









Track	General / Keynote Sessions	Analytics	Beyond the Basics	Tips and Techniques	Track	
Room	Sandalwood Ballroom	Sandalwood A	Sandalwood B	Sandalwood C	Room	
7:00 AM	Breakfast & Registration (in Foyer)				7:00 AM	
7:30 AM	Breakfast & Registration (in Foyer)				7:30 AM	
8:00 AM	Welcome & Introductions	SPONSORED BY			8:00 AM	
8:10 AM	<i>Trends Changing the Data Science Profession</i> Richard Lower	     			8:10 AM	
8:30 AM	<i>Integrating SAS® and Microsoft Excel: Exploring the Many Options Available to You</i> Vince DelGobbo				8:30 AM	
9:00 AM					9:00 AM	
9:30 AM					9:30 AM	
10:00 AM	<i>Insights from a SAS Technical Support Guy: A Deep Dive into the SAS® ODS Excel Destination</i> Chevell Parker				10:00 AM	
10:30 AM				10:30 AM		
11:00 AM	<i>5 Things That You Probably Didn't Know About Machine Learning; My boss squirted coffee through his nose when he heard #4!</i> Chuck Kincaid			11:00 AM		
11:30 AM				11:30 AM		
12:00 PM	Lunch				12:00 PM	
12:30 PM	Lunch				12:30 PM	
1:00 PM	 SUPPORTING PARTNER 	<i>SCORE! Techniques for Scoring Predictive Regression Models Using SAS/STAT® Software</i> Phil Gibbs	<i>Power Up Your Reporting using the SAS® Output Delivery System</i> Chevell Parker	<i>Tips and Best Practices using SAS® Analytics</i> Paul Segal	1:00 PM	
1:30 PM		<i>Selection Bias: How Can Propensity Score Utilization Help Control For It?</i> Deanna Schreiber-Gregory	<i>Macro that Can Get Geo Coding Information from the Google Maps API</i> Ting Sa	<i>Output Delivery System (ODS) Tips and Techniques</i> Kirk Paul Lafler	1:30 PM	
2:00 PM			<i>Simulating Data for Your Presentations</i> Justin Bates		2:00 PM	
2:15 PM			<i>Now You See Me, Now You Don't?: Care in Importing Excel Files - A Case Study of Count of Missing Observations</i> Faustino (Sunny) Daria, Jr.		2:15 PM	
2:30 PM			<i>Getting Started With Mixed Models</i> Phil Gibbs	<i>You Want ME to Use SAS® Enterprise Guide®</i> Vince DelGobbo	<i>Dating for SAS Programmers</i> Josh Horstman	2:30 PM
3:00 PM						3:00 PM
3:30 PM						3:30 PM
4:00 PM			<i>Guidelines for Selecting the Covariance Structure in Mixed Model Analysis</i> Chuck Kincaid	<i>Purrfectly Fabulous Feline Functions</i> Louise Hadden	<i>An Introduction to SAS® Hash Programming Techniques</i> Kirk Paul Lafler	4:00 PM
4:30 PM				<i>Order, Order! Four Ways To Reorder Your Variables, Ranked by Elegance and Efficiency</i> Louise Hadden		4:30 PM
5:00 PM			Closing Remarks and Door Prizes			5:00 PM
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