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Executive Briefing Center
SAS World Headquarters
Cary, NC
March 4-6, 2012

	Monday, March 5, 2012						
	SAS Executive Briefing Center						
	Main Hall	Auditorium	Room 7	Room 6	Room 5	Room 4	Room 3
8:00 AM 8:30 AM	Registration						
9:00 AM		Opening Remarks and Welcome Address by Jim Goodnight					
9:30 AM 10:00 AM		Keynote: David Macdonald					
10:30 AM	Morning Break / Networking						
11:00 AM 11:30 AM			(RM) Measuring and Managing Risk with Predictive Analytics in the Financial Services Industry, Olivia Rud	(BK) Portfolio Backtesting: Using SAS to Generate Randomly Populated Portfolios for Investment Strategy Testing, Mark Keintz	(IN) Using SAS® Tools to Detect Claim Fraud, Roosevelt Mosley	(CC) SAS® Analytic Solutions Win in Response to the "CARD Act of 2009", Rex Pruitt	Speaker Prep
12:00 PM 12:30 PM	Lunch						
1:00 PM 1:30 PM			(BK) Tracking Google Analytics with Web-Based BI, Tricia Aanderrud & Angela Hall	(RM) Loss Modeling Approach to Financial Risk Management, Mahesh Joshi	(IN) Finite Mixture Models with SAS® PROC NLMIXED, Matthew Flynn	(CC) Optimized Credit Line Increases, Brent Lever	Speaker Prep
2:00 PM 2:30 PM							
3:00 PM	Afternoon Break / Networking						
3:30 PM 4:00 PM			(IN) Incorporating Fuzzy Cluster Memberships within Enterprise Miner, Don Wedding	(RM) Analyzing Fraud in the Insurance Industry, Angela Hall & Sanjay Arangala	(BK) Basel Analytic Model Lifecycle Management and WP14 Performance Monitoring, Robin Way	(CC) Getting Correct Results from PROC REG, Nate Derby	Speaker Prep
4:30 PM 5:00 PM			(CC) An Introduction to Experimental Design, Jonas Bilenas	(BK) Techniques for Analyzing Data in One Pass, Premal Vora	(CC) Going Retro: The Power of Retrospective Studies in Insurance and Financial Industries , Michael McCrary	(BK) Manage Your Partners Before You Manage Your Dashboards: Designing Great Dashboards, Stephen Harris	Speaker Prep
5:30 PM 6:00 PM 6:30 PM	Customer Loyalty Reception						

	Tuesday, March 6, 2012						
	SAS Executive Briefing Center						
	Main Hall	Auditorium	Room 7	Room 6	Room 5	Room 4	Room 3
8:00 AM 8:30 AM	Registration						
9:00 AM 9:30 AM		Keynote: Keith Collins					
10:00 AM	Morning Break / Networking						
10:30 AM 11:00 AM			(BK) ADDR/PEEK/POKE to Rescue: Winning the Time Race with Big-Block Performance., Paul Dorfman & Lessia Shajenko	(RM) A Practical Approach to Firmwide Stress Testing, Tom Kimner	(IN) Lean and Mean: Using Lean Six Sigma to Improve Analytical Processes, Rachel Alt-Simmons	(CC) Using Dictionary Tables to Explore SAS® Datasets, Phillip Julian	Speaker Prep
11:30 AM 12:00 PM			(CC) KS Contribution Index, Jeff Chen	(RM) Retail Lending Stress Testing via Stratified Loss Forecasting, Robin Way	(IN) The Fuzzy Feeling SAS® Provides: Electronic Matching of Records without Common Keys, Chuck Patridge	(BK) SAS® Marketing Optimization: A Case Study at a Major U.S. Bank, Jim Monteleone	Speaker Prep
12:30 PM 1:00 PM	Lunch						
1:30 PM 2:00 PM			(BK) Interactive Textual Parsing and Intraday Event Studies with SAS®, Rabih Moussawi	(RM) Playing with History Can Affect Your Future: Handling Missing Data , John Bell and Mike Forno	Open Networking	(CC) Forecasting Ratios in Hierarchies, Michael Leonard	Speaker Prep
2:30 PM 3:00 PM			(BK) Comparison of VaR Methodologies, George Rezek	(RM) Minimizing Impact and Risk of Bad Data – Lessons from Other Industries, Sunil Gupta	(IN) Insurance Telematics: Big Data, Big Potential, Big Headache, Dave Huber	(CC) Using SAS® GTL to Visualize Your Data When There is Too Much of It to Visualize, Nate Derby	Speaker Prep
3:30 PM	Afternoon Break / Networking						
4:00 PM 4:30 PM		Panel Discussion and Closing Remarks					

BK: Banking

IN: Insurance

CC: Credit Card

RM: Risk Management