PhilaSUG newsletter

Fall 2017 Meeting Announcement

PhilaSUG Fall 2017 Meeting
Tuesday, November 28, 2017

The Philadelphia Area SAS Users Group Fall Meeting will be on Tuesday, November 28, 2017, at 1:00 PM, and will be hosted jointly by Penn State Great Valley and the SAS Institute. The meeting will be held at the Penn State Great Valley Campus in Malvern, PA. A map, detailed driving, and parking instructions are available later in the newsletter.

Registration will begin at 12:15 PM. 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.

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 - **If you will be attending**, please complete the online PhilaSUG Meeting sign-up form found on our website **no later than November 24th**. If after submitting this form you later learn you can't attend please contact Max Cherny at chernym@yahoo.com. RSVPs in advance help to expedite food count and *space is limited*, so if you will be attending, please complete the online PhilaSUG Meeting sign-up form.

Agenda

We wish to thank the SAS Institute for providing lunch and break refreshments.

Time	Event
12:15-1:00	Registration and lunch
1:00-1:15	Opening Remarks
1:15-2:45	Vince Del Gobbo - *New for SAS® 9.4: A Technique for Including Text and Graphics in Your Microsoft Excel Workbooks*
2:45-3:00	Break, poster review, and refreshments
3:00-3:50	Russ Lavery - *An Animated Guide: Deep Neural Networks in SAS® Enterprise Miner*
3:50-4:40	Kevin Lee - *Machine Learning for SAS® programmers*
4:40-5:00	Open Forum, raffle, and closing remarks (You must be present to win)

Poster
Sri Banerjee- *Using SAS® to run Survival Analysis on Nationally Representative Data*

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.

PhilaSUG Executive Committee

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

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.**

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.

Presenters Wanted

PhilaSUG 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 a regional or national SAS 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 website. Presentations can be from a 10-minute "coders corner" 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 Meeting Site

The Conference Center at Penn State Great Valley
30 E. Swedesford Road, Malvern, PA 19355
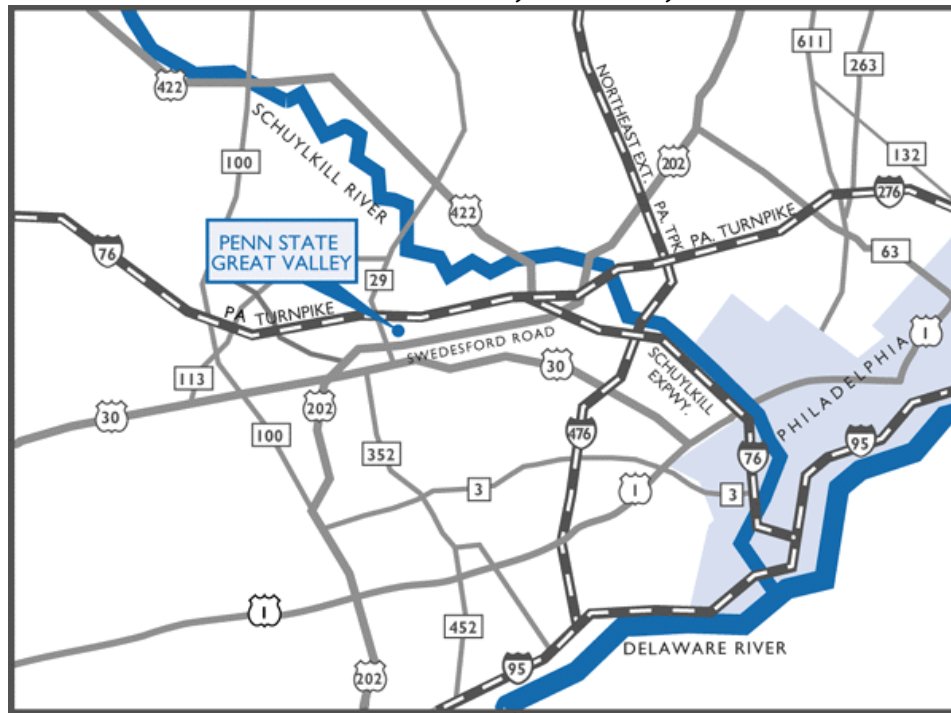
Parking

There is ample free parking in front of both buildings. Parking registration is not required for conference attendees.

From West Chester, Delaware, and South:

1. Take Route 202 North to the Great Valley Exit (Route 29 North).
2. Turn right at the end of the ramp and turn right again at the light onto Route 29 North.
3. Continue to the next traffic light and turn right onto Swedesford Road.
4. Continue approximately 2/10s of a mile to the Penn State Great Valley campus on the right.
5. As you enter the driveway into the campus, the Main Building is on the right, and the Conference Center Building is on the left.

From New Jersey and East

1. Take the Pennsylvania Turnpike westbound to Exit 326 (old Exit 24) at Valley Forge.
2. Follow signs for Route 202 South/West Chester Exit 328 (old Exit 26A).
3. Continue on Route 202 South to the Great Valley Exit (Route 29 North).
4. At the first traffic light, turn left onto Swedesford Road.
5. Then take the first left turn into the Penn State Great Valley campus.
6. As you enter the driveway into the campus, the Main Building is on the right, and the Conference Center Building is on the left.

From Reading and West

1. Take the Pennsylvania Turnpike eastbound to Exit 326 (old Exit 24) at Valley Forge.
2. Follow signs for Route 202 South/West Chester Exit 328 (old Exit 26A).
3. Continue on Route 202 South to the Great Valley Exit (Route 29 North).
4. At the first traffic light, turn left onto Swedesford Road.
5. Then take the first left turn into the Penn State Great Valley campus.
6. As you enter the driveway into the campus, the Main Building is on the right, and the Conference Center Building is on the left.

About Our Host

Penn State Great Valley School of Graduate Professional Studies extends the resources and reputation of one of the nation's leading research universities to the greater Philadelphia area. We offer outstanding graduate degree and certificate programs, professional development courses, and conference planning services.

Faculty members teach valuable practical skills, share cutting-edge knowledge, and work with corporate, government, and educational neighbors to address real-world problems and enhance employee performance.

Great Valley's location in Malvern, just west of Philadelphia near multiple major highways, makes the campus convenient to the majority of working professionals in southeastern Pennsylvania. For added accessibility, we offer our MBA and select graduate certificate and professional development programs at The Navy Yard in Philadelphia.

Students are enrolled in accommodating evening classes, earning master's degrees or certificates in:
• Engineering
• Information Science
• Data Analytics
• Finance
• Leadership Development
• MBA

Some students choose to advance their careers or enhance their degrees through professional development courses like business and management workshops and technology programs.

Thank You to our Host

The PhilaSUG Executive Committee wishes to thank Penn State Great Valley for hosting our meeting with special mention to Carole Brush, Conference Planner, and Denita Wright Watson, Academic Program Manager

PhilaSUG thanks SAS Institute for supplying our featured presenter, Vince DelGobbo and for the meeting refreshments.

In addition, we wish to thank two members of the PhilaSUG Executive Committee for their efforts to coordinate this meeting; Robert Schechter for site coordination and Haibin Shu for program coordination.

Future Meetings and Events

Next PhilaSUG Meeting
TBA - watch
http://philasug.org/calendar.htm#Next_Meeting

Paper Abstracts

New for SAS® 9.4: A Technique for Including Text and Graphics in Your Microsoft Excel Workbooks
Vince Del Gobbo, SAS Institute Inc, Cary, NC

A new ODS destination for creating Microsoft Excel workbooks is available starting in the third maintenance release forSAS® 9.4. This destination creates native Microsoft Excel XLSX files, supports graphic images, and offers other advantages over the older ExcelXP tagset. In this presentation you will learn step-by-step techniques for quickly and easily creating attractive multi-sheet Excel workbooks that contain your SAS® output. The techniques can be used regardless of the platform on which SAS software is installed. You can even use them on a mainframe! Creating and delivering your workbooks on-demand and in real-time using SAS server technology is discussed. Although the title is similar to previous presentations by this author, this presentation contains new and revised material not previously presented. Using earlier versions of SAS to create multi-sheet workbooks is also discussed..

Vince DelGobbo is a Senior Software Developer in the Metadata and Execution Services group at SAS. This group's responsibilities include the SAS/IntrNet Application Dispatcher and SAS Stored Processes. He is involved in the development of new Web- and server-based technologies, as well as integrating SAS output with Microsoft Office. He was also involved in the early development of the ExcelXP ODS tagset. Vince has been a SAS Software user since 1982, and joined SAS in 1992.

Machine Learning for SAS® programmers
Kevin Lee, Clindata Insight

The most popular buzz word nowadays in technology world is "Machine Learning" (ML). ML is the computer science technology that provides systems with the ability to learn without being explicitly programmed. Most economists and business experts expect ML to automate and optimize many processes like self-driving vehicle, online recommendation in Netflix and Amazon, fraud detection in bank, image and video recognition and natural language processing.

The presentation is intended for SAS programmers who are interested in learning about ML and applying ML to lead an innovation in their organizations. The presentation will start with the introduction of Machine Learning, then it will discuss its basic concepts, applications, algorithms and types. The presentation will also introduce the most powerful machine learning algorithm – deep neural networks. The seminar will also introduce some of popular SAS ML procedures and packages, SAS Visual Data Mining and Machine Learning.

Kevin Lee, M.S., is Director of Data Science at Clindata Insight. Kevin has been supporting data-driven technology nearly 20 years and a very active data-driven solution architecture including CDISC standards data development, semantic data, metadata-driven programming, data analytics, Big Data and machine learning. He is a current member of the data standards team at CDISC and the data visualization team at PhUSE. Kevin has presented more than 50 papers at various conferences. He earned an M.S. in Applied Statistics at Villanova University following a B.S. from the University of Pennsylvania. Kevin is a lifetime learner who loves to learn and share.

An Animated Guide: Deep Neural Networks in SAS® Enterprise Miner
Russ Lavery

Neural Networks are used in cameras, speach recognition on your phone and in self driving cars. Recent advances in algorithms and hardware (the GPU chip) have made it possible to build neural nets that are both deeper and wider than had been practical in the past. This paper explores the theory, and a bit of the practice, associated with the building of deep neural networks in SAS® Enterprise Miner.

Russ is a frequent and multiple award winning speaker at User Groups all over the US, in Europe and Asia. He has been using SAS for over 30 years and is still learning.
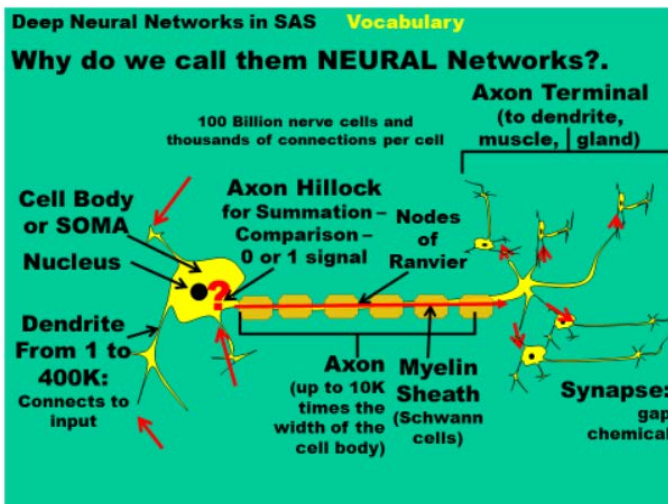
Using SAS® to run Survival Analysis on Nationally Representative Data
Sri Banerjee, Walden University/Johns Hopkins

In population based studies, it is often important to apply sample weights in order to derive estimates that apply to the population. PROC SURVEYPHREG can be used to incorporate stratification, clustering, and unequal weighting. All respondents from the NHANES study with linked mortality files between the years 1999 and 2010, were included in the analysis. The analysis was performed using a complex samples Cox Regression to determine potential effect modification of the inflammatory biomarker C-reactive protein (CRP) in the association of CRS and all-cause mortality.

The overall unadjusted hazard ratio (HR) for obesity to no obesity was 0.97 (95% confidence interval [CI], 0.88–1.06, $p > 0.05$). The adjusted HR was elevated, 2.88 (CI 1.77–4.70, $p < 0.001$), among individuals with elevated CRP (>3 mg/dL) but was approximately 1.0 (0.97 CI 0.85–1.10, $p > 0.05$) among individuals without elevated CRP (<1 mg/dL) after controlling for medical risk factors and demographic risk factors.

Sri Banerjee, MD, PhD, MPH, CPH has over seventeen years of experience in the areas of Public Health and Medicine. He is a full time faculty member for Walden University. He has worked at the Centers for Disease Control in the area of infectious diseases and has worked on public health projects worldwide. Additionally, he has conducted award-winning research in the areas of HIV and chronic diseases and has experience writing grant proposals. His experience as a public health consultant and pharmaceutical data analysis consultant.

Sri is a member of the American Medical Association, American Rural Health Association, and American Association of Family Physicians. He received his MD, MPH, PhD and postdoctoral training in the United States, United Kingdon, and the Caribbean and attended universities like the Johns Hopkins University Bloomberg School of Public Health.

Philadelphia Area SAS User Group (**Phila*SUG***)
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. Current full-time students, showing a student ID are 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 any time.

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