



# PhilaSUG newsletter



## Winter 2012 Meeting Announcement

### PhilaSUG **WINTER** 2012 Meeting Thursday, March 8, 2012

**T**he Philadelphia Area SAS Users Group Winter Meeting will be on **Thursday, March 8, 2012** at 1:00 PM, and will be hosted by the Wharton School at the *Jon M. Huntsman Hall* on the University of Pennsylvania campus, 3730 Walnut Street, Philadelphia. A map, detailed driving and parking instructions are available later in the newsletter.

We are trying something at PhilaSUG for this meeting that we tried last in 2006 and it was a huge success. We are planning to focus the 3:50 - 4:20 time slot on the theme — your experiences with SAS 9.3. We have assembled a group of PhilaSUG users who have been using SAS products in the SAS 9.3 architecture. Each user will make a presentation about their experiences with SAS 9.3. In addition, we will be open to your suggestions regarding arranging for a speaker from the SAS Institute who can present on a SAS 9.3 topic in the Fall. After the presentations, our presenters will gather as a panel, at the end of the meeting, to answer any SAS 9.3 questions from the audience.



***Important*** - In order to gain access, every non-Wharton School attendee must RSVP. This meeting we are trying something new. We are using pingg to manage our attendee list. Please RSVP before March 5<sup>th</sup> at <http://event.pingg.com/PhilaSUGWinter2012>. to let us know yes, maybe or no you. You can change your election anytime before the deadline. You can RSVP as a group but please provide names of all attendees.

<b>Agenda</b>		<b>The Wharton School Jon M. Huntsman Hall University of Pennsylvania 3730 Walnut Street Philadelphia, PA 19104</b>	
		<b>12:15-1:00</b>	Registration
<b>1:00-1:10</b>	Welcoming Remarks		
<b>1:10-1:40</b>	Anjan Matlapudi, "Tips to use Character String Functions in Record Lookup"		
<b>1:40-2:30</b>	Jonas Bilenas, "The Power of PROC Format"		
<b>2:30-3:00</b>	Break and light snacks		
<b>3:00-3:50</b>	Russ Lavery, "An intro to Market Segmentation"		
<b>3:50-4:20</b>	SAS 9.3 Panel Discussion		
<b>4:20-4:40</b>	Open Forum, Door Prizes, Closing Remarks		
Abstracts and bios are found later in the newsletter.			

You're on your own for lunch, but there are many places to pick up food on and off campus and food can be brought into the meeting room.

The presenters and the PhilaSUG Executive Committee will adjourn for dinner at the nearby White Dog Cafe when the meeting concludes. You are invited to join us.

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, faculty or staff of the Wharton School, 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.

## 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.



**To check for cancellations,** check [www.Cancellations.com](http://www.Cancellations.com) after 10 AM on the day of the meeting for any last minute cancellation notices. In the **Check for Cancellations** section you only need enter at Org Name: box **PhilaSUG** and click on the **Search** button. If the next screen says: **Posting: No decision has been made yet to cancel the meeting** we're still on!

## PhilaSUG Executive Committee

Randy Noga, President	
John Cohen, Membership	
Diane Foose, Secretary	
Robert Schechter, Web Master and Newsletter Editor	
Ellen Asam	Jonas V. Bilenas
Max Cherny	Barry Cohen
Michael Davis	John Dennis
Lee Dodoo	Timothy Kelly
Karin LaPann	Jessica Lam
Mona Sinha	Kajal Tahiliani
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>

## Directions to Our Meeting Location

The Wharton School, University of Pennsylvania  
Jon M. Huntsman Hall, 3730 Walnut Street  
Philadelphia, PA 19104



Google Maps - ©2011 Google

### Directions to Penn

#### BY CAR:

*From the Northeast: (New Jersey, New York, New England)* Take the New Jersey Turnpike to exit 4 for Route 73 North. Proceed on Route 73 North to I-295 South. From I-295 South, take exit 26 of I-76 West. Cross over to Philadelphia via the Walt Whitman Bridge. This section of I-76 is also called the Schuylkill Expressway. Take exit 40, South Street, which EXITS ON THE LEFT, and turn right to enter campus. Follow South Street until it turns into Spruce Street, then follow Spruce to 38th Street, turn right and go under the pedestrian bridge. Jon M. Huntsman Hall is at the end of the block on the right.

*From the Northwest:* Take the Pennsylvania Turnpike to Exit 24, Valley Forge Interchange. Take I-76 East (Schuylkill Expressway) approximately 17 miles to Exit 40, South Street, which EXITS ON THE LEFT. Turn right to enter the campus. Follow South Street until it turns into Spruce Street, then follow Spruce to 38th Street, turn right and go under the pedestrian bridge. Jon M. Huntsman Hall is at the end of the block on the right.

*From the North:* Take I-95 South to I-676 Westbound toward Center City. From I-676 exit in less than two miles taking "exit only" ramp towards the airport marked I-76 East. Proceed less than a mile to Exit 40, South Street, which EXITS ON THE LEFT. Turn right to enter the campus. Follow South Street until it turns into Spruce Street, then follow Spruce to 38th Street, turn right and go under the pedestrian bridge. Jon M. Huntsman Hall is at the end of the block on the right.

*From the South:* Take I-95 North to Exit 11 signed "291 West to I-76". Follow 291 West across (Platt) Bridge to 26th Street (make the first left at the bottom of the bridge), which leads directly onto I-76 West. Take I-76 West 3 miles to Exit 40, South Street, which EXITS ON THE LEFT. Turn left to enter the campus. Follow South Street until it turns into Spruce Street, then follow Spruce to 38th Street, turn right and go under the pedestrian bridge. Jon M. Huntsman Hall is at the end of the block on the right.

**PARKING** - can be found in the garage located at the northeastern corner of 38th and Walnut Streets, about \$20.00 per day.



### **BY Public Transportation:**

The PhilaSUG Executive Committee would like to suggest you avoid Center City traffic and expensive parking and take public transit. All Amtrak Northeast Corridor trains and all SEPTA Regional trains stop at the 30th Street Station.

- From there one can walk to campus in about 15 minutes. Exit the train station to Market Street. Walk west (away from the center city area) up Market Street to 38th Street. Turn left on 38th Street and follow to Walnut Street (2 blocks). Cross Walnut Street and Jon M. Huntsman Hall is on your left.
- A metered cab costs about \$5 including tip and the ride takes about 5 minutes.
- The No. 30 bus also runs from the station to campus · Or from 30th St Station, one may take the R1, R2 or R3 railroad lines west (service at least every 30 minutes) one stop to the University City Station (behind the Penn Tower Hotel). Upon exiting the station, walk to your right (north) to the intersection which will be South Street and make a left. You should be able to see the stadium. Walk 4 blocks west on South Street (which will turn into Spruce Street - only the name changes). Follow Spruce to 38th Street, turn right and go under the pedestrian bridge. Jon M. Huntsman Hall is at the end of the block on the right. It is approximately a ten-minute walk. The train fare is \$2.25 and the ride is approx. 3 minutes.

### **About our Host**

The University of Pennsylvania's Wharton School of Business is consistently recognized as one of the top business schools in the U.S. Renowned for innovative teaching methods and a wide range of academic programs and resources, Wharton boasts the world's largest and most cited faculty.

Jon M. Huntsman Hall is home to the Undergraduate and Graduate Divisions of the Wharton School of the University of Pennsylvania. Huntsman Hall has 48 technologically equipped classrooms, four computer labs, 57 group study rooms, four floors of faculty offices, student cafés, and study lounges.



**Jon M. Huntsman Hall**

### **Thank You!**

The PhilaSUG Executive Committee wishes to thank Mark Keintz, Senior Data Analyst at Wharton Research Data Services, Wharton School of Business for arranging this meeting space. In addition, we wish to thank two members of our Executive Committee, Kajal Tahiliani for program coordination, and Jonas Bilenas for site coordination.

### **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 Randy Noga at [President@PhilaSUG.org](mailto:President@PhilaSUG.org)

## Paper Abstracts

### Tips to Use Character String Functions in Record Lookup

*Anjan Matlapudi, PerformRx*

This paper gives you a better idea of how and where to use the record lookup functions to locate observations where a variable has some characteristic. Various related functions are illustrated to search numeric and character values in this process. Code is shown with time comparisons. I will discuss possible three ways to retrieve records using in SAS DATA step, PROC SQL and Perl regular expression. Real and CPU time processing issues will be highlighted when comparing to retrieve records using these methods.

Program was written for the PC using SAS 9.2 on Windows XP 62 bit environment. All the tools discussed are in BASE SAS®. The typical attendee or reader will have some experience in SAS, but not a lot of experience dealing with large number of data.

*Anjan has over 14 years of experience in IT using SAS, Oracle, VB and ASP, Crystal and other Reports tools. He is currently working as Sr. Pharmacy Analyst at PerformRX, AmeriHealth Mercy Company extensively using SAS to generate reports Medicaid and Medicare Health plans. He has prior experience using SAS in Clinical trials data. He has presented and published SAS papers at SAS GlobalForum, NESUG, and PhilaSUG conferences.*



### The Power of the FORMAT Procedure

*Jonas Bilenas, Barclays UK RBB*

The FORMAT procedure in SAS® is a very powerful and productive tool, yet many beginning programmers rarely make use of it. The FORMAT procedure provides a convenient way to do a table lookup in SAS. User generated FORMATS can be used to assign descriptive labels to data values, create new variables and find unexpected values. PROC FORMAT can also be used to generate data extracts and to merge data sets. This paper will provide an introductory look at PROC FORMAT for

the beginning user and provide sample code that will illustrate the power of PROC FORMAT in a number of applications.

*Jonas Bilenas has been using SAS since 1986 in the consumer and business credit industry. His use of SAS is in the areas of model development, forecasting, experimental design, simulation, optimization, and reporting. He is author of the 2005 SAS Press book titled "The Power of PROC FORMAT" and has presented at SAS Global Forum, numerous regional conferences, and at many local user group meetings.*



### Animated Guide: An Introduction to Market Segmentation

*Russell Lavery, Independent Contractor*

This cartoon-like presentation will explore managerial, statistical and programming topics associated with Market Segmentation.

The managerial topics covered will be:

- Why to Segment
- Characteristics of a good segmentation
- Interpreting Dendograms and Segment profiles

The statistical topics covered will be:

- Similarity and difference measures
- Creating Dendograms
- Logic for different segmentation methods

The programming view will show SAS code to do a segmentation on dummy data

Finally, we will , quickly, do a segmentation, using dummy data.

*Russell Lavery is experienced in creating research plans using statistics and SAS to support marketing/strategic decisions. Two years in Phase III clinical trials (from creating analysis data sets to the Esub). Twenty + years experience in SAS® and statistical analysis in a wide variety of business projects. SAS Certified, for three V6 exams, and SAS Alliance member. Measurement Group PHILACMG, and has presented at the local, regional and national level.*

## Presenters Wanted

You are invited to be a Presenter - PhilaSUG constantly seeks 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. For the Call for Papers for the **Spring** meeting your abstract must be submitted online at our web site by **April 1<sup>st</sup>**, and that's no April fool's joke.



## Future Meetings and Events



Sunday, April 22 thru Wednesday, April 25



**Next PhilaSUG Meeting**  
**PhilaSUG Spring 2012**  
**June 6, 2011**  
**Drexel University**



**November 11-14, 2012**

# 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 cancel at anytime.

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

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

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