



M2006 conference

OCTOBER 23-24

Speakers

M2006 Co-Chairs

[Tom Bohannon](#), Baylor University

[Jerry Oglesby](#), SAS

M2006 Keynote Speakers

[Randy Collica](#), HP

[Usama Fayyad](#), Yahoo!

[Will Potts](#), CapitalOne

[William \(Bill\) Smith](#), Executive Director, American Statistical Association

M2006 Afternoon Keynote Speakers

[David Duling](#), SAS

[C. Olivia Parr-Rud](#), OLIVIAGroup

M2006 Session Speakers

[James Ashby](#), Plano Independent School District, TX

[Leonardo Auslender](#), SAS

[Kim Bell](#), Data Analysis, Inc.

[Gary D. Boetticher](#), University of Houston-Clear Lake

[Tom Bohannon](#), Baylor University

[Goutam Chakraborty](#), Oklahoma State University

[HungChing Chan](#), Medica

[Manoj Chari](#), SAS

[Joe Chen](#), Ph.D., Origen Financial

[Cali M. Davis](#), The University of Alabama

[Abdu Elnagheeb](#), Bank of America

[George Fernandez](#), University of Nevada, Reno

[J. Michael Hardin](#), The University of Alabama

[William C. Hardy](#), SAIC, Inc. Advanced Systems Concepts

[Maria Marsala Herlihy](#), KnowledgeBase Marketing, Inc.

[Mark Johnson](#), University of Central Florida

[Paul B. \(Brad\) Jordan](#), Blue Cross Blue Shield of Florida

[Talbot Katz](#), Analytic Data Information Technology Consultant

[William J. Kelley](#), COL FA Department of Defense, Office of the Inspector General

[Jongdo Kim](#), SK Telecom

[Dmitri Kuznetsov](#), Media Planning Group (MPG)

[Richard W. La Valley](#), SAIC, Inc. Advanced Systems Concepts

[Kim Larsen](#), Charles Schwab & Co. Inc.

[T. Lynn Locke](#), Blue Cross Blue Shield of Florida

[Jing Luan](#), Educational Services and Planning, San Mateo, CCCD

[James W. Mentele](#), Central Michigan University (CMU-RC)

[Will Neafsey](#), Ford Motor Company

[Daniel \(Dan\) Payne](#), US Centers for Disease Control & Prevention

[S. Greg Potts](#), Arkansas Foundation for Medical Care, Office of Projects and Analysis

[Uzma Raja](#), Department of Information Systems, Statistics, and Management Science, Culverhouse College of Commerce, University of Alabama

[Timothy D. Rey](#), Dow Chemical Company

[Günter Schmölz](#), Uniqa Insurance Austria, Customer Intelligence

[Jack Schwartz](#), CTO, [x+1]

[Judy Spomer](#), Sandia National Laboratories, Knowledge Discovery and Extraction

[Gerhard Svolba](#), SAS Austria

[Thomas T. H. Wan](#), College of Health and Public Affairs, University of Central Florida

[Morgan Wang](#), UCF

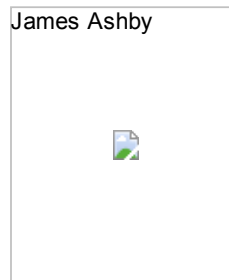
[Cary White](#), University of North Carolina - Chapel Hill

[Tom Winn](#), Texas State Auditor's Office

[Terry Woodfield](#), SAS

[Jeff Zeanah](#), Z Solutions Inc.

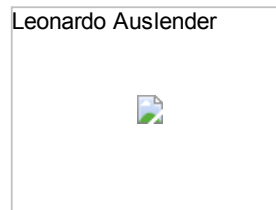
James Ashby is the Director of Assessment and Accountability for Plano Independent School District, a Texas school system that has faced the challenges of educating an increasingly diverse population of students who are challenged in meeting state-mandated expectations. In Plano, James leads a team of research scientists focused on developing school leaders into relevant data-driven decision-makers.



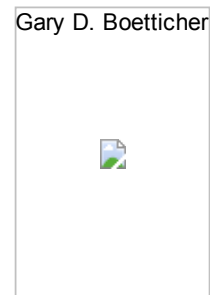
Since 1997, James has worked closely with public school administrative teams assisting them in identifying systemic practices and policies that act as barriers to student achievement and equitable educational opportunities. Using statistical modeling that integrates national, state, and local assessment data with demographic and efficacy variables, James has empowered Texas administrators to make effective decisions that close significant gaps in student achievement and educational equity among diverse populations.

James is currently pursuing a PhD at the University of North Texas in Educational Statistics. His most recent published articles discuss the use of multivariate logistic regression for measuring teacher effects on student's cognitive growth.

Leonardo Auslender is a statistician and economist with more than 25 years of business experience and SAS expertise, at present in the Data Mining Research and Development group of SAS Institute. His area of expertise is in the area of Giga-Data Analysis and Methods, and has written papers and given lectures on Missing Value Imputation, Classification Trees, Support Vector Machines, Market-Basket Analysis, Variable Selection in Giga-Bases, Database Marketing, CRM, GDP and (Relative Price) Inflation studies, Expectation Formations, Productivity and Technology effects in the economy, and most recently on Colinearity and malaise in linear modeling. He was a lecturer of Finance and Macroeconomics at Rutgers University. His present interests are in the area of variable selection, Bayesian networks, and Bayesian and Tree methods.



Gary D. Boetticher is an Associate Professor in the Department of Computer Science and Software Engineering at the University of Houston - Clear Lake. He attained his Ph.D. in computer science from the West Virginia University.



Dr. Boetticher's research interests include data mining (financial, bioinformatics, software engineering), machine learning optimization (genetic programs), and grid computing. He was a university finalist for the Minnie Stevens Piper award (teaching excellence) for the last four consecutive years. He has served on various conference and workshop program committees and is currently the co-chair for the 2006 Predictor Models in Software Engineering (PROMISE) Workshop.

Dr. Boetticher has been working in advanced machine learning applications in corporate, government and academic settings since 1986. He has served on the Executive Board Reuse Interoperability Group and the Executive board for the IEEE Reuse Standards committee.

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Tom Bohannon, Ph.D. is the Assistant Vice President and Director at the Office of Institutional Research & Testing Services at Baylor University. The primary mission of the office is to engage in continuing research in all pertinent aspects of Baylor University and to provide complete testing services for Baylor students and public. Prior to this position, Dr. Bohannon served as the Director of the Office of Institutional Research at Appalachian State University and as an Associate Professor of Mathematical Sciences at Appalachian State University.



Dr. Bohannon has served in leadership positions in several professional organizations including AIR, SAIR, NCAIR, and TAIR. He has presented papers and workshops at the following professional associations for over 20 years - AIR, SAIR, NCAIR, TAIR, ASA, SUGI and others. His areas of specialization include Statistics, Data Warehousing and Data Mining, Institutional Research and Computer Application, SAS Training and Applications, Microcomputer Training Applications.

Dr. Bohannon earned a Ph.D in Statistics from Texas A&M University in 1976 and an MA in Mathematics from Wake Forest University in 1965. He also holds a BS in Mathematics with a Physics Minor from McNeese State University.

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Dr. Goutam Chakraborty has a B.Tech (Honors) in Mechanical Engineering from Indian Institute of Technology, Kharagpur, a PGCGM from Indian Institute of Management, Calcutta, a M.S in statistics and a Ph. D. in marketing from University of Iowa. He has held managerial positions with a subsidiary of Union Carbide, USA and with a subsidiary of British American Tobacco, UK. He is currently an associate professor of marketing at Oklahoma State University where he has taught digital business strategy, web-business strategy, electronic commerce and interactive marketing, data mining and CRM applications, data base marketing, new product development, marketing research, and product and pricing management for the past fifteen years. He has presented numerous programs and workshops to executives, educators, and research professionals in U.S., Europe, Singapore, Hong Kong, Dubai, Abu Dhabi, and India. He has won many teaching awards including "Regents Distinguished Teaching Award" at OSU, "Outstanding Direct Marketing Educator Award" given by the Direct Marketing Educational Foundation, New York, Professor of the Year Award at CIMBA Italy, and Great Executive MBA Instructor award at the University of Iowa, Iowa City. His research has been published in many scholarly journals such as Journal of Interactive Marketing, Journal of Advertising Research, Journal of Advertising, Journal of Business Research, Industrial Marketing Management etc. He has co-authored the book Contemporary Database Marketing. In addition, he serves(d) on the editorial review board of Journal of Business Research and Journal of Academy of Marketing Science. He has chaired the national conference for direct marketing educators for 2004 and 2005. He has also consulted extensively on issues related to developing digital business strategy, building and managing customer relationships, product development, and management and creation of e-business models with companies such as Aetna, Mercuriser, Thrifty Rent-A-car, Berendsen Fluid Power, Globe Life Insurance, Van guard Realtors etc.



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HungChing Chan is the Director of Clinical Analysis and Program Evaluation at Medica, a Minnesota-based health plan serving 1.3 million members. She has been at this position for six years. Her accountability includes all the data and analytical support for disease management programs, clinical quality improvement programs, and care management programs. Her department is also responsible for producing HEDIS (a standard health plan report card), physician profiling, program evaluation, and ROI analysis. HungChing received her bachelor's and master's degree in public health administration from National Taiwan University. She completed all course work and exams toward a doctoral degree. in Health Services Research, Policy and Administration from the University of Minnesota. Prior to joining Medica, she worked at Wellmark Blue Cross and Blue Shield of Iowa, Iowa State University, and Institute for Health Services Research at the University of Minnesota. Her research interest is in the quality of health care and measurement of performance.

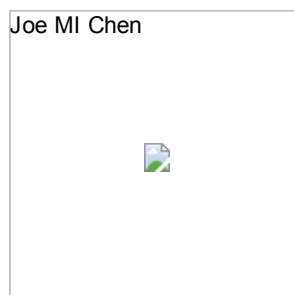
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Manoj Chari is the Manager of the Marketing Optimization R&D group in the Operations Research and Development department at SAS Institute in Cary, NC. He has a Ph.D. in Operations Research from the University of North Carolina at Chapel Hill. Before joining SAS in 2003, he was an Associate Professor of Mathematics at Louisiana State University, Baton Rouge. He has over a decade of academic research and teaching experience in discrete mathematics and optimization. He has held visiting academic positions at the University of Waterloo, Canada, Technical University of Berlin and Indian Institute of Science. His professional interests are in optimization modeling, theory and algorithms, particularly in the area of large scale linear and combinatorial optimization.



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Joseph Yechong Chen, Ph.D. is currently Vice President, Risk Modeling at Origen Financial. Origen is one of the biggest lending institutions in the manufactured home industry. Dr. Chen oversees the Risk Management Department at Origen. He has more than seven-years of experience in risk management, quantitative modeling, and financial analysis in the financial industry and energy industry. He has been an invited speaker at Credit Risk Conferences by Incisive Media (previously Risk Waters Group). Previous positions held include Manager of Quantitative Analytics at Cinergy, Quantitative Analyst at Williams, Economist at Freddie Mac. Dr. Chen holds a Ph.D. in Management from the Business School of UCLA, and a MA in Physics from CUNY.



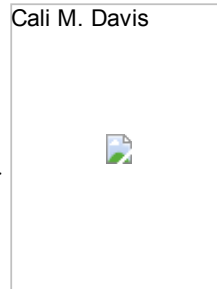
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Randy Collica received a B.S. degree in electronic engineering from Northern Arizona University in 1982. He has 16 years experience in the semiconductor manufacturing industry working on yield and product and quality engineering. Since 1998 he has been with Compaq and Hewlett-Packard as a Sr. Business Analyst using Data Mining techniques for targeted marketing and customer analytics in the Customer Data & Knowledge Services department. He has developed customer scoring models and models to estimate corporate IT spending for use in tactical and strategic customer and prospect business intelligence. His current interests are in Clustering and Ensemble models, knowledge and data engineering, missing data and imputation, and text mining techniques for use in business intelligence. He has authored and co-authored 11 articles and is currently writing a book on CRM Segmentation and Clustering for business applications using SAS Enterprise Miner. Mr. Collica has been a member of the IEEE since 1979.



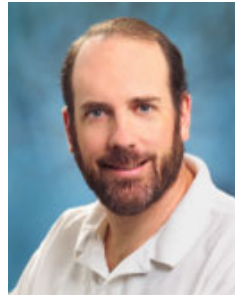
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Cali M. Davis, Ph.D. is the Enrollment Research and Assessment Analyst in Enrollment Management at the University of Alabama (UA). Cali has utilized data mining and statistics to create tools for enrollment prediction, recruitment strategies, and at-risk student retention studies. She has presented professionally at the regional and national level. Prior to her current position, Cali taught statistics at the university and community college level. Cali received both her Ph.D. and Master's in Applied Statistics from the University of Alabama.



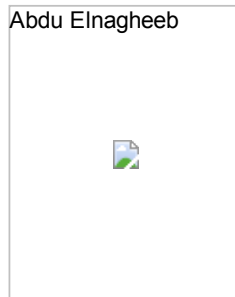
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David Duling is the software development manager for SAS/Enterprise Miner. He has worked at SAS since 1996 developing various components for EM including the process flow diagram, scoring functions, neural network, ensemble models, and link analysis. David has degrees in Physics and Statistics and previously worked for the National Institutes of Health developing and publishing methods of numerical analysis in simulations of magnetic resonance spectroscopy.



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Abdu Elnagheeb is a Senior Vice President at Bank of America. He is the Manager of the Data Mining and Modeling Group in Analysis and Information Management (AIM) supporting Consumer Real Estate. Before that Abdu held similar positions within AIM supporting Credit Card acquisition and Consumer Debit Card and Deposits. His work includes Segmentation, Statistical Modeling, and development of economic logic to target and keep the most profitable customers for the Bank. Abdu also worked at American Express supporting both acquisition and portfolio management of Small Business credit card. Before that Dr. Elnagheeb worked as a Research Associate at the University of Georgia where his research focused mainly on Contingent Valuation Method, Water Resources, and Marketing. He has over 18 published papers in refereed journals, a book chapter, and several published abstracts. He attended and presented papers at a number of Regional, National, and International professional conferences.



Dr. Elnagheeb holds a PhD and Masters degrees from University of Wisconsin-Madison with major in Economics and minor in Statistics/Quantitative Methods. He has extensive experience in the area of Statistical Modeling, Experimental Design, Data Mining, and their application in the Financial Sector, and over 15 years of SAS programming experience.

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Usama Fayyad is Yahoo!'s chief data officer and senior vice president of the Strategic Data Solutions group. Fayyad is responsible for Yahoo!'s overall data strategy, architecting Yahoo!'s data policies and systems, prioritizing data investments, and managing the company's data processing infrastructure and analysis. The analysis and management of data within Fayyad's group enables Yahoo! to ensure customer satisfaction and develop innovative products and services that are essential to consumers' lives.



Prior to joining Yahoo!, Fayyad co-founded and led the DMX Group, a data mining and data strategy consulting company. In early 2000, he co-founded and served as CEO of digiMine Inc. (now Revenue Science, Inc.), a data analysis and data mining company that built, operated, and hosted data warehouses and analytics for some of the world's largest enterprises in online publishing, retail, manufacturing, telecommunications, and financial services.

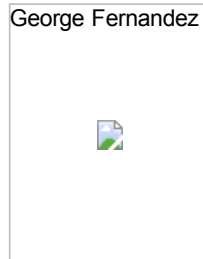
Fayyad's professional experience also includes five years spent leading the data mining and exploration group at Microsoft Research and building the data mining products for Microsoft's server division. From 1989 to 1996 Fayyad held a leadership role at NASA's Jet Propulsion Laboratory (JPL) where his work in the analysis and exploration of scientific databases gathered from observatories, remote-sensing platforms, and spacecraft garnered him the top research excellence award that Caltech awards to JPL scientists, as well as a U.S. Government medal from NASA.

Fayyad earned his Ph.D. in engineering from the University of Michigan (1991), and also holds B.S.E.'s in both electrical and computer engineering (1984); an M.S.E. in computer science and engineering (1986); and an M.Sc. in mathematics (1989). He has published over 100 technical articles on the field of data mining, edited two influential books on the subject, and launched the primary scientific journal in the field while serving as editor-in-chief. Fayyad also launched and edited the primary newsletter in the technical community, and regularly delivers addresses and keynotes at government, industry, and academic conferences around the world.

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George Fernandez is a Professor of Applied Statistics and the statistician for the Nevada Experimental Station and Cooperative Extension. He has more than 18 years experience in teaching introductory and advanced data analysis and statistical modeling courses using SAS software. He is also a professional SAS programmer and has over 25 years SAS programming experience. His major career accomplishments include winning best paper and poster presentation awards at regional and international SAS user conferences; presenting full-day workshops on applications of user-friendly statistical methods in data mining, being the keynote speaker at the 16th KSU Conference on Applied Statistics, and organizing Western Users of SAS software (WUSS 7) conference in 1999. Many national and international SAS data miners are using his user-friendly SAS macro applications included in his book entitled "Data Mining Using SAS Applications" published by the CRC/Chapman Hall.

George Fernandez



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Dr. Michael Hardin is the Director of the Institute of Business Intelligence with the College of Business at the University of Alabama, as well as a professor of statistics at the University. He has authored or co-authored over 80 papers in various journals including the Lancet, the Journal of the American Medical Association, the Journal of the American Medical Informatics Association, the American Journal of Epidemiology, the American Statistician, the Journal of Statistical Computation and Simulation, and Communications in Statistics. He is the author or co-author of over 150 abstracts presented at national meetings and has given over 75 invited lectures or talks. He is the author of several book chapters dealing with database design and decision support systems.



Dr. Hardin often serves as a consultant to healthcare organizations in the areas of data mining, sampling, and program integrity. Additionally, he is an instructor and consultant for SAS in the areas of data mining and time series analysis. He is Adjunct Professor of Biostatistics and Adjunct Professor of Health Informatics at the University of Alabama at Birmingham. He has served as Scholar in Residence in the Center for Information Management, Department of Information Systems and Operations Management, Loyola University, Chicago, and Visiting Professor in the Department of Management and Information Sciences and Statistics at Trinity College, Dublin, Ireland.

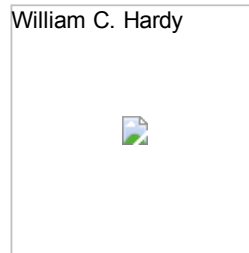
A member of numerous professional associations including the American Statistical Association, the Biometric Society, and the Institute of Mathematical Statistics, Hardin's

specialty areas include data mining and knowledge discovery, data visualization, data warehousing, machine learning, statistical classification models, data management and collection methodologies, research design, informatics, the applications of statistical methodologies in the study of aging, and biostatistics.

Hardin earned a B.A. from the University of West Florida, an M.S. from Florida State University and an M.A. and Ph.D from the University of Alabama.

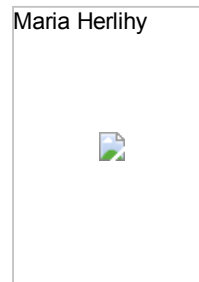
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William C. Hardy is a Senior Metrics Analyst in the Advanced Systems & Concepts Division of SAIC. He has more than thirty-five years experience as an operations analyst, divided evenly between focus on military communications, command and control and intelligence systems and commercial telephony and decision support systems. By virtue of publication of two books on the subject, a four year tenure as a regular columnist in the QSDG Magazine, published by the ITU Quality of Service Development Group, and 17 patents for innovations in test technology, he is an internationally recognized expert in measurement and evaluation of quality of voice telephony. He has also designed and developed, or directed development of, highly effective automated decision support systems for both military and commercial applications that have been fielded with a fraction of time and effort normally associated with such efforts. He holds a PhD. in mathematics from the University of New Mexico.



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Maria Herlihy has over 15 years' experience on the development and management of enterprise-wide database, analytical and marketing solutions. Her approach has centered around applying advanced analytics to large volumes of data for the purpose of solving specific complex business problems, surfacing latent opportunities and improving the ROI on marketing efforts. She has successfully managed database marketing and analytics services teams that provide ongoing consultation for the design and development of customer data warehouses. Her experience and expertise includes a wide variety of analytical and consulting functions from model development for direct marketing to inventory management, call center staffing and warehouse logistics.



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Dr. Mark E. Johnson is Professor of Statistics at the University of Central Florida. He was formerly Department Chair and is currently on sabbatical leave at Northwestern University. Dr. Johnson is a Fellow of ASA, Chartered statistician of RSS and an elected member of the ISI. He has served on such editorial boards as Technometrics, Journal of Quality Technology and Operations Research. He has received research awards including the Jack Youden Prize, Shewell Award and the Thomas Saaty award. Dr. Johnson is an active consultant in the areas of hurricane modeling, data mining, sampling and has taught black belt statistics courses for IBM and Motorola. He has also testified in numerous administrative hearings as an expert in sampling. His consulting clients include BlueCross & BlueShield of Florida, Lockheed Martin, the Agency for Health Care Administration, the [Florida Commission on Hurricane Loss Projection Methodology and Kinetic Analysis Corporation](#).



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Mr. Paul B. (Brad) Jordan has been with BCBS of Florida for over 5 years. During that time he has served as the technical lead of Medical Informatics that analyses and forecasts claims experience that exceeds \$3 Billion annually. In addition, he as administered SAS in a multi-platform architecture with over 500 users. In his current role, he is responsible for Marketing Analytics including the implementation of a consumer marketing database that provides for end-to-end campaign management, the creation and validation of segmentation strategies for members, groups, physicians and agents, and for the development of customer lifetime value algorithms and applying them to the consumer marketing database to better understand cross-sell and value propositions for target customer segments. Brad has over fifteen years of experience with the SAS system. He has developed and facilitated instructor-based SAS training courses for nearly ten years for various clients. He also has practical experience using SAS in a variety of industries such as insurance, banking, finance, manufacturing, education and government. His management of computer programming staff offers the perspective of technical capability, user requirements, and organizational goals. He has worked in a number of industries where he has been responsible for design and implementation of SAS-based applications

including reporting, forecasting, decision support systems, data marts and predictive modeling/data mining. In addition to his work experience, Brad has served as the head of several SAS user groups, is a Certified SAS professional and has a B.S. in Information Management from Jacksonville University where he is currently pursuing an M.B.A.

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Talbot Katz is a New York City based data mining consultant who has over a baker's dozen years of experience with quantitative marketing applications in the financial services, IT, pharmaceutical, and telecommunications industries. He has presented his recent research into optimal methods for clustering and predictor variable transformation at the SRI Artificial Intelligence Seminar in 2005, and at the 2005 and 2006 SIAM Data Mining conferences. A SAS enthusiast, Talbot has addressed audiences at NESUG, NJSUG, and NYASUG meetings. He has an A.B. in Mathematics from the University of California, Berkeley, and a Ph.D. in Mathematics from The Rockefeller University.

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Colonel William J. (Bill) Kelley returned to active duty in January 2002 to support Operation Noble Eagle. He is serving as both the senior military officer in the Office of the Inspector General of the Department of Defense, as well as Program Director for Data Mining Division. Before January 2002, he was a Program Manager with the Air Force Audit Agency's Special Projects and Financial Support Division, March Air Reserve Base, California.

Colonel Kelley has been the OIG DoD focal point for the data mining of DoD purchase card data and in planning the joint audit to research potentially fraudulent or improper transactions. Colonel Kelley has coordinated with numerous DoD criminal investigative and audit organizations, the General Accounting Office, and the President's Council on Integrity and Efficiency Inspection and Evaluation Committee to support the Secretary of Defense's efforts to identify whether fraudulent or inappropriate charge card program activities have, in fact, occurred.

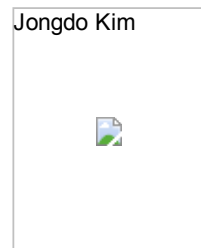
As Program Manager for the Air Force Audit Agency, he was responsible for planning, developing, programming, and applying Air Force-wide audits relating to Air Force comptroller issues. Specific subjects include military and civilian pay benefits, program and budget, and other comptroller functions to include travel, cash management, financial certifications, accounts receivable, accounts payable, overseas banking operations, reimbursements, and use of special funds. In addition, he participated with the Fraud Working Group (which included OIG DoD, Defense Criminal Investigative Service, Defense Finance Accounting Service, Air Force Audit Agency, Air Force Office Special Investigations, Army Audit Agency, US Army Criminal Investigative Division, Naval Audit Service, and Naval Criminal Investigative Service) on fraud. He was also a member of the Air Force task force to develop a fraud prevention tutorial and an Air Force financial management self-inspection checklist program.

Before joining the Army Audit Agency, in August 1974, Colonel Kelley was active duty Army. After his discharge in 1972, he continued to participate in the Army National Guard. Among his many military accomplishments, he commanded two direct support artillery battalions (one in Texas, the other in California) and the 40th Infantry Division Artillery. Further, he was the president of the National Guard Field Artillery Council for 2 years. Colonel Kelley began his civilian career as an auditor with Army Audit Agency at the El Paso Audit Office and then transferred to the Fort Hood Audit Office in 1979 as Managing Auditor. In June 1985, Colonel Kelley became an audit manager with Air Force Audit Agency.

He holds a BBA in accounting from the University of Texas in El Paso, is a graduate of the Armed Forces Staff College, and is both a Certified Information Systems Auditor and a Certified Information Security Manager. Also, he is a Fed 100 award winner for 2005.

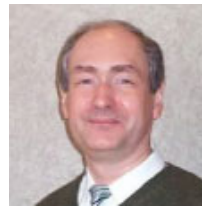
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Jongdo Kim is an assistant manager in the business analysis team at SK Telecom. Recently he made a recommendation model on the company Website and has experience in customer segmentation, customer churn modeling and CRM analytics. Jongdo holds a BS and MS in statistics from Seoul National University, Korea.



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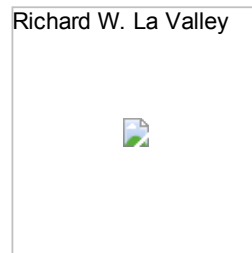
Dmitri Kuznetsov is Senior Brand Analyst at Media Planning Group. He develops advanced mathematical, econometrical, and statistical predictive models for MPG clients. Prior to this, Dmitri worked for Sigma Marketing Group as a Senior Statistical Consultant in expert team, specializing in marketing, retail pricing, risk, and financial data analysis, research, forecasting, and optimization of decisions. Before Sigma, Dmitri worked for KSS Group, a professional software company in the UK, as a Senior Scientific Developer of advanced retail pricing algorithms. Prior to KSS Dmitri was a Quantitative Business Analyst at Giant Eagle, where he developed in-house models on risks, marketing and price optimizations for revenue and profit management.



Dmitri received both his Ph.D. and Master's Degree in Mathematics and Physics from Moscow State University in Moscow and has worked as principal researcher on several initiatives with the NATO, International Science Foundation, Russian Foundation for Basic Research, and US Civilian Research Development Foundation. His academic experience also includes research at University of Pittsburgh in Pennsylvania and University of Waterloo in Canada.

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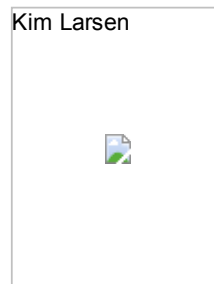
Richard W. La Valley is a Senior Metrics Analyst in the Advanced Systems & Concepts Division of SAIC. He has more than thirty years experience as a statistician and operations analyst working in the areas of sample survey design, decision support, command and control, trouble tracking and monitoring systems in both commercial and government market segments. He has also directed and designed real-time development fraud detection tools for telephony and has developed numerous highly effective decision support systems which have been fielded in commercial telephony. He holds a Masters degree in Statistics from Pennsylvania State University.



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Kim Larsen is a Director in the Database and Relationship Marketing group at Charles Schwab & Co., in San Francisco. His focus is on client segmentation as well as predictive modeling to reduce client attrition and maximize campaign response rates. Prior to joining Schwab, Kim worked in home equity credit risk management.

Kim holds a BS in mathematics and economics and an MS in statistics.

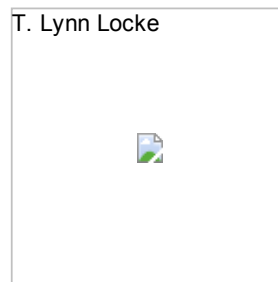


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Ms. T. Lynn Locke joined Blue Cross Blue Shield of Florida in 1999. She is currently leads all direct marketing activities consumer products at CBSFL. In this role, she is responsible for Promotional campaign strategies and execution, Campaign analysis and reporting, Sales analysis and forecasting as well as for Optimization of member growth strategies. Prior to her current role, Ms. Locke served as Project Manager and Business Lead for the implementation of a Web Sales capability that now accounts for 14% of all individual under 65 sales at Blue Cross Blue Shield of Florida. In addition to her BCBSFL experience, Ms. Locke has 11 years of Direct Marketing experience in both the financial services and retail industries. In positions prior to BCBSFL, her roles have included

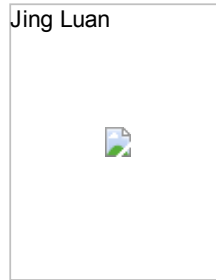
- developing new distribution and response channels in order to increase market share,
- developing new marketing creative, resulting in a significant increase in response,
- managing a Marketing Database, including maintenance, growth analysis, list selection, cluster analysis, modeling and segmentation.

Ms. Locke has a B.S., Business Administration from the University of Florida and is licensed as an insurance agent in the state of Florida.



Dr. Jing Luan is Chief Planning, Research, & Knowledge Systems Officer at Cabrillo College on the beautiful coast of Monterey Bay next to Silicon Valley. He is responsible for reporting, assessment validations, strategic master planning, and accreditation planning. His additional interests include Knowledge Management, Data Mining and Data Warehousing with the emphasis on web based applications and access. His experience and expertise range from strategic planning, educational services, information management, and research to benchmarking. He chaired a data warehousing project of 109 community colleges in California, the world's largest higher education data warehouse.

Jing Luan



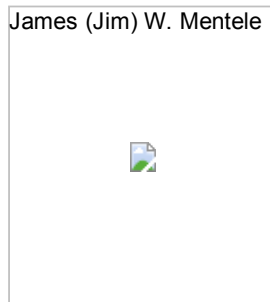
He has held executive and leadership positions on a number of national and state committees and organizations. He was President of the RP Group (2001-2002), President of California Association of Institutional Research (CAIR, 2002-2003), Chair of Overseas Chinese Association of Institutional Research (OCAIR, 2000-2001), President of NCCCRP (National Community College Council for Research and Planning, 2004-2005), and Chair of Governor's School-to-Career Evaluation and Accountability Committee (1999 ? 2002). He was appointed to serve as a member of the board for the iJournal, as data facilitator for the national Achieve the Dream initiative, and a member of Campaign for California Community Colleges.

Dr. Jing Luan is a well-published author on a variety of subjects in higher education and information technology in general. He co-authored the book, "Knowledge Management - Building A Competitive Advantage in Higher Education", published by Jossey-Bass. He has conducted many professional development workshops, including student services student learning outcomes assessment. He has held many data mining workshops with high attendance and good reviews. He was voted Best Presenter at American Association of Institution Research conference in Seattle, Washington and was the Recipient of Best Paper award from CAIR.

He holds a Ph.D. in Higher Education Management & Policy Studies from Arizona State University, a Master's in Curriculum and Instruction from New Mexico State, a B.A. in English Literature from Shanxi University, PR China, and Certificate of Information Technology Management from University of California at Santa Cruz Extension (UCSC).

James (Jim) W. Mentele graduated from South Dakota State University with a B.S. in mathematics and a M.S. in physics. He worked for the Dow Coming Corporation from 1966 - 2001, retiring as a Senior Information Scientist. He has been working with the Central Michigan University Research Corporation as a Senior Research Fellow since then. He also works with Global Language Translation and Consulting (GLTaC).

James (Jim) W. Mentele



Will Neafsey is the Consumer Segmentation and Analytics Manager for Ford Motor Company. During his last 14 years with Ford, he has worked in Market Research, New Business Creation and Incubation, Information Technology, Operations Research, Manufacturing, and at Ford Financial. He holds a Bachelors and Masters Degree in Operations Research from Cornell University, as well as an MBA from Cornell's Johnson School.

Jerry L. Oglesby holds a Ph.D. in Statistics from Texas A&M University, M.S. in Mathematics from Lamar University, and a B.S. in Mathematics from the University of Mississippi. He currently works for SAS as the Director of Higher Education Consulting within the Education Division. This department is charged with supporting SAS in the university wide community. It has, as its major goal, the introduction of SAS training materials and software in the curriculums of courses across many units within the universities. Prior to starting this group, he was Director of Analytical Consulting within the Professional Services Division. As Director of Analytical Consulting he grew the Department from its formation to approximately forty modelers and business analysts whose primary function was to provide analytical support and expertise to SAS'



sales force and customers. This Group was largely responsible for the support of the successful launch of SAS' award winning data mining solution, Enterprise Miner.

From 1990 until joining SAS in July of 1996, Jerry was employed by Monsanto Chemical Company as plant statistician and Manufacturing Technologist. He was CEO and founding President of SCI Data Systems from 1977 to 1990. Following completion of his doctorate at Texas A&M in 1971, he was a professor of Statistics at the University of West Florida where he established the Institute for Statistical and Mathematical Modeling for doing analytical and computational consulting for clients on and off campus.

Jerry serves on several advisory boards in support of statistics and data mining:

- Data Mining Advisory Board, College of Arts & Sciences, University of Central Florida
- Central Michigan University Research Corporation, Center for Applied Research & Technology, Central Michigan University
- Center for the Management of Information Systems, Department of Information & Operations Management, Mays Business School, Texas A&M University
- Master of Marketing Research Program, Coca-Cola Center for Marketing Studies, Terry College of Business, University of Georgia
- Institute of Business Intelligence, Department of Information Systems, Statistics, and Management Science, Culverhouse College of Commerce and Business Administration, The University of Alabama
- Department of Statistics & Operations Technology, Daniels College of Business, University of Denver
- Industry Advisory Committee, North Carolina Community College System
- Information Technology Advisory Committee, Pennsylvania College of Technology
- Computer Information Systems Division Advisory Board, Wake Technical Community College
- Decision Sciences & Center for Quality & Productivity Advisory Board, Business Computer Information System, College of Business Administration, University of North Texas

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Olivia Parr-Rud is an internationally known BI expert, speaker and author of *Data Mining Cookbook* (Wiley 2001). She has over 15 years experience in marketing analytics and business intelligence for a variety of industries. Her passion for creating successful solutions for her clients is guiding her research into the organizational competencies and issues that are critical to the success of business intelligence projects.



Through OLIVIAGroup, she offers a combination of services designed to empower companies to maximize their marketing potential through strategic consulting, predictive modelling and data mining. To support her research, she is pursuing a Ph.D. in Human and Organizational Development through Fielding Graduate University. And she is a founding partner of IntegrityIQ, a company dedicated to helping organizations build congruence around their vision and mission through a unique tool, the Organizational Integrity Survey.

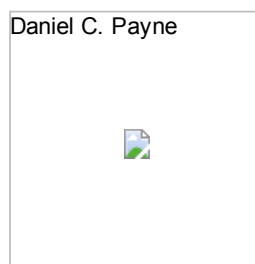
Olivia is an instructor for SAS Institute in the Business Knowledge Series. She teaches a 2-day course based on her book, "*Data Mining Cookbook: Modeling Data for Marketing, Risk and Customer Relationship Management* (Wiley 2001)", now available in 4 languages. She also chaired the SAS Data Mining Conference in 1999 (M99).

Olivia also serves as faculty member for Data University, an online university that features experienced database marketing professionals who provide one-on-one training worldwide via the Internet. She has just completed a home study course in predictive modeling with SAS.

Olivia has held senior management positions at Fleet Bank, National Liberty Insurance and Provident Bancorp. She has a BA in Mathematics from Gettysburg College and an MS in Decision and Information Systems, with a concentration in Statistics, from Arizona State University.

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Dr. Daniel C. Payne is the principal epidemiologist and project officer for the Centers for Disease Control and Prevention (CDC), Vaccine Analytic Unit (VAU). In collaboration with the Department of Defense and the Food and Drug Administration, the VAU conducts vaccine post-marketing surveillance and epidemiological analysis on vaccines administered in the US military using a large, linked health and vaccine database, the Defense Medical Surveillance System (DMSS). Completed studies describe the vaccine safety research agenda processes, the relationship between anthrax vaccine and optic neuritis, the risk of hospitalization associated with the military practice of multiple near-concurrent



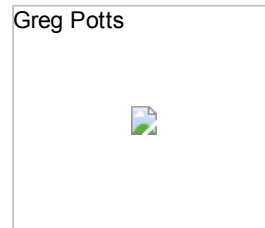
vaccinations, and a vaccine data quality assessment of the DMSS.

Before leading the VAU, Dr. Payne completed a CDC post-doctorate epidemiology fellowship developing pathology surveillance systems and a bioterrorism surveillance guidebook for medical examiners. Prior to joining the CDC, he was the State Director for the Louisiana Covering Kids Initiative, a Robert Wood Johnson Foundation grant to improve child health care access, and served Louisiana and Maryland as a surveillance epidemiologist.

Dr. Payne received his Ph.D. from Tulane University, Graduate School of Medical Sciences, a M.S.P.H. degree from the University of Alabama, Birmingham (UAB), School of Public Health, and a B.A. from Emory University in Atlanta, Georgia.

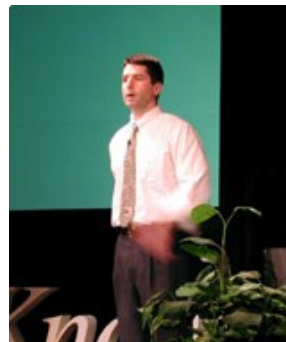
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Greg Potts is the Data Mining Team Leader for the Arkansas Foundation for Medical Care. As Data Mining Team Leader, Mr. Potts applies tools such as SAS Enterprise Miner to Medicaid claims data in an effort to identify key drivers of health care costs in the Arkansas Medicaid population. Mr. Potts has also served as the state Coordinator for the Behavioral Risk Factor Surveillance System (BRFSS) survey with the Arkansas Department of Health, and has managed several survey research projects from inception to completion with other companies.



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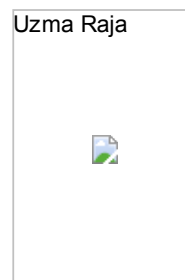
Will Potts is currently the Vice President of Statistical Analysis at Capital One. He has more than 15 years experience as a statistical consultant in science and industry. In addition to authoring numerous technical papers, Potts has developed several popular training courses on predictive modeling. Prior to joining Capital One, Potts served as the Co-Director of the Biometrical Consulting Service at the USDA Beltsville Agricultural Research Center, a Senior Biostatistician at the Cleveland Clinic Foundation, a Statistical Services Specialist at SAS Institute, and the Chief Statistician at Data Miners Inc. Potts was also a keynote speaker at M2000 and a co-chair for both the M2001 and M2002 data mining conferences.



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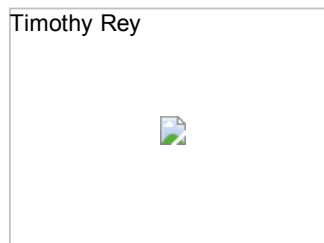
Uzma Raja is an Assistant Professor of MIS at the Manderson Graduate School of Business, the University of Alabama. Her area of research is software system development and maintenance. Her research on Open Source Software projects using Data Mining and Text Mining has been presented and published at various conferences and professional meetings, including SUGI 31, INFORMS and ICSE.

Dr Raja earned her Ph.D. in Information Systems from Texas A&M University. She also holds a B.S in Electrical Engineering from the University of Engineering and Technology, Lahore, Pakistan, an M.S in MIS from Texas A&M University. She has over seven years of experience as a systems engineer with a global consulting company.



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Timothy Rey graduated in 1979 with an MS in Forestry Biometrics from Michigan State University. He joined Dow in the summer of 1979 in the Math Applications group in Central Research as a Research Statistician. While in the Math Applications Group, Tim conducted projects, consulted, taught and developed linear statistical methods at most of Dow's North American sites. From there he went on to supervise the Math Applications group in 1985 and then on to manage the Research and Technical Applications group in Central Research in 1987. In 1988 he took on the technical management role for the SimuSolv nonlinear simulation, optimization and estimation commercial software development effort in Dow's Central Research organization. Here he conducted joint research with universities to develop nonlinear statistical methods for experimental design and maximum likelihood estimation. At that time he was also responsible for Dow's Quality program in Central Research. In 1996 Tim moved to Dow's Marketing and Sales Expertise Center where he lead the development of Dow's Customer Loyalty program and was also the lead Marketing

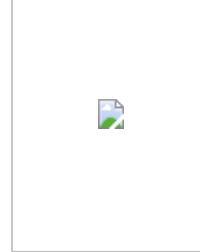


Research process owner. In 2005 Tim became the manager of Dow's Data Mining and Modeling group situated in Dow's Six Sigma Expertise Center. Tim as written over 100 internal papers as well as published 15 papers externally. He has delivered numerous talks at various quantitative methods forums.

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Günter Schmölz, 36 years was born in Vienna, Austria. He studied informatics, economics and insurance mathematics at the Technical University of Vienna and at the University of Economics in Vienna. Günter Schmölz has been working in Insurance business for more than 10 years: He started at Allianz Insurance in South-Africa. During his time with Allianz Insurance Austria he became part of the Austrian actuarial society. When he worked for AXA Insurance Austria(2002-2003) he was responsible for reinsurance and the non-life actuarial department. In 2004 Günter Schmölz changed to Uniqa Insurance Austria and became head of the department "Customer Intelligence". During his time in insurance business Günter Schmölz mainly focused on Tariff Calculation, Analytical CRM and Predictive Modeling. Günter Schmölz lives in Vienna, is married and is father of two children.

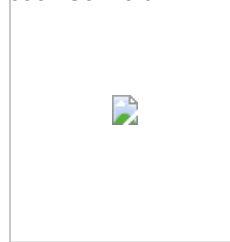
Günter Schmölz



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Jack Schwartz is currently the Chief Technology Officer of [x+1], an internet marketing solution company based in Manhattan. Jack has more than 25 years of experience as a hands-on enterprise software technology expert and team builder. He has served four times as CTO for small to medium sized startups where he has led organizations to successful product delivery, revenue, market differentiation and funding. Schwartz holds a Masters Degree from Brooklyn College and a B.A. from the University of Delaware.

Jack Schwartz



While CTO / SVP Engineering at Passport Corporation, 2001-2005, Schwartz conceived and developed their wireless architecture and protocol. Later Schwartz served as principle architect and key developer of Passport's flagship wireless time management product, inTime for Kronos.

Prior to Passport Corporation, Schwartz was VP Software Development and later CTO of Skila Corporation, 1998-2001, a healthcare marketing intelligence ASP. While at Skila, Schwartz conceived of an innovative technology (later named "Intelligration Plug-in") that allowed any Pharmaceutical or Medical Device BI researcher to click a button in any Web browser to highlight and drilldown on the details of any healthcare related topic. This technology was submitted to the USPO for a software technology patent.

Prior to Skila, Schwartz was CTO / VP Engineering of InSync Corporation, where he was responsible for the architecture and innovative design concepts that allowed all of the company's enterprise applications to automatically run on multiple graphical windowing platforms without rewriting.

Prior to InSync Corporation, Schwartz, worked as the CASE Technology Product Manager, for TeleSoft Corporation, a compiler company for embedded real-time Ada. In this role, Schwartz pioneered the ASIS standard, providing the first abstract semantic interface between the Ada programming language and multiple CASE platforms.

Prior to TeleSoft, Schwartz was CTO/VP Engineering for Fortex Corporation, 1987-1988, where he was responsible for redeveloping their portable, database independent, runtime architecture, extending their 4GL language, directing the development of their software automation tools, and porting their product to multiple operating systems and graphical windowing systems.

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William B. Smith is Executive Director of the American Statistical Association and Professor Emeritus of Statistics at Texas A&M University, where he was chairman of the Department for a period of nine years and served in A&M's College of Science Dean's Office for an additional nine years. Prior to coming to the ASA, Smith was a program director in statistics at the National Science Foundation. His research interests are in the area of multivariate analysis, especially with regard to applications to industrial, educational and legal processes. He has co-authored two books and over fifty articles in statistics. He was editor-in-chief for the Communications in Statistics for ten years. Smith is a Fellow of the American Statistical Association, received a distinguished teaching award (university-level) at Texas A&M, was named a Distinguished Alumnus of the College of Science at Texas A&M University and he received the H. O. Hartley and Don Owen awards.



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Judy Spomer has been a Member of Technical Staff at Sandia National Laboratories for 3 years. Sandia National Laboratories develops and applies advanced technology to keep our nation secure and capable of meeting the toughest challenges. At Sandia, Judy has developed models that have been used in forecasting safety incidents, development of ergonomics evaluations, and in the area of security. Prior to employment at Sandia, Judy worked as a Risk Modeler for American General Finance, developing customer credit scoring models, and behavioral models aimed at reduction of customer delinquency. Judy has a B.S. in Computer Science from Indiana University of Pennsylvania, and is pursuing an M.S. in Data Mining at Central Connecticut State University where she is a Graduate Teaching Assistant in the data mining program.

Judy Spomer



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Gerhard Svolba, PhD, is programming in SAS since 1991. He worked at the University of Vienna, Department for Medical Statistics where he performed a lot of biometrical analyses and build numerous analysis tables for clinical trials. In his PhD he focused on Statistical Quality Control in Clinical Trials, where he showed the application and data preparation for the control of quality characteristics in clinical trials.

Gerhard Svolba



Since 1999 he is working as a Consultant for SAS-Austria, where he is involved in numerous analytic projects in the CRM, Basel II and demand forecasting area across various industries. He has the product manager responsibility for the analytic SAS products and solutions in Austria and has put his hands on a number of analytic datamarts creations as well as creating concepts for analytic projects and data preparation.

Gerhard Svolba lives in Vienna, Austria. He is married, father of three sons. Beside working for and with SAS he likes to spend time with his family and to be out in the nature, especially sailing on a lake.

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Thomas T.H. Wan, Ph.D., is Professor of Public Affairs, Health Services Administration, and Nursing at the College of Health and Public Affairs, UCF. He directs an interdisciplinary doctoral program in public affairs and serves as an associate dean for research at the College of Health and Public Affairs. Before joining UCF, he was Professor of the Department of Health Administration, Medical College of Virginia, VCU. He held the Arthur Graham Glasgow Chair (1991-1999) at VCU. Professor Wan received a Bachelor of Arts in Sociology from Tunghai University, Taiwan; a Master of Arts and a doctorate in Sociology/Demography from the University of Georgia, and a Master of Health Sciences from the Johns Hopkins University School of Public Health. He is a member of the Health Services Organization and Delivery Study Section, NIH. His research interests are centered in managerial epidemiology, health services evaluation, health informatics, and clinical outcome studies. His published work includes 8 books [*Analysis and Evaluation of Health Care Systems: An Integrated Managerial Decision Making Approach; Evidence-Based Health Care Management: Multivariate Modeling Approaches; Monitoring the Quality of Health Care: Issues and Scientific Approaches*, etc.] and 100+ scientific articles. His project, entitled "Nurse Staffing & Nursing Home Quality," is funded by NINR/NIH (2003-2007). He is a guest editor on Health and Public Affairs Informatics Research for the International Journal of Public Policy, where he serves on the editorial board.



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Morgan C. Wang received his Ph.D. in 1991. Since then he has been with UCF, where he is currently the Director of Institute of Statistics and Data Mining and Professor of the Department of Statistics and Actuarial Science. He has published a book (*Integrating Results through Meta-Analytic Review Using SAS Software*, SAS Institute, 1999), and over 50 papers in referee journals and conferences on topics including interval analysis, meta-analysis, and data mining. He was the first prize-winner in Data Mining Competition of the 11th SIGMOD KDD conference in 2004 and the first prize winner in Data Visualization Contest of SUGI 25 conference in 2000, and was given invited talks for more than fifty times for American Statistical Association, Society for Industrial and Applied Mathematics, Iranian Statistics Association, and many universities around the world. Dr. Wang is an active consultant in data mining and business intelligence. His consulting clients include Blue Cross and Blue Shield of Florida, AAA Auto Club South, Sodexo Campus Services, Florida Department of Health, University of



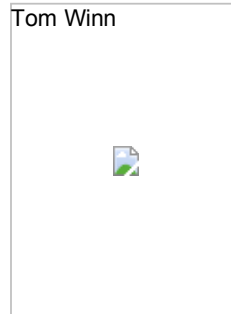
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Cary White is the Data Warehouse Development Team Project Manager for the University of North Carolina at Chapel Hill. He has over 20 years of experience as an IT developer and project manager. For the last four years, Cary has worked on the development of an enterprise-wide data warehouse for UNC-CH. Prior to that, he designed, developed, implemented and supported HR, Payroll and Accounting applications. In a previous career, he was an instructor at a small college. Cary holds an MA in Sociology from Duke University and a BA from Davidson College.



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Tom Winn is a mathematician by education, with more than 31 years of experience working in state government. He has been a SAS user for more than 23 years, and is President-Emeritus of the South-Central SAS Users' Group. Tom currently is a Senior Systems Analyst at the Texas State Auditor's Office, in Austin, Texas, where his work involves data analysis and the development of intranet applications.



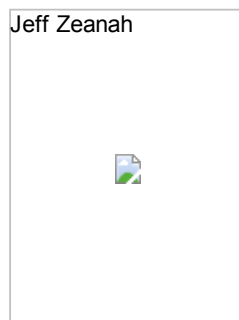
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Terry Woodfield is a Statistical Services Specialist in the Education Division of SAS Institute, Inc. and served as co-chair for M2003, SAS' 6th annual data mining conference. Dr. Woodfield has more than 29 years of SAS programming experience and has provided training and mentoring services in the areas of statistical forecasting, predictive modeling, and data mining. At SAS, Dr. Woodfield has developed courses in statistical forecasting, Web mining, and text mining. He is also active in the statistics profession, presenting papers at numerous statistical conferences and professional meetings, and he has served on steering committees in data mining and forecasting. He has helped develop forecasting and predictive modeling solutions for insurance, energy, and retail companies and been an expert witness in utility ratemaking hearings. Before joining SAS, Dr. Woodfield was Chief Statistician at HNC Software and other prior experience includes statistical software development in SAS/ETS Research and Development and university teaching and research.



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Jeff Zeanah is the President of Z Solutions, Inc. a firm focused on the support of organizations through predictive analytics and exploratory data mining. His primary interests and research concern the problems organizations face to improve their business decisions through data analysis, including predictive analytics and the selling of the results. Jeff has consulted with industry leaders in manufacturing, retail, public health, science, finance, nutrition and utilities. He is an instructor for SAS Institute Inc. A frequent guest lecturer at universities on the topic of applying analytics to business, he serves on the board of the Institute for Business Intelligence at The University of Alabama.



As a recognized expert on neural networks and a broad range of exploratory data mining tools Jeff has authored papers on neural networks, exploratory data mining, and the implementation of those techniques in organizations. He is the developer of exploratory approaches and techniques that have been used worldwide by Fortune 500 companies, independent researchers, government agencies, and over 30 universities worldwide. His approaches have been applied in areas as diverse as improving manufacturing processes, analyzing market research, tasting wines, searching for oil, controlling river flow, sizing electric transformers, and classifying stars.

