



PhilaSUG newsletter



Winter 2010 Meeting Announcement

PHILASUG WINTER 2010 MEETING Wednesday, March 17th

The Philadelphia Area SAS Users Group Winter Meeting will be on Wednesday, March 17, 2010 at 1:00 PM, and will be hosted by PNC Bank at their Regional Headquarters at the PNC Bank Center at 1600 Market St. A map and directions are available later in the newsletter.

Registration will begin at 12:15 PM and the meeting will commence at 1 PM. Dues for the year are \$30. There are no other fees for attending PhilaSUG meetings. We will accept cash, but a check is preferred. If you are a student and present a current matriculation card, or you're an employee of our host, fees for this meeting will be waived. A tip – **to breeze through registration** – bring in the completed registration form found in the back of this newsletter to the meeting, otherwise registration can still be simplified if you attach a business card to a check or \$30 cash, as there is less writing and it will be more legible. Please do not mail in your registration fee beforehand. Receipts will be available at registration time.

An **RSVP** is required. Please see the RSVP paragraph on page three of this newsletter.



To check for cancellations, check www.Cancellations.com after 10 AM on the day of the meeting for any last minute cancellation notices. On the left hand side of the page where it asks you to Enter an organization and state, for Partial name: just enter **PhilaSUG** and click on the **GO** button. If the next screen says: "Posting: No decision has been made yet to cancel the PhilaSUG March 17, 2010 Meeting" we're still on!

Agenda

PhilaSUG Winter Meeting
PNC Regional Headquarters
1600 Market St.
Philadelphia, PA 19103

This schedule is tentative and subject to change.
(you're on your own, lunch will not be provided)

12:15-1:00	Registration, Posters setup, <i>no</i> lunch
1:00-1:10	Opening Remarks
1:10-2:00	EXploiting the EXcellent EXcel XP Tagset: SAS to Excel in a Snap!, Andrew Karp
2:00-2:30	The Analytics X Competition - Predicting Homicides in Philadelphia using SAS/ETS, John Toczek
2:30-3:00	Break, Posters, and light refreshments
3:00-3:10	Open Forum
3:10-3:20	Two Practical Approaches to Add Special Characters to Axis Labels, Amos Shu
3:20-4:10	An Introduction to Experimental Design Using SAS®, Jonas Bilenas

Posters will be on display throughout the meeting. Authors will be present alongside their posters during the break for questions and discussions.

Abstracts and bios are found later in the newsletter.

The presenters and the PhilaSUG Executive Committee will adjourn for dinner at a nearby restaurant when the meeting concludes. You are invited to join us. The location will be announced at the meeting.

Directions to Meeting Site - PNC Regional Bank Center



Directions

From the Philadelphia International Airport

When leaving the Philadelphia International Airport head north.

Follow signs to I-76/ I-95 N/ Philadelphia/ New Jersey

Take the right fork, following signs for I-76 W/ Valley Forge.

Merge onto Penrose Avenue.

Continue on George C Platt Memorial Bridge.

Continue on Penrose Avenue.

Turn left at S 26th Street.

There is a slight right at I-76 W. You will now be on the Schuylkill Expressway for about 2.4 miles.

Exit the Expressway via the Market Street exit 345 to 30th St Station.

Turn right at Market Street.

Head east on Market St. to 17th Street.

The meeting will be further East at 1600 Market Street. Look for the PNC Bank in the building's lobby.

The meeting room is located on the 3rd floor of the PNC Bank building. When you enter the lobby Security will assist you to the 3rd Floor. When you get off the elevators at the third floor, there will be a security guard there to further direct you.

There is a parking garage at the Westin Hotel 100ft to the left on 17th Street. Liberty Place/Parkway Corporation runs two other parking lots, there are two entrances: 17th street (One Way South) on the left hand side between Market and Chestnut OR 16th Street (One Way North) on the left hand side between Chestnut and Market. Parking in Center City is not cheap, we've seen prices ranging from \$22.00 - \$33.00 for 5 - 12hrs...or up to 12 hours...each place is a little different, YMMV.

Please Note: It is strongly recommended you take **public transportation**. From the suburbs or the airport use the Regional Rail which will take you directly into center city. You will get off at Penn Center/ Suburban Station. After exiting the train, follow signs to 16th Street and you will come out of the station directly across from the building. Look for the PNC Bank in the lobby. PNC Bank Regional Headquarters is located at Suburban Station where all regional rail lines, elevated trains, subways and several buses meet.

RSVP



Please **RSVP** no later than **noon on March 10th.**

RSVPs in advance help to expedite security and food count, so if you will be attending, please complete the online PhilaSUG Meeting sign-up form found on our web site.

PhilaSUG Web Site

Our site on the World Wide Web always contains the latest information concerning upcoming meetings, SAS training and seminars, links to SAS related hot topics, and local SAS job opportunities.



The PhilaSUG Executive Committee wishes to thank **PNC Bank** management and specifically Paula Martino, Programmer Analyst at PNC Bank for making the meeting possible. In addition, we wish to thank Karin LaPann and Timothy Kelly of the PhilaSUG Executive Committee for their efforts to coordinate this meeting.

Host Sites Wanted

We continuously seek host sites for future PhilaSUG meetings. There is not a lot of work involved, and it is a great way to put your company on the local SAS map. We need your help with this. If your company would like to host a meeting, within reasonable geographic proximity to Philadelphia, PhilaSUG would be grateful if you would contact Barry Cohen at President @ PhilaSUG.org.

E-mail Announcements

PhilaSUG-L is a low volume, announcement-only e-mail notification service provided free of charge to all members who wish to subscribe. In order to sign up for this service, you need only send a blank e-mail message to: PhilaSUG-L-subscribe@onelist.com. Note that you can subscribe as many times with as many different e-mail addresses as you wish to have the e-mail sent to; e.g., home and office.



PNC, our host for the PhilaSUG Winter Meeting, is a highly diversified and growing financial services organization spanning the retail, business and corporate markets.

PNC is the fifth largest U.S. bank by deposits and has constructed more new, LEED-certified green buildings than any company in the world.

With more than \$290 billion in assets, PNC is one of the largest financial services companies in the country.

We provide everything from personal banking services to wealth management, business banking and corporate & institutional services for organizations all over the world. But, most important, we want our clients to think of us as a true partner -- one that can help not only to make banking easier and more convenient, but also to make it easier to achieve even the most challenging financial goals.

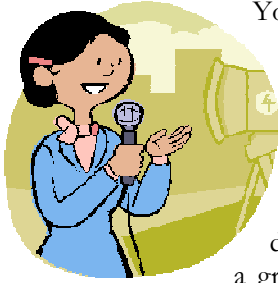
From Pittsburgh to Paris, our advisors bring financial savvy, local knowledge and truly personal service to all of our banking relationships. And with a long tradition of local support -- from education and the arts to economic development -- we're committed to the success of the communities we serve.

This has been our promise for more than 150 years. And today, whether you're an individual or an institutional client, we can help you bank smart and bank easy. PNC - Leading The Way.

PhilaSUG Executive Committee

Barry Cohen, President	
John Cohen, Membership	
Diane Foose, Treasurer	
Robert Schechter, Web Master	
Ellen Asam	Jonas V. Bilenas
Max Cherny	Michael Davis
John Dennis	Lee Dodoo
Timothy Kelly	Jessica Lam
Karin LaPann	Robert Nicol
Randy Noga	Terek Peterson
Donna Usavage	

Presenters Wanted



You are invited to be a presenter. The PhilaSUG Executive Committee requests presentation abstracts from individuals who wish to participate actively in our meetings by presenting various SAS topics in the form of delivered papers or posters. This is a great way to share your knowledge with others, to brush up your presentation prior to delivery at NESUG or SUGI or some other major conference, and to gain confidence as a speaker. Short technical SAS related articles are also desired for inclusion in the Newsletter. If this is of interest to you, please use the online abstract submission form found on our web site. Presentations can be from a few minutes to 50 minutes. If you wish to participate, the deadline for the Spring meeting is **April 5th**. Your abstract must be submitted online at our web site.

Paper Abstracts

EXploiting the EXcellent EXcel XP Tagset: SAS to Excel in a Snap!

Andrew Karp, Sierra Information Services



This paper describes how to use the ExcelXP tagset to quickly and easily move SAS-generated output in to files that can be opened in Excel.

Starting with the basics, you will learn how to create multi-sheet Excel-readable files, control the appearance of the worksheet "tabs," control the appearance of specific rows, columns and cells in the output file, and to include useful "extras" such as frozen

column headers and autofilters in the Excel-readable files created by the tagset.

Attending this presentation will expose you to an often overlooked source of SAS tools that dramatically simplify the process of taking your SAS-generated results and presenting them in an Excel-readable file.

Andrew Karp is a well-known independent SAS Software consultant and trainer. He grew up in central NJ and first started using SAS 27 years ago as a graduate student at The George Washington University in Washington DC. For the past 15 years he has had his own consulting firm, Sierra Information Services, now located in the California wine country. He has been an invited speaker at 15 consecutive SAS Global Forum events and at other events for SAS users in a total of 11 countries.



The Analytics X Competition - Predicting Homicides in Philadelphia using SAS/ETS

John Toczek, ARAMARK Corporation

In 2008, there were 333 homicides committed in the city of Philadelphia. The social costs of these homicides on the city are immeasurable, significantly impacting our neighborhoods and families. The ability to predict where these homicides will occur is extremely valuable to police and neighborhoods in order to efficiently deploy limited city resources. In addition, the ability to predict where future homicides may occur offers opportunities to prevent them before they happen.

Using historical crime data and the SAS/ETS module, it is possible to accurately predict the number of homicides that will occur in each of the 47 major zip codes in Philadelphia. The basics of PROC ARIMA will be discussed as well its BY, ESTIMATE, and FORECAST options. Simple forecasting examples will be shown and the details of PROC ARIMA syntax will be covered.

The Analytics X Competition, an ongoing public competition to apply analytics, modeling, and statistics to solve social problems affecting our cities, showcases this time-series homicide analysis as one of many possible solution strategies. It combines the fields of Decision Science and Social Science to further understand root causes of dysfunction in our neighborhoods.

John Toczek is the Secretary of the Philadelphia chapter of INFORMS and the creator of Analytics X Competition. He is currently employed as the Sr. Decision Support Analyst for ARAMARK Corporation in center city Philadelphia. He earned his BS in Chemical Engineering at Drexel University (1996) and his Master of Science in Operations Research from VCU (2005). He can be reached at john@analyticsx.com.



Two Practical Approaches to Add Special Characters to Axis Labels

Amos Shu, INC Research

There are several methods (such as the BYTE function, Hexadecimal code, and Greek character symbols with/without the ODS ESCAPECHAR= statement) available to produce special characters (such as superscripts three, Greek letters, and symbols) in SAS. However, none of them can be used directly in the AXIS statement to add special characters in axis labels in SAS 8.2. This paper discusses how to increase the flexibility of your program by using 1) TITLE/FOOTNOTE statements to add special characters in the vertical axis label and 2) the ANNOTATE FACILITY to add special characters in the horizontal axis label.

Amos Shu has been working in the US Pharmaceutical Industry for seven years. He is an experienced SAS user with both Advanced and Base SAS Certificates. His SAS experience ranges from clinical trial to commercial analytics. He holds Masters Degrees in Business Administration and Medicinal Chemistry.



An Introduction to Experimental Design Using SAS®

Jonas Bilenas, JP Morgan Chase Bank



We will look at how to design experiments using SAS/QC. Examples will come from experiments testing consumer preference for direct mail credit card offers. Discussion will focus on designs of experiments using PROC OPTEX which will find an optimized design given factors of

interest and design constraints. We will also discuss sample size determination using PROC POWER and generating response surface models using PROC LOGISTIC or GENMOD and PROC G3D. We will discuss what to do with design results, focusing on simulation and optimization.

Jonas Bilenas is VP of Decision Science at JP Morgan Chase Bank in the area of Consumer Acquisitions and Targeting. Jonas has been using SAS since 1986 in areas of credit modeling, reporting, experimental design, simulation and optimization.

He is the author of the SAS Press Book, "The Power of PROC FORMAT", and is currently working on a new book with the tentative title of "SAS Applications in the Credit Industry."

Poster Abstract

An Effective Name & Address Match Merge Routine

Alan Estes, Precision Direct Analytics, LLC

Different methodologies exist to create Error bar related plots. Procedures exist to use the dataset by itself to create error bars either for standard deviation +/- mean (INTERPOLATION=STD1JT), standard errors +/- mean (INTERPOLATION= STD1TJM), min and max values but it becomes cumbersome to generate figures by just using the PROC Plot procedure as one has to go through numerous options available to find the right option. If the error bars are obtained as the standard errors of not one treatment (as related to the Pharmaceutical industry) but as the difference of two different treatments it is always advantageous to have a general procedure where the PROC MEANS/UNIVARIATE procedure can be used to calculate the statistics and a separate data step can be used to calculate the derived statistics such as the standard error for two different treatments. Then one generalized plot procedure can be used to create the error bar plot.

This poster discusses a methodology to plot the difference between the means with the standard error as an example.

Alan is a 20 year SAS user with experience in government, financial services, and his own consulting company, Precision Direct Analytics.



Upcoming Events

March 17

PhilaSUG Winter 2010 Meeting

PNC Bank
[1600 Market Street](#)
Philadelphia, PA 19103

Apr 11 - 14

SGF

[Washington State Convention and Trade Center](#)
Seattle, Washington
Hotel(s): [Sheraton](#), [Westin](#)

May 23 - 26

PharmaSUG 2010

[Renaissance Hotel](#)
at Sea World
Orlando, FL

June 8

PhilaSUG Spring 2010 Meeting

[ReSearch Pharmaceutical Services \(RPS\)](#)
[520 Virginia Dr](#)
Fort Washington, PA 19034

Nov 14 - 17

NESUG 2010

[Renaissance Harborplace Hotel](#)
[Baltimore](#), MD

SAS Software Training Opportunities in the Delaware Valley Area

Visit the SAS Institute's Wayne (Philadelphia) Regional Office site, to access the current schedule of public training seminars offered at their training center.

In addition, third-party vendors periodically offer SAS training in the Delaware Valley Area.



Sierra Information Services will present several full- and half-day intensive classroom-based SAS Software training sessions the week of March 15th, 2010 at the Temple University Conference Center, 1515

Market Street. Early registration discounts are available if you complete your enrollment before March 7. If you register *for one or more of their full-day seminars Sierra will pay your 2010 PhilaSUG due , just bring your seminar receipt to the PhilaSUG registration desk. Please remember to complete the required PhilaSUG online RSVP meeting signup form for each meeting you are planning to attend.*

- **March 15: Exchanging Data Between SAS and Microsoft Products (half-day, noon-4:15 pm)**
- **March 16: Unleashing the Power of PROC REPORT**
- **March 18: Success with the SAS Output Delivery System**
- **March 19: Getting the Most from ODS Statistical Graphics in SAS 9.2 Software**
 - *The full day sessions on 3/16, 18 and 19 start at 8:45 am and end at 4:15 pm*

Detailed seminar outlines are available at http://www.sierrainformation.com/seminars_outlines.php

Registration and Tuition

Please use their online registration system at www.regonline.com/phl2010 to enroll in these classes. Please call Sierra at 707 996 7380 if you have any questions about their online registration system.

Statistical Horizons

Paul D. Allison, Ph.D., is Professor of Sociology at the University of Pennsylvania and President of Statistical Horizons will be offering the following short courses at the Temple University Conference Center, 1515 Market Street. Additional information and registration details can be found at <http://www.statisticalhorizons.com>.

[April 23-24](#) - *Seminar on Modern Methods for Missing Data*

July 12-16 - *Analysis of Discrete Data*

July 19-23 - *Analysis of Longitudinal Event Data*

Philadelphia Area SAS User Group (**PhilaSUG**) Membership Form

To speed through registration complete this form (please print) and return it to the registration desk of any PhilaSUG meeting (do **NOT** mail it). Checks should be made payable to PhilaSUG. Our membership year runs from Jan. 1 to Dec. 31. **Dues for the year are \$30.**

This is a ___ new, ___ renewal or ___ update / correction.

Name: _____

Affiliation: _____

Address: _____

City: _____ STATE: _____ Zip: _____

Day Time Phone Number: () _____ - _____

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(Be sure to clearly distinguish a dash from an underscore)

For updates / corrections, please list your old / incorrect information below:



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