KEYNOTE SPEAKERS

Congressman Darrell Issa (CA)
Chairman
House Committee on Oversight
and Government Reform

Earl Devaney
Chairman
Recovery Accountability
and Transparency Board

John F. Elder
CEO and Chief Scientist
Elder Research

David Williams
Inspector General
USPS OIG

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DATA MINING & PREDICTIVE ANALYTICS
ANALYTICS

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*Requires reader app to be installed on your mobile device
Dear Government Analytical Leaders and Practitioners,

Welcome to Predictive Analytics World for Government! This is the first vendor-neutral predictive analytics conference focused on government goals, designed to help agency managers understand and apply modern modeling technology to more effectively and efficiently accomplish their mission.

Our mission is to bring you concrete examples of deployed predictive analytics. You’ll hear stories from an insider’s perspective as practitioners at innovative agencies describe how they use predictive modeling, and the impact that it delivers.

From the tremendous response it’s clear that the timing is right to come together and share best analytics practices across multiple agencies. Over the next two days (and beyond for the great workshops) you will learn how predictive analytics can reduce fraud, waste, and abuse, automate manual processes, maximize personnel productivity, and drive smarter decisions -- by extracting actionable insights from the vast quantities of data within government agencies.

I invite you to take advantage of the networking opportunities throughout the conference: talk with peers, learn about new product offerings, and join in furthering the impact of predictive analytics within the essential public sphere.

Enjoy!

Dr. John Elder
General Chair
Predictive Analytics World for Government

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Free WiFi:
Username: PAWGOV11
Password: PAWGOVDC11

Stay connected at Predictive Analytics World for Government on twitter. Visit www.twitter.com/pawgov for conference updates and network with peers, industry experts, and solution providers using the hash tag #pawgov
Your data
Inside out

You know your organization’s data is full of potential. Stored and siloed throughout your agency, this wealth of information can streamline processes, cut costs and improve citizen interactions. But how do you analyze and apply rich data?

Deloitte’s deep industry experience and advanced predictive analytics capability maximizes the value of data. We look at an organization from the inside out — turning everyday information into useful and actionable insights that inform your decision-making.

www.deloitte.com/us/pawdc
# Agenda Overview

## DAY 1: Monday, September 12, 2011

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<td>7:00am-8:00am</td>
<td>Registration &amp; Coffee</td>
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<tr>
<td>8:00am-8:10am</td>
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<td>Dean Abbott, President, Abbott Analytics</td>
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<td>IRS Predictive Analytics Panel</td>
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<td>Patricia McGuire, Director, Office of Program Evaluation, IRS</td>
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<td>John Kam, Senior Analyst, Office of Research, IRS</td>
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<td>Melissa Laine, Analyst, Office of Research, Analysis, and Statistics (RAS), IRS</td>
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<td>Tom Harris, World Wide Industry Solutions Leader, Government and Education, IBM Business Analytics</td>
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<td>2:20pm-2:35pm</td>
<td>Break</td>
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<td>2:35pm-2:55pm</td>
<td>Preparing Students for the Future of Analytics</td>
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<td>Aric LaBarr, Teaching Assistant Professor</td>
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<td>Institute for Advanced Analytics, N.C. State University</td>
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<td>2:55pm-3:30pm</td>
<td>Text Mining and Food Safety: Using Data to Proactively Protect the Nation’s Food Supply</td>
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<td>Jeremy Todd Reed, Chief, Analytical Design Branch, Food Safety Inspection Service, USDA</td>
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<td>Big Data, Crowdsourcing and Innovation in Government: With Case Studies from NASA to the NSW Traffic Authority</td>
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<td>Nicholas Gruen, Chairman, Kaggle</td>
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| 8:00am-9:00am | **Keynote:** Transparency and Analytics: Valuable Tools to Help Drive Accountability  
Earl Devaney, Chairman, Recovery Accountability and Transparency Board |
| 9:00am-9:10am | Sponsored Session: Advanced Analytics in Anomaly Detection and Electronic Discovery  
Satish Lalchand, Senior Manager, Analytic and Forensic Technology Consulting |
| 9:15am-9:35am | **US Department of Agriculture Risk Management Agency’s Crop Insurance Data Mining Program**  
Dr. Bertis Little, Professor of Computer Science and Mathematics, Tarleton State University |
| 9:35am-10:00am | **Achieving Engineering Excellence through Text Mining at NASA**  
Delmar Foster, Senior Quality Systems & Data Mining Analyst, United Space Alliance |
| 10:00am-10:30am | **Coffee Break • Sponsored by Booz | Allen | Hamilton** |
| 10:30am-11:15am | **Fighting the Good Fraud Fight: USPS OIG Contract Fraud Detection**  
Antonia de Medinacleri, Director of Business Analytics and Fraud Detection, Elder Research, Inc.  
Bryan Jones, Director, Data Mining Group, USPS OIG, Office of Investigations |
| 11:15am-12:15pm | **Expert Panel - Effectively Applying Predictive Analytics in the Government**  
Moderator: John Elder, CEO, Elder Research, Inc., and General Chair, PAW-Gov  
Dr. John Brocklebank, Vice President, SAS Solutions OnDemand, SAS  
Bill Haffey, Manager, Federal Solutions Architect Group, IBM  
Dr. Thomas Hill, Vice President of Analytics, StatSoft, Inc.  
Dr. Georges Korsun, Director, Deloitte Financial Advisory Services LLP  
Dr. Juergen Klenk, Principal, Booz Allen Hamilton |
| 12:15pm-1:20pm | **Lunch • Room: Pavilion • Sponsored by Deloitte** |
| 1:20pm-2:20pm | **Keynote:** Pursuit Through Cyberspace – Predictive Analytics  
David Williams, Inspector General, USPS OIG |
| 2:20pm-2:30pm | **Break** |
| 2:30pm-2:50pm | **Blame it on the Nerds: Using Predictive Analytics to Optimize Postal Facilities**  
Mohammad A. Adra, Assistant Inspector General, USPS OIG |
| 2:50pm-3:15pm | **MORSA IVA: A Model for Fraud Prevention in VAT Refunds in Mexico**  
Luis Beltrán Farias, Director, Risk Models Office, Mexican Tax Administration, Ministry of Finance, Mexico |
| 3:15pm-3:45pm | **Coffee Break • Sponsored by Elder Research Inc.** |
| 3:45pm-4:05pm | **First Order Approximation Methodology (FOAM): What to Do When You Have 2.5 Yottabytes of Data to Analyze**  
Dr. Aaron J. Ferguson, Technical Director, Cyber and Information Analytics Office, National Security Agency (NSA) |
| 4:05pm-4:30pm | **Workforce Analytics: Predicting Retirement, Resignations, and More**  
Dave Vennergrund, Director of Business Analytics, Delta Solutions |
## Agenda Overview

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<tr>
<td>9:00am-4:30pm</td>
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<tr>
<td>The Best and the Worst of Predictive Analytics:</td>
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<td>Predictive Modeling Methods and Common Data Mining Mistakes</td>
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<tr>
<td>John Elder, CEO, Elder Research, Inc., and General Chair, PAW-Gov</td>
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<td>Room: International Gateway</td>
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<th>Post Conference Workshop: Thursday, September 15, 2011</th>
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<td>9:00am-4:30pm</td>
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<tr>
<td>Hands-On Predictive Analytics with SAS Enterprise Miner</td>
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<td>Dean Abbott, President, Abbott Analytics</td>
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Special Offer for PAW-Gov Government Attendees: 70% off full conference & combo passes
20% discount for non-Government PAW-Gov attendees

Predictive Analytics World NYC (pawcon.com)
October 16-21

Strengthen Business Impact Through Predictive Analytics Deployment

Together with

Text Analytics World NYC (tawgo.com)
October 19-20

Leverage Unstructured Data and Deploy the Latest Text Analytics Technology

Hilton New York City • October 16-21, 2011

KEYNOTE SPEAKERS

Thomas Davenport
President’s Distinguished Professor, Babson College, Author, Competing on Analytics

Eric Siegel
Conference Chair, Predictive Analytics World, Text Analytics World

John F. Elder
CEO and Founder, Elder Research

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Monday, September 12, 2011

7:00am-8:00am
Registration and Coffee

8:00am-8:10am
Welcome
Speaker: Isaiah Goodall, Director, Elder Research, Inc., and General Chair PAW-Gov

8:10am-9:10am
Keynote: The High ROI of Predictive Analytics for Innovative Government Agencies
Multiple Case Studies: Treasury, SSA, DOD, DHS, and a Federal OIG
Speaker: John Elder, CEO, Elder Research, Inc., and General Chair, PAW-Gov

Three key ways that advanced data and text analytics can enhance the ability of government agencies to achieve their mission are: 1) streamline a key process, 2) detect and prevent fraud and improper payments, or 3) identify threats to national security. Modern organizations, public and private, are often very effective at their core tasks, so analytics usually results in an iterative, rather than transformative, improvement. Still, the impact can be dramatic.

Dr. Elder will share the story (problem, solution, and effect) of five projects conducted for some of America’s most innovative government agencies

Streamline:
• Text mining for quick decisions at the Social Security Administration

 Eliminate Fraud/ Improper Payments:
• Tax fraud detection at the IRS
• Contract fraud detection at a Federal OIG

 Eliminate Threats:
• Threat detection at the DoD
• Text analytics and data mining to enhance border security for DHS

9:10am-9:20am
Sponsored Session
Advanced Analytical Solutions in Government
Speaker: Bailey Spencer, Senior Sales Manager, SAS Federal LLC

Markets are changing. How can you quickly find value from the deluge of big data? The need to do more with less has never been greater. More transparent decision making, timely actions and continuous learning are vital to ongoing improvement and value creation. The leader in business analytics software and services, SAS empowers organizations to make better decisions with the data they already have. SAS helps you focus on what matters now and what will happen in the future so that you can deploy results where and when they’re needed. SAS gives you THE POWER TO KNOW®.

With SAS® Analytics software you can:
• Interactively visualize, explore and communicate data discoveries.
• Transform data, including unstructured, into fact-based insights for better decisions.
• Share and deploy compelling insights for taking timely actions.
• Monitor results and facilitate continuous refinement of your analytic models.

9:20am-9:50am
Predictive Modeling to Detect Fraud at DFAS
Speaker: Dean Abbott, President, Abbott Analytics

The Defense Finance and Accounting Service (DFAS) uses predictive modeling to aid examiners in the detection of illegal, improper, or unusual transactions conducted against the Department of Defense (DoD) financial assets. Mr. Abbott will discuss how the DFAS was able to improve their ability to detect these payments and to reduce the manpower required to research them. By taking advantage of current data mining tools, DFAS hopes to enhance the precision of their predictions. Through a cross-validation approach and generating more than 90 models, eleven models were selected, and their individual decisions were combined via voting to make the final decision. The results improved sensitivity to the known fraud payments significantly while keeping false alarms acceptably low.
9:50am-10:30am
Coffee Break • Sponsored by Sas

10:30am-11:20am
IRS Predictive Analytics Panel
Speakers: Patricia McGuire, Director, Office of Program Evaluation, IRS
John Kam, Senior Analyst, Office of Research, IRS
Melissa Laine, Analyst, Office of Research, Analysis, and Statistics (RAS), IRS

The U.S. Internal Revenue Service (IRS) is recognized in the analytics and business intelligence industry for having one of the most complex yet accurate predictive analytics frameworks there is. Their focus is on finding pockets of revenue not reported or under-reported, and also looking at millions of returns quickly to see variations against constraint-based models. The IRS uses their predictive analytics tools and applications as a first step in investigating potential tax evasion, fraud, under-reporting, tax preparer noncompliance, and money-laundering. This panel of IRS experts will discuss techniques, tools, and challenges to establishing a successful predictive analytics framework in a large organization within the context of two case studies. The first case study will share how the IRS uses predictive analytics to identify workload for tax return examination. The second case study shares how the IRS is using a predictive analytics tool to build a compliance program to systematically identify certain types of return preparer noncompliance.

11:20am-11:50am
Curbing Crime with Predictive Analytics
Speaker: Stephen Hollifield, Information Services Manager, Richmond Police Department

Stephen Hollifield will discuss how law enforcement agencies can use business intelligence (BI) based predictive analytics to stop crime before it happens. More specifically, Hollifield will provide details on how intelligence-led policing helped the RPD become proactive rather than reactive, and reduce crime by 49 percent. The implementation of a BI and analytical solution enabled RPD to capture and analyze crime data much more proficiently, use data to appropriately deploy officers and dramatically reduce crime. Hollifield will also share how this predictive technology has helped the department save time and money.

11:50am-12:15pm
Moving Media Industry Workforce Analytics: A Texas Case Study
Speaker: Ginger Lowry, Senior Research Analyst, Texas Comptroller of Public Accounts

This session will examine how predictive workforce analytics and economic models led to legislation providing incentives for the entertainment industry in Texas. Attend the session and learn:

- How analysts identified, classified and modeled film, television and interactive digital media workforce and consumer entertainment spending data.
- How data was segmented for use in creating multiple industry economic growth scenarios. How the results of predictive modeling led to legislative action.

12:15pm-1:30pm
Lunch - Room: Pavilion
Sponsored by IBM

1:30pm-2:10pm
Keynote: Fighting Waste, Fraud and Abuse with DATA
Speaker: Congressman Darrell Issa (CA)
Chairman, House Committee on Oversight and Government Reform

Despite disagreements over the macroeconomic impact of the 2009 stimulus, the government-wide data accountability platform that the Recovery Act established is clearly a successful proof-of-concept. When accurate information about Federal spending, encoded using consistent data standards, is combined on a single, public platform – waste, fraud, and abuse are exposed. Chairman Issa’s DATA Act will expand the Recovery accountability platform to all Federal spending, including grants, contracts, and agencies’ own internal expenditures, and impose government-wide data standards. For the first time, inspectors general, law enforcement, watchdog groups, and the public will be able to deploy predictive analytics across the whole spectrum of Federal spending.
2:10pm-2:20pm

**Sponsored Session**

**IBM.**

**Identifying and Predicting Attrition in Government - The Skill Set Gap**

Speaker: Tom Harris, World Wide Industry Solutions Leader, Government and Education, IBM Business Analytics

Government cutbacks and retirement of baby boomers will yield a significant skill set gap and manpower reduction. Coupled with an overall requirement for more technology skills, governments need an understanding of what skills and experience they will lose. This session will feature a discussion of this issue along with a solution from IBM that will help governments identify what skills and employee attributes exist today and predict the effects of future attrition and retirement.

2:20pm-2:35pm

**Break**

2:35pm-2:55pm

**Preparing Students for the Future of Analytics**

Speaker: Aric LaBarr, Teaching Assistant Professor Institute for Advanced Analytics, N.C. State University

2:55pm-3:30pm

**Text Mining and Food Safety: Using Data to Proactively Protect the Nation’s Food Supply**

Speaker: Jeremy Todd Reed, Chief, Analytical Design Branch, Food Safety Inspection Service, USDA

This session covers predictive analytics as it is being used at the Food Safety Inspection Service (FSIS). The presentation will focus on how text mining enables the agency to convert large unstructured text data into structured data fields. This enables quantitative analysis that informs agency policy and decisions. The presentation will cover two specific examples and the methods used to validate the analysis.

3:30pm-4:00pm

**Coffee Break • Sponsored by**

4:00pm-4:30pm

**Big Data, Crowdsourcing and Innovation in Government: With Case Studies from NASA to the NSW Traffic Authority**

Speaker: Nicholas Gruen, Chairman, Kaggle

In an age of big and complex data and myriad analytical techniques, the governance of technical expertise is a critical issue. Yet it’s rarely seriously considered. Competitions generate much needed objective information about which analysts and techniques work best in specific situations. Whereas a single data scientist can do well on a problem, how can the best one be found? And competition adds fresh eyes, new ideas and elicits greater effort (the Roger Bannister effect). Kaggle has hosted competitions that have raced to the frontier of the humanly possible in areas as diverse as prioritizing preventative health care, designing games rating systems and modeling dark matter.

The presentation will include a case study of Kaggle’s competition to build an algorithm which will soon enable Sydney residents to obtain probabilistic predictions of tollway travel times in just the way they are familiar with from weather forecasting.

4:30pm-5:00pm

**Targeted Grant Outreach and Effective Grants Management through Predictive Analytics**

Speaker: David Buchanan, Deputy Director for Management Services, COPS, U.S. Department of Justice (DOJ)

COPS implemented predictive analytics in response to heightened reporting requirements from ARRA funding. This session details the agency’s approach to building a system and predictive algorithm that combined two disparate datasets, financial and programmatic, across four information systems and unlocked new insights into identifying reporting anomalies, directing resources, and driving performance improvement throughout the grants management process. The session will explore the relative benefits of this investment, including process efficiencies gained, better quality data, and new methods of interpreting the data. The session also will outline the agency’s vision for expanding its usage of predictive analytics moving forward.

5:00pm-6:15pm

**Reception**
Tuesday, September 13, 2011

7:00am-8:00am
Registration & Coffee

8:00am-9:00am
Keynote: Transparency and Analytics: Valuable Tools to Help Drive Accountability
Speaker: Earl Devaney, Chairman, Recovery Accountability and Transparency Board

Chairman Devaney will share his views on how transparency and analytics have played an important role in minimizing fraud and waste in the $787 billion dollar Recovery Program. He will also share his views on how these tools will play an increasingly bigger role going forward.

9:00am-9:10am
Sponsored Session:
Advanced Analytics in Anomaly Detection and Electronic Discovery
Speaker: Satish Lalchand, Senior Manager, Analytic and Forensic Technology Consulting

This presentation will discuss the use of advanced analytics to proactively detect anomalies, particularly in the area of improper payments to stay ahead of evolving schemes and trends while driving actionable insights. It will also discuss how predictive coding and text based analytics can be used to enhance electronic discovery.

9:15am-9:35am
US Department of Agriculture Risk Management Agency’s Crop Insurance Data Mining Program
Speaker: Bertis Little, Professor of Computer Science and Mathematics, Tarleton State University

The USDA Risk Management Agency’s Crop Insurance Data Mining Program has saved American taxpayers nearly half a billion dollars by highlighting potential fraud and abuse in the program and, as a result, helped RMA to avoid making improper payments. The RMA started by building a data warehouse and integrating data on weather, soils and other agronomically relevant factors resulting in a database that contains more than 2 terabytes of information. By linking the data across time, the CAE is able to run multiyear comparisons, resulting in a key analytical approach that was previously unattainable.

9:35am-10:00am
Achieving Engineering Excellence through Text Mining at NASA
Speaker: Delmar Foster, Senior Quality Systems & Data Mining Analyst, United Space Alliance

Databases today have become extremely sophisticated storing structured, unstructured data and documents in various formats. Legacy databases have one very large problem the percentage of inconsistent data and databases are not homogeneous, but rather heterogeneous, very distributed, require many labor hours, and very knowledgeable individuals to analyze and retrieve information. Utilizing text mining methodologies reduces labor hours within NASA’s Human Space Flight Program. The results has helped NASA to evolve discovering unknown and known trends, correlation, and finding significant observations across many projects, which once was impossible by analyzing structured and unstructured data utilizing text mining.

10:00am-10:30am
Coffee Break • Sponsored by
Booz | Allen | Hamilton
10:30am-11:15am
**Fighting the Good Fraud Fight: USPS OIG Contract Fraud Detection**

Speakers: Antonia de Medinaceli, Director of Business Analytics and Fraud Detection, Elder Research, Inc.  
Bryan Jones, Director, Data Mining Group, USPS OIG, Office of Investigations

Fraud is a costly problem for many businesses, and the efforts required to protect against it further compound the cost - and in the case of the USPS OIG – also adversely affects the Postal Service's interests. In this session, you will learn how the USPS OIG applied advanced analytics to support the Contract Fraud Program. Antonia and Bryan will show how when applying analytic tools, they are able to quantify “red flag” behavior or circumstances into suspicion scores which allow for ranking of cases to investigate or monitor.

11:15am-12:15pm
**Expert Panel: Effectively Applying Predictive Analytics in the Government**

Moderator: John Elder, CEO, Elder Research, Inc., and General Chair, PAW-Gov

Panelists:  
Dr. John Brocklebank, Vice President, SAS Solutions OnDemand, SAS  
Bill Haffey, Manager, Federal Solutions Architect, Group, IBM  
Dr. Thomas Hill, Vice President, Analytics, StatSoft, Inc.  
Dr. Georges Korsun, Director, Deloitte Financial Advisory Services LLP  
Dr. Juergen Klenk, Principal, Booz Allen Hamilton

Predictive analytics in the government continues to become part of many of the agency missions and directives. This panel of experts will address challenges, issues and successes across a variety of government agencies and applications. Topics to be addressed include:

How can predictive analytics be applied in a preventative way to stop fraud before it's paid, rather than the retrospective “pay and chase” model today? What are the emerging trends in predictive analytics applications in the government? What are the major hurdles or barriers in the adoption of predictive analytics in the government? Where do you see the biggest ROI (current or future) of predictive analytics within the government?

12:15pm-1:20pm
**Lunch - Room: Pavilion**

Sponsored by Deloitte.

1:20pm-2:20pm
**Keynote:**  
Pursuit Through Cyberspace – Predictive Analytics  
Speaker: David Williams, Inspector General, USPS OIG

In this fast-changing era of globalism and the digital revolution, the way we conduct investigations and fight crimes are also changing. Data mining and predictive analytics are becoming increasingly important tools for both detection and prevention of crimes. But this migration to predictive analytics will require innovative thinking by agencies, managers, and investigators about how best to integrate these powerful new tools.

2:20pm-2:30pm
**Break**

2:30pm-2:50pm
**Blame it on the Nerds: Using Predictive Analytics to Optimize Postal Facilities**  
Speaker: Mohammad A. Adra, Assistant Inspector General, USPS OIG

Everyone wants a Post Office in their neighborhood and a mail processing facility in their town. How can the Postal Service right size efficiently and fairly? Blame it on the Nerds! Learn how the USPS OIG used predictive analytics and other modeling techniques to offer strategies for optimizing the location of Post Offices and Postal Service plants.
2:50pm-3:15pm
**MORSA IVA: A Model for Fraud Prevention in VAT Refunds in Mexico**
*Speakers: Luis Beltrán Farias, Director, Risk Models Office, Mexican Tax Administration, Ministry of Finance, Mexico*

The aim of the Risk Assessment Model for VAT Refunds (MORSA IVA, in Spanish) is to: 1) Determine the taxpayers refund payment and 2) Reduce fraud regarding improper refunding. This model is built over two main pillars: the business rules that are given by the current policies and legislation, and a predictive model which identifies and assesses irregular conducts of taxpayers. MORSA IVA has been operating since 2010 and it has automated many inner processes and has given more assertive resolutions regarding tax refunds (over 12,000 tax refunds). At first, the model was intended to operate only for high-income taxpayers. However, the Risk Models Office of the Mexican Tax Administration is working in a newer version of the MORSA IVA, which will operate for the rest of the taxpayers. In this case study, we will discuss about the work we had gone through and the current challenges our people are facing while improving the model.

3:15pm-3:45pm
**Coffee Break • Sponsored by**

3:45pm-4:05pm
**First Order Approximation Methodology (FOAM): What to Do When You Have 2.5 Yottabytes of Data to Analyze**
*Speaker: Dr. Aaron J. Ferguson, Technical Director, Cyber and Information Analytics Office, National Security Agency (NSA)*

The First Order Approximation Methodology (FOAM) is a statistics-based methodology for doing “first-pass” characterization of a cyber event, e.g., an intrusion. This initial approximation could be used for sensor configuration or tuning. FOAM is not new. It leverages existing statistical algorithms—Principal Component Analysis (PCA) and Logistic Regression (LR) to perform first pass approximations. This session will describe a proposal to integrate PCA and LR to perform first order predictive analytics. FOAM can be applied to any problem that attempts to: (a) reduce the dimensionality of a data set; and (b) use this reduced set for detection and classification.

4:05pm-4:30pm
**Workforce Analytics: Predicting Retirement, Resignations, and More**
*Speaker: Dave Vennergrund, Director of Business Analytics, Delta Solutions*

Human resource managers perform workforce planning using a wide array of tools and intuition. Workforce planning for very large organizations benefit from predictive models that identify employees that are likely to retire, resign, quit, be laid-off, or fired.
StatSoft delivers predictive analytics, text mining, and statistics software solutions for a wide range of Federal and State government agencies and government contractors, including:

- National Institutes of Health
- Department of Homeland Security
- Navy
- US Army Corp of Engineers
- Food and Drug Administration
- Army
- Homeland Security
- Department of Energy
- Defense Travel Management Office
- Armed Services
- United States Geological Survey
- Department of the Interior

StatSoft is one of the world’s largest providers of analytics software with 29 offices around the globe and more than 1 million users of STATISTICA software. StatSoft provides desktop and server-based statistics, graphical data analysis, advanced analytics, predictive analytics, data mining, and text mining software solutions. StatSoft also offers consulting and training services in all areas of data analysis and data mining.
Wednesday, September 14, 2011
Full-day Workshop

9:00am - 4:30pm
The Best and the Worst of Predictive Analytics:
Predictive Modeling Methods and Common Data Mining Mistakes
Room: International Gateway

Instructor: John F. Elder, Ph.D.
CEO
Elder Research, Inc.
General Chair, PAW-Gov

A free copy of John Elder’s book Statistical Analysis and Data Mining Applications is included.

Intended Audience:
Interested in the true nuts and bolts

Knowledge Level:
Familiar with the basics of predictive modeling.

Attendees will receive an electronic copy of the course notes via USB drive.

Workshop Description
Predictive analytics has proven capable of enormous returns across industries – but, with so many core methods for predictive modeling, there are some tough questions that need answering:

• How do you pick the right one to deliver the greatest impact for your business, as applied over your data?
• What are the best practices along the way?
• And how do you avoid the most treacherous pitfalls?

This one-day session surveys standard and advanced methods for predictive modeling. Dr. Elder will describe the key inner workings of leading algorithms, demonstrate their performance with business case studies, compare their merits, and show you how to pick the method and tool best suited to each predictive analytics project. Methods covered include classical regression, decision trees, neural networks, ensemble methods, uplift modeling and more.

The key to successfully leveraging these methods is to avoid “worst practices”. It’s all too easy to go too far in one’s analysis and “torture the data until it confesses” or otherwise doom predictive models to fail where they really matter: on new situations.

Dr. Elder will share his (often humorous) stories from real-world applications, highlighting the Top 10 common, but deadly, mistakes. Come learn how to avoid these pitfalls by laughing (or gasping) at stories of barely averted disaster.

If you’d like to become a practitioner of predictive analytics – or if you already are, and would like to hone your knowledge across methods and best practices, this workshop is for you!

What you will learn:
• The tremendous value of learning from data
• How to create valuable predictive models for your business
• Best Practices by seeing their flip side: Worst Practices

Schedule
• Workshop starts at 9:00am
• First AM Break from 10:00 – 10:15
• Second AM Break from 11:15 – 11:30
• Lunch from 12:30 – 1:15pm
• First PM Break: 2:00 – 2:15
• Second PM Break: 3:15 – 3:30
• Workshops ends at 4:30
Thursday, September 15, 2011
Full-day Workshop

9:00am - 4:30pm
Hands-On Predictive Analytics
with SAS Enterprise Miner
Room: Oceanic

Sponsored by
Dean Abbott
President
Abbott Analytics

Intended Audience:
Practitioners: Analysts who would like a tangible introduction to predictive analytics or who would like to experience analytics using a state-of-the-art data mining software tool.

Technical Managers: Project leaders, and managers who are responsible for developing predictive analytics solutions, who want to understand the process.

Knowledge Level: Familiar with the basics of predictive modeling.

Workshop Description
Once you know the basics of predictive analytics, there’s no better way to dive in than operating real predictive modeling software yourself - hands-on. “Get your hands dirty” by trying out state-of-the art modeling methods on real data. Working to solve a specific business problem, you will design and execute on a core analytical approach. Prep the data, set up the modeling, push “go” and check out the results.

“Hands-on Predictive Analytics” puts predictive analytics into action. This one-day workshop leads participants through the industry standard data mining process, from Business Understanding through Model Deployment, approaching each stage of this process by driving a state-of-the-art data mining software product. In this way, attendees gain direct experience applying this “best practices” process, and ramp up on an industry-leading tool to boot.

Key process stages covered during the workshop include:

• Business Understanding

Participants will review a problem description from a business perspective, and design one or more solutions to that problem using predictive analytics. The solution will include one or more predictive models as determined by the participants. These models will be assessed according to the business objective(s) already defined.

• Data Understanding
From a given data set (supplied), participants will examine characteristics of the data (a “data audit”) and identify potentially problematic issues. Fields with insufficient information will be discarded.

• Data Preparation
Participants will clean fields in the data as necessary, and will derive new attributes as candidate inputs to predictive models.

• Modeling
Participants will determine which predictive modeling methods to use, and will build several models and assess them as prescribed in the Business Understanding phase. The best model from the competing candidates will be selected to evaluate and deploy.

• Evaluation
A final evaluation of the model(s) will be made, and the expected financial benefit of the model(s) will be forecast and graphed. As time permits, an “ensemble” model composed of all the models built by participants will be created to compare with the best individual models - we’ll often find that the big “uber-model” is the best model of all.

• Deployment
Strategies for real-world model deployment will be assessed, including the application of the predictive model for its intended purpose - to produce scores that predict “tomorrow” across today’s customer data.

Participant background
Participants are expected to know the principles of predictive analytics. This hands-on workshop requires all participants to be involved actively in the model building process, and therefore must be prepared to work independently or in a small team throughout the day. The instructor will help participants understand the application of predictive analytics principles, and will help participants overcome software issues throughout the day.

Software
While the vast majority of concepts covered during
this workshop apply to all predictive analytics projects - regardless of the particular software employed - this workshop’s hands-on experience is achieved via SAS Enterprise Miner. A license will be made available to participants for use on that day (included with workshop registration).

**Hardware: Training Computers Are Included**
Each workshop participant will have access to a computer with SAS Enterprise Miner installed for the duration of the workshop.

Attendees receive a course materials book and an official certificate of completion at the conclusion of the workshop.

**Schedule**
- Workshop starts at 9:00am
- Morning Coffee Break at 10:30am - 11:00am
- Lunch provided at 12:30 - 1:15pm
- Afternoon Coffee Break at 2:30pm - 3:00pm
- End of the Workshop: 4:30pm
Sponsors

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Booz Allen Hamilton has been at the forefront of strategy and technology consulting for nearly a century. Today, the firm provides professional services primarily to the US government in defense, intelligence, and civil markets, and to major corporations, institutions, and not-for-profit organizations. Booz Allen offers clients deep functional knowledge spanning strategy and organization, engineering and operations, technology, and analytics—which it combines with specialized expertise in clients’ mission and domain areas to help solve their toughest problems.

Booz Allen is headquartered in McLean, Virginia, employs more than 25,000 people, and has annual revenues of had revenue of $5.59 billion for the 12 months ended March 31, 2011. To learn more, visit www.boozaallen.com. (NYSE: BAH)

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Federal agencies turn to Deloitte for our industry experience and advanced analytics capabilities. We look at organizations from the inside out to help translate data into meaningful information. By using tools that link data to the most mission-critical goals and by leveraging a variety of solutions across Deloitte’s technology, strategy and operations, human capital, financial advisory, and risk practices, we help agencies cultivate the ability to be proactive — even predictive. From headquarters to the back office to the front line, we work side by side with clients to design and implement their most strategic, complex initiatives to achieve higher levels of performance and service — while managing risk and getting more value from compliance requirements. For years, we have helped our Federal clients achieve breakthroughs in performance, transparency, and accountability. Your mission is our only agenda. Learn more at www.deloitte.com/us/pawdc.

Elder Research Inc.

www.datamininglab.com

Elder Research Inc. (ERI) is the US’s leading consulting company in data mining, predictive analytics, and text mining. Founded in 1995, ERI has helped government agencies and Fortune Global 500® companies solve real-world problems by amplifying the productivity of their analysts. Drawing from experience in multiple industries, ERI brings cutting-edge technology into front-line practice to achieve high return on investment. Headquartered in Charlottesville, Virginia, ERI has a growing office in Washington, DC, and is pleased to have organized the conference program for Predictive Analytics World for Government.

IBM

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IBM Business Analytics software delivers complete, consistent and accurate information that decision-makers trust to improve business performance. A comprehensive portfolio of business intelligence, predictive analytics, financial performance and strategy management, and analytic applications provides clear, immediate and actionable insights into current performance and the ability to predict future outcomes. Combined with rich industry solutions, proven practices and professional services, organizations of every size can drive the highest productivity, confidently automate decisions and deliver better results.

As part of this portfolio, IBM SPSS Predictive Analytics software helps organizations predict future events and proactively act upon that insight to drive better business outcomes. Commercial, government and academic customers worldwide rely on IBM SPSS technology as a competitive advantage in attracting, retaining and growing customers, while reducing fraud and mitigating risk. By incorporating IBM SPSS software into their daily operations, organizations become predictive enterprises – able to direct and automate decisions to meet business goals and achieve measurable competitive advantage. For more information, visit www.ibm.com/spss
SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers make better decisions with the data they already have. SAS helps government leaders pull together consistent and reliable data from multiple sources and use it to predict what will happen and why. Departments and agencies can better understand their internal operations, constituents and suppliers through business analytics provided by SAS. SAS® solutions have the power to:

• Address the complex problems faced by federal agencies today.
• Work with a variety of IT environments.
• Manage and obtain optimal value from large volumes of data.

StatSoft, Inc., founded in 1984, is one of the largest producers of enterprise and desktop software for Data Analysis, Data Mining, Quality Control/Six Sigma, and Web-based Analytics. Its products are used worldwide at most major universities, corporations, and government agencies and are supported with training and consulting services in 29 countries on all continents.

Detica NetReveal® is a leading provider of enterprise risk, fraud and compliance solutions to the global financial services industry. Its unprecedented, market-leading solutions provide a holistic ‘single customer view’ and then combines entity and social network analytics with deep domain expertise. This approach provides an end-to-end enterprise perspective of financial crime and risk for the detection, prevention and monitoring of risk, fraud and non-compliance in real-time and batch. By knowing your customer, what kind of business they transact and who they know, Detica NetReveal® can identify unusual and suspicious behaviours faster and earlier than any other current approaches.

With over 100 clients across four continents, including six of the world’s current top 10 financial institutions, Detica NetReveal® has established a proven track record of reducing financial losses, protecting users’ reputations and improving operational efficiencies. Detica NetReveal® is a business division of BAE Systems Detica. In 2011, BAE Systems acquired Norkom Technologies and merged it with Detica NetReveal®.

About Detica NetReveal® www.deticanetreveal.com
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Acxiom Government Services offers a broad portfolio of solutions for government agencies to help reduce fraud, waste and abuse, validate individual identities and extract insight across various data sources to more intelligently engage with citizens and constituents. These services range from web tools to extensive data quality, integration, analysis and modeling solutions delivered through existing client systems and deployed in partnership with our technology consultants.

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The International Institute for Analytics (IIA) is dedicated to the advancement of analytics in everyday business practices. Under the direction of Tom Davenport, IIA brings together the world's leading analytics practitioners and researchers to provide unique insights to both business and IT leaders on the most current research findings and industry best practices.

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The Institute for Operations Research and the Management Sciences (INFORMS) is the largest professional society in the world for professionals in the field of operations research (O.R.), management science, and business analytics. INFORMS serves the scientific and professional needs of Operations Researchers and those in Management Sciences and Analytics including educators, scientists, students, managers, and consultants. The Institute serves as a focal point for analytics professionals, permitting them to communicate with each other and reach out to other professional societies, as well as the varied clientèle of the profession's research and practice.

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Make sense of your data.

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strategy and technology consultants
Earl E. Devaney, Chairman of the Recovery Accountability and Transparency Board, is a veteran public official dedicated to accountability and transparency in government.

On February 23, 2009, six days after signing the American Recovery and Reinvestment Act into law, President Obama named Devaney to head the Recovery Board, which is charged with overseeing spending under the $787 billion program. In announcing Devaney’s appointment, the President said: “Earl has doggedly pursued waste, fraud and mismanagement. He has the reputation of being one of the best [Inspectors General] that we have in this town…. I can’t think of a more tenacious and efficient guardian of the hard-earned tax dollars the American people have entrusted us to wisely invest.”

President Bill Clinton appointed Devaney as the Inspector General of the Department of the Interior in 1999. During his tenure at the Office of Inspector General (OIG), he oversaw the public corruption investigations that led to the convictions of Washington lobbyist Jack Abramoff and Interior Deputy Secretary Steven Griles. He also presided over the oil and gas investigations that engulfed the Minerals Management Service from 2007 to 2009.

Devaney’s commitment to leadership – he graduated from Georgetown University’s prestigious Leadership Coaching Program – is reflected in the OIG’s #1 ranking among agency subcomponents in both Strategic Management and Work/Life Balance in the highly regarded “Best Places to Work in the Federal Government” 2009 survey.

Before becoming the Inspector General of the Department of the Interior, Devaney spent eight years as the Director of the Office of Criminal Enforcement, Forensics and Training for the Environmental Protection Agency. In that job, he supervised all of EPA’s criminal investigators, the agency’s forensics laboratory, and its enforcement training institute. In 1998, he received the Meritorious Presidential Rank Award for outstanding government service.

Devaney began his federal law enforcement career with the Secret Service in 1970, following his graduation from Franklin and Marshall College. At the time of his retirement from the Secret Service in 1991, Devaney was Special Agent-in-Charge of the Fraud Division and was recognized as an international expert in white collar crime.

**Keynote: Transparency and Analytics: Valuable Tools to Help Drive Accountability**

**John F. Elder**  
CEO, Elder Research, Inc.  
and General Chair  
PAW-Gov

Dr. John Elder heads a data mining consulting team with offices in Charlottesville Virginia and Washington DC. Founded in 1995, Elder Research, Inc. focuses on investment, commercial and security applications of advanced analytics, including text mining, forecasting, stock selection, image recognition, process optimization, cross-selling, biometrics, drug efficacy, credit scoring, market timing, and fraud detection.

John obtained a BS and MEE in Electrical Engineering from Rice University, and a PhD in Systems Engineering from the University of Virginia, where he’s an adjunct professor teaching Optimization or Data Mining. Prior to 15 years at ERI, he spent 5 years in aerospace defense consulting, 4 heading research at an investment management firm, and 2 in Rice University’s Computational & Applied Mathematics department. Dr. Elder has authored innovative data mining tools, is a frequent keynote speaker, and was co-chair of the 2009 Knowledge Discovery and Data Mining conference, in Paris.

John’s courses on analysis techniques -- taught at dozens of universities, companies, and government labs -- are noted for their clarity and effectiveness. Dr. Elder was honored to serve for 5 years on a panel appointed by the President to guide technology for National Security. His book with Bob Nisbet and Gary Miner, Handbook of Statistical Analysis & Data Mining Applications, won the PROSE award for Mathematics in 2009. His book with Giovanni Seni, Ensemble Methods in Data Mining: Improving Accuracy through Combining Predictions, was published in February 2010. John is a follower of Christ and the proud father of 5.

**Keynote: The High ROI of Predictive Analytics for Innovative Government Agencies**

**Multiple Case Studies: Treasury, SSA, DOD, DHS, and a Federal OIG**
Congressman Darrell Issa (CA)
Chairman, House Committee on
Oversight and Government Reform

Congressman Darrell Issa represents the people of California’s 49th Congressional District in the United States House of Representatives, a seat he has held since 2001. The 49th District includes Camp Pendleton, the largest Marine Corps training facility in the United States, and the northern portions of San Diego County and southwest Riverside County.

At the height of his career in business, Issa served as CEO of California-based Directed Electronics, a company that Issa founded and built in the mid-1990s to become the nation’s largest manufacturer of vehicle anti-theft devices, including the highly-successful Viper system.

Issa currently is a member of the House Judiciary Committee and the Oversight and Government Reform Committee, where he serves as the Chairman. Recognizing his success as a Congressional watchdog of taxpayer dollars, at the beginning of the 111th Congress House Republicans tapped Issa to serve as the top Republican on the House Oversight and Government Reform Committee, which is the main investigative committee of the United States House of Representatives charged with the protecting the interests of U.S. taxpayers and eliminating waste, fraud and abuse in the federal bureaucracy.

As a fiscal conservative committed firmly to low taxes and free markets, Issa has opposed the rise of out-of-control government spending and fought tirelessly for the responsible, transparent use of taxpayer dollars. He’s pushed to achieve more whistleblower protections for those who report waste, fraud and abuse in the federal bureaucracy. And he’s offered substantive reform initiatives to open up government so that Americans know what’s happening in Washington and can become more democratically engaged in the day-to-day oversight of their government.

Keynote: Fighting Waste, Fraud and Abuse with DATA

David Williams
Inspector General
USPS OIG

David C. Williams was sworn in as the second independent Inspector General (IG) for the U.S. Postal Service on August 20, 2003. Williams is responsible for a staff of more than 1,100 employees — located in major offices nationwide — that conducts independent audits and investigations for the largest civilian federal agency that has $67 billion in annual revenues, a workforce of 671,687 employees and contractors and nearly 32,528 facilities.

The office is under the general supervision of the nine Postal Service governors and is not subject to any other Postal Service supervision.

In his last position, Williams served as the Deputy Assistant Administrator for Aviation Operations at the Transportation Security Administration (TSA) from August 2002 until August 2003, where he managed the Aviation Inspection Program at federalized airports.

Williams has served as IG for five federal agencies. He was first appointed by President George Bush to serve as IG for the U.S. Nuclear Regulatory Commission from 1989 to 1996. President William Clinton next appointed him IG for the Social Security Administration from 1996 to 1998, and then as IG for of the Department of the Treasury in 1998. In 1999, President Clinton named him as the first IG for Tax Administration of the Department of Treasury, where he directed a staff of 1,050 to detect fraud, waste and abuse. In 2001 President George W. Bush named Williams the Acting IG for HUD, while he was also serving at the Department of the Treasury.

Williams served in the U.S. Army Military Intelligence and began his civilian federal career as a special agent with the U.S. Secret Service. Moving up the career ladder, he served as Director of Operations in the Office of Labor Racketeering at the Department of Labor; the President’s Commission on Organized Crime; and as Director of the Office of Special Investigations at the U.S. General Accounting Office. Williams is the recipient of the U.S. Bronze Star and the Vietnamese Medal of Honor for service in Vietnam.

Keynote: Pursuit Through Cyberspace – Predictive Analytics

A native of Illinois, Williams graduated from Southern Illinois University, Edwardsville, Ill., and received his Advanced Degree in Education and a Masters in Education from the University of Illinois in Champaign, Ill. He also attended the U.S. Military Intelligence Academy, the Federal Law Enforcement Training Center and the U.S. Secret Service Training Academy.
Speakers

Dean Abbott
President
Abbott Analytics

Mr. Abbott has over 21 years of experience applying advanced data mining, data preparation, and data visualization methods in real-world data intensive problems, including fraud detection, risk modeling, text mining, response modeling, survey analysis, planned giving, and predictive toxicology. In addition, Mr. Abbott serves as chief technology officer and mentor for start-up companies focused on applying advanced analytics in their consulting practices.

Mr. Abbott is a seasoned instructor, having taught a wide range of data mining tutorials and seminars for a decade to audiences of up to 400, including PAW, KDD, AAAI, IEEE and several data mining software users conferences. He is the instructor of well-regarded data mining courses, explaining concepts in language readily understood by a wide range of audiences, including analytics novices, data analysts, statisticians, and business professionals. Mr. Abbott also has taught applied data mining courses for major software vendors, including SPSS-IBM Modeler (formerly Clementine), Unica PredictiveInsight (formerly Affinium Model), Enterprise Miner (SAS), Model 1 (Group1 Software), and hands-on courses using Statistica (Statsoft), Tibco Spotfire Miner (formerly Insightful Miner), and CART (Salford Systems).

Dr. John Brocklebank
Vice President, SAS Solutions OnDemand
SAS

Dr. John Brocklebank, Vice President of SAS Solutions OnDemand, has over 30 years of SAS programming and statistical experience. He was head of Statistical Training and Consulting at SAS from 1981 to 1996. He was Product Development Director for SAS Data Mining from 1997 to 1999. He was the initial product development director for Enterprise Miner Software and Manager of Statistical Training in the Education department of SAS, where he taught and managed the statistical curriculum development. Dr. Brocklebank currently directs the Advanced Analytics Lab, where he provides direct oversight of the SAS Fraud Framework solution.

Dr. Brocklebank is co-author of the book The SAS System for Forecasting Time Series. He holds a Ph.D. in Statistics and Mathematics, an M.S. in Biostatistics, and a B.A. in Mathematics. He has served as Adjunct Professor of Statistics at North Carolina State University, Raleigh NC. In 2009, he was awarded the SAS CEO Award of Excellence.

Expert Panel: Effectively Applying Predictive Analytics in the Government

David Buchanan
Deputy Director for Management Services
COPS, U.S. Department of Justice (DOJ)

David M. Buchanan is the Deputy Director of the Office of Community Oriented Policing Services. In this position, Mr. Buchanan serves as a member of the COPS Office Executive Staff and is responsible for leading the Management Services Directorate of the COPS Office, which includes information technology, finance, budget, procurement, facilities; legislative, intergovernmental and public affairs, and; policy and project management. In 2009, Mr. Buchanan served as acting Director of the COPS Office. In that position he was responsible for awarding $1 billion to state, local and tribal law enforcement to hire or rehire sworn officer positions under the Recovery Act. He also served acting Chief of Staff where led the design and implementation of the COPS Hiring Recovery Program. From 1999 to 2009, Mr. Buchanan was the Assistant Director of COPS Office, responsible for the day to day management of the External Affairs Division at COPS. As Assistant Director, Mr. Buchanan maintained COPS' relationships with Capitol Hill, working closely with the Appropriations and Judiciary Committees. He also worked with law enforcement agencies across the country.
enforcement groups, mayors, police chiefs, sheriffs and the media to advance public safety through community policing.

Mr. Buchanan brought to COPS eight years experience gained as a Legislative Director and Senior Legislative Assistant for two members of the U.S. House of Representatives. In these roles, he worked extensively on and drafted several amendments to the Violent Crime Control and Law Enforcement Act of 1994. He also served as the staff director of the Congressional Law Enforcement Caucus for three years.

Mr. Buchanan is a graduate of Alma College in Michigan, where he received a Bachelors Degree in History and Political Science

Targeted Grant Outreach and Effective Grants Management through Predictive Analytics

Luis Beltrán Farias
Director, Risk Models Office
Mexican Tax Administration
Ministry of Finance, Mexico

Luis Beltran has been the Director of the Risk Models Office since November 2009. His main responsibilities are to analyze the evasion and build econometric models to design tax compliance policies; implement and evaluate tax compliance policies based on international best practices; and propose tax code and operational changes based on the risk management findings. Prior to his current position, Mr. Beltran was the sub director of Tax Compliance Office (2006 - 2007) where the analysis of tax revenue information was his main task. He also led analysis and development of tax evasion risk indicators as a Junior Advisor at the National Audit Office (2005 -2006). He is a Professor of Public Economics at the Universidad Panamericana (2011) and was a Research and Teaching assistant at the Catholic University of Chile (2008-2009).

MORSA IVA: A Model for Fraud Prevention in VAT Refunds in Mexico

Dr. Aaron Ferguson
Technical Director, Cyber and Information Analytics Office
National Security Agency (NSA)

Dr. Ferguson is Technical Director of the Cyber and Information Analytics Office at the National Security Agency (NSA) where he directs development and deployment of Automated Enterprise Analytics and Information Architectures for the Department of Defense and Intelligence Community. He is a proud graduate of Howard University where he received his Bachelor of Science in Electrical Engineering. He received a Masters from the University of New Haven in Operations Research and a Masters and Doctorate in Applied Mathematics and Statistics from the University of Delaware. Dr. Ferguson is originally from Brooklyn, New York and currently lives in Baltimore County, MD with his wife and two kids. He still plays and coaches basketball and although he is not as good as he used to be, he still accepts challenges from the young kids in his neighborhood. Dr. Ferguson loves to bowl even though he is not very good.

First Order Approximation Methodology (FOAM): What to Do When You Have 2.5 Yottabytes of Data to Analyze

Delmar Foster
Senior Quality Systems & Data Mining Analyst
United Space Alliance

Delmar Cameron Foster has 23 years of experience in Human Space Flight. Delmar first 12 years was supporting Solid Rocket Boosters (SRB) with USBI and continues his career with United Space Alliance (USA) for the past 11 years. Delmar is Senior Staff to the Director of Launch and Recovery System in Safety Quality and Mission Assurance. Through his aerospace career he has been recognized numerous times; NASA Engineering Safety Center (NESC) Engineering Excellence Award, 2 Space Flight Awareness Award (SFA), 2 NASA group Achievement awards and 2 USA Superior Achievement Recognition Awards (SARA). He is a member of the NESC Data Mining and Trending Working Group (DMTWG). He currently is an adjunct professor at Brevard Community College in the Computer Science Department. Delmar has a MBA majoring in Applied Computer Science, from NCU, MA Computer Resources and Information Management from Webster University, and BA from Warner Southern.

Achieving Engineering Excellence through Text Mining
Speakers

Isaiah Goodall  
**Director, Elder Research, Program Chair, PAW-Gov**


As the director of the DC office, Isaiah heads business development for Elder Research and manages client relationships at several Federal government agencies and private corporations to provide fraud detection, case allocation, and Human Resources analytics. Mr. Goodall also managed a large and very successful warranty fraud detection effort for a world-class consumer electronics firm. Isaiah has spoken about fraud detection and data mining at conferences including Predictive Analytics World (www.predictiveanalyticsworld.com) and the Association of Government Accountants (www.agacgfm.org). Prior to Elder Research, Isaiah co-founded RelayFoods.com, a novel, growing e-commerce company in Charlottesville and Richmond, Virginia. Isaiah graduated from Virginia Tech summa cum laude with a B.S. in Business Management.

Nicholas Gruen  
**Chairman Kaggle**

Nicholas Gruen is CEO and founder of Lateral Economics and Chairman of Kaggle and the Australian Centre for Social Innovation and Patron of the Australian Digital Alliance.

He was a member of the Australia’s Federal Review into Innovation in 2008 and Thinker in Residence in Australia’s Department of Education, Employment and Workplace Relations (DEEWR) in 2010.

He chaired the Federal Government’s landmark Government 2.0 Taskforce in 2009 which garnered high praise from around the world.

He is a frequent columnist for various Australian daily papers, and has been published in The Best Australian Political Writing and Best Australian Essays. He is a prolific blogger at Club Troppo He is a strong public advocate for economic reform, data driven policy, innovation and open government.

**Big Data, Crowdsourcing and Innovation in Government: With Case Studies from NASA to the NSW Traffic Authority**

Bill Haffey  
**Manager, Federal Solutions Architect Group IBM**

William J. Haffey has been with SPSS, an IBM company, since 1992 and now manages the Solution Architects for the Federal Group.

Prior to his employment at IBM SPSS, Mr. Haffey served with the Department of Defense in a variety of assignments. He was on the faculty of the Mathematics and Science Division, United States Naval Academy, and served as the Director of the Marine Corps’ Computer Sciences School. Other assignments included Information Systems Management Officer for Marine Forces in the Western Pacific, analyst with the Operational Test and Evaluation Activity, Quantico, VA, and manpower analyst, Headquarters, Marine Corps.

While with IBM SPSS, Mr. Haffey has been involved in data analysis and modeling projects for several Federal government agencies to include the Department of Homeland Security, Department of Health and Human Services, and the Department of the Treasury, as well as a number of health, revenue, and law enforcement agencies at the state, local, and county government level.

Mr. Haffey earned a Bachelors degree in Mathematics from The Ohio State University and a Masters degree in Operations Research from the Naval Postgraduate School, Monterey, CA.

**Expert Panel: Effectively Applying Predictive Analytics in the Government**

Tom Harris  
**World Wide Industry Solutions Leader Government and Education IBM Business Analytics**

Tom Harris is the World Wide Industry Solutions Leader for Business Analytics in Public Sector . He has significant experience working with business intelligence, content management and database technologies. He is often called upon to speak with customers and industry analysts representing IBM on these subjects.

Most recently, Tom has been leading the development of solutions and blueprints utilizing IBM’s Cognos and SPSS tools in the government, education and health care industries. He works closely with key customers to demonstrate how these technologies can add value to their organizations.
Prior to joining IBM, Tom held technical sales and management positions with Oracle/Hyperion, Interwoven, and SAP. He holds a Masters in Information Systems Technology from The George Washington University. Tom lives in Laytonsville, Maryland with his wife and three children.

**Sponsored Session: IBM**

**Dr. Thomas Hill**
**Vice President of Analytics**
**StatSoft, Inc.**

Thomas Hill is the Vice President for Analytic Solutions at StatSoft Inc. where he has been involved for over 20 years in the development of data analysis and data mining algorithms, and the delivery of analytic solutions. Dr. Hill also taught data analysis and data mining courses at The University of Tulsa for over 10 years, and has received numerous academic grants and awards from the National Science Foundation, the National Institute of Health, the Center for Innovation Management, and other institutions. He has completed diverse consulting projects with companies from practically all industries, and has worked with some of the leading insurance companies on identifying and refining effective data and text mining solutions for claims scoring and pricing, anomaly (fraud) detection, and various other applications. He is the author (with Paul Lewicki, 2005) of Statistics: Methods and Applications, the Electronic Statistics Textbook (a popular on-line resource on statistics and data mining), has published widely on innovative applications of data mining and predictive analytics, contributed numerous tutorials to the Handbook of Statistical Analysis and Data Mining Applications published by Academic Press in 2009, and is a co-author of Practical Text Mining And Statistical Analysis for Non-Structured Text Data Applications to be published by Academic Press early in 2011.

**Expert Panel: Effectively Applying Predictive Analytics in the Government**

**Stephen Hollifield**
**Information Services Manager**
**Richmond Police Department**

Stephen Hollifield is the CIO for the Richmond Police department in Richmond, Virginia and a Strategic Business/IT Consultant. He has designed Enterprise Architectures in various industries, such as law enforcement, finance, non-profit charity and technology. He has worked in the IT industry for over 18 years, conducting engagements in enterprise business process modeling, strategic/tactical business planning, enterprise business architecture and IT architecture integration, strategic frameworks integration with systems development methodologies, enterprise business requirements analysis, and IT service offering enhancements.

**Curbing Crime with Predictive Analytics**

**Bryan Jones**
**Director, Data Mining Group**
**USPS OIG, Office of Investigations**

Bryan began his career with the US Postal Service in 1984 as a mail handler and for 17 years worked in numerous functional areas before becoming the Accounting Manager for the Northern Virginia District. Bryan joined the USPS OIG as an audit- evaluator in 2001 where he worked as a financial and program auditor until 2004 when he became the manager of Human Resources. Since coming to the OIG Bryan has worked in five different OIG component areas including Mission Support, Audit, Investigations, the Risk Analysis Research Center and now works for the Chief Technology Officer. Bryan is the Director of the USPS OIG Data Mining Group which is comprised of auditors, investigators, data modelers and IT professionals.

**Fighting the Good Fraud Fight: USPS OIG Contract Fraud Detection**

**John Kam**
**Senior Analyst**
**Office of Research, Internal Revenue Service**

John Kam is a member of the IRS Office of Research Compliance Analysis and Modeling Group. He joined the IRS as a Mathematical Statistician in 1977, and had served in various professional positions including Operations Research, Computer Science, and Artificial Intelligence. Prior to joining the IRS, he was a Graduate Teaching Fellow at George Washington University (GWU) Dept. of Statistics, and worked as a Research Assistant at the GWU Biostatistics Center. John graduated from SUNY at Buffalo in 1974 with a Bachelor of Science degree in Mathematics, and received a Master of Science degree in Applied Statistics from GWU in 1976. John co-authored a paper titled “Knowledge Acquisition for an Internal Revenue Service Classification System” that was published in the March 1989 IEEE Proceedings of the Annual AI Systems in Government Conference, and wrote an article for the 1992 IRS Research Bulletin titled “The Automated Issue Identification System (AIIS): An Overview”.

**IRS Predictive Analytics Panel**
Dr. Juergen Klenk  
Principal  
Booz Allen Hamilton

Dr. Juergen Klenk, a Principal with Booz Allen Hamilton, has more than 20 years of professional experience managing and leading projects in the public and commercial health markets. His professional work spans fields such as drug safety, infectious diseases, clinical trials, comparative effectiveness research, claims data analysis, and human behavior modeling. He is experienced in employing existing and developing novel advanced analytics techniques, covering areas such as statistical analysis, predictive modeling, and simulation.

During his tenure at IBM Research, Dr. Klenk led the research concerning a novel text analytics system. His research and publications helped advance the field of text analysis beyond the then traditional statistics-based approach. In his subsequent employment at bioinformatics company Definiens AG, Dr. Klenk led development and commercialization of production-grade implementations of the text mining system he had invented as well as a biomedical image analysis system.

At Booz Allen, Dr. Klenk leads the Health Analytics business focused on providing advanced analytics services to government, nonprofit, and commercial health clients for improved decision making. He is an experienced senior program manager and project leader.

Dr. Klenk holds a Ph.D. in mathematics and a M.S. in physics and mathematics from Tuebingen University. He also holds a Six Sigma Green Belt and an IBM MicroMBA certification. He spent his academic career at Tuebingen University, Yale University, and the Australian National University.

**Expert Panel: Effectively Applying Predictive Analytics in the Government**

Satish Lalchand  
Senior Manager  
Analytic and Forensic Technology Consulting

Satish Lalchand is a Senior Manager at Deloitte Financial Advisory Services LLP, specializing in advanced analytics, business rules development and modeling. His areas of expertise includes: financial investigations, transactional fraud, waste and abuse and anti-money laundering investigations. He has a master’s degree in computer information systems and a bachelor’s degree in economics.

**Sponsored Session: Advanced analytics in anomaly detection and electronic discovery**

Melissa Laine  
Analyst, Office of Research, Analysis and Statistics (RAS)  
Internal Revenue Service

Melissa Laine is an analyst in the Office of Research, Analysis, and Statistics (RAS) at the Internal Revenue Service. She has been with the IRS since 2006. Ms. Laine’s main responsibility is to develop and implement predictive analytic tools that increase the efficiency and effectiveness of IRS operations, specifically in the area of paid-preparer regulation.

The findings from IRS’ project efforts with NetReveal are gaining interest both within and outside of IRS. For example, the project methodology and progress were shared with senior leaders from the Canada Revenue Agency (CRA) and Revenue Quebec.

Ms. Laine received her undergraduate degree in Economics from Gustavus Adolphus College in St. Peter, MN and her Master’s in Public Administration from American University in Washington, D.C.

**IRS Predictive Analytics Panel**
Speakers

Bertis Little
Professor of Computer Science and Mathematics
Tarleton State University

“Bert” (Bertis Britt) Little, Ph.D., is Associate Vice President for Academic Research, Professor of Computer Science and Mathematics in the Departments of Physics and Engineering and of Mathematics, director of Texas Engineering Experiment Station (TEES), director of Texas Data Mining Research Institute (TDMRI), Executive Director of the Center for Agribusiness Excellence (CAE) at Tarleton State University – Texas A&M University System in Stephenville, Texas. He is also senior medical research scientist in Division of Medical Services – Cardiology and Department of Pharmacy at the Dallas VA Medical Center. He is married (Beverly DelHomme, JD) and has one child (BBL II) who is majoring in computer science.

Previously, Dr. Little was Associate Professor of Obstetrics and Gynecology, Division of Clinical Genetics at the University of Texas Southwestern Medical Center.

He has published more than 130 peer reviewed medical and scientific articles, more than three dozen book chapters, and five books (obstetrical pharmacology, treatment of psychiatric disorders in pregnancy, data mining). Current research includes pharmacogenetics of medical therapy following interventional cardiology procedures, satellite data applications for agricultural risk management, lead exposure during childhood (US, Mexico, Poland, China), childhood obesity (United Arab Emirates, Mexico, US) and population genetics of Zapotec Indian genetic isolate in the Valley of Oaxaca, southern Mexico.

He earned a Ph.D. in Physical Anthropology (Human Genetics) and Applied Mathematics from The University of Texas- Austin, a M.A. from Ball State University in Primatology, and a B.A. in Anthropology from Appalachian State University.

Moving Media Industry Workforce Analytics: A Texas Case

Ginger Lowry
Senior Research Analyst
Texas Comptroller of Public Accounts, Austin

Ginger Lowry, Senior Research Analyst at the Texas Comptroller of Public Accounts in Austin, Texas brings 20 years of combined public and private sector business analysis, economic impact studies and management information technology experience involving large volume data preparation, econometric analysis and text-mining methodologies. Ms. Lowry has managed diverse projects involving cross-agency economic impact analysis, tax revenue forecasting and web-based government expenditures reporting. Her background includes work on conversion of state regulatory insurance fraud software, implementation of a global semiconductor manufacturing knowledge system and forecasting the potential fiscal impact of tax incentives for the moving media industry and other workforce development initiatives. A state expenditures subject matter expert, Ms. Lowry previously worked for Accenture, Tokyo Electron America, Inc., Texas Department of Insurance and the Texas Legislative Budget Board. She has a Master of Public Affairs from the Lyndon B. Johnson School of Public Affairs.

US Department of Agriculture Risk Management Agency’s Crop Insurance Data Mining Program

Patricia McGuire
Deputy Director, Research Analysis, and Statistics
Internal Revenue Service

As Deputy Director of the Research, Analysis, and Statistics Office (RAS) at the Internal Revenue Service, Pat McGuire is responsible for conducting research and implementing findings from analyses that support senior leaders in their efforts to provide U.S. taxpayers with an efficient and effective tax system. Pat was selected as the Deputy Director of RAS in 2010.

Prior to her promotion to Deputy Director, Pat served as Director, Office of Program Evaluation and Risk Analysis (OPERA) where she led a series of complex data analytically-based initiatives. These initiatives included projects incorporating sophisticated agent-based modeling and data mining techniques to assess taxpayer behavior. In addition she led an effort to assess the traits of non-filers in an effort to initiate different enforcement treatments in order to bring them into compliance.

Before joining IRS, Pat served as an Assistance Director at the U.S. Government Accountability Office (GAO) in the Tax Policy and Administration Group. While at GAO, Pat led a variety of studies encompassing both operational reviews of IRS programs and analysis of policies.

When not working, Pat enjoys tennis and reading. She lives in Rockville, Maryland with her husband James.

IRS Predictive Analytics Panel
Antonia de Medinaceli has been the technical lead on dozens of data mining projects, building predictive models for ERI clients in the financial, pharmaceutical, retail, insurance, and other industries. She is expert in fraud detection and prevention, and has led several successful projects enabling large organizations to detect and act on anomalous behavior. Antonia has extensive experience teaching SPSS and SAS software to several audiences, and has also lectured on the latest analytic concepts and techniques, co-teaching Elder Research's annual data mining course. She is a frequent presenter at conferences, and was the keynote speaker at a SAS conference in 2009. In the business development arena, Antonia has been very successful -- with both government and commercial clients -- at converting their interest in analytics into multi-stage, quantifiable projects with tangible deliverables. Ms. de Medinaceli is fluent in French, and has a working knowledge of Spanish.

Fighting the Good Fraud Fight: USPS OIG Contract Fraud Detection

Jeremy Todd Reed
Chief, Analytical Design Branch
Food Safety Inspection Service, USDA

Jeremy “Todd” Reed is the chief of the Analytical Design Branch, Data Analysis and Integration Group (DAIG), Office of Data Integration and Food Protection (ODIFP), Food Safety Inspection Service (FSIS). He is the FSIS lead on the analytics portion of the Public Health Information System (PHIS), which includes sampling, alerts, reporting, and predictive analytics. The DAIG coordinates FSIS data collection, analysis, and integration activities.

Before joining FSIS, Mr. Reed worked as a program manager and director of the BAE Systems advanced analytics team, where he simultaneously managed multiple task orders on multiple contract vehicles and directly supported the Department of Defense as the lead of the Large-Scale Advanced Analytics team at Joint IED Defeat Organization (JIEDDO), Counter-IED Operations Integration Center (COIC).

Mr. Reed has education in Chinese, mathematics, and political science, including an MA, Ph.D. ABD in political science and a BA in interdisciplinary studies (Chinese language and Chinese history). He is the co-author of The ETIM: China’s Islamic Militants and the Global Terrorist Threat (Praeger, 2010).

Text Mining and Food Safety: Using Data to Proactively Protect the Nation’s Food Supply

Bailey Spencer
Senior Sales Manager
SAS Federal LLC

Bailey Spencer is Senior Sales Manager for Federal Civilian & Homeland Security Sales for SAS Federal LLC. Prior to joining SAS, Mr. Spencer served as General Manager and Vice President – Public Sector for Open Text, Vice President of Enterprise Application Services at Unisys Corporation, and Director, Federal Civilian and Homeland Security Sales for SAP Public Services, Inc. Mr. Spencer spent 8 years on Capitol Hill in professional staff positions with the House Telecommunications and Finance subcommittee and the bipartisan New England Congressional Caucus. Mr. Spencer earned a Masters in Public Administration and was a Littauer Fellow at the Harvard’s John F. Kennedy School of Government and has a B.A. in Political Science from Colgate University.

Sponsored Session: Advanced Analytical Solutions in Government
Dave Vennergrund
Director of Business Analytics
Delta Solutions

Dave Vennergrund is the Director of Delta Solutions Business Analytics Practice with more than twenty years of predictive analytics management, development and research experience. Dave is responsible for the development and execution of the Business Analytics portfolio across Delta Solutions.

Dave has expert knowledge in fraud detection, predictive analytics, data mining, business intelligence, data warehousing, data management, data analysis and IT management. He has conceived, designed, developed, operated, and maintained data management and analytic systems.

Dave created and led the Data Mining Center of Excellence (2000), Business Intelligence Center (2004), and Business Analytics Practice (2010). His practices have successfully executed a portfolio of dozens of projects, staffed by data miners, statisticians, database modelers, and business intelligence application developers. His predictive analytics solutions have been applied across the federal space including the DOD, IRS, CMS, VA, CDC, US AID, USDA, and DOI.

*Workforce Analytics: Predicting Retirement, Resignations, and More*
Elder Research Inc. (ERI) is a leading consulting company in data mining, predictive analytics, text mining and optimization. Since its founding in 1995, ERI has helped leading government agencies and Fortune Global 500® companies solve real-world problems and take advantage of new business opportunities. Drawing from theory and experience in diverse professional fields and multiple industries, ERI brings cutting-edge research into front-line practice to achieve return on investment for its clients. Elder Research, Inc., headquartered in Charlottesville, Virginia and has a growing office in Washington, DC, is leading the conference program for Predictive Analytics World for Government.

Prediction Impact, Inc. has a network of consultants and partner firms with expertise over a range of disciplines, including predictive analytics, data mining, text mining, system integration, and web site optimization.

Rising Media is a global events producer excelling in Internet and technology-related conferences and exhibitions. Rising Media produced events include Data Driven Business Week, eMetrics Marketing Optimization Summit, Conversion Conference, GAUGE, Search Marketing Expo, Predictive Analytics World, Text Analytics World, Internet Marketing Conference, Social Media Economy Days, Web Effectiveness Conference and Building Business Capability in the US, Canada, UK, France, Germany, Sweden, Finland and Australia.

Rising Media events provide cutting-edge, practical knowledge for business professionals to improve their day-to-day effectiveness, driving higher returns for their organizations. Attendees learn from leading experts and share knowledge with each other, as well as interacting with innovative vendors in the space. Each event brings together the best, the brightest and the visionary, creating a forum for insight, energetic exchange and informed purchasing.
Smarter Government for a Smarter Planet.

On a Smarter Planet, governments promote the economic health, welfare and security of their citizens. Through a unique combination of industry experience and expertise, IBM is helping governments drive transformative change, improve organizational accountability, reduce risk, create a citizen-centered experience and strengthen security and public safety. With years of valued relationships and experience serving all levels of government worldwide, we are equipped to provide end-to-end business and technology solutions to help governments to address some of society’s most critical problems.

A Smarter Planet starts with smarter governments. Let's build a Smarter Planet.

For more information, come see us at booth #1 at Predictive Analytics World 2011, DC, or visit us online at ibm.com/spss

ibm.com/government
ERI Presents the Following Speakers at Predictive Analytics World for Government:

**John Elder**, CEO, ERI; Chair, PAW-Gov  
Keynote: Leading government agencies employ predictive analytics and text mining to streamline processes, reduce fraud, and find threats: Case Studies from Treasury, SSA, DOD, DHS, and a Federal OIG  
Monday, September 12th | 8:10am - 9:10am

**Antonia de Medinaceli**  
Director of Business Analytics and Fraud Detection  
Fighting the Good Fraud Fight: USPS OIG Contract Fraud Detection  
Tuesday, September 13th | 10:30am - 11:15am

**Isaiah Goodall**  
Director, ERI; Program Chair, PAW-Gov  
Welcome Address  
Monday, September 12th | 8:00am - 8:10am

Who we are

Elder Research Inc. (ERI) is the US’s leading consulting company in data mining, predictive analytics, and text mining. Founded in 1995, ERI has helped government agencies and Fortune Global 500® companies solve real-world problems by amplifying the productivity of their analysts. Drawing from experience in multiple industries, ERI brings cutting-edge technology into front-line practice to achieve high return on investment. Headquartered in Charlottesville, Virginia, ERI has a growing office in Washington, DC, and is pleased to have organized the conference program for Predictive Analytics World for Government.