



# PhilaSUG newsletter



## Fall 2010 Meeting Announcement

### PhilaSUG Fall 2010 Meeting Monday, October 18<sup>th</sup>

The Philadelphia Area SAS Users Group Fall Meeting will be on Monday, October 18, 2010 at 1:00 PM, and will be hosted by the *Center for Business Analytics, at the Villanova School of Business, Villanova University*. A map and driving instructions 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 an employee/student 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 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.

RSVP



Please **RSVP** no later than **Thursday, October 14th**.

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. **Special parking instructions and parking**

**pass will be provided when you submit the form.** You must print the parking pass out at this time.

### Agenda

**PhilaSUG Fall Meeting**  
**Villanova University**  
**800 E. Lancaster Avenue**  
**Connelly Center Building**  
**Villanova, PA 19085**

The schedule is tentative and subject to change  
Lunch & break refreshments are provided courtesy of Villanova University

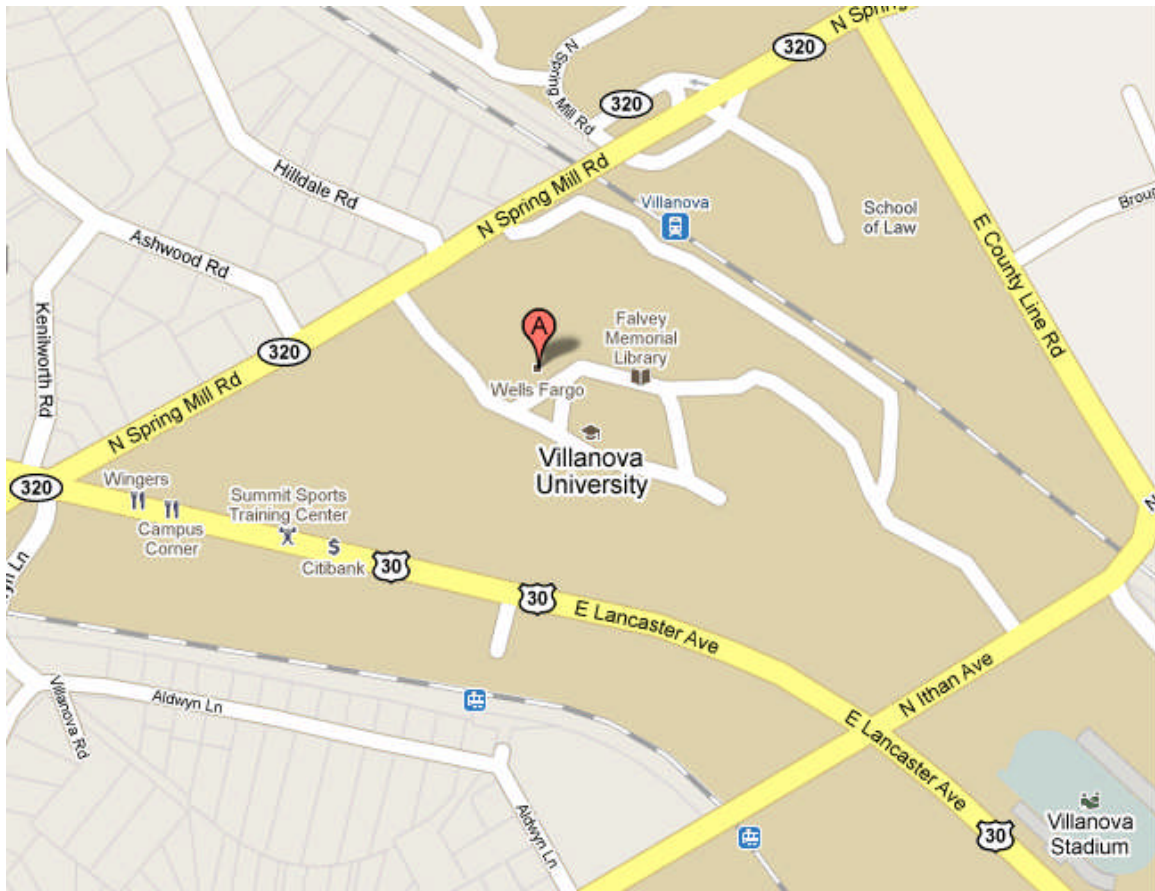
<b>12:15-1:00</b>	Registration, Posters and light lunch
<b>1:00-1:10</b>	Opening Remarks
<b>1:10-2:40</b>	<b>SAS Institute Speaker Vince DelGobbo,</b> An Introduction to Creating Multi-Sheet Microsoft Excel Workbooks the Easy Way with SAS®
<b>2:40-3:10</b>	Break, Posters, and light refreshments
<b>3:10-3:25</b>	Open Forum
<b>3:25-3:55</b>	Wendi Wright, XML Mapper Demonstration
<b>3:55-4:25</b>	Perry Watts, Make the Most of Your Inheritance with the SAS® ODS Styles.Default Lineage Tracer

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



**From New York and New England:** Take the New Jersey Turnpike (95) to Exit 6 (Pennsylvania Turnpike (276) Exit). Take the Pennsylvania Turnpike (276) Westbound to Exit 20 (Mid-County Interchange) I-476 South/Chester. Follow I-476 South to Exit 13 (Villanova/St. Davids). At the bottom of ramp turn right onto Route 30 East, also known as Lancaster Avenue. Proceed east on Route 30 (Lancaster Avenue) for approximately one-half mile. See parking next page.

**From the West:** Take the Pennsylvania Turnpike (76) to Exit 326 - Valley Forge (formerly Exit 24). Take I-76 (Schuylkill Expressway) to Exit 331A(I-476 South/Chester) to Exit 13 (US 30 St. Davids/Villanova) to Route 30 East, also known as Lancaster Avenue. Proceed east on Route 30 (Lancaster Avenue) for approximately one-half mile. See parking next page.

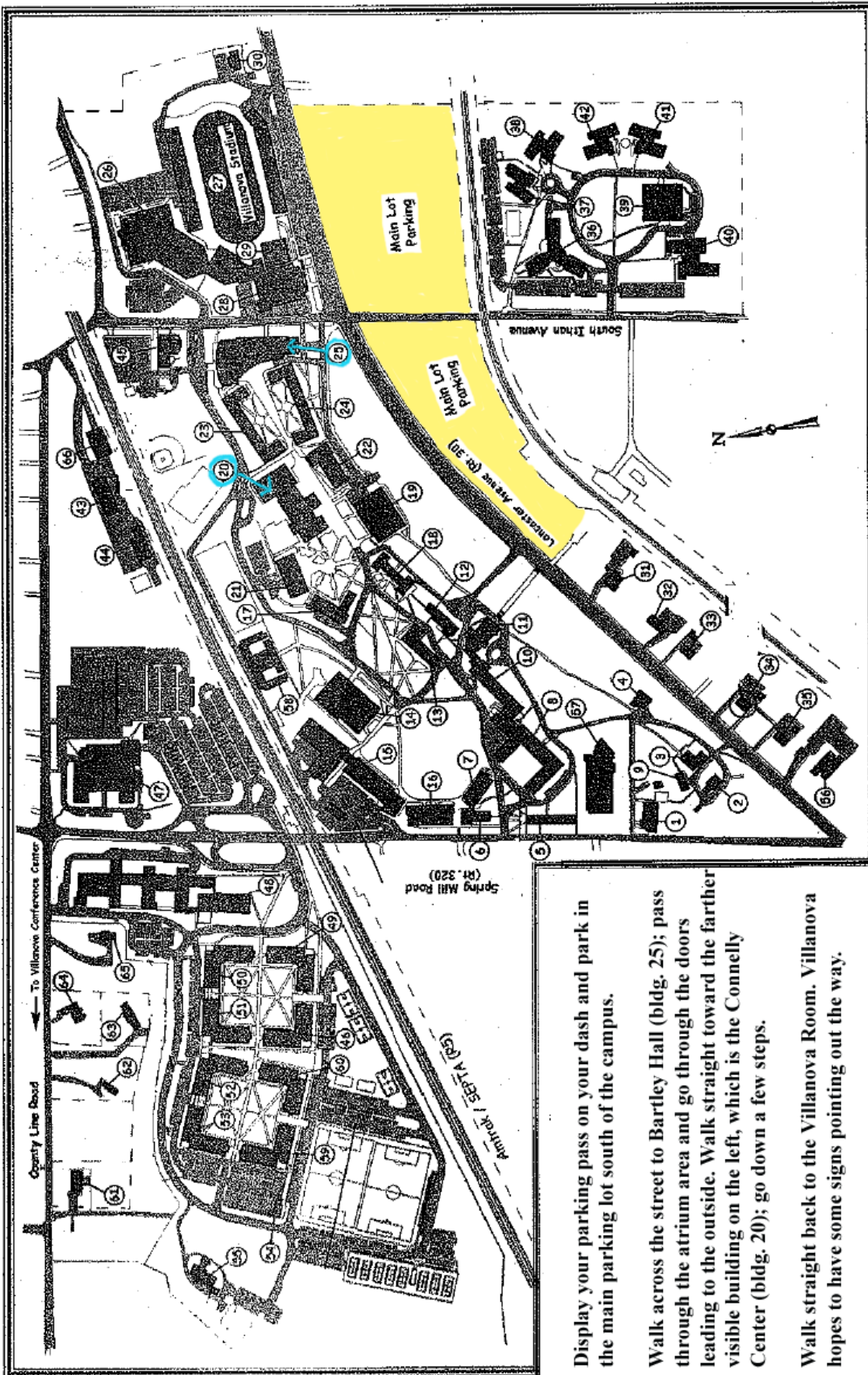
**From the South:** Take I-95 North to Exit 7 (I-476 (Blue Route) North-Plymouth Meeting). Take I-476 (Blue Route) North to Exit 13 (Villanova/St. Davids) Lancaster Avenue) to Route 30 East, also known as Lancaster Avenue. Proceed east on Route 30 (Lancaster Avenue) for approximately one-half mile. See parking next page.

### By Train/Trolley

**Via Regional Rail:** [Take AMTRAK to 30th Street Station in Center City Philadelphia.](#) Take [SEPTA's Regional Rail Line,](#) the Paoli/Thorndale line (Paoli Local) to Villanova Station - directly on campus. When you leave the train, take the pedestrian tunnel under the tracks and walk straight through the walkway under Mendel Science Center..

*To the Connelly Center:* When you come out from the arch, Mendel Field will be on your right, turn left at the back of St. Thomas of Villanova Church (the stone building with two spires). Continue walking down the driveway through the open area. Connelly Center will be on your left.

**Via Suburban Rail:** [SEPTA's Route 100 Line](#) travels between Norristown and 69th Street Terminal. You may get on or off the Route 100 trolley at the Villanova Station (STADIUM) on Ithan Avenue. Walk up to the corner of Ithan Avenue and Lancaster Avenue (US Route 30) and cross over Lancaster Ave. Continue walking down Ithan Avenue to the Pavilion for further assistance.



Display your parking pass on your dash and park in the main parking lot south of the campus.

Walk across the street to Bartley Hall (bldg. 25); pass through the atrium area and go through the doors leading to the outside. Walk straight toward the farther visible building on the left, which is the Connelly Center (bldg. 20); go down a few steps.

Walk straight back to the Villanova Room. Villanova hopes to have some signs pointing out the way.



## SPECIAL PARKING CONCERNS

Be sure to print the required parking pass that will be provided when you RSVP (see page #1). **Be sure to print** the pass at that time.

## About our Host

The Villanova School of Business was founded in 1922 by Father Joseph C. Bartley, a former dean. Villanova is the only university in the world founded by the Roman Catholic Order of Saint Augustine, and Augustinian values of truth, community, caring, and leading through service are infused throughout the University. The School of Business is known for creativity and innovation; hands-on and service learning opportunities; an outstanding liberal arts foundation; a firm grounding in ethics; and an applied education that prepares students to become outstanding leaders and global citizens within the ever-changing, complex, and fast-paced world of business.

*The Villanova School of Business (VSB) is ranked #20 in the nation and has been at the forefront of business education since it was founded in 1922. VSB is home to six centers of excellence : Center for Global Leadership, Center for Marketing & Public Policy Research, Center for the Study of Church Management, the Daniel M. DiLella Center for Real Estate, and the Innovation, Creativity, and Entrepreneurship (ICE) Center, and the newest center-The Center for Business Analytics. The school serves over 2,500 undergraduate and graduate students.*

*The Mission of the Center for Business Analytics is to lead the development of the analytical capabilities of all VSB students so that our graduates become known for this critical business skill in the marketplace while our cross-disciplinary faculty and staff become recognized for excellence in analytics education, practice, and research.*



Our meeting will be held in the Villanova Room at the Connelly Center. The building contains nearly 67,000 square feet of building space. The facility includes an art gallery, information center, several lounges, cinema, meeting rooms, a five-hundred seat multi-purpose room, cyber lounge, coffee shop, ice cream shop, multi-tiered dining facility and several offices.

## Thank You



The PhilaSUG Executive Committee wishes to thank the SAS Institute for providing a guest speaker and giveaways for the meeting. We would also like to thank Villanova School of Business and specifically Sharon Ballard, Administrative Assistant, Centers for Excellence, Villanova School of Business, George Diehl, Business Fellow, Villanova School of Business, and Matthew J. Liberatore, Ph.D., John F. Connelly Chair in Management, Director, Center for Business Analytics for making the meeting possible and providing the meeting refreshments. In addition, we wish to thank Jonas Bilenas and Randy Noga of the PhilaSUG Executive Committee for their efforts in coordinating 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](mailto: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](mailto: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.

## PhilaSUG Executive Committee

Barry Cohen, President  
John Cohen, Membership  
Diane Foose, Treasurer  
Robert Schechter, Web Master  
Ellen Asam  
Max Cherny  
John Dennis  
Timothy Kelly  
Karin LaPann  
Kajal Tahiliani

Jonas V. Bilenas  
Michael Davis  
Lee Dodoo  
Jessica Lam  
Randy Noga  
Donna Usavage

## 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.



Visit us regularly at: <http://www.PhilaSUG.org>

## 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 SGF or some other major conference, and to gain confidence as a speaker. 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. Your abstract must be submitted online at our web site

## Paper Abstracts

### XML Mapper Demonstration

*Wendi Wright, CTB McGraw-Hill*

This will be a demonstration of using the SAS XML Mapper to map an XML file and read it in as a SAS dataset. We will cover using parameters vs. fields, top down selection and SAS's neat way of setting the retain feature, and selecting only some of the variables to include in the final dataset and how to set their names and attributes.

*Wendi Wright is a Senior Statistical Analyst at McGraw-Hill. She has been using SAS for over 20 years and writes custom analysis and reporting programs. She has enjoyed presenting in many SAS conferences and loves the teaching aspect of both the conferences and her job. She has recently moved to the country and loves working at home and enjoying the big outdoors.*



### An Introduction to Creating Multi-Sheet Microsoft Excel Workbooks the Easy Way with SAS®

*Vince DelGobbo, SAS Institute, Cary*

Transferring SAS data and analytical results between SAS and Microsoft Excel can be difficult, especially when SAS is not installed on a Windows platform. This talk provides basic information on how to use Base SAS®9 software to create multi-sheet Microsoft Excel workbooks (for Excel versions 2002 and later). You will learn techniques for quickly and easily creating attractive, multi-sheet Excel workbooks that contain your SAS output using the ExcelXP ODS tagset. The techniques that are presented in this talk can be used regardless of the platform on which SAS software is installed. You can even use them on a mainframe! More in-depth information on this topic will also be presented.

*Vince DelGobbo is a Senior Systems Developer in the Web Tools group at SAS. This group is responsible for developing the SAS/IntrNet Application Dispatcher and SAS Stored Processes. He is the developer for the HTML Formatting Tools and the SAS Design-Time Controls, and is developing other new Web- and server-based technologies, as well as integrating SAS output with Microsoft Office. He is also involved in the development of the ExcelXP ODS tagset. Vince has been a SAS Software user since 1982, and joined SAS in 1992.*

## Poster Abstracts

### **Make the Most of Your Inheritance with the SAS® ODS Styles.Default Lineage Tracer**

*Perry Watts, Independent Consultant*

The ODS Styles.Default lineage tracer lists the sixty lineages of Container style elements that are defined in the ODS Styles.Default template for version 9.1.3 SAS. A detailed listing that includes default assignments for associated attributes can be retrieved by drilling down on a selected lineage in the HTML file. By using this tool, along with several others, you can make inheritance work for you when you need to customize an ODS-generated table.

This paper shows by example how to use the lineage tracer to develop new styles from the default template. Inheritance and references to “abstract” style elements are described along with attribute definitions and their default assignments. The goal of the paper is to develop a more comprehensive context for style element definitions so that the guess-work can be taken out the customization process. Construction of the lineage tracer is described in a separate paper: Using Recursion to Trace Lineages in the SAS® ODS Styles.Default Template

*Perry Watts uses SAS software primarily for information visualization. Currently, she is migrating from SAS/GRAPH to ODS statistical graphics. To make the transition, she is learning ODS by reading all the publications she can get her hands on. This year's NESUG presentations reflect insights she has gained along the way. Perry has a BS in Computer Science and a MS in Information Systems. She has been presenting SAS papers since 1990.*

### **WHAT WERE WE TALKING ABOUT AT THOSE SAS® CONFERENCES, OR LET'S MAKE SOME TAG CLOUDS**

*Chang Chung and John King, Princeton University*

A tag cloud is a bunch of tags or words displayed nicely. More popular or important words are highlighted using different colors or font sizes. Popularized by Flickr and other Web 2.0 web sites, tag clouds can be informative and useful. This paper demonstrates making tag clouds using nothing but Base SAS®. The keywords come from the titles of all papers presented at two international SAS conferences: the 25th SAS Users Group International Conference in 2000 (SUGI 25) and the SAS Global Forum 2010.

*Chang Y. Chung is an experienced programmer specialized in statistical programming and data management. He has been using SAS for more than two decades and still enjoys learning new parts of the SAS system. Chang is actively involved in the SAS community both on-line and off-line.*

*John King is a senior programmer at the Ouachita Clinical Data Services. John has been using SAS for a long time and expert in SAS, data management, and statistical programming. When he is not giving his expert advice on SAS programming, he enjoys engaging in conversations on how to make the SAS user community better for the beginners and experts alike.*



## A Practical Approach to Process Improvement Using Parallel Processing

Viraj Kumbhakarna, Cognizant Technology  
Solutions Corporation

In applications which process huge volumes of data for analysis purposes, it is often essential to minimize processing time to increase efficiency. Large data volumes (in the author's experience, row counts of 1.5 million and up to 2500 columns) result in very long processing times of about 4 to 5 days. It is often required to reduce the execution time for such processes. This paper discusses the following generic steps for improving any process. (1) Identify areas for improvement (understand the process thoroughly; analyze logs to identify steps which take the longest amount of time). (2) Look for certain processes that can be executed in parallel (actual parallelization of independent processes executed one after another; automated virtual multithreading; executing multiple in-stances of jobs in UNIX). (3) Adopt alternative methods for performing tasks faster (sorting datasets using threads; use of SET statement and KEY= option; use of SYNCSORT® for merging in SAS; intelligent use of indexes for merging; use of user-defined formats). (4) Modularize complex steps and creating macros for performing repeated tasks. (5) Reduce code redundancy (removing unwanted code; use of functions and macros for performing repeated tasks). (6) Syntactic optimization and deletion of large intermediate data sets. The above techniques optimize the process to allow faster data delivery by reducing the execution time.

*Viraj Kumbhakarna has had over 4 years experience in Data Warehousing (DWH) Life Sciences while working on SAS development and enhancement projects at Cognizant Technology Solutions Corporation. As part of his assignment he was involved in providing innovative solutions, analyzing and understanding complex requirements and implementing various process improvement techniques, which led him to write about this topic.*

## A Few Quick and Efficient Ways to Compare Data

Abraham Pulavarti, ICON Clinical Research

In the fast paced environment of a clinical research organization, a SAS programmer has to frequently compare clinical trial data present in two data sets to validate results. This paper is intended to explore the various possibilities of comparing data using the COMPARE procedure, and get acquainted with the various techniques available. Once these techniques are learned, the programmer will have a big impact on the data quality and be better equipped to meet the timelines of the clinical study.

This paper discusses a macro which can be used on any study on any operating system to get an overall view of the validation results for all the derived datasets in the entire study. This macro makes use of the return codes generated by the automatic system macro variable SYSINFO.

*Abraham Pulavarti is working as a Senior SAS Programmer Analyst at ICON Clinical Research. Abraham has been working in the pharmaceutical industry in various capacities before becoming a SAS programmer. He has a Master's in Business Administration from Lubin School of Business, Pace University and an Undergraduate degree in Chemical Engineering from Bangalore University.*



## Another Helping of Hash

Stephen J Rhoades

There are some excellent papers on SAS® Hash Tables, but I needed something for training our staff. When I first heard about hashing tables I was told everything had to be in memory. Since we often have files with millions of records I ruled them out. However this is not the case, only the hash tables need to be in memory, not the base file. They are supposed to be faster for sorts, merges and summaries, other papers showed even more options. So, are they faster? What about on all the platforms in our shop, z/OS, UNIX, PCs? Are there differences? And then the syntax is a bit intimidating.

These factors were added to the training along with lots of examples. This paper will boil it down to essentials and provide a list of other sources for how to use Hash Tables.

*Steve was the SAS Subject Matter Expert at his previous company for 20 years, providing Helpdesk SAS assistance and second level support for production. Additionally he has written a number of courses, SOPs and How-To Documents as well as being the department liaison for hardware, software and network needs which includes space management, backups, acquisition and licensing issues and has also served as SAS Administrator. Since 2000 Steve has written 8 NESUG papers.*



## Next PhilaSUG Meeting

*To Be Announced*

**PhilaSUG Winter 2011 Meeting: Watch for our upcoming announcement.**

Hosted by: TBD  
Location: TBD  
Date: TBD - but we typically target mid  
March



### Don't forget to register for NESUG 2010 !

The NESUG Annual Conference and Educational Forum will be held on November 14 - 17 in Baltimore, MD. Early registration will end on **September 25** so register now and save.

This year's conference features nearly 200 oral and poster presentations; sections highlighting the pharmaceutical and health care industries alongside traditional favorites like Coders' Corner and Hands-On Workshops; special emphasis on the use of social media; and of course social opportunities including a walking tour and get-togethers to relax, catch up with friends, and have some fun.

The Solutions Center (formerly known as the Demo Room) will give you a chance to meet with SAS developers, find out about SAS products, watch Super Demos, and visit SAS Publishing. Also in the Solutions Center is NESUG's famous Code Clinic, where expert SAS users will be on hand to help you solve programming problems and demonstrate software features. It's the ultimate SAS learning experience and the best value in SAS education!

When you register for the conference, you can also register at the Renaissance Baltimore Harborplace Hotel. The conference discounted rate is available until **October 14**.

Visit the web site for all the details [www.nesug.org](http://www.nesug.org)  
See you in Baltimore!

Lisa Eckler  
NESUG 2010 Conference Chair



## 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: (    ) \_\_\_\_\_ - \_\_\_\_\_

***Privacy Statement** - Local SAS User Groups are requested to share their membership/ mailing list with SAS Institute on an annual basis. We respect your privacy and will never rent, sell or trade your personal information provided with any other group or individual and the information provided will only be used for PhilaSUG mailings. We will not share your name, address and email address with SAS unless you Opt In below.*

Check this box (Opt In) if you agree to allow us to share *your name, address and email address with SAS.*

PhilaSUG-L is a low volume, announcement-only e-mail notification service provided free of charge. By subscribing you'll be notified of the latest information about upcoming events, especially meeting announcements. By listing your e-mail address below you will be added to the electronic mailing list, you can opt out at anytime.

E-mail: \_\_\_\_\_

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

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