2015 NCTUE USERS CONFERENCE: We’re Better Together
November 10 - 12, 2015
The Ritz-Carlton Lodge on Lake Oconee, GA

Tuesday, November 10, 2015

9:00am – 5:00pm Optional Activities: Golf, Clay Shooting, Spa

12:00pm - 6:00pm Registration

5:30pm - 6:00pm “Meet the Board” for NCTUE Prospective Members

For those thinking about joining NCTUE, this informal session is designed specifically for you. Before you get immersed in the larger meeting, take advantage of this opportunity to meet one-on-one with the Board members. Ask any and all questions: they will be ready to address your concerns and provide further details on the benefits of membership. Everyone will then head directly to the reception and help get the networking started!

6:00pm – 9:00pm Welcome Reception & Buffet: We’re Better Together!
   6-7 pm: Cocktails
   7-9 pm: Buffet Dinner
   8-9 pm: Frank Miles (entertainer)

Wednesday, November 11, 2015

8:00am – 9:00am Networking Breakfast

9:00am – 10:30am Opening Session: What Makes us Better Together?
   • President’s Welcome (Buddy Flake)
   • 2014 Overview (Bill Brito, Equifax)
   • NCTUE Database Insights (Mike Catanese, Equifax)
   • NCTUE Product Overviews: Value and Benefits (Jason Flemish, Equifax)

10:30am - 10:45am Break
10:45am - 11:45am  
**Maximizing ROI, Part 1: Integrating NCTUE Data**  
*Margaret Lauder, Piedmont Natural Gas & Brian Newcomb, AT&T*

So you’ve become an NCTUE member but don’t really know how to get started? Or are well along with implementation but have key questions you need answered? Listen as two Board members — one who has just finished initial implementation within her company and another who has been involved with the Exchange for years — explain the ins and outs of integrating NCTUE data within your organization. Questions welcome!

12:00pm - 1:00pm  
**Luncheon**

1:00pm - 2:00 pm  
**Feature Presentation: Economic Update**  
*by Amy Crews Cutts, Chief Economist, Equifax*

To make smart business decisions, you need access to data that covers both what has happened historically as well as the trends likely to impact your organization moving forward. Join us as Equifax’s Chief Economist, Amy Crews Cutts, provides an information-rich assessment of the current economic environment.

2:15pm - 3:15pm  
**Breakout Sessions**  
1) **Regulatory Update: Telecommunications**  
*(Stuart Pratt, CDIA)*
2) **Regulatory Update: Utilities**  
*(Craig Caesar, Equifax)*

3:15pm - 3:30pm  
**Break**

3:30pm - 4:30pm  
**Maximizing ROI, Part 2: Front Versus Back-end Applications**  
*Susan Galafaro, DIRECTV & Michael Garrett, Southern Company*

Some NCTUE members only utilize data on the front end, while others only do so on the back end of their operations. Is this just a case of “tomato, tomahto” or are there distinct advantages to each set of applications? Come hear how two companies have taken completely different approaches to using the Exchange — whether you are currently on the front or back end, you're certain to take away some new insights!

5:00pm - 7:00pm  
**Cocktail Cruise on Lake Oconee**

7:00pm – 10:00pm  
**Evening Event: Speakeasy & Casino**
Thursday, November 12, 2015

8:00 am - 9:15 am  Networking Breakfast

8:30 am - 9:15 am  Annual Meeting (Exchange Members ONLY)

9:20 am – 9:45 am  General Session: We’re Better Together — Both Now and for the Future
Rudy Ploder, President, Equifax US Consumer Information Solutions

The partnership between NCTUE and Equifax is critical to the ongoing success of all members. So we’ll kick off today with an Equifax status update by Rudy Ploder, President of Equifax’s US Consumer Information Solutions.

9:45 am – 10:45 am  General Session: Fraud — Addressing the Elephant in the Room (Daniel Francia, Verizon, and Gasan Awad, Equifax)

How does your organization define fraud? And once you do, how can the NCTUE help? This will be a highly interactive session, designed to elicit audience feedback on this topic of immense concern to all our members. Issues to be addressed will include: how to stop writing off hundreds of thousands of dollars in bad debt each year; recognizing high-risk consumers before you sign them up; and better managing customer risk during the life of your service affiliation.

10:45 am - 11:15 am  Q&A Session with Board Members and Closing Comments