

The CinSUG News

Cincinnati Area
SAS® Users Group

Cincinnati SAS® Users
Group, Inc.

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Kelvin Taylor and Greg Nelson Highlight November 19 One-Day User Group Meeting in Downtown Cincinnati

Plan now to take advantage of an unparalleled opportunity to advance your knowledge of SAS tools by attending the upcoming one-day conference sponsored by the Cincinnati Area SAS Users Group (CinSUG).

This unique event on Friday, November 19, 2004 at the Montgomery Inn Banquet Center in downtown Cincinnati, features an array of presentations given by SAS Institute and other leading experts from throughout the United States.

"We're excited about the

range and quality of presentations at our upcoming meeting," said conference co-chair Kenneth Swann. "We have a wide range of presenters, including Kelvin Taylor and Greg Nelson, the SUGI 30 Chair," said conference co-chair George Hurley.

This conference has something for everyone from beginning to advanced SAS Software users, and across industry and functional requirements, our event has presentations relevant to all SAS users.

The morning Keynote Address will be given by

Kelvin Taylor, President of Frequency Marketing, Inc..

The meeting ends with Greg Nelson's update on SUGI 30. Mr. Nelson is also giving a morning talk titled, "Real Time Decision Support: Creating A Flexible Architecture For Real Time Analytics"

Details of these addresses are on page two.

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November 19

Meeting At a Glance

Who: All SAS Software users!

What: Day-long SAS user group meeting hosted by CinSUG.

Where: The Montgomery Inn Banquet Center 601 E. Pete Rose Way Cincinnati, OH

When: Friday, November 19, 2004 from 8:00 am to 5:30 pm. Registration details on page six.

Why: Gain new skills, learn about new features of the SAS System and meet fellow SAS Software professionals.

How: Registrar on-line at www.cinsug.org. Payment can be made by check, money order or credit card.



On-Line Conference
Details and Registration at
www.CINSUG.org

In-Depth Presentations on SAS Software Capabilities for Health Care, Statistical Modeling, ODS, Data Management Scheduled for Presentation at November 19 CinSUG One-Day Meeting

CinSUG's One-Day Conference on November 19, 2004 features a series of detailed presentations on a broad array of SAS Software capabilities.

Many of these talks will be given by well-known SAS experts who are often Invited Speakers at the annual SUGI and regional SAS

user group meetings. These planned presentations offer attendees a wide range of opportunities to enhance their SAS Software skill set and range from beginning tutorials on SAS Character functions to discussions of High Dimensional Data Mining Techniques. Several presentations will be of particular interest to SAS

users in the healthcare and clinical trials arenas, while others will appeal to users of SAS/STAT Software procedures.

A list of all scheduled presentations is on page four.

CinSUG November 19, 2004 Full-Day Meeting: Keynote Speaker Presentation Abstracts and Biographies

Morning Keynote Address: Retain Your Customers! Analytical Techniques To Predict (and Stop) Customer Churn

Kelvin Taylor

President

Frequency Marketing, Inc.

When trying to alter customer behavior, what works best? Discounts? Points? Both? Neither? Come learn how we used control groups and a variety of value propositions to answer these questions for a leading retail client. We'll show you how we split up our customer groups, how we measured the results, and how we used the data to develop actionable marketing strategies.

Kelvin Taylor is president of Frequency Marketing, Inc. Kelvin brings his extensive marketing experience and industry knowledge to each of FMI's Fortune 500 clients in the retail, restaurant, credit card, utility, and telecommu-

nications industries. His goal is to ensure that a disciplined strategic planning process is infused with a high degree of creativity to provide a range of short- and long-term solutions to customer loyalty challenges and opportunities.

Prior to being named President, Taylor was FMI's Vice President of Customer Development, where he led a team specializing in the systematic process of increasing customer lifetime value through marketing database design, lifestyle/behavioral segmentation, and statistical modeling.

As a leading authority on loyalty marketing, Kelvin is a frequently-requested speaker and has participated in marketing and trade conferences sponsored by The Direct Marketing Association, the National Center for Database Marketing, the Institute for International Research and many others. Prior to joining FMI in 1998, Kelvin held management positions at Fingerhut Corporation and Experian (CCN). He holds a B.A. in Economics Morehouse College, and completed further Economics studies at the University of Maryland, College

Morning Highlight Presentation:

*Real Time Decision Support:
Creating A Flexible Architecture
For Real Time Analytics*

Greg Nelson

*President and CEO
ThotWave Technologies,
LLC.*

SUGI 30 Chair

A vital pillar of leadership is the ability to gather, assess and understand the right data to effectively drive change. Sharing this data with the right people in the right time is equally important.

Enterprise systems and strategic initiatives have become increasingly commonplace for the support of organizational activities. In the quest for more "intelligent" and informed decisions, data warehousing and business intelligence applications are developed, collecting and delivering data to those authorized to receive. The result of much of this effort is a complete infrastructure designed to move data through the enterprise. Technically, this is owed to

drip feeds, wipe and load, "slowing changing" dimension management, swim-lanes, parallelization and data optimization – all geek-speak that obscures the fact that data is still 12 hours old.

Data management is one of the cornerstones of SAS as a language and critical to data discovery and advanced analytics. SAS programs that access, manage, analyze and report data are often taken from vast libraries of tools that are used and reused for consistency; their reuse in similar projects is another benefit. Over time, the number of potential uses of any one program or macro is challenged by the amount of time it takes to test, retest and validate

these programs. As these programs become part of the production ecosystem in a SAS programming environment, their testability, robustness and manageability as "built-in" to the software development process become increasingly important. This paper focuses on the things we can do today to move the right data to the right people, enabling quality, near real-time decisions. Also, we will address when you should drive for real-time decision support and when it might not be appropriate. Finally, we will discuss a framework that supports low cost, incremental improvements in information architecture, while optimizing business processes to ensure information transparency across the enterprise.

Thanks!

CinSUG would like to thank Lauren Schafer and Michael Smith of SAS Institute's User Group Support team at SAS Worldwide Headquarters in Cary, NC. We particularly appreciate their ongoing willingness to go "above and beyond" in providing CinSUG with a range of logistical and other services in support of this meeting. The Conference Co-Chairs would like to especially thank Vernon Walatka for all the effort he put into making the registration system a reality.

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Directions to...
Cincinnati SAS Users Group
One-Day Conferece **November 19, 2004**
Montgomery Inn Banquet Center
601 East Pete Rose Way Cincinnati, Ohio 45202 513-784-9555

Directions**I-71 South**

Exit Gilbert Avenue. Turn right on Court Street. Turn left on Reedy. Turn left on Eggleston Avenue. Turn right onto Pete Rose Way. The Montgomery Inn Banquet Center is the first building on the left.

I-75/I-71 North

At end of bridge, take Second Street exit. Follow signs to Pete Rose Way. Turn left on Pete Rose Way. The Montgomery Inn Banquet Center is down on your right.

I-75 South

Take the Second Street exit. Follow signs to Pete Rose Way. Turn left on Pete Rose Way. The Montgomery Inn Banquet Center is down on your right.

471 North

After crossing over the river, take the Columbia Parkway exit. Turn right on Bains. Turn right on Eastern Avenue. Eastern Avenue becomes Pete Rose Way. Continue past the Montgomery Inn Boathouse and Bicentennial Commons. Cross Eggleston Avenue, and The Montgomery Inn Banquet Center is the first building on the left.

From Downtown

Take Fifth Street east, and turn right on Broadway. Turn left on Pete Rose Way. The Montgomery Inn Banquet Center is ¼ mile on your right. OR, take Walnut St. south to Second Street and turn left. Turn left on Pete Rose Way. The Montgomery Inn Banquet Center is ½ mile on your right

Papers Selected for Presentation
November 19, 2004
Cincinnati Area SAS User Group Meeting
8:00 am to 5:30 pm
(registration and continental breakfast at 7:00 am)
Montgomery Inn Banquet Center
601 East Pete Rose Way, Cincinnati, Ohio

CinSUG has selected the following papers for presentation at the November 19 full-day meeting in addition to the Morning Addresses described on page two of this newsletter. (Note: subject to change.)

David Duling, software development manager for SAS/Enterprise Miner, SAS Institute

- **Computational Performance in Data Mining**
- **High Dimensional Data Mining Techniques**

Ron Cody, author, "Applied Statistics and the SAS® Programming Language"

- **An Introduction to SAS Character Functions**
- **Longitudinal Data Techniques: Looking Across Observations**

Greg Nelson, President, ThatWave Technologies, LLC.

- **SASUnit Automated Testing for SAS**
- **SUGI 30 Update**

Candace Gunnarson, Owner, S2 Statistical Solutions, Inc.

- **Decision Tree Analytics for Predicting Customer Behavior: A Case Study**

Richann Watson, Senior Programmer, Kendle International, Inc.

- **Generating Least Square Means, Standard Error, Observed Mean, Standard Deviation and Confidence Intervals for Treatment Differences using Proc Mixed**

George Hurley, Statistician, The Procter and Gamble Company

- **Meta Analyses of Crossover Clinical Trials**

Brian Mitchell, Manager of Biostatistics and SAS Programming, Ethicon Endo-Surgery

- **Extreme Programming in a SAS Environment**

About the Cincinnati Area SAS® Users Group

The Cincinnati Area SAS Users Group (CinSUG) is a SAS Institute, Inc.-recognized local users group providing a forum for people in the area who want to learn more about SAS products and services. We are an Ohio not-for-profit corporation governed by an all-volunteer leadership team (see below).

CinSUG membership, and participation in our meetings, is open to all. Annual

dues are \$35 and entitle you to free attendance at our regular meetings, discounts at our one-day conference and training seminars sponsored by our users group.

Information about upcoming CinSUG meetings and other events of interest to area SAS users is available on our web site, www.CinSUG.org

We are actively looking for

people who want to become involved with CinSUG.

Please let any of our Executive Committee members know if you're interested in serving as a speaker, arranging for your employer to serve as a host site for an upcoming meeting, or other ways in which you'd like to contribute to CinSUG's success in serving the needs of SAS professionals in the area.



Becoming an active CinSUG member is a great way to advance your career as a SAS professional and to contribute to the SAS user community in the Greater Cincinnati area...we look forward to your involvement!

The CinSUG Executive Committee

CinSUG Executive Committee

<u>Position</u>	<u>Name</u>	<u>Affiliation</u>	<u>E-mail</u>
<i>Chairperson</i>	George J. Hurley	The Procter and Gamble Co.	Hurley.gi@pg.com
<i>Secretary</i>	Vernon Walatka		vwalatka@one.net
<i>Treasurer</i>	Jeff Ahrnsen	Market Intelligence Group	jeff@migsite.com
<i>SAS Liaison</i>	Kenneith Swann	Disabled American Veterans	Kswann@davmail.org
<i>Former Chair</i>	Michael Bramley	Kendle International, Inc.	Mbramley@cinci.rr.com

Flying to Cincinnati?

Cincinnati/Northern Kentucky Airport (CVG) serves the metropolitan area with scheduled service by many airlines, including Delta, United, Northwest and American. Airport shuttle service is available throughout the day to/from downtown Cincinnati and other locations. Please see the airport website at www.CVGAirport.com for details.

Explore Cincinnati!

Please visit the Greater Cincinnati Convention and Visitors Bureau web site at www.CincyUSA.com for detailed information about area attractions.

SAS TRAINING

CinSUG has arranged for SAS Training to be provided by SAS Institute at their Blue Ash location. This training will be given by Lynn MacKay on November 18th. Two Half Day Courses, Introduction to SAS and SQL Processing with the SAS System will be given.

Location and Course Details for Thursday, November 18, 2004

SAS Institute Cincinnati Training Office, Westlake Center
4555 Lake Forest Drive; Suite 150
Cincinnati (Blue Ash), OH 45242
Phone 513-563-9444

Early Session: 9:00 AM – 12:30 PM

Introduction to SAS®

- Getting Started with the SAS® System
 - Introduction to SAS® Programming
 - Running SAS® Programs
 - Mastering Fundamental Concepts
 - Diagnosing and Correcting Syntax Errors
- Getting Familiar with SAS® Data Sets
 - SAS® Data Libraries

Late Session: 1:30 PM – 5:00 PM

SQL Processing with the SAS® System

- Basic Queries
 - Overview of the SQL Procedure
 - Specifying Columns
 - Specifying Rows
 - Presenting Data
 - Summarizing Data
- Combining Tables
 - Overview
 - Joins
 - Complex Joins