



2026 Conference Agenda

September 20th-23rd | The Omni Charlotte | Charlotte, NC

Sunday, September 20

12:00pm - 3:00pm	Early Arrival Registration & Packet Pickup	Grand Ballroom Foyer
4:00pm - 6:00pm	Welcome Reception, Registration & Networking Fun!	Pool Deck

Monday, September 21

7:00am - 8:15am	Breakfast	Cypress
8:30am - 9:00am	Welcome and Opening Remarks Williams & Fudge, Inc.	Grand Ballroom
9:00am - 10:00am	Keynote Molly Grantham, Keynote Speaker 4x-Emmy Winner & 3x-Author	Grand Ballroom
10:00am - 10:30am	Break	Foyer
10:30am - 11:45am	Economic Realities In and Out of Higher Education Dr. Laura Ullrich, Indeed	Grand Ballroom
11:45am - 1:00pm	Lunch	Cypress

Breakout Sessions 1:00pm - 2:00pm

Stronger Together: The Art of Building Resilient and Efficient Teams Rosemary Irvine, California State University Northridge	Oak Room
Student Cannot Pay...Now What? Sarah Langley, Williams & Fudge, Inc.	Poplar
How to Get the Decision Makers to Say YES Anthea Jeffrey, Rutgers University	Willow

2:00pm - 2:25pm	Refreshment Break	Foyer
Breakout Sessions 2:30pm - 3:30pm	Reversing the Growing AR Trend: How to Increase Collections and Re-Enrollment Lori Hartung, ECSI	Oak Room
	Campus Exchange Lab: Ideas You Can Take Back Tomorrow Interactive Session Facilitated by the Williams & Fudge Team	Poplar
	From Contact to Commitment: Building Sustainable Recovery Outcomes Jessie Sanchez, Williams & Fudge, Inc.	Willow
Buses Leave The Omni 4:15pm, 4:30pm, 4:45pm	W&F Tour, Dinner & Entertainment at Cotton Factory HQ Bus Departures back to The Omni: 7:15pm, 7:45pm, 8:15pm	Lobby

Tuesday, September 22

7:00am - 8:15am	Breakfast	Cypress
8:30am - 8:40am	Morning Announcements Williams & Fudge, Inc.	Grand Ballroom
8:40am - 10:00am	Updates & Trends in the Collection of Student Debt Chad Echols, Frost Echols LLC	Grand Ballroom
10:00am - 10:30am	Break	Foyer
10:30am - 11:45am	Technology and AI: Doing More with Less Jon Balon, Williams & Fudge, Inc.	Grand Ballroom
11:45am - 1:00pm	Lunch	Cypress
Breakout Sessions 1:00pm - 2:00pm	The Full Spectrum: Managing the Student Account Collections Lifecycle Daniel Pelayo, University of Illinois	Oak Room
	Data That Drives Results: Using Analytics to Improve Recovery Ali Atkinson and Grant Beasley, Williams & Fudge, Inc.	Poplar
	The Power of Problem Solving: The Winning Edge Zenon Butts, Williams & Fudge, Inc.	Willow

2:00pm - 2:30pm	Refreshment Break	Foyer
Breakout Sessions 2:30pm - 3:30pm	Work Smarter Not Harder Anthea Jeffrey, Rutgers University	Oak Room
	Winning from the Inside Out Tressa Watson, Williams & Fudge, Inc.	Poplar
	It's Everyone's Job: Rethinking the Responsibility in Collections Rosemary Irvine, California State University Northridge	Willow
3:45pm - 4:45pm	Open Forum: Ask Us Anything Chad Echols, Frost Echols LLC Lori Hartung, ECSI Paul Irby, Williams & Fudge, Inc.	Grand Ballroom

Wednesday, September 23

7:00am - 8:15am	Breakfast	Cypress
8:30am - 8:40am	Morning Announcements Williams & Fudge, Inc.	Grand Ballroom
8:40am - 9:40am	COHEAO Update: What Federal Loan Changes Could Mean for Enrollment, AR, Compliance and Student Success Lori Hartung, ECSI	Grand Ballroom
9:40am - 10:00am	Break	Foyer
10:00am - 11:15am	Bankruptcy and the Statute of Limitations Chad Echols, Frost Echols LLC	Grand Ballroom
11:15am - 11:30am	Wrap-Up and Conference Evaluation	Grand Ballroom

