

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

**SC Utility
Billing
Association**

**Customer Service
Training and
Networking Lunch**

**Wednesday
October 7, 2026**

Hilton Garden Inn Columbia Airport
110 McSwain Drive
West Columbia, SC 29169

SCUBA

About SCUBA

The South Carolina Utility Billing Association explores billing, collection and customer service issues related to municipal utility systems.

SCUBA provides customer service training and networking opportunities during the fall meeting in Columbia. The Association's multiday Annual Meeting is held in the spring and provides networking opportunities and training related to customer service, software, billing and more.

SCUBA's membership consists of customer service representatives, billing clerks, finance directors, accounting managers, meter technicians and others related to utility billing in a municipality.

Contact Information

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SCUBA Board

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Brandon Brown
Director of Business Services
City of Hartsville

Vice President

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Utility Billing Clerk
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City of Tega Cay

Robert Haynes
Billing Clerk
City of Cayce

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Customer Service Director
Town of Fort Mill

Past President

Keith Wood
Operations Director
Laurens Commission of Public Works

Wednesday, October 7

9:30 – 10:00 a.m. Registration

10:00 a.m. – noon Customer Service Workshop

Jeanne D’Orleans, Founder, Aligned Learning

Join SCUBA-favorite Jeanne D’Orleans for an in-depth customer service training with a special focus on phone and online skills.

Noon – 1:00 p.m. Networking Lunch

1:00 – 2:00 p.m. Smart Municipal Utilities: Leveraging AI Responsibly and Effectively

Kevin Benson, Senior Business Development Executive, VC3

Artificial intelligence is quickly becoming part of everyday municipal operations. This session will highlight practical ways AI can help support daily work, improve efficiency, and strengthen customer service. It will also cover key risks of using AI in a municipal setting, including protecting customer data, avoiding sensitive or regulated information, and ensuring transparency and accountability.

Designed for municipal utility and utility billing staff, this presentation will offer a practical foundation for using AI responsibly, securely, and effectively to support public services.

2:00 – 2:15 p.m. Break

2:30 – 3:15 p.m. Roundtable Discussions

Submit your questions to swhitaker@masc.sc by September 30. Question cards will also be available at the meeting to submit your questions on site.



Municipal Association
of South Carolina

1411 Gervais St
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.

Registration Information

Online registration is available for the fall meeting. Save time and postage by logging on to www.masc.sc to register. Online registrations must be paid by Visa or MasterCard. Registration fees of \$110 for members and \$140 for nonmembers include meeting registration, all educational materials and the luncheon. **The registration deadline is Wednesday, September 30, at 5 p.m.**

Register online at www.masc.sc or mail completed registration form and check made payable to the Municipal Association of SC to:

Municipal Association of SC
PO Box 12220
Columbia, SC 29211
ATTN: SCUBA

Cancellations must be received by 5 p.m. on September 30. Refunds will not be given after this date.

For special needs requests, contact Christine Sumter at 803.933.1208 or csumter@masc.sc by September 30, and we will accommodate if possible.

Upcoming Meeting

2027 Annual Meeting
March 8 – 10, 2027
Hilton Myrtle Beach
10000 Beach Club Drive,
Myrtle Beach, SC 29572

Registration Form

SC Utility Billing Association
Customer Service Training
October 7, 2026

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.)
☐ Mr. ☐ Ms. ☐ Dr.

Title ☐ New

Local government/business name

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

For additional attendees, make a copy of this form.

Registration Fee

Please check one.

- ☐ Member \$110
- ☐ Nonmember \$140