 2)	
8:45 a.m. – 9:45 a.m.	KEYNOTE ADDRESS – Augustus 1 & 2 <i>Getting a Seat at the Boardroom Table</i> Niall M. Fraser, Open Options Corporation	
9:45 a.m. – 10:00 a.m.	Break, Exhibit Hall Open (Augustus 3 & 4)	
10:00 a.m. – 11:00 a.m.	KEYNOTE ADDRESS – Augustus 1 & 2 <i>Frontiers in Data Mining: Emerging Trends, Challenges and Applications</i> Bart Baesens, Katholieke Universiteit Leuven and University of Southampton	
11:00 a.m. – 11:30 a.m.	Break, Exhibit Hall Open (Augustus 3 & 4)	
11:30 a.m. – 12:30 p.m.	KEYNOTE ADDRESS – Augustus 1 & 2 <i>Mining Industrial Data Using Latent Variable Methods</i> John MacGregor, McMaster University	
12:30 p.m. – 1:45 p.m.	Lunch (Pompeian 1-4, Florentine 2-4, Roman 1) Exhibit Hall Open (Augustus 3 & 4)	
1:45 p.m. – 2:45 p.m. BREAKOUT SESSIONS	EDUCATION – Claudius 1 & 2 <i>Panel Discussion: Teaching Data Mining to Graduate Students and Professionals via Online and Offline Delivery Methods</i> Goutam Chakraborty, Oklahoma State University; J. Michael Hardin, University of Alabama; Morgan C. Wang, University of Central Florida	GENERAL – Tiberius 3 & 4 <i>Empowering the Enterprise with Data Mining-Based Solutions</i> Richard Hale and Harry Seifert, IBM Corporation and Barry deVillie, SAS
	EMERGING TECHNOLOGIES – Claudius 3 & 4 <i>Building Symbolic Regression Models: An Industrial Experience</i> Arthur Kordon, The Dow Chemical Company	HEALTHCARE – Tiberius 5 & 6 <i>Data Mining to Help Determine Which Orthodontic Patients Are Appropriate to Treat and Which Are Better to Refer to Specialists</i> Larry Lai and Eric Kuo, Align Technology Inc.
	FINANCIAL SERVICES – Tiberius 1 & 2 <i>Applying Seasonality to Evaluate Trends in Automotive Financing</i> Gene Grabowski, Ford Motor Credit Company	EMERGING TECHNOLOGIES – Tiberius 7 & 8 <i>The iDeAL System: A Utility-Based Methodology for Mining Massive Databases</i> Herna L. Viktor, University of Ottawa
2:45 p.m. – 3:00 p.m.	Break	
3:00 p.m. – 4:00 p.m. BREAKOUT SESSIONS	EDUCATION – Claudius 1 & 2 <i>Mathematical Professional Science Masters (PSM) Degree Programs Are Excellent Sources for BI Staff Recruiting</i> Phil Tuchinsky, Tuchinsky BI LLC and Senior Research Fellow Central Michigan University Research Corporation	GENERAL – Tiberius 3 & 4 <i>Marketing Impact Optimization Using PROC OPTMODEL</i> Randy Sherrod, Cisco
	EMERGING TECHNOLOGIES – Claudius 3 & 4 <i>Support Vector Machines: The New Kid on the Block</i> Elsa Jordaan, The Dow Chemical Company	HEALTHCARE – Tiberius 5 & 6 <i>Data Mining Challenges in Health Information</i> Matthew D. Rotelli, Eli Lilly and Company
	FINANCIAL SERVICES – Tiberius 1 & 2 <i>Behavior-Based Predictive Models: A New Framework of Predictive Models</i> Wensui Liu, Chase Credit Card Service and Jimmy Cela, ChoicePoint Precision Marketing	MARKETING RESEARCH – Tiberius 7 & 8 <i>Modeling and Optimization of Marketing Campaigns</i> Viterbo H. Berberena González, Anáhuac University and Jaime Paredes Sánchez, Santander Bank in Mexico
4:00 p.m. – 4:45 p.m.	Break, Exhibit Hall Open (Augustus 3 & 4)	
4:45 p.m. – 5:45 p.m. BREAKOUT SESSIONS	GENERAL – Claudius 1 & 2 <i>Creating and Cleaning Large Data Sets Using Database Technologies</i> Jan Baumgras, The Dow Chemical Company	GENERAL – Tiberius 3 & 4 <i>Tailoring the Use of SAS® Enterprise Miner™</i> Sascha Schubert, SAS
	EMERGING TECHNOLOGIES – Claudius 3 & 4 <i>Using PSI to Monitor Predictive Model Stability in the Database Marketing Industry</i> Joe Laskos, Genworth Financial and Shihong Li, ChoicePoint Precision Marketing	GENERAL – Tiberius 5 & 6 <i>Net Lift Prediction Models: How to Maximize Marketing Impact and What Data Miners Can Learn from Presidential Campaigns</i> Kim Larsen, Charles Schwab & Co.
	FINANCIAL SERVICES – Tiberius 1 & 2 <i>Developing Customer Insights</i> Allen Thompson and Richard Wherry, Bank of America	FRAUD DETECTION – Tiberius 7 & 8 <i>Managing 3rd Party Claims Processing: Successfully Utilizing Analytics to Optimize Suspect Claims Detection to Reduce Warranty Costs and Improve Customer Service</i> Richard Miller, GE
5:45 p.m. – 7:15 p.m.	Conference Reception, Exhibit Hall Open (Augustus 3 & 4)	

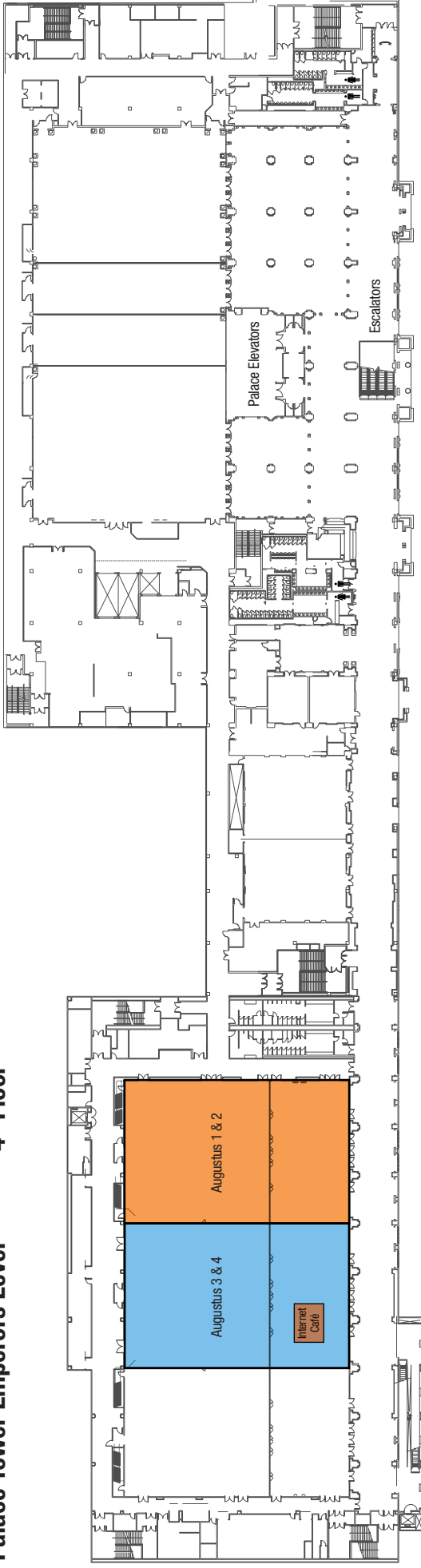
TUESDAY CONFERENCE AGENDA

TUESDAY, OCTOBER 28

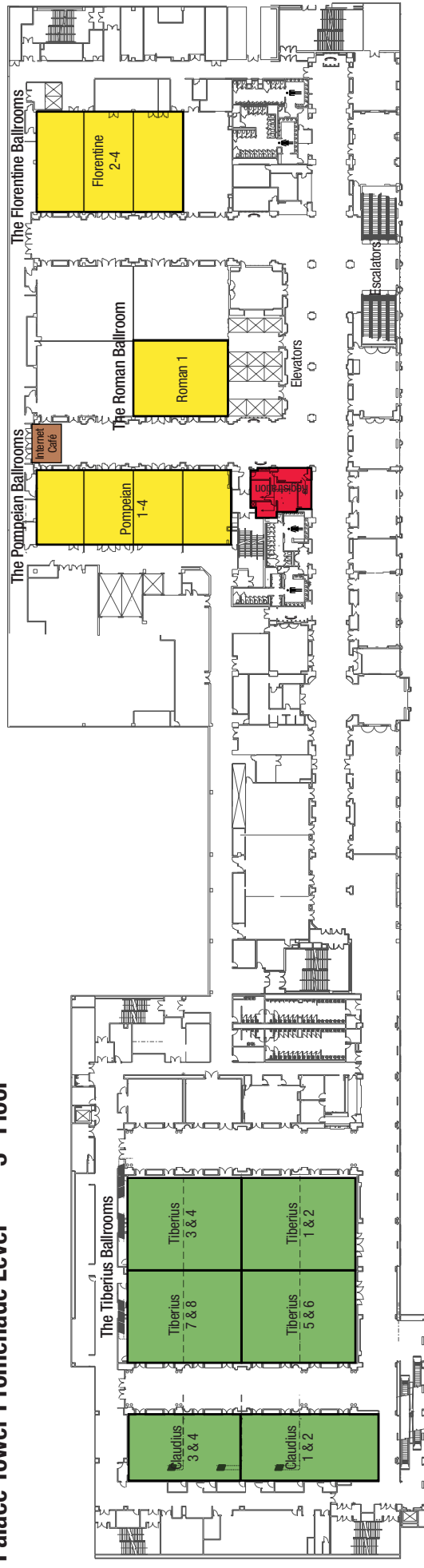
7:30 a.m.	Registration open, Breakfast in Exhibit Hall (Augustus 3 & 4)	
8:30 a.m. – 8:45 a.m.	Welcome from Conference Co-Chairs (Augustus 1 & 2)	
8:45 a.m. – 9:45 a.m.	KEYNOTE ADDRESS – Augustus 1 & 2 <i>Reinventing Customer Relationships: Using Analytics to Capitalize on Insight, Intimacy and Loyalty to Drive Growth</i> Daniel Thorpe, Wachovia	
9:45 a.m. – 10:00 a.m.	Break, Exhibit Hall Open (Augustus 3 & 4)	
10:00 a.m. – 11:00 a.m.	KEYNOTE ADDRESS – Augustus 1 & 2 <i>An Introduction to Case-Based Reasoning with Special Emphasis to Image Mining Tasks in Biomedical Applications</i> Petra Perner, Institute of Computer Vision and Applied Computer Sciences, IBal	
11:00 a.m. – 11:30 a.m.	Break, Exhibit Hall Open (Augustus 3 & 4)	
11:30 a.m. – 12:30 p.m.	KEYNOTE ADDRESS – Augustus 1 & 2 <i>Managing Business Complexity with Agent-Based Modeling and Simulation</i> Michael J. North, Argonne National Laboratory	
12:30 p.m. – 1:45 p.m.	Lunch (Pompeian 1-4, Florentine 2-4, Roman 1) Exhibit Hall Open (Augustus 3 & 4 Fourth Floor)	
1:45 p.m. – 2:45 p.m. BREAKOUT SESSIONS	EDUCATION – Claudius 1 & 2 <i>The Importance of Valid Models in Data Mining</i> Simon Sheather and Mike Speed, Texas A&M University	MANUFACTURING – Tiberius 3 & 4 <i>Solving Industrial Problems in the Chemical Industry Using Chemometrics</i> Mary Beth Seasholtz, Randy J. Pell, Pat Wiegand, Enric Comas and Leo Chiang, The Dow Chemical Company
	GENERAL – Claudius 3 & 4 <i>An Introduction to Similarity Analysis Using SAS®</i> Michael J. Leonard and Jennifer Lee, SAS	SEGMENTATION – Tiberius 5 & 6 <i>A Portfolio Approach to Segmentation in the Automotive Industry</i> Will Neafsey, Ford Motor Company
	GENERAL – Tiberius 1 & 2 <i>A Bag of Tricks for Your Balancing Act: How to Increase Predictive Accuracy on Imbalanced Data Sets</i> Sven F. Crone, Lancaster University Management School	TEXT MINING – Tiberius 7 & 8 <i>Alternative Paths Toward Improved Predictive Analytics for Customer Intelligence</i> Dirk Van den Poel, Ghent University
2:45 p.m. – 3:00 p.m.	Break	
3:00 p.m. – 4:00 p.m. BREAKOUT SESSIONS	EDUCATION – Claudius 1 & 2 <i>Performance Analytics on the Maturity Curve</i> Michele Boulanger, JISC Consulting	MANUFACTURING – Tiberius 3 & 4 <i>Data Mining at Chrysler</i> Thomas L. Kondrat, Chrysler LLC
	GENERAL – Claudius 3 & 4 <i>Automating Human Decisions</i> Marc Schneiderman, Mobile Agent Technologies	FRAUD DETECTION – Tiberius 5 & 6 <i>Two Case Studies in Fraud Detection</i> Jin-Whan Jung, Jay King and Sanjay Arangala, SAS
	GENERAL – Tiberius 1 & 2 <i>Practical Applications of Decision Theory in Modeling Rare Events</i> Doug Wielenga, SAS	GENERAL – Tiberius 7 & 8 <i>Your Information Management Solution Is As Good As Your Metadata</i> Yves Schabes, Teragram Corporation – A SAS Company
4:00 p.m. – 4:45 p.m.	Break, Exhibit Hall Open (Augustus 3 & 4)	
4:45 p.m. – 5:45 p.m. BREAKOUT SESSIONS	EDUCATION – Claudius 1 & 2 <i>Beating the Spread: Predicting Game Outcomes with a New Ranking Model</i> Carl Meyer and Anjela Govan, North Carolina State University; Russell Albright, SAS; Amy Langville, College of Charleston	GENERAL – Tiberius 3 & 4 <i>Sales Forecasting Using Google Searches</i> Michael Cavaretta, Ford's Research and Innovation Center
	EDUCATION – Claudius 3 & 4 <i>Winning Presentations</i> Second Annual Data Mining Shootout Winners	RETAIL – Tiberius 5 & 6 <i>Predicting Loss Given Default in Retail Portfolios Using SAS® Enterprise Miner™</i> Hendrik Wagner, Independent Consultant (Risk Parameters)
	GENERAL – Tiberius 1 & 2 <i>Offset Techniques in Predictive Modeling for Insurance</i> Matthew Flynn, ISO and Jun Yan, Deloitte Consulting	TEXT MINING – Tiberius 7 & 8 <i>A Field Guide to Text Mining: An Overview of the People, Tools, and Research Frontiers That Are Unlocking the Predictive Power of Text</i> Zach Buckner, Elder Research, Inc.

CONFERENCE MAP

Palace Tower Emperors Level 4th Floor



Palace Tower Promenade Level 3rd Floor



- Breakout Sessions
- Exhibit Hall
- General Session
- Internet Café
- Lunch
- Registration