

SC Utility Billing Association

**Annual Meeting
March 11 – 13, 2024**

Marina Inn at Grande Dunes
8121 Amalfi Place
Myrtle Beach, SC

SCUBA

Registration Information

You must join or renew your SC Utility Billing Association membership for 2024 to receive the member rate for the meeting.

The registration deadline is **March 4**.

Member and nonmember registration fees include all sessions, reception, breakfasts, lunch and the dinner cruise.

Guests may not attend sessions. Guest may, however, purchase tickets for the meal functions.

If you are paying by check, make the check payable to the Municipal Association of SC. Mail the payment and registration form to:

MASC
PO Box 12220
Columbia, SC 29211-2220
ATTN: SCUBA

If you are paying by credit card, visit www.masc.sc to register online. You may pay registration fees with a Visa or MasterCard.

Cancellations must be received in writing by 5 p.m. on March 4. Refunds will not be given after this date.

For special needs requests, contact Christine Sumter at 803.933.1208 or csumter@masc.sc, and we will accommodate if possible.

Conference attire is business casual. The session rooms may be cool, so you may want to bring a sweater or light jacket.

Accommodations and Reservations

Marina Inn at Grande Dunes, Myrtle Beach

The Marina Inn is a luxurious boutique, four diamond hotel located on the intracoastal waterway with access to its own private beach.

You can register online by visiting www.masc.sc (keyword: SCUBA). You will find a link to the hotels' online reservation information.

Or you can call the hotel to make reservations:

(direct) 843.913.1333 or (toll-free) 877.913.1333 and reference the SCUBA block using code "SCUBA24."

Guest room: \$139

SCUBA rate reservation deadline: February 11

Check-in: 4 p.m.

Checkout: 11 a.m.

About the Hotel

Marina Inn at Grande Dunes
8121 Amalfi Place
Myrtle Beach, SC 29572
843.913.1335



Municipal Association
of South Carolina

1411 Gervais Street
PO Box 12109
Columbia, SC 29211
www.masc.sc

The South Carolina Utility Billing Association is an affiliate of the Municipal Association of South Carolina.

Monday, March 11

1:00 – 6:00 p.m. Registration

2:00 – 4:00 p.m. Customer Service Workshop

Tony Taylor, Tony C. Taylor Consultants

One of the missions of SCUBA is to provide customer service training to it's members. During this two - hour customer service workshop, retired police chief Tony Taylor will deliver an entertaining and effective presentation focusing on dealing with difficult people, and best practices for excellent external and internal customer relations.

4:30 – 6:00 p.m. Exhibitor Reception

Visit with companies that provide products and services relevant to utility billing while networking with colleagues from around the state.

Dinner on Your Own

Tuesday, March 12

8:30 – 9:30 a.m. Breakfast with Exhibitors

8:30 a.m. – 3:30 p.m. Registration

9:30 – 10:30 a.m. Conflict Resolution

Tony Taylor, Tony C. Taylor Consultants

Whether it is in the workplace or in our personal lives, we are all faced with conflict. During this session, learn how to handle conflicts and challenges with grace and efficiency, turning them into opportunities for growth.

10:30 – 10:45 a.m. Break

10:45 – 11:45 a.m. Cyber Security Threats, Trends, and Best Practices

Kimberly Murray, Special Agent, FBI

During this fascinating presentation, an FBI special agent will focus on cyber security threats to businesses, with a focus on Business Email Compromise, general fraud schemes, and ransomware. You will hear current threats, trends, and best practices to protect yourself and your business.

11:45 a.m. – 1:00 p.m. Networking Lunch

1:00 – 2:00 p.m. Improving Revenue Collections for Utilities

Gary Sander, Utility Billing Consultant, Utility Information Pipeline

One way to limit potential rate increases is to implement policies to improve collection rates and limit bad debt. In this session, participants will learn how policies and procedures at various stages of the customer cycle impact collections. You will learn what policies and procedures other utilities have implemented to improve collection rates and reduce bad debt and write-offs.

This session will also examine alternative payment methods beyond the traditional cash and check payments over the counter or through the mail.

2:00 – 2:15 p.m. Break

2:15 – 4:00 p.m. Round Table Discussions

Join round table discussions with SCUBA members on topics important to you. Bring your utility billing questions and add them to the discussion. This is a great time to network and learn from each other

4:45 p.m. Load dinner cruise boat at Marina Inn docks

5:00 – 7:00 p.m. Dinner Cruise on the Barefoot Queen Riverboat (included in registration)

Enjoy a dinner buffet while cruising down the scenic Intracoastal Waterway on the Barefoot Queen Riverboat.

Wednesday, March 13

8:00 – 9:00 a.m. Breakfast

9:00 – 11:00 a.m. Annual Business Meeting and Leadership Training with Lefford Fate

11:00 a.m. Adjourn

SCUBA Registration Form

Name Badge Information

The following information will appear on your name badge for this meeting.

First name (example: Bill)

Full name (example: William J. Smith Jr.)

Title New

Local government/business name

Guest Information

Guest's first/last name

City/State

Contact Information

Birth month/day

Last four digits of SSN

This combination of numbers is used as the official's personal identification number to access online services, simplify event registration and ensure proper recording of participation in Association training programs.

Local government/business name

Preferred mailing address New

Type: Municipal Business

City/State

ZIP

Preferred phone New

Type: Municipal Business Mobile

Email address New

Registration Fee

You must join or renew your SCUBA membership for 2024 to receive the member rate.

<input type="checkbox"/> SCUBA Member	\$225	_____
<input type="checkbox"/> Nonmember	\$275	_____
<input type="checkbox"/> Guest Luncheon and Reception	\$50	_____
<input type="checkbox"/> Guest breakfast (two days)	\$50	_____
<input type="checkbox"/> Guest dinner cruise	\$25	_____

Payment Method

Check/Cash/Money Order

Total \$ _____

Credit Card Payment

Register online at www.masc.sc with Visa or MasterCard.