



PhilaSUG newsletter



Winter 2016 Meeting Announcement

PhilaSUG **WINTER** 2016 Meeting Wednesday March 16, 2016

The Philadelphia Area SAS Users Group Winter Meeting will be on Wednesday, March 16, 2016 at 1:00 PM, and will be hosted by the Philadelphia University at the *Tuttleman Center* on their campus in the East Falls section of Philadelphia, School House Lane & Henry Avenue (Use 3983 Vaux St., Philadelphia, PA 19144 for GPS). A map, detailed driving, and parking instructions are available later in the newsletter.

Registration will begin at 12:15 PM. Attendees arriving early are welcome to sit and relax in the Kanbar Campus Center (#19 on the campus parking map). 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. As a courtesy for hosting this meeting, students, faculty, and staff of Philadelphia University are welcome to attend this meeting at no cost.

PhilaSUG is aware of the problem that students face to attend professional meetings on limited budgets. For 2016, PhilaSUG has instituted the following trial program. Show your current student ID at the registration desk and we will issue you a 2016 PhilaSUG Membership ID card, which will allow you to attend this and the remaining PhilaSUG meetings at no cost. We hope that students will take advantage of this offer to enhance their knowledge of SAS software and to network with local fellow SAS users.

(Continued on page 2 column 1)

Agenda		We thank our host and SAS for providing lunch and break refreshments.
12:15-1:00	Registration, Posters and light lunch	
1:00-1:10	Welcoming Remarks: Michael Davis, PhilaSUG President and Maryellen Woltman, Director of Professional Education, School of Continuing and Professional Studies	
1:10-2:00	What's New in SAS® 9.4 for Programmers – Jeff Simpson, SAS Institute Inc.	
2:00-2:50	An Animated Guide: Penalized Regression and Quantile Regression – Russ Lavery	
2:50-3:10	Break, Posters, and refreshments	
3:10-3:40	Data Normalization for Dummies Using SAS® - Venu Perla	
3:40-4:30	Introduction to Text Mining – Melodie Rush, SAS Institute Inc.	
4:30-4:45	Open Forum, Door Prizes, and Closing Remarks	

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.

(Continued from page 1)

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.



Important - In order to gain access every attendee must complete the Meeting Attendee **SIGN-UP FORM** found on the PhilaSUG web site. Philadelphia University requires that you do this by **March 13th**.

Let It
SNOW



To check for cancellations, check 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

Michael Davis, President
John Cohen, Membership
Diane Foose, Treasurer
Robert Schechter, Web Master, and Newsletter Editor
Jonas V. Bilenas
Barry Cohen
Mark Keintz
Haibin Shu
Max Cherny
David Horvath
Neal Musitano Jr.
Kajal Tahiliani

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.

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 Michael Davis at michael.davis@alumni.duke.edu.

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.

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.

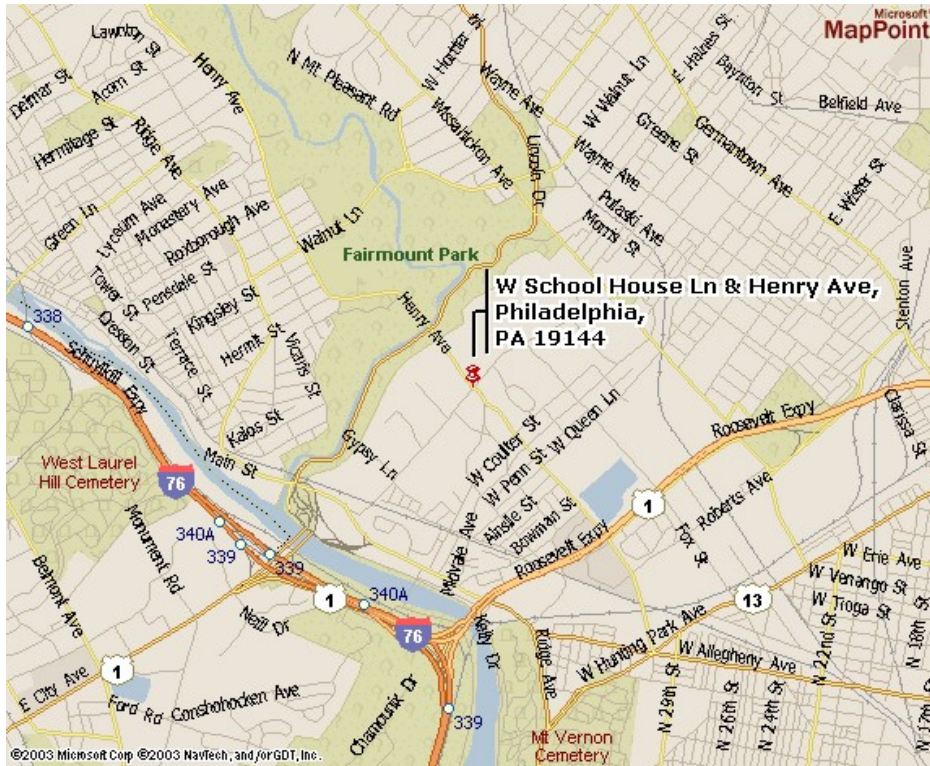


Visit us regularly at: <http://www.PhilaSUG.org>

Directions to Philadelphia University

Philadelphia University
4201 Henry Avenue & School House Lane
Philadelphia, PA 19144

Latitude - 40.022954
Longitude -75.194112
215-951-2700



Map in more detail can be found at http://map.philau.edu/#UMAP_2008082711625

Parking Guide

Note: Some lots are for both commuters and residents.
Continuing construction on Main Campus may affect parking assignments.

- | | | | |
|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| 1. Alumni Field | 12. Gate House | 21. Partridge Hall
Student Residence | 31. The SEED Center |
| 2. Archer Hall
Business Office
Human Resources
Registrar | 13. Gibbs Hall
School of Business
Administration | 22. President's House | 32. Smith House
Landscape Architecture |
| 3. Architecture and
Design Center
College of Architecture
and the Built Environment | 14. Paul J. Gutman Library
Downs Board Room
Electronic Classroom
Media Services | 23. Ravenhill Athletic Field | 33. Softball Field |
| 4. Art Center | 15. Haggard Hall
Academic Success Center | 24. Ravenhill Chapel | 34. Arlen Specter Center for
Public Service |
| 5. Carriage House
Physical Plant | 16. Hayward Hall
School of Design
and Engineering
Science and Health Labs | 25. Ravenhill Mansion
College of Science, Health
and Liberal Arts | 35. Townhouses
Student Residences |
| 6. The Design Center at
Philadelphia University | 17. Independence Plaza
Student Residences
A. Franklin, B. Madison, C.
Jefferson | 26. Robert J. Reichlin House
Alumni Relations
Development
President's Office
Provost's Office
Public Relations
Treasurer | 36. The Tuttleman Center
Continuing and Professional
Studies
School of Business
Administration |
| 7. Dining Hall (Ravenhill) | 18. Information Technology | 27. Ronson Hall
Student Residence | 37. Weber Design Studios |
| 8. Downs Hall | 19. The Kanbar Campus Center
Common Thread
Mail Services
Student Life
University Bookstore | 28. Scholler Hall
Hortense T. Moss
Health Center
Student Residence | 38. White Corners
Admissions,
Undergraduate and Graduate
Financial Aid |
| 9. The Lawrence N. Field
DEC Center
Kanbar College of
Design, Engineering and
Commerce | 20. Mott Hall
Student Residence | 29. Search Hall
Computer Center
College of Science, Health and
Liberal Arts | |
| 10. Fortess Hall
Student Residence | | 30. Security | |
| 11. The Gallagher Athletic,
Recreation and
Convocation Center
Parking Garage | | | |



	Handicapped Parking		Green Permits		Ram Van Stop
	Visitor Parking		Red Permits		Emergency Phone
	Business Visitor Parking		Striped Permits		Defibrillator
	Admissions Visitor Parking		White Permits		Car Pool Space
	Fuel Efficient Vehicle Space		All Permits		



GETTING TO THE MAIN CAMPUS

BY CAR FROM:

Center City Philadelphia, Southern New Jersey, Central and Western Pa:

Take the Schuylkill Expressway (I-76) to the Lincoln Drive exit. Follow Lincoln Drive to Gypsy Lane (first right, (old Victorian Hotel, yellow), Police Station). Gypsy Lane (steep hill up) will end at School House Lane. Turn left on School House Lane to Henry Avenue (first traffic light).

Delaware County:

Take City Line Avenue (Route 1 North) to Lincoln Drive. Follow above directions from Center City, Philadelphia.

Washington, Baltimore and Wilmington

Take I-95 North to I-76 West. Follow above directions from Center City, Philadelphia.

Northeast Extension - Pennsylvania Turnpike

Exit Turnpike at Norristown, Plymouth Meeting (Exit #333). Go right after the exit and head east on Germantown Pike to first traffic light. Make a right onto Chemical Road. Go through three lights and at your fourth light, make a left at the five point intersection onto Ridge Pike. Make a left and take Ridge Pike to the Henry Avenue cut-off (bear left). (You'll be on Ridge Pike for approximately 3.5 miles.) Take Henry Avenue about 6 miles to School House Lane.

BY Public Transportation:

From 30th Street Station, Suburban Station, or Market Street East, take the Chestnut Hill West line to Queen Lane. Walk west on Wissahickon Avenue to School House Lane, then south on School House Lane to the University (10-minute walk).

The SEPTA Route 32 bus from Center City Philadelphia stops at the corner of Henry Avenue and School House Lane.

Event Parking

The PhilaSUG Winter Meeting will be held at Philadelphia University's Tuttleman Center (for GPS use 3983 Vaux St., Philadelphia, PA 19144) #36 on the campus parking Guide that can be found on the previous page.

Parking has been approved for Ravenhill campus parking lots. Follow the signs for Event Parking. Parking is **NOT** permitted along the curbs. Please park in official spaces only. The Tuttleman Center is a short walk from the parking lot. Parking is **NOT** permitted along the side of Vaux Street. This street is not the property of the University and people who park there are subject to being ticketed by the City of Philadelphia.



SAS Programming Certificate For the Pharmaceutical Industry

Philadelphia University and SAS Institute Inc. are collaborating to provide state-of-the-art training for professionals interested in employment in the dynamic field of clinical research.

This three-month, non-credit program, offered yearly, is designed for recent college graduates, professionals working in related fields, and career changers. Participants complete three distinct units -- classroom training, an independent project, and the opportunity for a paid clinical internship that is available on a competitive basis.

Program participants can expect to qualify for in-demand positions as SAS programmers in pharmaceutical companies and clinical research organizations.

Read more about this program at
<http://www.philau.edu/scps/CPE/Certificates/SAS.html>



Many of our members might remember our spring '99 meeting host as the Philadelphia College of Textiles & Science. To better reflect the institution's breadth and depth and its successful growth, the College applied for and was granted university status by the Commonwealth of Pennsylvania in 1999. In addition, in a historic move, the Board of Trustees voted to change the College's name to Philadelphia University, the first private university to be named exclusively after the City of Philadelphia. The name Philadelphia University became effective on July 13, 1999.

Philadelphia University is a successful new model in higher education. They are an accredited, private, coed university offering undergraduate and graduate degrees in over 40 areas of study - all within a framework of career development.

Since the late 19th century, they've been preparing professionals for a constantly changing economy. Back then, in the late 1890s, their graduates excelled in textile engineering, design, materials management and manufacturing. Today, Philadelphia U's alumni are global leaders in architecture, fashion, design, business, health professions, textiles, materials technology, and science. Recent research areas include artificial intelligence, molecular modeling, exploration of key enzyme systems in seeds and animal tissues, mathematical modeling and memory processes.

The 52 buildings on the University's 100-acre campus range from historic Victorian mansions to contemporary classroom, library, and residential facilities. The latest additions - The Kanbar Campus Center, a 72,000 square-foot social hub for students, faculty and staff, and the new Athletic and Recreation Center - have transformed the main campus and will have a dramatic impact on the academic and social environment for all members of the University Community. The campus is wired with a sophisticated network directly to the desktop providing campus-wide file-transfer capability, personal directories, email, and high-speed Internet access. The campus' advanced technology also provides voicemail and cable television to anyone living in the residence halls, townhouses, or apartments. The Tuttleman Center, a 31,500 square-foot, high-tech academic facility, is fully wired and offers students

and faculty access to the most sophisticated technology available.

They are located fifteen minutes northwest of Center City Philadelphia, adjacent to Fairmount Park the largest urban park system in the nation on a beautiful, park-like campus. Of course, if you prefer the fast lane, they're five minutes from Philadelphia's major East/West expressway. To learn more about our host visit them online at <http://www.philau.edu/>.



Thank You to our Host

The PhilaSUG Executive Committee wishes to thank Maryellen Woltman, Director of Professional Education, School of Continuing and Professional Studies at Philadelphia University for arranging this meeting space, and refreshments. In addition, we wish to thank two members of our Executive Committee, Robert Schechter for program coordination, and Haibin Shu for site coordination.

Paper Abstracts

What's New in SAS® 9.4 for Programmers

Jeff Simpson, SAS Institute Inc.

Join us as we highlight the changes in Foundation SAS 9.4. We will focus on the changes to Base SAS as we explore 2 new programming languages, new ODS destinations, and enhanced graphics. Other topics of interest include processing for XLSX files and enhancements to SAS/CONNECT.

- I. Base SAS
 - a. Two new languages – DS2 and FedSQL
 - b. ODS – New destinations (PPT and EPUB) and enhanced functionality
 - c. ODS graphics
 - d. Other new features
- II. SAS/Access Interface to PC Files
 - a. Processing of XLSX files
- III. SAS Support for Hadoop
- IV. SAS/GRAPH
- V. SAS Studio



Jeff Simpson, Senior Systems Engineer, SAS Customer Loyalty Team, is celebrating his 25th anniversary with SAS. Initially working with SAS' award winning technical support team, he supported areas of mainframe, data step and Proc SQL for 4 years and for 2 years, was in

the top 2 for the number of resolved tickets on the initial call. His next 9 years were in SAS Research and Development as a tester for SAS/Graph and SAS/GIS capabilities as well as the initial development efforts with the Output Delivery System (ODS). The rest of his tenure here at SAS has been in a Senior Systems Engineer role for both Inside Sales and SAS Customer Loyalty.

His areas of expertise include Enterprise Business Intelligence, Enterprise Guide, Data Integration and Data Quality, SAS In-Database, SAS Programming, Proc SQL, Macro and ODS, SAS/GRAPH, SAS' mapping capabilities across all of the industries. He is the recipient of a SAS Americas Sales Innovation Award, SAS US Commercial Sales Champion, Star Performer and Technical ex-

cellence awards. Jeff is a graduate from North Carolina State University with a B.S. in Computer Science with an emphasis in Electrical Engineering.



Introduction to Text Mining and an Overview of SAS® Text Miner

Melodie Rush, SAS Institute Inc.

This presentation provides a basic introduction to text mining and SAS Text Miner.

What exactly is text mining and how can your organization tap into the vast amounts of unstructured data available? Call center notes, open-ended survey responses, product reviews, claim descriptions, tweets and many more sources contain potentially valuable information. This presentation will introduce you to the basic concepts of mining text data and give you a guided tour of SAS® Text Miner.



Melodie Rush is a Statistician for the Customer Loyalty Team at SAS Institute. Melodie received both her B.S. in Statistics and her Masters in Science of Management with a technical option in Statistics from North Carolina

State University. Before joining SAS in 1996, Melodie worked for Research Triangle Institute as a Statistician. Her responsibilities included implementing national and local surveys of various topics, such as health care, employee benefits, and drug abuse. As part of her research, she has published work for both the American Statistical Association and the American Public Health Association. After joining SAS, Melodie has developed presentations and methodology for doing many types of analysis, including data mining, forecasting, data exploration and visualization, quality control and marketing. She has spent the last 19 years helping companies identify and solve problems in each of these analytical areas.

An Animated Guide: Penalized Regression and Quantile Regression

Russ Lavery, contractor/consultant

For decades we have known about theoretical/practical problems with OLS and the stepwise procedures but have not had good replacements. This talk explains the logic behind the replacements for OLS (Ridge, LASSO, Elastic Net, LAR) and an exciting new regression technique called Quantile Regression.

Russ is an independent contractor in the Philadelphia area and a 25 plus year user of SAS. He is a frequent and multiple award winning presenter at SAS conferences and has been a tech review on five SAS books.

has published 15 scientific papers and 2 book chapters, obtained 1 international patent on orthopaedic implant device, gave 9 talks and presented 18 posters at national and international scientific conferences in his professional career. Dr. Perla was invited to serve as an editorial board member for several national and international scientific journals. He was trained in clinical trials and clinical data management. Currently, he is actively employing SAS® programming techniques in his research data analysis.



Data Normalization for Dummies Using SAS®

Venu Perla, Independent SAS Programmer

Life scientists often struggle to normalize non-parametric data or ignore normalization prior to data analysis. Based on statistical principles, logarithmic, square-root and arcsine transformations are commonly adopted to normalize non-parametric data. Several other transformations are also available for normalizing data. However, for many, identification of right transformation for non-parametric data is a tricky job. The objective of this paper is to develop a SAS program that identifies right transformation and normalize non-parametric data for regression analysis. To achieve this objective, PROC SQL, PROC TRANSREG, PROC REG and PROC UNIVARIATE and PROC PRINT in SAS are utilized in this paper. Finally, SAS MACROS are developed on this code for reuse without hassles.

Venu Perla, Ph.D. is a SAS Certified Advanced Programmer and Statistical Business Analyst for SAS 9. Dr. Perla is also a biomedical researcher with about 14 years of research and teaching experience in an academic environment. He served the Purdue University, Oregon Health & Science University, Colorado State University, Kerala Agricultural University (India) and Mangalayatan University (India) at different capacities. Dr. Perla

Future Meetings and Events

 **SAS® GLOBAL FORUM 2016**
IMAGINE. CREATE. INNOVATE.
April 18-21 | Las Vegas, NV



PhilaSUG Spring 2015 Meeting Next PhilaSUG Meeting



TBA Planning for Mid June

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. As a courtesy for hosting this meeting, students, faculty, and staff of Philadelphia University are welcome to attend this meeting at no cost. Current full time students, showing a student ID are also welcome to attend this meeting at no cost. An attached business card helps legibility and is appreciated.

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: