PhilaSUG newsletter

Fall 2002 Meeting Announcement

PhilaSUG Fall 2002 Meeting
Wednesday, November 13, 2002

The Philadelphia Area SAS Users Group Fall Meeting will be on Wednesday, November 13, 2002 at 1:00 PM, and will be hosted by **Fleet Credit Card Services** at The Manor House at Commonwealth National Golf Club, 300 Tournament Drive in Horsham. A map and driving instructions are available later in the newsletter.

Registration will begin at 12:30 PM and the meeting will commence at 1 PM. Please try to arrive early to register. Dues for the year are still $20. There are no other fees for attending PhilaSUG meetings. We will accept cash, but a check is preferred. Please do not mail in your $20 registration fee beforehand, as this creates unnecessary paper work. Receipts will be available at the registration desk. A tip for those who have not yet renewed their membership -- to breeze thru meeting registration -- print the membership form found in the FAQ section of the web site and bring it (completed) to the meeting. For less writing, and greater legibility, it is suggested you attach a business card and either a check (made out to **PhilaSUG**) or cash. Employees of Fleet, our sponsor for this meeting, will be given courtesy admission, but we do request that they register for mailing list purposes. If you are a student and present a current matriculation card, fees will be waived.
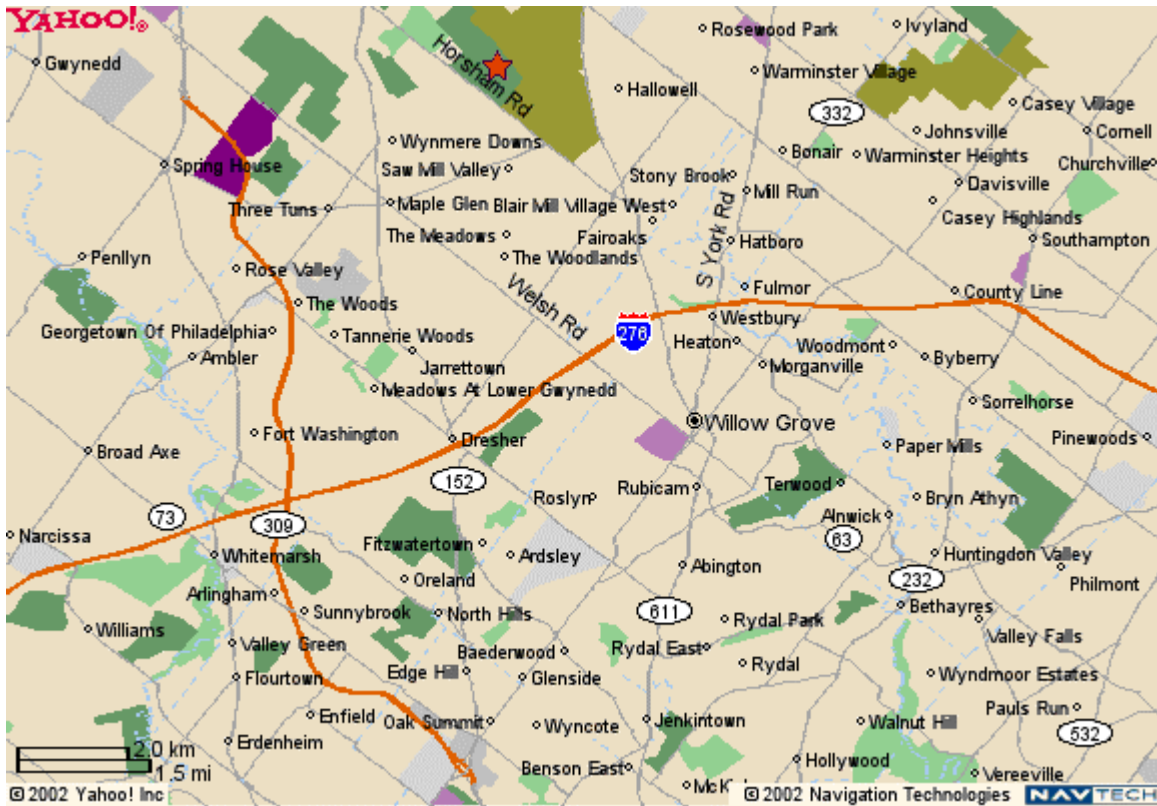
Agenda

Time	Event
12:30-1:00	Registration and refreshments*
1:00-1:10	President's Opening Remarks
1:10-2:00	*SAS v9: What's new in ODS and beyond,* Brian Schellenberger, SAS Institute
2:00-2:20	Break*
2:20-3:10	*Modeling Lifetime Value in the Insurance Industry*, C. Olivia Parr Rud
3:10-3:30	Break*
3:30-3:45	Open Forum
3:45-4:15	*Long Filename Extention vs Short Filename Extention*, Alice Cheng
4:15-4:30	*An Animated Guide: Disk Space/CPU Usage for Common SAS Processes*, Russ Lavery

* Light refreshments will be served during breaks.

Abstracts and bios are found later in the newsletter.

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.

Directions to Meeting Site

The Manor House at Commonwealth National Country Club
300 Tournament Dr., Horsham, PA 19044

(see the calendar page on our web site for interactive directions from your location)

Take I-476 (Blue Route) NORTH to exit #20
Take I-276 (PA Turnpike) EAST towards NEW JERSEY, to exit #343 (old exit #27)
Take the PA-611 NORTH towards DOYLESTOWN
Continue on EASTON RD (PA 611 north) for about 1 mile
Bear Left on HORSHAM RD (PA 463) travel 2.2 miles
Turn Right on TOURNAMENT DR (at the Commonwealth Corporate Center travel 0.4 miles to the Manor House

About Our Host

About Us . . .

Fleet Credit Card Services (cards.fleet.com) is headquartered north of Philadelphia in Horsham, PA. Fleet Credit Card Services provides consumer credit card, credit products and related services throughout the U.S. With over $15 billion in managed receivables, Fleet Credit Card Services is the ninth largest Visa®/MasterCard® issuer in the nation. In addition to Pennsylvania, Fleet Credit Card Services has operations in Delaware, Colorado and Upstate New York.

New customer accounts are originated through the use of direct mail, telemarketing, take-one applications, Internet and portfolio acquisitions. Products offered to customers include regular, gold, platinum and titanium accounts. Fleet Credit Card Services launched the Fusion card (www.fusioncard.com), the first smart Visa card available to consumers in the U.S. in September 2000.

In addition, Fleet Credit Card Services has entered into strategic allegiances with partners to promote co-branded and affinity credit card programs. These alliances provide strong distribution channels for Fleet Credit Card Services' products and services.

One of the most important aspects of our business is customer care. Customers can access our toll-free number 7 days a week, 24 hours a day at 1-800-841-4000. Furthermore, cardholders can also access account information on line. Via the Internet, customers can access account history, designate individualized alerts and customize reports.

Fleet Credit Card Services is wholly owned by FleetBoston Financial Corp

FleetBoston Financial (www.fleet.com) is the seventh-largest financial holding company in the United States. A diversified financial services company with assets of $192 billion, Fleet offers a comprehensive array of innovative financial solutions to 20 million customers in more than 20 countries and territories. Among the company's key lines of business are: retail banking, with more than 1,500 branches and more than 3,700 ATMs in the Northeast; corporate banking, including capital markets/investment banking and commercial finance; investment services, including nationwide brokerage; and full-service banking through more than 250 offices in Latin America. FleetBoston Financial is headquartered in Boston and listed on the New York Stock Exchange (NYSE: FBF) and the Boston Stock Exchange (BSE: FBF).

Future 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 Barry Cohen (610) 649-8701 or E-mail President@PhilaSUG.org

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. 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. If you wish to participate in the next PhilaSUG meeting, please submit an abstract and bio. Your abstract must include the desired length of the presentation and specification of audio/visual needs.

 ➢ The deadline for our next meeting is December 31

E-mail Announcements

PlilaSUG-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.

Future Meetings and Events

March 6, 2003 - **PhilaSUG** Winter Meeting, hosted by WYETH Pharmaceuticals in Collegeville
March 30 – April 2 - **SUGI 28** at the
 Washington State Convention and Trade Center
September 7 – 10 - **NESUG 16** at the
 Crystal Gateway Marriott, Washington, DC

PhilaSUG Executive Committee

Barry Cohen, President	(610) 649-8701
John Cohen, Membership	(302) 886-7083
John Dennis, Secretary/Treasurer	(610) 832-4344
Robert Schechter, WebMaster	(610) 695-1437
Ellen Brookstein	(610) 975-3836
Max Cherny	
Lee Dodoo	(610) 834-5695
Diane Foose	(610) 917-7168
Ray Haupt	(215) 438-8175
Jessica Lam	(484) 865-2633
Russell Lavery	
Robert Nicol	(215) 775-5813
Caryn Reape	(215) 328-2216
Perry Watts	(610) 834-5084

The PhilaSUG Executive Committee meets on an occasional basis, about six times per year. We invite you to become a member. It's a fun and effective way to broaden your SAS horizons.

If you have questions about PhilaSUG, desire to become active on the Executive Committee, or wish to submit any articles, abstracts, etc. please E-mail us at mailto:Executive.Committee@PhilaSUG.org

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

President's Message
PhilaSUG Fall `02 Meeting

Once again the year is flying by, and it is already time for our Fall 2002 meeting. FleetBoston Financial is going to host us for the first time, at a site near their offices in Horsham. FleetBoston Financial is the seventh-largest financial holding company in the United States, and staff members of Fleet in Horsham have had a long-standing relationship with PhilaSUG. So we are delighted Fleet will be hosting us. Complete information about the meeting site is found elsewhere in the PhilaSUG newsletter and web site.

Once each year the SAS Institute provides a SAS speaker to each local user group, as part of its relationship with those groups. Our SAS speaker this year, Brian Schellenberger, will be at this meeting. The release of SAS version 9 is growing nearer, and Brian's presentation will center on SAS version 9. He will begin with an overview of what new in version 9 for you, and then he will delve more deeply into new ODS features in version 9.

But our diversified program does not stop there. Olivia Parr Rud returns to PhilaSUG for a presentation this meeting. A PhilaSUG member, Olivia is a conference presenter and conference chair in the data mining field, and some of you may know her as the author of "Data Mining Cookbook". Her presentation title is "Modeling Lifetime Value in the Insurance Industry". Alice Cheng of Merck & Company will present a paper titled "Long Filename Extension versus Short Filename Extension.

This topic sounds pretty useful to me. How many people are still wondering about the SD2 extension versus the SAS7BDAT extension, or the SC2 extension versus the SAS7BCAT extension? Well, Alice should answer all your questions. And we will have a Coder's Corner presentation this meeting, too, from PhilaSUG member Russ Lavery. Knowing Russ as I do, I am sure he will provide us with some useful coding tips!

Finally, once a year we are able to offer all PhilaSUG members a 20% discount on all SAS publications. This special program will be available at the Fall meeting. But you have to be there to receive the benefit.

I hope you can attend this PhilaSUG meeting, Both for the excellent information to be presented, as well as for the information that surfaces more informally at the breaks and at dinner afterwards. As usual, any PhilaSUG member is welcome to join the presenters and Executive Committee members at dinner nearby after the meeting. Try it some time. It is a great way to integrate yourself further into the local SAS community. I hope to see you and speak with you at the meeting.

Barry R. Cohen
President, PhilaSUG

Paper Abstracts

Modeling Lifetime Value in the Insurance Indutry
C. Olivia Parr Rud, **OLIVIA**Group

Acquisition modeling for direct mail insurance has the unique challenge of targeting responsive customers while minimizing risk. In addition, factors such as the probability of a paid premium and customer profitability all effect the Lifetime Value of a prospect. This presentation will detail the steps to develop a Lifetime Value, which can be used to optimize the selection of prospects. Topics covered include how to structure and prepare data for analysis to model construction and validation. Additional directions for overlaying a risk segmentation model and product profitability are described. A final discussion will cover criteria for final name selection based on company objectives.

Olivia has over 22 years experience in the marketing industry with a 12-year emphasis in data mining, modelling and segmentation for a variety of industries. Using her blend of analytic skills and creative talents, Olivia has provided analysis and developed solutions for her clients in the areas of acquisition, retention, risk and overall profitability

Through **OLIVIA**Group, *Olivia offers a distinctive combination of services, including consulting, training and coaching, in the areas of data mining and predictive modelling, nonlinear thinking, communication and change management.*

Olivia has held senior management positions at Fleet Bank, National Liberty Insurance and Providian Bancorp. She has a BA in Mathematics from Gettysburg College and an MS in Decision Science, with an emphasis in statistics, from Arizona State University. She is an internationally known speaker and author of "Data Mining Cookbook: Modelling Data for Marketing, Risk and Customer Relationship Management (Wiley 2001)", now available in 4 languages.

Long Filename Extension vs Short Filename Extension
Alice Cheng, Merck & Co., Inc.

SAS Version 8, under Windows XP and NT environment with NTFS system, can create long (8-character) and short (3-character) filename extensions. The difference is more than just a naming convention of a filename. Unless clearly specified, SAS may only read one type of file extension. In this presentation, the presenter will discuss the following topics:

- Examples of Long and Short Filename Extensions
- Default SAS Engines
- Default File Extensions
- Control Over the Types of Files to be Input and Output

Examples will be provided as part of the presentation.

Alice Cheng is a Lead Statistical Analyst in Biostatistics Department, Merck & Co., Inc. She has over 10 years of SAS programming experience and has worked in health care, CRO and pharmaceutical industries. Alice has a MS degree in Statistics from Iowa State University.

Alice presented at MWSUG, PharmaSUG and NESUG. She was awarded the Best Paper Award for her PharmaSUG ('98) paper and an Honarable Mention award for her NESUG ('99) paper.

SAS v9: What's new in ODS and beyond
Brian Schellenberger, SAS Institute

Brian will discuss what is new in SAS v9. He will give a quick overview of the broad sweep of features for SAS in v9, but will devote the bulk of time to his area of specialization, namely, new ODS features for v9. (We plan to have an expanded abstract posted to the PhilaSUG web site just as soon as we receive it from SAS)

Brian Schellenberger has been a developer at SAS Institute since 1984. He joined the company to help with the initial efforts for what was then known as "PC SAS" and did the initial v6 for procs PLOT, PRINT, STANDARD, TRANSPOSE, and RANK. He spent many years thereafter working on experimental and internal-support projects but eventually returned to his roots in base SAS to join the ODS project in order to be in charge of the ODS PRINTER destination.

An Animated Guide: Disk Space/CPU Usage for Common SAS Processes

By Russell Lavery - Independent Contractor

Programmers always want to write efficient code that "uses resources (CPU / Disk / Human) Gently". Inefficient coding can cause jobs to use excessive resources and to terminate without completing. These situations (unintended termination - because of inadequate CPU speed or disk space) often forces programming attention on the need to conserve a specific computer resource. Writing efficient code requires understanding how SAS coding techniques use specific resources.

This presentation reviews how several common SAS process use CPU and disk resources. Hopefully, knowing details of SAS resource usage will help in selecting SAS techniques that allow programs to run to completion when resources are limited- and to run quickly in all cases. Processes covered are: sorting, indexing, formatting, _IORC_ merges, Key indexing, un-named and named pipes, Bitmapping and hashing.

Russ Lavery is a member of the executive committee and has used SAS for fifteen years. His experience includes using SAS for marketing, planning and operational projects in several industries. He is an independent contractor who specializes in using SAS and statistics to solve business problems.

PhilaSUG

⁰∕₀ John Cohen
32 W. 40th Street
Wilmington, DE 19802