

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

SC Utility Billing Association
Annual Meeting
March 2 – 4, 2026
Beach House Resort
1 South Forest Beach Drive
Hilton Head Island, SC 29928

SCUBA

Registration Information

You must join or renew your SC Utility Billing Association membership for 2026 to receive the member rate for the meeting.

The registration deadline is **February 23, 2026**.

Member and nonmember registration fees include all sessions, exhibitor reception, networking reception and lunch.

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

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

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

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

Cancellations must be received in writing by 5 p.m. on Monday, February 23, 2026. 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 Reservation

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

You can also contact Sarah Farkas at the Beach House Resort to make reservations at 843.785.5126 or by email at sfarkas@beachhousehhi.com.

Guest room: \$179 plus tax and fees

SCUBA rate reservation deadline: January 30

Check-in: 4 p.m.

Checkout: 11 a.m.

The rate that will show online when reserving your hotel room through the online portal will include the taxes and fees.

About the Hotel

Beach House Resort
One South Forest Beach Drive
Hilton Head Island, SC 29928
855.474.2882



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 2

1:00 – 6:00 p.m.	Registration
2:00 – 4:00 p.m.	Customer Service Workshop: The Personal Delivery of Customer Service

*Bryan McDaniel, Public Works Administrator,
City of Rock Hill*

*Callie Smith, Learning and Development Specialist,
City of Rock Hill*

A city’s employees are its most important customer service representatives, and supervisors play a big role in fostering good customer service. This session will teach participants the little things they can do to personalize their delivery of 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 3

7:00 – 8:30 a.m.	Breakfast in hotel restaurant (Included in guest room rate)
8:30 – 9:30 a.m.	Coffee With Exhibitors
Eat breakfast in the restaurant then join our exhibitors for coffee, networking and door prizes.	

8:30 – 3:30 p.m.	Registration
9:30 – 10:30 a.m.	SCUBA Vendor Presentations
Hear about latest technology, software or systems that are important to utility billing.	

10:30 – 10:45 a.m.	Break
10:45 – 11:45 a.m.	Put Local Revenue Services to Work for You

*Anita Lancaster, Revenue Analyst,
Municipal Association of SC*

Uncollected revenue introduces uncertainty, causes financial stress, and creates an unfair burden on those who honor their obligations.

The Municipal Association offers a powerful solution: free participation in the Setoff Debt Program. Join this session for an essential overview of the program and discover how it allows cities and other entities to efficiently recover outstanding debts.

11:45 a.m. – 12:45 p.m.	Networking Lunch
12:45 – 1:45 p.m.	Refresh and Reclaim

This is an interactive session that explores the connection between personal values, healthy boundaries, and self-care for mental health. Participants will identify and address barriers to setting boundaries, learn communication strategies, and develop personalized self-care plans to improve their well-being.

1:45 – 2:00 p.m.	Break
2:00 – 2:30 p.m.	De-stress at Work
2:30 – 4:00 p.m.	Round Table Discussions

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

4:00 – 5:30 p.m.	Networking Reception
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Wednesday, March 4

7:00 – 9:00 a.m.	Breakfast in the hotel restaurant (Included in guest room rate)
9:00 – 11:00 a.m.	Five Generations at Work, Annual Business Meeting and Door Prizes

Learn how to become aware of the impact teams, and understand the effect that generational differences can have on employee engagement at work and workforce retention.

11:00 a.m.	Adjourn
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Contact Information

Ken Ivey
Director of Member Services
Municipal Association of SC
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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 2026 to receive the member rate.

☐ SCUBA Member

\$280

Members receive a discounted rate. Registration includes training sessions, exhibitor reception, networking reception, breaks and lunch.

☐ Nonmember

\$325

☐ Guest Luncheon and Reception

\$100

Includes lunch networking reception and exhibitor reception. City staff cannot register as a guest and must register for the full meeting registration.

Payment Method

☐ Check/Cash/Money Order

Total \$

☐ Credit Card Payment

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