

SAS Global Forum 2010 | April 11-14 | Seattle, Washington

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Personal Agenda

John Fahey

Presentations

Sunday, April 11, 2010

07:00 PM - 08:30 PM SAS Global Forum 2010 Opening Session
WSCTC, Room 4B

As the official welcome to SAS Global Forum 2010, this evening event sets the stage for the days ahead. You'll hear from Lauren Haworth, this year's Conference Chair, as well as key members of the SAS executive team, including Jim Goodnight, CEO of SAS.

08:30 PM - 11:00 PM Get Acquainted Reception
WSCTC, Room 4A

Immediately after the Opening Session, don't miss the Get Acquainted Reception. This spectacular room with a view of the waterfall is a great location to network with other attendees.

Monday, April 12, 2010

08:00 AM - 10:00 AM Technology Connection and Keynote Presentation
WSCTC, Room 4B

Presenters from SAS Research and Development offer a look at what's new and techniques to enhance your current usage of SAS. In addition to demos, SAS will review the results of the year's SASware Ballot and present the 2010 User Feedback Award, SAS' most prestigious technical award.

Bob Hirschfeld, cybersatirist and Top 100 Award winner by PC Magazine, will provide the keynote presentation immediately following this session.

10:00 AM - 10:15 AM **SUPER DEMO: SAS 9.2 Deployment Tips, Tricks and Techniques**

WSCTC, Demo Area (4E)

10:30 AM - 10:45 AM **SAS/GRAPH - SG Procedure Tips and Tricks**

WSCTC, Demo Area (4E)

The SG procedures provide an extensive set of plots and supporting statements to create common graphs. This presentation will reveal some of these useful techniques and encourage creative solutions for your custom graphics.

10:50 AM - 11:00 AM **Automatically Dropping Variables with Only Missing Values**

Selvaratnam Sridharma, U.S. Census Bureau

WSCTC, Room 612

Sometimes, all the values of some variables in a SAS® data set are missing or null, and we would like to drop these variables to save disk space. Here, we introduce a macro, %DROPMISS, that can automatically identify and drop SAS variables that have only missing or null values. You have the option of not dropping the variables that you do not want to drop by using a parameter in the %DROPMISS macro.

11:00 AM - 11:15 AM

SUPER DEMO: Tailoring The Runtime Environment - Configuring SAS to Fit the Needs of Each User

WSCTC, Demo Area (4E)

A common problem in SAS installations on shared servers is that different users need to have different settings for their SAS processing. We will show how to use restricted options, environment variables, and configuration files to custom fit the needs of the SAS user.

11:15 AM - 11:35 AM

Driving Distances and Times Using SAS® and Google Maps

Mike Zdeb, U@Albany School of Public Health

WSCTC, Room 612

SAS® 9.2 contains new functions (ZIPCITYDISTANCE, GEODIST) that allow a user to compute geodesic distance (the shortest distance between two point on the surface of a sphere). Both functions use the Vincenty distance formula. Prior to SAS 9.2, a user had to use a DATA step and write an equation to compute such distances. The most common method was to use the Haversine formula. Vincenty and Haversine distance estimates are straight line distances and there are occasions where that type of estimate is what you need. There are other occasions where what you want is not the straight line distance, but a driving distance. Given only one combination of locations, using Google Maps to get the driving distance and time is no problem. However, if you have a large number of location pairs, a FILENAME statement and the URL access method within SAS can be used to access Google Maps multiple times and extract both the driving distance and time each time the site is accessed.

11:30 AM - 12:20 PM

SAS® Presents In-Database Base Procedures in Practice

Scott Mebust, SAS

Robert Ray, SAS

WSCTC, Room 4C-4

As part of the SAS® In-Database Initiative, SAS® has enhanced a series of Base SAS® procedures (including FREQ, RANK, and SUMMARY/MEANS) to directly leverage descriptive statistical functions supported by our DBMS partners. These enhancements allow the procedures to drive work into the DBMS using SQL generation in order to greatly reduce or eliminate data transfer into SAS, while leveraging the scalability of parallel databases. This paper explains how you engage these capabilities in a SAS program, explains how you identify when and what kind of in-database queries are passed to the DBMS, and provides some best practices on effectively using them. The discussion will include how these in-database enabled procedures work on multiple DBMS platforms such as Teradata, Oracle, and DB2.

12:30 PM - 12:45 PM

SUPER DEMO: R U There? An Interface to the R Language in SAS/IML® Studio

WSCTC, Demo Area (4E)

Learn about the interface to the R language in SAS/IML® Studio. Super Demos are regularly scheduled presentations on the Demo Hall Floor. Fifteen minutes long, these demos provide a quick look at many SAS software products, including many new and exciting enhancements.

01:00 PM - 01:15 PM

SUPER DEMO: The Future of Data Integration*WSCTC, Demo Area (4E)*

Come see the future of Data Integration and how SAS is redefining the data management lifecycle.

01:30 PM - 01:45 PM

SUPER DEMO: Clinical Graphs using ODS Graphics*WSCTC, Demo Area (4E)*

See how to use ODS Graphics to build Liver Panels, Lipid Profiles, Adverse Event Timelines, Hazard Function plots, Matrix Displays and many other graphs for clinical use. This presentation will show examples with code to get you started and on your way.

02:00 PM - 02:50 PM

An Overview of the CLASS, CONTRAST, and HAZARDRATIO Statements in the SAS® 9.2 PHREG Procedure

Paul Savarese, SAS
Michael Patetta, SAS

WSCTC, Room 607

The PHREG procedure fits a number of models collectively known as Cox regression models, including the well-known Cox proportional hazards model. This paper provides an overview of three new statements (CLASS, CONTRAST, and HAZARDRATIO) in PROC PHREG. The emphasis is on illustrative examples of comparisons for main effects and interaction models via the new statements. The paper concentrates on common and well-known CLASS variable parameterization methods such as reference coding and GLM coding. In addition, caveats regarding CLASS variables and time (including time-dependent covariates are discussed briefly. This paper is intended for intermediate-level users who have some familiarity with Cox regression models and PROC PHREG.

02:00 PM - 03:30 PM

Improving Your Statistical Consulting Prowess by Adding R to Your SAS® Repertoire

Mark Austen, University of Arkansas for Medical Sciences
Jeff Gossett, UAMS Pediatrics
Maria Melguizo, Arkansas Children's Hospital
Chan-Hee Jo, University of Arkansas for Medical Sciences

WSCTC, Demo Area - Poster

SAS® is a powerful package with tremendous capabilities. However, no package contains every model, calculation, or graphics option. With SAS® 9.2, it is easier to tap into the R programming environment with the SAS/IML® Workshop 3.2 application. Many cutting-edge models and statistical graphics are being developed in R. We will discuss strategies for using R to complement a SAS analysis. We will discuss examples where we have used R to solve problems that we could not have handled easily with SAS alone.

02:00 PM - 03:30 PM

Select Matched-Pair Control Sampling Using PROC SURVEYSELECT

Yu Feng, IMS Health

WSCTC, Demo Area - Poster

In marketing research, assessing the performance of a voucher/coupon program is one of the major studies. One key step for this analysis is to create a matched-pair control group, which contains the corresponding attributes of the voucher/coupon group. Stratified sampling using PROC SURVEYSELECT is a simple and efficient way to complete the task. This paper introduces and compares two approaches of SAS® programming using PROC SURVEYSELECT to select a matched-pair control group.

02:00 PM - 03:30 PM

Using ODS LAYOUT to Create Publication-Quality PDF Reports of STD Surveillance Data

Rob Nelson, Centers for Disease Control and Prevention

WSCTC, Demo Area - Poster

CDC's Division of STD Prevention turned to ODS LAYOUT and ODS REGIONS to create high-quality reports of STD morbidity data. These reports allow for the combination of text and graphics into visually stunning output. The author demonstrates the SAS® code used to create this output and discusses some of nuances of this approach.

02:30 PM - 02:45 PM

SUPER DEMO: SAS/GRAPH - GTL for Dummies

WSCTC, Demo Area (4E)

Never heard of Graph Template Language? This presentation will keep it simple. Learn about GTL concepts and how easy it is to get started. Get a feel for how powerful it can be: generating complex examples is easy with GTL.

03:00 PM - 03:50 PM

Using SAS® Output Delivery System (ODS) Markup to Generate Custom PivotTable and PivotChart Reports

Chevell Parker, SAS

WSCTC, Room 603

This paper illustrates how to use ODS markup to create PivotTable and PivotChart reports. You can use these reports to help your organization with business requirements such as analyzing expense trends over time or planning for inventory. Users of all experience levels will learn how to specify options in an ODS statement that enable them to perform the following tasks:

- customize PivotTable layouts
- customize cell format
- specify statistics for the analysis
- modify the display of the analysis
- generate a PivotTable and a PivotChart report for each worksheet
- format tables that you create
- customize worksheets

03:10 PM - 03:20 PM

Visualizing Key Performance Indicators Using the GKPI Procedure

Brian Varney, COMSYS Business Analytics

WSCTC, Room 612

The GKPI procedure is new in SAS 9.2 SAS/Graph. This new procedure can be used to create graphical key performance indicator (KPI) charts which include sliders, bullet graphs, dials, speedometers, and traffic lights. This paper is intended to serve as an introduction to the GKPI procedure by discussing the syntax and demonstrating examples. In addition, this paper will discuss how results from the GKPI procedure can be integrated into existing SAS environments.

03:35 PM - 03:45 PM

SMTP Email Access Method: Hints, Tips, and Tricks

Chuck Hunley, SAS

WSCTC, Room 612

How to specify multiple SMTP Servers? What about authentication? Isn't this message important? How do I play a trick on friend? Can I send a text message to a cell phone? This paper explores various hints, tips, and tricks using the FILENAME EMAIL SMTP (Simple Mail Transport Protocol) e-mail interface that answer all these questions and more. Learn how to send an e-mail on behalf of your boss and send a message in HTML format.

04:00 PM - 05:30 PM

Personal Event: International Forum and Reception*Convention Center, Level 2, Room 2A*

Just a reminder that you have been invited by the SAS Global Users Group Executive Board to attend the International Forum and Reception.

04:00 PM - 05:45 PM

SAS® Workshop: SAS® Platform Administration

Christine Vitron, SAS

WSCTC, Room 3A

This workshop provides hands-on experience using SAS Management Console to administer the platform for SAS Business Analytics.

Workshop participants will:

- Monitor servers
- Manage users, groups, and roles
- Manage data access
- Set metadata security

06:00 PM - 07:30 PM

Mixer Hosted by SAS*WSCTC, Demo Area (4E)*

SAS serves as your host for this Monday evening mixer in the SAS Demo Area where we will celebrate SAS users. Mingle and relax with other conference attendees and enjoy some great food, drinks and fun entertainment.

07:00 PM - 11:30 PM

Personal Event: Trivia Night*Pike's Pub, 1415 First Avenue**When:**Monday, April 12, 2010 7:00pm - 11:30pm**Where:**Pike Pub & Brewery**1415 First Avenue**Seattle, Washington**(206) 622-6044*

Six years ago, a small group of Canadians got together for a mid-conference beverage at SUGI28 in Seattle. Fast forward to 2010. The city is the same, but SUGI has become SAS Global Forum, and that small gathering has steadily grown to over 100 Canucks (and Canadian supporters).

Come and join us this year for another fun-filled evening of socializing. Building on last year's success, SAS Canada is proud to present Canadian Trivia: Seattle Edition. Test your knowledge of all-things Canadian (and some things that aren't) in a relaxed, friendly competition between colleagues. Prizes and bragging rights are at stake!

If you're not in the mood for trivia, perhaps a tour of the brewery itself may be of more interest: these will be available over the course of the evening as well.

Tuesday, April 13, 2010

08:00 AM - 08:50 AM **Exploring Powerful Features in PROC SQL**
Kirk Lafler, Software Intelligence Corporation

WSCTC, Room 6A

Structured Query Language (SQL) is a database language represented through the Base SAS® SQL procedure. It enables access to data stored in SAS data sets (also called SAS tables) by using a powerful assortment of statements, clauses, options, functions, and other language constructs. This presentation illustrates core concepts as well as SQL's many uses. This presentation is intended for SAS users who want an overview of the capabilities of this exciting procedure. Attendees see the construction of SQL queries, the application of case logic for data reclassification, the creation and use of views, the construction and application of simple and composite indexes, and the creation of complex queries, including inner and outer joins.

09:00 AM - 09:50 AM **A Serious Look at Macro Quoting**
Ian Whitlock, None

WSCTC, Room 6B

You can make a decisions macro with %IF and do looping with %DO loops. But there are times when you don't understand why the beast does what it does. Now what? It is time to come to this presentation. It is time to take a serious look at macro quoting. I have often said that anyone who thinks macro quoting is simple, probably doesn't understand the problem; so I have been there. Now I want to explain how simple it can be. Everything relevant to this paper is in BASE SAS®. Although the examples have been executed on a PC under Windows, the examples are independent of any particular operating system. You might think this paper is a compendium of all the macro quoting functions. It is not. It is more about understanding macro quoting than about the macro quoting functions. On the other hand, a minimum set of quoting functions is described.

10:30 AM - 10:45 AM **SUPER DEMO: OPTMODEL: Solving Decision Problems with Optimization**

WSCTC, Demo Area (4E)

See how OPTMODEL enables you to build and solve optimization models more easily than ever before and see how optimization can be embedded in intuitive, business-oriented interfaces, integrated with other SAS analytics.

10:30 AM - 10:45 AM **SUPER DEMO: Stored Processes in SAS 9.2**

WSCTC, Demo Area (4E)

Come learn how to leverage new SAS stored process options across your SAS environment.

Super Demos are regularly scheduled presentations on the Demo Hall Floor. Fifteen minutes long, these demos provide a quick look at many SAS software products, including many new and exciting enhancements.

11:00 AM - 11:50 AM **ODS ExcelXP: Tag Attr Is It! Using and Understanding the TAGATTR= Style Attribute with the ExcelXP Tagset**
Eric Gebhart, SAS

WSCTC, Room 6B

The ODS ExcelXP tagset has many options to change its behavior. Many are set in the options on the ODS statement. There are others that must be set through the style. Most of these are set on the TAGATTR= style attribute, an unused, leftover attribute from SAS® 7.01. This paper will show how to use the TAGATTR= style attribute to control the ExcelXP tagset to change the type, format, formula rotation, hiding, merging, and wrapping of cells, rows, and columns. This paper will also go behind the scenes to show how the tagset handles these settings and manages the problems presented by the XML that the tagset must create.

11:35 AM - 11:45 AM **Getting By with a Little Help from My Regular Expressions**
Scott Davis, COMSYS Business Analytics

WSCTC, Room 612

Much has been written about the power and flexibility of regular expressions. Regular expressions represent an entirely new drawer in the programmer's toolbox that provide yet another way of attacking a problem and developing a solution. Imagine a rather common scenario where, during a testing phase, output from the current run is compared to output from the previous run. If updates to the program do not pertain to a particular table, then the output from both runs should be the same. What about the logs though? Excluding things like dates, what happens when changes in the program result in vastly differing logs? Compare utilities cannot adequately match up these logs with the additional information. Enter some regular expressions along with metadata to help solve the comparison problem. The goal of this paper is to explore a particular application of regular expressions (the comparison of vastly differing logs). This paper assumes a basic understanding of regular expressions.

01:00 PM - 01:15 PM **SUPER DEMO: Enhancements to Inline Formatting in SAS 9.2**

WSCTC, Demo Area (4E)

This demo uses a variety of examples to introduce some of the new features of inline formatting in SAS 9.2.

01:30 PM - 02:20 PM **The Next Generation: SAS/STAT® 9.22**
Maura Stokes, SAS
Robert Rodriguez, SAS

WSCTC, Room 607

Caught up with SAS/STAT® 9.2? Want to add even more statistical tools to your arsenal? Then get ready for the 9.22 release of SAS/STAT software, which works with Base SAS® 9.2 to deliver methodological advances as well as customer-requested features.

New functionality for postprocessing equips the modern linear modeling procedures with comparable capabilities, including the latest techniques for testing complex research hypotheses. The new SURVEYPHREG procedure fits Cox regression models to survey data. The EFFECTPLOT statement uses ODS graphics

to create plots of effects from models produced by the GENMOD, LOGISTIC, and ORTHOREG procedures. Exact Poisson regression is one of several new exact methods for categorical data analysis. Other new features include updated spatial analysis capabilities, classification variable support in the ROBUSTREG procedure, and model averaging in the GLMSELECT procedure. This talk provides an overview of these exciting new enhancements to SAS/STAT.

02:00 PM - 02:15 PM **SUPER DEMO: Dust off those stale SharePoint sites with fresh data from SAS**

WSCTC, Demo Area (4E)

This demo shows how we use various XML technologies to keep our SharePoint sites up to date with current data from our SAS applications.

03:30 PM - 03:50 PM **Integrating Tables and Graphs with ODS LAYOUT**
Steven Feder, Federal Reserve Board of Governors

WSCTC, Room 606

ODS layout of PDF output can arrange multiple tables and graphs on the same page and even overlay tables onto graphs and vice versa. This can replace GREPLAY coding of multiple graphs with reduction of the most tedious aspects. It also provides easier and more flexible coding of certain elements of graph annotation. Matching style elements such as colors, lines, and symbols of graphs with text help integrate the appearance for easier interpretation by the user.

04:00 PM - 04:20 PM **Executive Dashboard: A Driver for Institutional Change and a Means to Broaden Understanding**
Said Reda, Pace University

WSCTC, Room 614

The financial meltdown created an uncertain and competitive environment, making it important for our institution to provide our executives insight into critical key metrics. The decision to create executive dashboards at Pace University set in motion events that caused the collapse of the information silos. This presentation provides insight into the reporting infrastructure, its implementation, lessons learned, consequences, questions raised, and how to navigate the road ahead of us to get to the finish line.

05:00 PM - 05:20 PM **The Best of Both Worlds: Integrating a Java Web Application with SAS® Using the SAS/SHARE® Driver for JDBC**
Adam Rauch, LabKey Software

WSCTC, Room 603

Life would be simple if all data were stored and accessed via SAS® software. In reality, most organizations store data in multiple repositories and access this data using a variety of analytical tools that don't communicate with each other. Technology solutions that bridge between analytical systems and data repositories are critical to sharing information throughout the organization. The SAS/SHARE® driver for JDBC is a powerful example of bridging technology that increases the value of SAS data to an organization. We demonstrate that an integration solution using the SAS/SHARE driver is both useful and suitable for high-throughput production use. We extended an existing Java-based life sciences web application to integrate secure, dynamic access to SAS data sets. We document the implementation process, detailing best practices, pitfalls, and workarounds discovered along the way.

07:00 PM - 09:30 PM *Personal Event: President's Dinner*

Hotel Monaco, 1101 4th Avenue

:00pm-9:30pm and will be served in the Bombay Room of the Hotel Monaco, catered by Sazerac. Please contact myself or Matthew Malczewski if you have any questions regarding the dinner.

Hotel Monaco - Sazerac

1101 4th Avenue

Seattle, WA 98101, United States

(206) 621-1770

09:00 PM - 01:00 AM *Kick Back Party*

WSCTC, Room 4A

Plan on relaxing and having fun while you enjoy drinks and a night of dancing to the band Rock Candy with your conference friends. Rock Candy is a wonderful combination of show and dance band – one you will not forget.

Wednesday, April 14, 2010**08:00 AM - 08:50 AM *PROC GEOCODE: Now with Street-Level Geocoding***

*Darrell Massengill, SAS
Ed Odom, SAS*

WSCTC, Room 4C-4

How do you convert your address data into map locations? This is done through the process of geocoding. SAS/GRAPH® 9.2 software included PROC GEOCODE to simplify this process for you. By popular demand, the third maintenance release of SAS® 9.2 will add street-level geocoding. Street-level geocoding converts street addresses to locations. This presentation will briefly review the current capability of this procedure and focus on the new street-level geocoding capability.

09:00 AM - 09:50 AM *Effective Visualization Techniques for Data Discovery and Analysis*

Charles Pirrello, SAS

WSCTC, Room 606

One of the best ways to understand data is through data visualization. The art of presenting data visually has matured from static graphs and dashboard widgets to interactive, animated graphs. Adding advanced analytics to support these graphs provides a competitive edge to companies by helping them better explore and understand their data, predict potential outcomes and decide with confidence. This session will discuss the power of visualization for analyzing data and spotting trends you can act on. Effective visual techniques will be demonstrated showing how users can better explore and understand their data, discover trends and patterns, and communicate their findings to a non-technical, non-analytic audience.

10:00 AM - 10:50 AM **Customize Your SAS® Enterprise Guide® Graphs for a More Professional Look**
Martha Hays, SAS

WSCTC, Room 606

Go beyond the basics and create customized graphs for your business reports and presentations. Producing better graphs is only a couple of clicks away. This paper explores some tips and techniques using the detailed capabilities in the graph tasks in SAS® Enterprise Guide®. With the ability to adjust the axes, labels, colors, and other details, the resulting graphs depict your organization's choices and business standards for a more effective report. Once created, a task template can be saved to simplify using these personalized options in other graph tasks.

11:00 AM - 11:50 AM **Creating Presentation-Quality ODS Graphics Output**
Dan Heath, SAS

WSCTC, Room 606

ODS Graphics is a flexible system that enables you to generate statistical graphics automatically from a number of SAS® products, as well as create your own custom graphics using the SG procedures and the Graph Template Language. When creating your graphics for a presentation or a report, there are a number of tips and techniques you can use to improve the effectiveness of your graphics and convey your information clearly. Areas discussed in this paper include effective graphics principles, style control, resolution control, and presentation medium considerations.

12:00 PM - 01:00 PM **Closing Session**
Debbie Buck, D. B. & P. Associates

WSCTC, Room 6E

As the official closing to SAS Global Forum 2010, Conference Chair Lauren Haworth will announce the best contributed papers and other conference awards. Debbie Buck, the Conference Chair for next year, announces plans for the 2011 SAS Global Forum in Las Vegas, Nevada. You will also have a chance to win many exciting door prizes.

Demo Room Booths to Visit

There are no demo rooms added to your personal agenda.

Print

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