Boston Area SAS® Users Group Announcement
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SAS Blowout Event! Co-hosted by BASUG and SAS Institute Inc.
Tuesday, September 16th, 2014
Three events – come to any or all!
Morning Training, Afternoon Quarterly Meeting, Evening Mixer

When	Tuesday, September 16, 2014
Where	Microsoft New England Reasearch and Developement Center (NERD)[1] One Memorial Drive Conference Center, First and Eleventh Floors Cambridge MA 02142 857-453-6000
Directions	Please visit the meeting site directions page
What	Three events - come to any or all!
How	Visit the event registration page to register for any of the events. Pre-registration is required – NO WALK-INS!
AGENDA	*** Note: Our normal schedule is reversed… Training is in the MORNING; meeting is in the AFTERNOON!
9:15AM	Registration for Training & Breakfast
10:00AM	**MORNING Training** (details) Topic: Modeling Categorical Response Data Instructor: Maura Stokes, SAS Institute Inc.
NOON	Networking Lunch and Registration for Afternoon Meeting
1:30PM	**AFTERNOON Quarterly Meeting** (details) David Dickey from North Carolina State University will discuss data mining Rick Langston from SAS Institute will discuss SAS Institute history Maura Stokes from SAS Institute will discuss SAS/STAT updates
5:30PM	**EVENING Mixer – our first ever!** (details) Come and network with your fellow SAS buddies, mingle with the presenters, and enjoy wine, beer, and light refreshments. We'll be up on the 10th floor – a great space with a great view

BASUG Training Details

Between the morning training and afternoon meeting, we will provide an informal light buffet lunch for all attendees. We hope you can join us for this opportunity to network and socialize with fellow SAS users.

Topic	**Modeling Categorical Response Data**
Instructor	Maura Stokes, SAS Institute Inc.
Summary	This training will focus on methods for analyzing all types of categorical data. Please see detailed description below.
When	Tuesday, September 16, 2014 9:15AM - Registration & Breakfast 10:00AM-NOON - Class NOON - Networking Lunch
Where	Microsoft New England Reasearch and Developement Center (NERD)[1] One Memorial Drive

Topic	**Modeling Categorical Response Data**
	Conference Center, First Floor
	Cambridge MA 02142
	857-453-6000
Directions	Please visit the [meeting site directions page](#)
Price	$100 - if paid online by Thursday, Sept. 4th
	$125 - if paid online by Noon, Monday Sept. 15th
	$140 - at-the-door – check only
	Please see details below
Audience / Prerequisites	Intermediate level of SAS - Working knowledge of logistic regression
How to Register	Individual, on-line registration required. No walk-ins.
	Pre-payment guarantees you a seat and handouts
	Please visit the [event registration page](#)
Contact	If you have questions about the course, please [contact the training coordinator](#).

Course Description: Modeling Categorical Response Data

Logistic regression, used to model dichotomous response data, is one of the basic tools of a statistician. But what do you do when maximum likelihood estimation fails or your sample sizes are questionable? What happens when you have more than two response levels? And how do you handle counts?

This tutorial briefly reviews logistic regression for dichotomous response variables, and then illustrates alternative strategies for the dichotomous case, as well as additional strategies such as the proportional odds model, generalized logit model, conditional logistic regression, and Poisson regression. The presentation is based on the third edition of the book "Categorical Data Analysis Using the SAS System" by Stokes, Davis and Koch (2012).

Instructor Bio

Maura Stokes is Senior R & D Director of the Statistical Applications Department in the Advanced Analytics Division at SAS Institute. She received her DrPH from the Department of Biostatistics at the University of North Carolina in 1986. A SAS user since 1977, she joined SAS in 1985. Lead author of "Categorical Data Analysis with the SAS System", which she wrote with Gary Koch and Charles Davis, Maura has taught workshops and tutorials on applied statistical topics for many years. Maura is a Fellow of the American Statistical Association.

Training Registration and Payment Instructions

Please read this ENTIRE section carefully!

1. Pricing	$ 100 if paid online by Thursday, September 4th
	$ 125 if paid online before by noon, Monday, September 15th
	$ 140 if paid at-the-door (check only)
	Pre-registration required for all price levels
2. Register	INDIVIDUAL, ON-LINE REGISTRATION IS REQUIRED.
	You must register for this training (even if you plan to pay by check). To register and purchase tickets for the class please visit the [event registration page](#).
	Please register early! Seating and handouts are guaranteed only for pre-paid registrants.
3. Payment Methods	**Credit Card:** We urge you to pay by credit card, using our online system. Make sure to purchase your ticket by September 4, 2014 to get the early-bird price.

4. Refund Policy	**Check: Do NOT mail a check to us prior to the workshop.** Pre-register online, and bring a check with you for the at-the-door-price.
	Full payment is due by the day of the class. There will be NO EXCEPTIONS. We never accept cash. We *do* accept credit card payments through our online registration service.
	To receive a refund for the training, please send an email to our training coordinator by 5PM on September 4, 2014. After September 4, we will refund your payment (less a $10 processing fee) only if we can fill your seat with other attendees.

BASUG Afternoon Meeting Details

Between the morning training and afternoon meeting, we will provide an informal light buffet lunch for all attendees. We hope you can join us for this opportunity to network and socialize with fellow SAS users.

Topic	**SAS Past, Present and Future … and some Stats too!**
When	Tuesday, September 16, 2014 NOON - 5:15PM (Note new time! This is an afternoon meeting)
Where	Microsoft New England Reasearch and Developement Center (NERD)[1] One Memorial Drive Conference Center, First Floor Cambridge MA 02142 857-453-6000
Directions	Please visit the meeting site directions page
How to Register	Individual, on-line registration required Please visit the event registration page NO WALK-INs!
Payment	$10 – if paid on-line by September 4th, 2014 $15 – if paid on-line (by Noon on September 15th, 2014) $20 – at the door (checks only) Pre-registration required for all price levels
Contact	If you have questions about the meeting, please contact the meeting organizers.

Agenda *

NOON -	Sign-in and Lunch
1:30 -	Announcements
1:45 -	*"Finding the gold in your data: An overview of data mining",* by Dave Dickey, North Carolina State University
2:15 -	Break
2:30 -	*"History of SAS Institute Inc.",* by Rick Langston, SAS Institute Inc.
4:00 -	Break
4:15 -	*"Current Directions in SAS/STAT software development",* by Maura Stokes, SAS Institute Inc.
5:15 -	Networking before mixer

Note: Times (and sequence) are approximate and subject to change. Please re-visit the BASUG website for updated information.

Speaker biographies and abstracts

"Finding the gold in your data: An overview of data mining"

by Dave Dickey

The term "data mining" has appeared often in recent analytic literature and even in popular literature, so what exactly is data mining and what does SAS provide in terms of data mining capabilities? The answer is that data mining is a collection of tools designed to discover useful structure in large data sets. With an emphasis on examples, this talk gives an overview of methods available in SAS Enterprise Miner and should be accessible to a general audience. Topics include predictive modeling, decision trees, association analysis, incorporation of profits and neural networks. We'll see that some of the basic ideas underlying these techniques are closely related to standard statistical techniques that have been around for some time but now have new more appealing names than their statistical ancestors and have been automated to become more user-friendly. This talk was previously delivered at SAS Global Forum 2013.
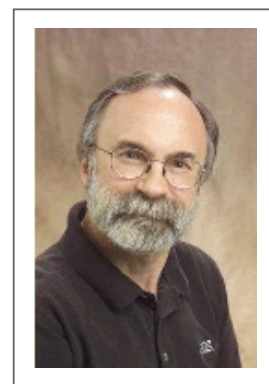
Dave Dickey has been a contract instructor for SAS Institute since 1981, is William Neal Professor of Statistics at North Carolina State University and an instructor in NCSU's Institute for Advanced Analytics. He is a Books By User author and a frequent speaker at SAS Global Forum and the Southeast SAS Users' Group. Dickey joined the NCSU faculty in 1976 and is co-inventor of the "Dickey-Fuller Test" available in most time series packages including SAS PROC ARIMA. He is a fellow of the American Statistical Association.

"History of SAS Institute"

by Rick Langston

Rick Langston will talk about the history of SAS Institute Inc. and the evolution of SAS software from its beginnings in the late 1960s to its current incarnation.

Rick Langston is the manager of the Core Systems Department within the Platform R&D Division at SAS Institute. His responsibilities include PROC FORMAT, format processing, date/time processing, licensing software, SAS/TOOLKIT Software, and managing the staff that supports various core-level subsystems in the Base product. He has delivered keynotes on various aspects of SAS for many regional and local SAS user group conferences since 1994. Rick is a graduate of the University of North Carolina at Chapel Hill. He has been a SAS user since 1977, and has been working at SAS Institute since 1980.

"Current directions in SAS/STAT software development"

by Maura Stokes

Recent years brought you SAS/STAT® releases in rapid succession, and 2013 brought two additional releases. Which new software features will make a difference in your work? What new statistical trends should you know about? This paper describes recent areas of development focus, such as Bayesian analysis, missing data analysis, quantile modeling, specialized survival analysis, and structural equation modeling. This paper introduces you to the key new features in the 13.1 and 13.2 SAS/STAT releases and illustrates them with practical examples.

Maura Stokes is Senior R and D Director of the Statistical Applications Department in the Advanced Analytics Division at SAS Institute. She received her DrPH from the Department of Biostatistics at the University of North Carolina in 1986. A SAS user since 1977, she joined SAS in 1985. Lead author of "Categorical Data Analysis with the SAS System", which she wrote with Gary Koch and Charles Davis, Maura has taught workshops and tutorials on applied statistical topics for many years. Maura is a Fellow of the American Statistical Association.

BASUG Evening Mixer Details

What	Mix and Mingle with BASUG Come enjoy some drinks and appetizers with BASUG. We'll be up on the 10th floor of the Microsoft building, with a stunning view of the Charles River and the Boston skyline. This will be a great chance to meet your fellow SAS users in a friendly and informal setting.
When	Tuesday, September 16, 2014 5:30-8:00PM
Where	Microsoft New England Reasearch and Developement Center (NERD)[1] One Memorial Drive Conference Center, 11th Floor Cambridge MA 02142 857-453-6000
Directions	Please visit the meeting site directions page
How to Register	Individual, on-line registration required Please visit the event registration page NO WALK-INs!
Payment	$5 – if paid on-line by September 4th, 2014 $10 – if paid on-line by Noon on September 15th, 2014 $15 – at-the-door (checks only)
Contact	If you have questions about the mixer, please contact our event organizers.

BASUG Contacts

Mailing Address:

    BASUG
    PO Box 170253
    Boston MA 02117

Email Our Webmaster

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[1] *The Microsoft New England Research & Development Center (NERD) is a research and software innovation campus located in the heart of Cambridge, Massachusetts. The NERD vertical campus spans two buildings with its primary presence and conference center located at One Memorial Drive and a recently renovated and expanded space located at One Cambridge Center. NERD is home to some of Microsoft's most strategic teams including Microsoft Research New England, Microsoft Application Virtualization (App-V), SharePoint Workspace, Microsoft Technical Computing, Microsoft Advertising, Microsoft Lync, Microsoft Office 365 and more. NERD has become a hub of activity for the local tech community and has hosted more than 500 events and welcomed more than 40,000 visitors during the past two years.*