

M2006

Knowledge that makes a difference

Conference At-A-Glance



THE
POWER
TO KNOW.

CONFERENCE AGENDA

Monday, October 23

7:30 a.m.	Registration open <i>Continental breakfast available in the Exhibit Hall</i>	Salsa Registration Pavilion 7
8:45 a.m.	Welcome from Co-Chairs	Pavilion 9
9:00 a.m.	Keynote Address A View of the Data Mining Revolution and Evolution William (Bill) Smith, Executive Director American Statistical Association and Professor Emeritus of Statistics, Texas A&M University	Pavilion 9
10:00 a.m.	Break <i>Refreshments served in the Exhibit Hall, sponsored by Bank of America</i>	Pavilion 7
10:30 a.m.	Keynote Address From Data Mining Grand Challenges to the New Sciences Underlying the Internet Usama Fayyad, Chief Data Officer & Vice President of Strategic Data Solutions Yahoo! Inc.	Pavilion 9
11:30 a.m.	Lunch <i>Exhibit Hall Open</i>	Amazon A
12:30 p.m.	Keynote Address Building a Data Mining Community Dave Duling, Software Development Manager for SAS® Enterprise Miner™ SAS Institute Inc.	Pavilion 9
1:30 – 2:30 p.m. Breakout sessions		
	Perspectives from Healthcare Mining Without a Hardhat: A New Approach to Safety at a National Laboratory Judy Spomer Knowledge Discovery and Extraction Sandia National Laboratories	Palma ABEF
	Business Applications Why Data Mining is an Encapsulating Solution to Querying, BI and BA in Research and Planning in Higher Education and Beyond Jing Luan, Vice Chancellor, Educational Services and Planning San Mateo CCCD	Palma CDGH
	Business Applications Needs Based Segmentation and its Application in SKTelecom Jongdo Kim SKTelecom, Korea	Amazon K, L, M
	Fraud Detection Detecting Fraud by Building Strong Control Environments using Continuous Monitoring William (Bill) J. Kelley COL FA Data Mining Division, Department of Defense Office of Inspector General	Pavilion 3
	Perspectives from Retail Using SAS Data Mining Procedures to Estimate “True” Value of New and Existing Products Abdu Elnagheeb, Senior Vice President Bank of America	Pavilion 4
	Data Mining in Marketing Predictive Modeling and Segmentation in the Newspaper Industry Goutam Chakraborty, Ph.D., Associate Professor of Marketing Oklahoma State University	Tropical A-D
	New and Emerging Technologies Visualizing Multiple and Logistic Regression Models George Fernandez, Professor of Applied Statistics University of Nevada, Reno	Tropical E-H

2:45 – 3: 45 p.m. Breakout sessions		
	<p>Perspectives from Healthcare Using Administrative Records to Assess the Performance of Healthcare Providers—Pitfalls and Challenges</p> <p>HungChing Chan, Director of Clinical Analysis and Program Evaluation Medica</p>	Palma ABEF
	<p>Business Applications Customer Acquisition and Retention using Data Mining Techniques</p> <p>T. Lynn Locke, Director of Database Marketing Blue Cross Blue Shield of Florida</p>	Palma CDGH
	<p>Fraud Detection Data Mining at the Texas State Auditor's Office</p> <p>Tom Winn, Senior Systems Analyst, Texas State Auditor's Office</p>	Pavilion 3
	<p>Perspectives from Retail Customer Profit Value in the Insurance Business</p> <p>Günter Schmölz, Customer Intelligence Uniqa Insurance Australia</p>	Pavilion 4
	<p>Data Mining in Marketing Determining the Best Balance of In-House and Outsource for your Segmentation and Building Internal Analytic Competence</p> <p>Will Neafsey, Consumer Segmentation and Analytics Manager Ford Motor Company</p>	Tropical A-D
	<p>New and Emerging Technologies Practical and Flexible Modeling with the GNBC: A Case Study</p> <p>Kim Larsen, Director, Database and Relationship Marketing Charles Schwab & Co., Inc.</p>	Tropical E-H
3:45 p.m.	<p>Break <i>Refreshments served in the Exhibit Hall</i></p>	Pavilion 7
4:15 – 5:15 p.m. Breakout sessions		
	<p>Perspectives from Healthcare Mining Medical Claims Data from Exploratory to Confirmatory Statistical Methods</p> <p>Thomas T.H. Wan, Ph.D., M.H.S., Professor and Associate Dean for Research College of Health and Public Affairs University of Central Florida</p>	Palma ABEF
	<p>Business Applications Using Data Mining to Build an Effective Recruitment and Retention Strategy</p> <p>Calli M. Davis, Enrollment Research and Assessment Analyst J. Michael Hardin, Director of Business Intelligence & Professor of Statistics University of Alabama</p> <p>Tom Bohannon Baylor University</p>	Palma CDGH
	<p>Fraud Detection Data Preparation for Insurance Fraud Detection</p> <p>Terry Woodfield, Statistical Services Specialist SAS Institute Inc.</p>	Pavilion 3
	<p>Perspectives from Retail What's Leaving Your Wallet? Estimating Industrial Share of Spending in a Competitive Environment with Incomplete Information</p> <p>Talbot Michael Katz, Analytic Data Information Technology Consultant</p>	Pavilion 4
	<p>Data Mining in Marketing "Supervised" Customer Segmentation Analysis using SAS® Enterprise Miner™</p> <p>Paul B. (Brad) Jordan, Leader, Marketing Analytics Blue Cross Blue Shield of Florida</p>	Tropical A-D
	<p>New and Emerging Technologies Linear Models, Colinearity and Variable Selection for Giga Bases</p> <p>Leonardo Auslender, Statistician and Economist SAS Institute Inc.</p>	Tropical E-H

CONFERENCE AGENDA

Tuesday, October 24

7:30 a.m.	Registration open <i>Continental breakfast available in the Exhibit Hall</i>	Salsa Registration Pavilion 7
8:45 a.m.	Welcome from Co-Chairs	Pavilion 9
9:00 a.m.	Keynote Address Elliptical Predictors in Logistic Regression Will Potts, Vice President of Statistical Analysis Capital One	Pavilion 9
10:00 a.m.	Break <i>Refreshments served in the Exhibit Hall, sponsored by Capital One</i>	Pavilion 7
10:30 a.m.	Keynote Address Bringing Data Mining Down to Business Randy Collica, Senior Business Analyst Hewlett-Packard	Pavilion 9
11:30 a.m.	Lunch <i>Exhibit Hall open</i>	Amazon A
12:30 p.m.	Keynote Address Business Intelligence Success Factors—Essential Skills for Success in a High-tech, Data Driven Corporate World Olivia Parr-Rud, Consultant/Facilitator, OLVIAGroup	Pavilion 9
1:30 – 2:30 p.m. Breakout sessions		
	Perspectives from Healthcare An Epidemiological Framework for a Hypothesis Generating Investigation of Multiple Near-Concurrent Vaccinations and Potential Health Endpoints Daniel C. Payne, Ph.D., MSPH, Principal Epidemiologist and Project Officer U.S. Centers for Disease Control and Prevention	Palma ABEF
	Business Applications Preparing the Data Mining Data: Techniques for Harmonizing and Integrating Information from Disparate Datasets James (Jim) W. Mentele, Senior Research Fellow Central Michigan University, Research Center	Palma CDGH
	Fraud Detection Operationally Significant Patterns of Association William C. Hardy, Senior Metrics Analyst Richard W. La Valley, Senior Metrics Analyst Advanced Systems Concepts SAIC, Inc.	Pavilion 3
	Business Applications Business Price Optimization using Data Mining and Modeling Timothy D. Rey, Manager, Data Mining and Modeling The Dow Chemical Company	Pavilion 4
	Data Mining in Marketing Analytical Roadmap—the Marketer's Map to Improved ROI Maria Marsala Herlihy KnowledgeBase Marketing, Inc.	Tropical A-D
	New and Emerging Technologies Exploring Open Source Software Development and Maintenance Using Data Mining and Text Mining and Modeling Uzma Raja Dept. of Information Systems, Statistics, and Management Science, Culverhouse College of Commerce The University of Alabama	Tropical E-H

2:45–3:45 p.m. Breakout sessions		
	<p>Perspectives from Healthcare Training Healthcare Professionals in Data Mining</p> <p>Mark E. Johnson, Professor of Statistics Morgan Wang, Director, Institute of Statistics and Data Mining University of Central Florida</p>	Palma ABEF
	<p>Business Applications Data Preparation for Analytics</p> <p>Gerhard Svolba, Consultant SAS Institute Inc., Austria</p>	Palma CDGH
	<p>New and Emerging Technologies New Mathematical Optimization Functionality in SAS/OR®</p> <p>Manoj Chari, Manager, Marketing Optimization (R&D Group) SAS Institute Inc.</p>	Pavilion 3
	<p>Perspectives from Financial Services Bayesian Methods in Asset Management and Risk Management</p> <p>Joe Chen, Ph.D., Vice President, Risk Modeling Origen Financial</p>	Pavilion 4
	<p>Data Mining in Marketing Leveraging Advanced Statistical Analysis to Turn Online Marketing Data into Actionable Marketing Insights</p> <p>Jack H. Schwartz CTO, [x+1]</p>	Tropical A-D
	<p>New and Emerging Technologies They Asked for a Segmentation Scheme, not Clusters</p> <p>Jeff Zeanah, President Z Solutions, Inc.</p>	Tropical E-H
3:45 p.m.	<p>Break <i>Refreshments served in the Exhibit Hall</i></p>	Pavilion 7
4:15–5:15 p.m. Breakout sessions		
	<p>Perspectives from Healthcare Data Mining to Determine Characteristics of High-cost Diabetics in a Medicaid Population</p> <p>S. Greg Potts, MBA, Data Mining Team Leader Arkansas Foundation for Medical Care Office of Projects and Analysis</p>	Palma ABEF
	<p>Business Applications Data Integration – Tools vs. Code. Tips and Techniques for Converting from User-written Code to Process Workflows Within SAS Data Integration</p> <p>Cary White, Data Warehouse Team Leader University of North Carolina, Chapel Hill</p>	Palma CDGH
	<p>Data Mining in Education Abstract not available at printing</p> <p>James Ashby, Director of Assessment and Accountability Plano Independent School District, TX</p>	Pavilion 3
	<p>Perspectives from Financial Services Financial Data Mining: What to do with the Money You Bring Home from Las Vegas</p> <p>Gary D. Boetticher, Associate Professor University of Houston, Clear Lake</p>	Pavilion 4
	<p>Data Mining in Marketing Data Mining—Interactive Marketing</p> <p>Kim Bell Data Analysis, Inc.</p>	Tropical A-D
	<p>New and Emerging Technologies Word of Mouth and Opinion Spreading: New Sociophysics Approaches</p> <p>Dmitri Kuznetsov, Ph.D., Senior Brand Analyst Media Planning Group</p>	Tropical E-H

Sponsors



Exhibitors

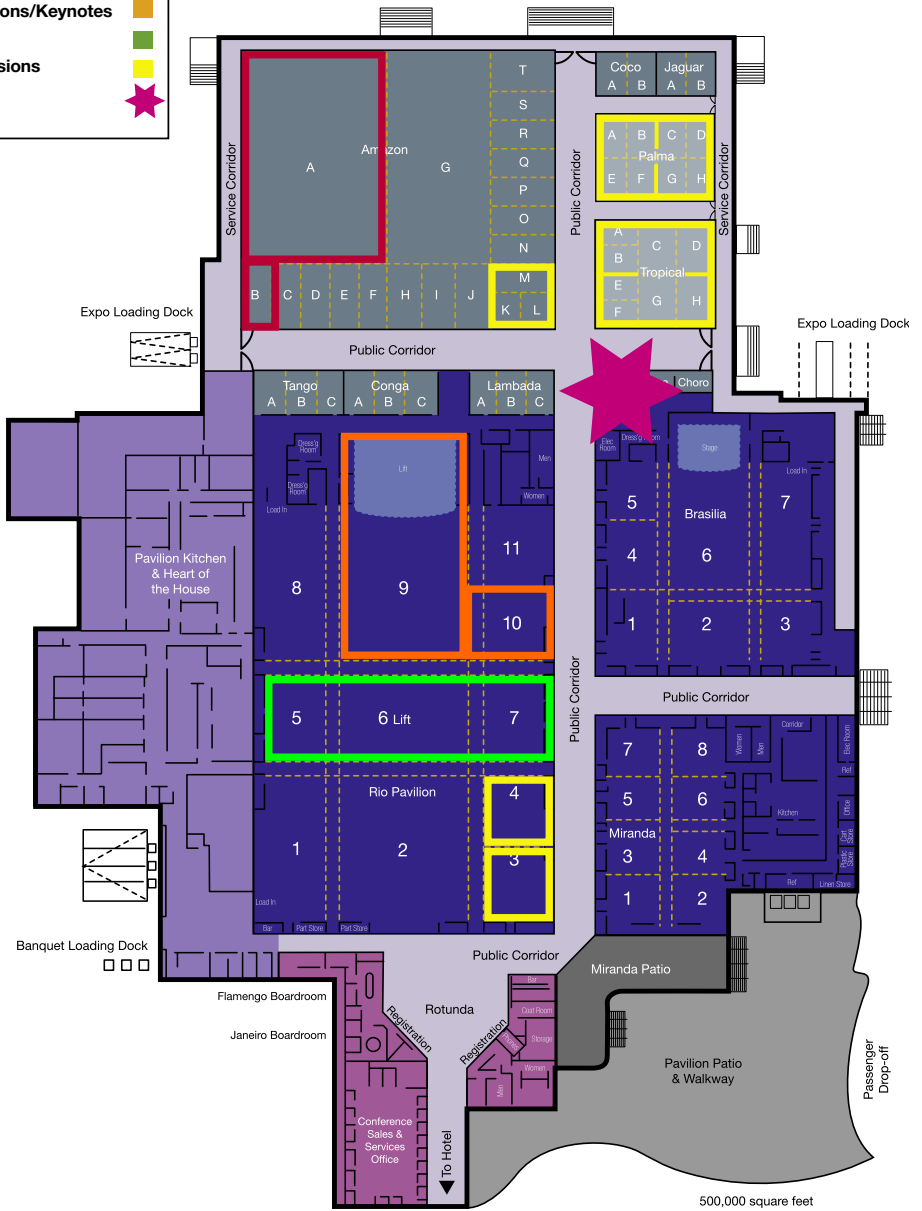


Academic Pavilion



Map of Rio Hotel Conference Center

- Lunch
- General Sessions/Keynotes
- Exhibit Hall
- Breakout Sessions
- Registration





SAS Institute Inc.
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M2007

Knowledge that makes a **difference**

**10th Annual
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