

South Carolina Utility Billing Association
PO Box 12109
Columbia, SC 29211-2109

SC Utility Billing Association

Annual Meeting
March 10 – 12, 2025
Spartanburg Marriott
299 North Church Street
Spartanburg, SC

SCUBA

Registration Information

You must join or renew your SC Utility Billing Association membership for 2025 to receive the member rate for the meeting.

The registration deadline is March 3.

Member and nonmember registration fees include all sessions, reception, and lunch. The Tuesday night event is ticketed and an additional fee.

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

Breakfast for one person is included in the guest room rate.

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 3. 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

Spartanburg Marriott, Spartanburg

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

Or you can call Marriott reservations to reserve your room:

(toll-free) 1.888.236.2427 and reference the SCUBA block using code "SCN".

Guest room: \$159

SCUBA rate reservation deadline: February 17

Check-in: 4 p.m.

Checkout: 11 a.m.

About the Hotel

Spartanburg Marriott
299 North Church Street
Spartanburg, SC 29306
864.596.1211

The Spartanburg Marriott is a beautiful downtown hotel located within a couple of blocks of Main Street (5 minute walk) with easy access to dozens of restaurants, coffee shops and retail stores.



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 10

1:00 – 6:00 p.m. Registration

2:00 – 4:00 p.m. Customer Service Workshop: Laugh Your Way to Better Customer Service

Brooklin Green, Trainer/Speaker

One of the missions of SCUBA is to provide customer service training to its members. During this two - hour customer service workshop, join us for a fun and interactive workshop that will transform your approach to customer service. Through engaging role-play and improv exercises, you'll learn how to handle even the most challenging customers with confidence and humor. Discover techniques to diffuse tense situations, maintain a positive attitude, and build stronger customer relationships. Leave this workshop with practical skills and a renewed sense of enthusiasm for providing exceptional customer service.

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 11

6:30 – 8:30 a.m. Breakfast in hotel restaurant (included in guest room rate)

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

8:30 a.m. – 3:30 p.m. Registration

9:30 – 10:30 a.m. AI for Everyday: A Beginners Guide

Kevin Benson, Director of Application Development, VC3

This session will provide a foundational understanding of artificial intelligence. We'll explore what is AI, real-world examples of AI applications, how to leverage AI tools to enhance productivity and efficiency in your daily tasks and how AI can simplify your personal life.

10:30 – 10:45 a.m. Break

10:45 – 11:45 a.m. Mind the Gap: Generations at Work

Christina Isenhower, Corporate Consultant, First Sun EAP

Join us for a thought-provoking session exploring the dynamics of a multi-generational workforce. This workshop will delve into the unique strengths, challenges, and communication styles of different generations. Discover strategies to bridge generational gaps, foster collaboration, and create a harmonious workplace.

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

1:00 – 2:00 p.m. Strike a Balance

Christina Isenhower, Corporate Consultant, First Sun EAP

In our fast-paced world, work-life balance feels unattainable. We strive for balance but it feels elusive. An imbalance can lead to feeling like you lack control. Strategies for regaining balance include pausing, listening and prioritizing. This presentation will explore how to self-assess your balance so you can implement the changes you desire.

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

5:30 – 8:30 p.m. BOWLING at UnderPin Lanes & Lounge (Ticketed event)

Join your friends at UnderPin Lanes and Lounge located at 127 West Main Street. This is a ticketed event for meeting attendees and their guests. Bowling lanes, shoes rental and dinner are included in the ticket fee.

Wednesday, March 12

6:30 – 9:00 a.m. Breakfast in hotel restaurant (included in guest room rate)

9:00 – 11:00 a.m. Annual Business Meeting

The Enneagram and the Workplace

Matt Wilkie, Managing Partner, The Well Counseling Services LLC

Discover the power of the Enneagram to unlock deeper insights into your team's personalities and motivations. This session will explore the nine Enneagram types and how they manifest in the workplace. Learn how to leverage these insights to improve communication, resolve conflicts, and build stronger, more effective teams.

11:00 a.m. Adjourn

Contact Information

Ken Ivey
 Manager of Member Services
 Municipal Association of SC
 803.933.1205
 kivey@masc.sc

Christine Sumter
 Administrative Assistant
 Municipal Association of SC
 803.933.1208
 csumter@masc.sc

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 2025 to receive the member rate.

SCUBA Member \$250
Members receive a discounted rate. Registration includes training session, exhibitor reception, breaks, and lunch.

Nonmember \$325
Registration includes training session, exhibitor reception, breaks, and lunch.

Guest Luncheon and Reception \$100
Includes lunch and exhibitor reception. City staff and staff cannot register as a guest and must register for the full meeting registration.

Bowling/Dinner \$30
Attendees or guests can register to attend this fun event. Fee includes dinner, shoe and lane rental.

Payment Method

Check/Cash/Money Order **Total \$**
 Credit Card Payment Register online at www.masc.sc with Visa or MasterCard.