

# IOWA SAS® USERS GROUP

## 5<sup>TH</sup> DES MOINES ONE-DAY CONFERENCE



MONDAY, MAY 23, 2011

Carver Conference and Learning Center

*Pioneer Hi-Bred International, Inc.,*

**Co-Chairs:**     **Delayne Stokke**     --- Wells Fargo Home Mortgage  
                         **Xiaoping Wang**     --- Iowa Department of Education

**Coordinator:**   **John Xu**                     --- 1ST Consulting LLC

Sponsored by:



# Message from Conference Co-chairs

Dear fellow SAS Users –

The best value in SAS Conferences is back! Once again the Iowa SAS Users Group One-Day SAS Conference is being offered for the low, low registration fee of.... FREE. We can't believe it. Just register by Friday, May 13 and pay nothing. And trust me – this conference will provide lots of value.

For starters, our Keynote speaker is Art Carpenter. Art is well known and well respected within the SAS community. He's written several books and is a frequent presenter at SAS Conferences. In addition to the conference keynote and three other presentations, Art will also be teaching classes on SAS Macro, Reporting and ODS on the days following the conference. See the SAS Class Registration form for details!

Following Art's entertaining keynote, we've lined up three concurrent tracks of presentations for you to choose from. There are a variety of topics that should appeal to a wide variety of SAS experience and interest levels.

Also included in your conference registration is an on-site lunch, conference give-aways, and the chance to network with fellow SAS users.

This year will be the 5th one day conference that we've held in Des Moines. The conference and the free registration is made possible by our volunteers and our sponsors: 1st Consulting, JMP from SAS, Pioneer Hi-Bred International and SAS Institute. Be sure to thank them!

Come join us and your fellow SAS users for a fun, informative and educational experience.

Your Co-Chairs,

Delayne Stokke and Xiaoping Wang



## Conference Committee

\*\*\*\*\*

<b>Coordinator:</b>	<b>John Xu</b>	--- 1ST Consulting LLC
<b>Section Chairs:</b>	<b>Bill McKirgan</b>	--- University of Iowa
	<b>Elaine Notis</b>	--- Pioneer Hi-Bred International
	<b>Xiaoping Wang</b>	--- Iowa Department of Education
<b>Registrar:</b>	<b>Vikrant Saxena</b>	--- Consultant, Wellmark Blue Cross Blue Shield of Iowa

## Network with Fellow SAS® Users

Learn from the SAS Pro's

Three Concurrent Sessions with 16 Presentations

Four SAS Training Classes!

Scholarship for SAS Classes!

**FREE** Conference Registration!

### Conference Information:

This one-day conference will provide an opportunity to enhance your SAS® skills and improve your understanding of the SAS® System. There will be 3 concurrent sessions throughout the day - And it's free! And the lunch is also free! Registration information is on page 17 of this announcement.

Additional, we will have 4 SAS classes in the same week after the conference.

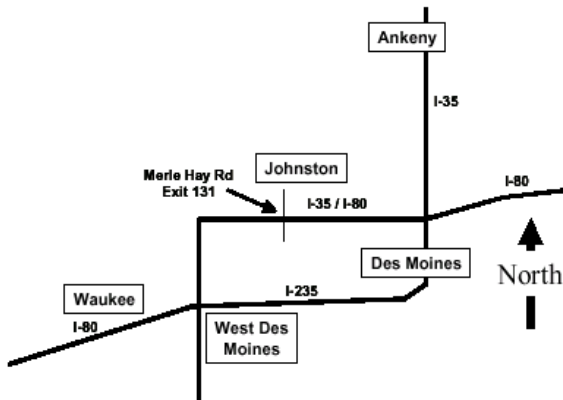
---

<b>Date:</b>	Monday, May 23, 2011
<b>Location:</b>	Carver Conference and Learning Center (See map and direction at the end) Pioneer Hi-Bred International Inc. 7200 NW 62nd Ave. Johnston, Iowa 50131
<b>Registration Fee:</b>	FREE for Early Registration by Friday May 13, 2011 \$50 for Late Registration after May 13, 2011
<b>SAS Class:</b>	Intro. to SAS Macro, Advanced SAS Macro, SAS Reporting, Intro. ODS (Extra fee)
<b>Cancellation Policy:</b>	Please email to <a href="mailto:dsm1day@yahoo.com">dsm1day@yahoo.com</a> . Thanks!
<b>Check in:</b>	Start at 8:00 AM on May 23, 2011.
<b>Schedule:</b>	The Opening Session/Keynote will begin promptly at 8:30 AM. 3 concurrent sessions will start at 9:30 AM. Lunch at 11:30 AM. The afternoon sessions will start at 1:00 PM. The closing session will start at 4:00 PM and will conclude before 4:30 PM. See Conference Schedule page for the details.
<b>Lunch:</b>	<b>Free Lunch</b> is provided to all attendees.

**Hotel:** If you need to stay in a local hotel, you may call the following hotels for a reservation. Please mention that you are attending a meeting at Pioneer to get the special rate. All have free parking, free breakfast, free airport shuttle, free internet, unless noted.

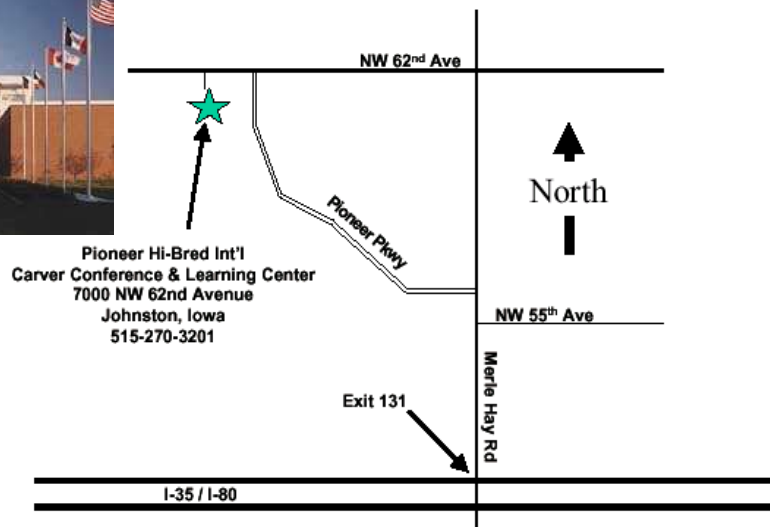
- (1) Hilton Garden Inn Johnston, 8600 Northpark Drive, Johnston, IA (No free Breakfast) \$69/night  
(515) 270-8890 <http://hiltongardeninn.hilton.com/en/gi/hotels/index.jhtml?ctyhocn=DSMUHGI>
- (2) Towneplace Suites, 8800 Northpark Drive, Johnston, IA (No free airport shuttle) \$67/night  
(515) 727-4066 [www.marriott.com/hotels/travel/dsmur-towneplace-suites-des-moines-urbandale/](http://www.marriott.com/hotels/travel/dsmur-towneplace-suites-des-moines-urbandale/)
- (3) Stoney Creek Inn, 5291 Stoney Creek Court, Johnston, IA \$67/night  
(515) 334-9000 [www.stoneycreekinn.com/locations/rooms/index.cfm/DesMoines](http://www.stoneycreekinn.com/locations/rooms/index.cfm/DesMoines)
- (4) Additional hotels with corporate discount: Comfort Suites At Living History Farms, Drury Inn in West Des Moines, Sheraton West Des Moines Hotel, Ramada Conference Center Des Moines, Holiday Inn Northwest

**Questions:** For an answer, just e-mail your question to John Xu:  
[johnxu@1st-consulting.com](mailto:johnxu@1st-consulting.com) (515)778-4093(c)



### Directions to Pioneer Hi-Bred International, Inc. (Carver Conference & Learning Center)

From I-80/35 take the Merle Hay Road exit, # 131. At the exit ramp go north onto Merle Hay Road. Take Merle Hay Road north about 1 mile to Pioneer Parkway and turn west (left). Follow this divided boulevard all the way to it's end at NW 62<sup>nd</sup> Avenue. Turn left to head west on NW 62<sup>nd</sup> Avenue. Continue to the main Pioneer Hi-Bred International, Inc. entrance. Turn left onto the main driveway. Park in the spaces in front of the building or in the lot across the drive.



Pioneer Hi-Bred Int'l  
Carver Conference & Learning Center  
7000 NW 62nd Avenue  
Johnston, Iowa  
515-270-3201

## Conference Schedule [number in () is the index in abstract section]

5/23	Session 1 (Auditorium)	Session 2 (next to Auditorium)	Session 3 (next to Session 2)
8:00 – 8:30	<b>Check In</b>		
8:30 – 9:20	<b>Opening Session/ Keynote Speech</b>	<b>Programming for Job Security: Maximize Your Indispensability: Become a Specialist</b> Art Carpenter, California Occidental Consultants (1)	
9:30 – 10:20	<b>Multivariate Data Displays for Evaluating Clusters</b> Bob Moore, Ameriprise Financial (5)	<b>Some Graphical Analyses for Time Response Curves</b> David Meek, USDA (7)	<b>The Greatest Hits: ODS Essentials Every User Should Know</b> Cynthia Zender, SAS Institute (12)
10:30 – 11:20	<b>Looking for a Date? A Tutorial on Using SAS® Dates and Times</b> Art Carpenter, CA Occidental (2)	<b>More Data Processing in SAS using the Hash Object and the Hash Iterator Object</b> Delayne Stokke, Wells Fargo (8)	<b>Up to Speed with Categorical Data Analysis</b> Maura Stokes, SAS Institute (14)
11:30 – 13:00	<b>Simulating a Simple Solitaire Card Game Using SAS®</b> Bob Moore, Ameriprise Financial (6)	<b>MWSUG BOF</b> Debbi Scheufler, MWSUG 2011	<b>Lunch</b>
1:00 – 1:50	<b>SAS Macro: Symbols of Frustration? %Let Us Help? A Guide to Debugging Macros.</b> Art Carpenter, CA Occidental (3)	<b>Multivariate or Heuristic? Finding Improved Sets of Predictor Variables</b> Jeff Snow, Wells Fargo (9)	<b>Don't Gamble with Your Output: How to Use Microsoft Formats with ODS</b> Cynthia Zender, SAS Institute (13)
2:00 – 2:50	<b>Say Farewell to Wrong Signs Brought by Multicollinearity</b> Citigroup, Jeff Chen (17)	<b>Using Temp table for Speedy DBMS data extraction</b> John Xu, 1ST Consulting (10)	<b>On Deck: SAS/STAT 9.3</b> Maura Stokes, SAS Institute (15)
3:00 – 3:50	<b>Building and Using User Defined Formats</b> Art Carpenter, CA Occidental (4)	<b>JMP for SAS Programmers</b> Sam Gardner, JMP (11)	<b>Becoming a Better Programmer with SAS Enterprise Guide 4.3</b> Kenneth Sucher, SAS Institute (16)
4:00 – 4:30	<b>Closing Session / Door Prize</b>		

## SAS Class Schedule (by Art Carpenter at Downtown Wells Fargo Training Center)

5/24	<b>From %Macro to %MEND: An Introduction to the SAS® Macro Language</b>
5/25	<b>Advanced Techniques in the SAS® Macro Language</b>
5/26	<b>Advanced Reporting and Analysis Techniques for the SAS® Power User</b>
5/27	<b>Introduction to the Output Delivery System: From the Basics to Practical Application</b>

# Thanks to Our Sponsors



**1ST  
CONSULTING**

For organizing conference, coordinating training classes, and financial support



For providing speaker and conference supplies



For hosting the conference



For providing speakers and conference supplies

# 1ST CONSULTING

## SAS SPECIALISTS

### Service Area

- Data Warehousing
- Data Mining
- Reporting
- Data Management
- Application Development
- Recruiting Services
- Technical Support
- Local Training Classes

### Industry Experience

- Insurance
- Financial Services
- Health Care
- Marketing
- Pharmaceutical

For more information, please contact John Xu, 515-778-4093, [johnxu@1st-consulting.com](mailto:johnxu@1st-consulting.com)



# Presentation Abstracts

**Keynote Speaker: Art Carpenter**  
California Occidental Consultants

## **Programming for Job Security: Maximize Your Indispensability- Become a Specialist**

**ABSTRACT:** A great deal has been said about programming techniques designed for the efficiency and maintainability of SAS® programs. We are taught to write code that minimizes machine and programmer resources. Unfortunately, easily maintained code requires fewer programmers, and fewer programmers mean pink slips and less job security. In these troubled times, programmers need to be able to maximize their indispensability. They need to become a specialist; a Job Security Specialist.

Job Security Specialists can protect themselves and their families by applying the tips and techniques discussed within this paper. The programmer will be advised when to apply the techniques, and whether the use of the techniques should be subtle or gross.

Techniques will cover programming style, editing style, naming conventions, as well as, statements to use and to avoid. You will learn to blur data steps, make non-assigning assignment statements, re-write functions, take advantage of obscure options, use language 'features' to full effect, and in general write code that not even you will be able to figure out how or why it works.

With understanding comes the first steps in becoming a Job Security Specialist.

\*\*\*\*\*

### **(2) Looking for a Date? A Tutorial on Using SAS® Dates and Times**

**Art Carpenter**, California Occidental Consultants

**ABSTRACT:** What are SAS date and time values? How are they used and why do we care? What are some of the more important of the many functions, formats, and tools that have been developed that work with these crucial elements of the SAS System?

This tutorial will answer these questions and many more. Starting with date and time constants and their representation in SAS and then expanding to functions and formats, the basics of the use of dates and times will be integrated with their use as part of both data tables and data displays. The discussion will include functions and formats that are new to Version 8 and SAS 9.

Also covered are picture formats and date directives, date scaling in SAS/GRAPH, shift operators in the INTNX and INTCK functions, and the use of the %SYSFUNC macro function.

### **(3) SAS Macro: Symbols of Frustration? %Let Us Help? A Guide to Debugging Macros**

**Art Carpenter**, California Occidental Consultants

**ABSTRACT:** Are you just learning to write MACROS? Are you baffled by when to use single quotes and double quotes - or one inside the other? Are you confused by when to use statements such as DO versus %DO? Want to know the difference between a GLOBAL and LOCAL Macro variable? Do you have macros that don't give the right results yet don't give error messages either? This workshop will introduce a few MACRO concepts that are often misunderstood. You'll also learn how to use options such as MPRINT and SYMBOLGEN, and statements such as %PUT, to help you determine why your macro doesn't run, or why it does run but gives you the wrong results.

## **(4) Building and Using User Defined Formats**

**Art Carpenter**, California Occidental Consultants

**ABSTRACT:** Formats are powerful tools within the SAS System. They can be used to change how information is brought into SAS, how it is displayed, and can even be used to reshape the data itself. The Base SAS product comes with a great many predefined formats and it is even possible for you to create your own specialized formats.

This paper will very briefly review the use of formats in general and will then cover a number of aspects dealing with user generated formats. Since formats themselves have a number of uses that are not at first apparent to the new user, we will also look at some of the broader application of formats. Topics include; building formats from data sets, using transformations using formats, value translations, and using formats to perform table look-ups.

## **(5) Multivariate Data Displays for Evaluating Clusters**

**Robert Moore**, Ameriprise Financial

**ABSTRACT:** This paper illustrates some SAS graph techniques for displaying multidimensional data to facilitate visual evaluation of clusters. When performing a cluster analysis to identify customer segments, most clustering algorithms leave the number of clusters and the best clustering solution to the judgment of the analyst. Graphical techniques that display summary statistics for a number of variables simultaneously for all the clusters can be a helpful technique for visual evaluation of the clusters. The multivariate graphical displays illustrated in this paper include profile plots, Andrews plots, star charts, and Chernoff faces. The first three types are implemented using the PROC GPLOT and PROC GCHART procedures. Some preliminary data preparation is performed using the PROC MEANS and PROC TRANSPOSE procedures. The intended audience for this paper is assumed to have an intermediate SAS skill level, and some familiarity with customer segmentation.

## **(6) Simulating a Simple Solitaire Card Game Using SAS®**

**Robert Moore**, Ameriprise Financial

**ABSTRACT:** This paper illustrates using SAS arrays and nested DO loops in a DATA step to simulate a card game. A SAS program is presented that simulates a simple version of solitaire played with a standard deck of cards. Arrays are used to represent the standard deck of playing cards, and a DATA step with nested DO loops is used to repeatedly play the game and capture the outcomes of each game. PROC FREQ and PROC GCHART are used to examine the distribution of possible outcomes of the game generated by simulating a large number of trials. The intended audience for this paper is assumed to have a beginning to intermediate SAS skill level and be familiar with arrays and DO loops.

## **(7) Some Graphical Analyses for Time Response Curves**

**David Meek**, USDA

**ABSTRACT:** Modeling the response over time of a measurement on unit of interest like a person or a plot subjected to a treatment is a common practice in scientific or engineering research. Examples from four different studies are considered. Charts for screening meteorological observations are presented in the first example, an application of seasonal crop growth analysis in the next; followed by a water quality comparison for a long-term paired watershed project, and finally, a water quality comparison for treatments in year-long controlled chamber study.

## **(8) More Data Processing in SAS using the Hash Object and the Hash Iterator Object**

**Delayne Stokke**, Wells Fargo Home Mortgage

**ABSTRACT:** I believe that the hash object and the companion hash iterator object are the greatest additions to the base SAS language in the past 25 years. I've used these objects to replace traditional DATA Step Merges and

PROC SQL joins and have achieved impressive performance improvements. This presentation will demonstrate ways that you can incorporate these tools into your SAS toolkit.

## **(9) Multivariate or Heuristic? Finding Improved Sets of Predictor Variables**

**Jeff Snow**, Wells Fargo

**ABSTRACT:** When selecting and identifying an optimal set of predictor variables from a large collection of potential candidates, multivariate techniques are often used to reduce the problem set, identify the correct dimensionality, and create sets of independent factors used as predictors. This can often lead to better variable selection, model performance and forecast accuracy, but does it create better models? A comparison of traditional multivariate techniques with heuristic approaches is discussed along with considerations of model acceptance and use. An example using economic data is presented.

## **(10) Using Temp Table for Speedy DBMS Data Extraction**

**John Xu**, 1ST Consulting LLC

**ABSTRACT:** When extracting data from a relational database using a SAS dataset as the selection criteria, we often run into performance issue. In this presentation, John will explore the use of Temporary Table within the database server to speed up the process. The performance gain can be very significant. In the extreme case, we can reduce the time from hours to minutes or even seconds. John will also discuss the options in PROC SQL that display query plan. And alternative approaches to extract data when the user has no privilege to create Temporary Table on the server.

## **(11) JMP for SAS Programmers**

**Sam Gardner**, JMP Systems Engineer

**ABSTRACT:** This talk will give an overview of JMP's analytic integration tools. JMP is a desktop statistical analysis and data visualization product from SAS, and JMP can function on its own as a top notch analytics package. JMP can also interface with SAS in many ways (as a client to SAS, as a SAS Code generator, and as an enhanced interface to SAS). In the most recent version of JMP there is the ability to interface with other tools such as Excel and R. JMP also has a powerful scripting language that can allow you to develop and deploy customized analytical tools. Several examples of JMP analytic integration and scripting tools will be shown.

## **(12) The Greatest Hits: ODS Essentials Every User Should**

**Cynthia Zender**, SAS Institute

**ABSTRACT:** Discover that there's an option or destination or feature that has you singing its praises because the feature boosted your reports to the next level.

This presentation covers some of the essential features and options of ODS that every user needs to know to be productive. This presentation will show you concrete code examples of the ODS "Greatest Hits". Come to this presentation and learn some of the essential reasons why ODS and Base SAS rock!

## **(13) Don't Gamble with Your Output: How to Use Microsoft Formats with ODS**

**Cynthia Zender**, SAS Institute

**ABSTRACT:** "Are you frustrated when Excel does not use your SAS formats for number cells? Do you lose leading zeroes on zip codes or ID numbers? Does your character variable turn into a number in Excel? Don't gamble with your output! Learn how to use the HTMLSTYLE and TAGATTR style attributes to send Microsoft formats from SAS to Excel.

This paper provides an overview of how you can use the HTMLSTYLE attribute with HTML-based destinations and the TAGATTR attribute with the TAGSETS.EXCELXP destination to send Microsoft formats from SAS to Excel using ODS STYLE= overrides. Learn how to figure out what Microsoft format to use and how to apply the format

appropriately with ODS. A job aid will be included in the paper that lists some of the most common Microsoft formats used for numeric data. The examples in this paper will demonstrate PROC PRINT, PROC REPORT and PROC TABULATE coding techniques."

#### **(14) Up to Speed with Categorical Data Analysis**

**Maura Stokes**, SAS Institute

**ABSTRACT:** Categorical data analysis remains a substantial tool in the practice of statistics, and its techniques continue to evolve with time. This paper reviews some of the basic tenets of categorical data analysis today and describes the newer techniques that have become common practice. The use of exact methods has expanded, including additional assessments of statistical hypotheses, conditional logistic regression, and Poisson regression. Bayesian methods are now available for logistic regression and Poisson regression, and graphics are a regular component of many analyses.

This paper describes recent techniques and illustrates them with examples that use SAS/STAT software.

#### **(15) On Deck: SAS/STAT 9.3**

**Maura Stokes**, SAS Institute

**ABSTRACT:** SAS/STAT 9.3, coming soon to a site near you, delivers numerous enhancements to the statistical software. The PHREG procedure supports frailty models for incorporating random effects in Cox regression and the MCMC procedure provides a RANDOM statement to facilitate fitting Bayesian models with random effects. The NLIN procedure has been updated, and the MI procedure offers additional flexibility by providing a fully conditional specification method. The new SURVEYPHREG and HPMIXED procedures are also outfitted with additional capabilities.

This talk reviews the highlights of the 9.2 and 9.22 releases of SAS/STAT software and then describes important 9.3 enhancements with practical illustrations.

#### **(16) Becoming a Better Programmer with SAS Enterprise Guide 4.3**

**Kenneth Sucher**, SAS Institute

**ABSTRACT:** Both existing and new users of SAS are turning to SAS Enterprise Guide to write and run their code. Long-time users are accustomed to typing all their code into the Program Editor window and simply hitting the Submit key. New users do not have this same set of expectations and are more willing to point and click on occasion. But the truth is becoming clear; the winning programmer will be the one who has the expertise to create the best of both worlds--either coding or clicking, depending upon which is more efficient for a given task.

SAS Enterprise Guide 4.3 contains new functionality that can help anyone become a better programmer. These pages address the all-important question: when is it appropriate to code, and when to click? The aim here is to expose new users--as well as those familiar with SAS--to tips and best practices that will allow them to return to the office as better programmers.

#### **(17) Farewell to Wrong Signs Brought by Multicollinearity**

**Jeff Chen**, Citigroup

**ABSTRACT:** "Wrong signs" are perhaps the most common challenge to the statistical regression practitioners. And when the problem is caused by multicollinearity, it is essentially cureless. Despite this long lasting difficulty, I managed to develop a regression technique as a solution. The technique guarantees a model that (1) has all the right signs without dropping any correlated variable, (2) has average bias and MSE much smaller than either the OLS or the dropping-variable approach, (3) is highly data-consistent and (4) robust to all extreme conditions. In brief, the technique completely solves the wrong-sign problem brought by multicollinearity.

**Post-Conference SAS Training Course descriptions starting on Page 14**

# Speaker Biographies



**Art Carpenter's** publications list includes four books, and numerous papers and posters presented at SUGI, SAS Global Forum, and other user group conferences. Art has been using SAS® since 1977 and has served in various leadership positions in local, regional, national, and international user groups. He is a SAS Certified Advanced Professional programmer, and through California Occidental Consultants he teaches SAS courses and provides contract SAS programming support nationwide.

**Jeff Chen** Gikuang Jeff Chen, Ph.D. in Economics, a former risk management consultant at Wells Fargo Financial; currently working for Citigroup as a consumer analytics and modeling manager. He is interested in studying difficult problems. He has devoted himself in solving the well known statistical problem of multicollinearity for 3 years. He developed the Staged Regression Method as a remedy to the Multicollinearity problem and presented it three times at Wells Fargo Financial in 2009. He is going to present today a new technique which he believes is the “ultimate” solution.



**Sam Gardner** joined SAS as a JMP Systems Engineer in November 2008. Previously, he worked for seven years with Eli Lilly and Company, first as a statistician in bulk pharmaceutical manufacturing and manufacturing development, and later as a process chemist in antibiotic manufacturing. Earlier, he served for 12 years as an active-duty US Air Force officer, with various roles in weapons systems modeling and simulation, operational flight testing, academics and in visual display systems research. He has been a user and advocate of JMP and SAS for the last 15 years. Sam holds bachelor's degrees in mathematics and chemistry from Purdue University, a master's degrees in mathematics from Creighton University, and a master's degree in statistics from the University of Kentucky.



**David Meek** has worked as a mathematician and as a statistician for the United States Department of Agriculture's Agricultural Research Service (USDA-ARS) for almost 32 years. He has written or coauthored scientific papers, presented talks at statistical and scientific society meetings, and has given or helped with in-house and agency workshops on various statistical or software topics. For most of this period he has employed SAS® in the performance of his duties.



**Robert Moore** received his M.S. in Statistics from the University of Minnesota, and is an Associate in the Society of Actuaries. He has over 20 years of experience in the insurance and financial services industry including work as an actuary, predictive modeler and statistical analyst. He is also a SAS Certified Advanced Programmer and SAS Certified Predictive Modeler Using SAS Enterprise Miner.



**Jeff Snow** received his PhD from the University of Utah in Decision Sciences, has more than 25 years experience in statistical consulting and modeling and has been with Wells Fargo in various modeling and risk management roles since 1996.



**Maura E. Stokes** is Senior Manager of Statistical Applications Research and Development at SAS Institute. She received her DrPH in Biostatistics from the University of North Carolina at Chapel Hill and has taught and written about categorical data analysis for over fifteen years.



**Delayne Stokke** has been a SAS programmer and analyst since 1986. He has presented papers at local, regional and international users group meetings, and has been co-chair of the Midwest SAS Users Group annual meeting on two occasions (2003 and 2007). Delayne is a Certified Advanced Programmer for SAS9. He works for Wells Fargo Home Mortgage in West Des Moines, IA, where he provides support and consultative services to SAS users.



**Kenneth Sucher** is an advanced SAS certified instructor for SAS Education. He received his master's degree in sociology from Florida State University. Kenneth used SAS during grad school and he honed his SAS skills while working as a statistician for the Census Bureau and later as a demographer for the Urban Institute. Since coming to SAS in 2003, he has become an Enterprise Guide expert. Kenneth teaches and works on course development for Enterprise Guide as well as SAS programming courses including macro and SQL processing. Kenneth currently lives in Washington, DC.



**John Xu** is the Director of Consulting of 1ST Consulting LLC, a West Des Moines based consulting company specialized in SAS related services. He has over 20 years of SAS experience in Financial, Insurance, Marketing, Government, Education, and Pharmaceutical industries. John had served on MidWest SAS Users Group board for 10 years. He is currently coordinating the activities of Iowa SAS Users Group.



**Cynthia Zender** has been with SAS since 1996 as an instructor and course developer. She currently serves as the Curriculum Manager for the Report Writing and Output Delivery System curriculum. Cynthia is a frequent speaker at SAS Global Forum and at regional SAS user groups. She is working on an "SG" procedure graphics course, as well as a SAS/Graph course. Cynthia is a SAS Certified Professional, with over 25 years of experience programming and reporting with SAS. Prior to joining SAS, she worked with a variety of industries, using SAS for application development and report.



## MidWest SAS Users Group 2011 September 25-27 Kansas City

### **Iowa ... Are you ready to sizzle with SAS?**

If so, join the 22<sup>nd</sup> MWSUG for a great line-up of formal and informal presentations and discussions, posters, workshops, and social activities.

**When: September 25-27**

**Where: Overland Park Marriott  
10800 Metcalf Avenue  
Overland Park, Kansas 66210**

Website: [www.mwsug.org](http://www.mwsug.org) for more information

What's in it for me:

Learning (solving SAS problems, tips and tricks as well as advancements in SAS), great food, fun and socialization, and much, much more!!!!

Register by August 26, 2011 to take advantage of the early bird registration fee

### **See you in Kansas City in September 2011!**

**Debbi Scheufler and Kelley Weston**  
MWSUG 2011 Conference Chairs



# Post-Conference Training

- **Date and Course title**

5/24/11 (Tuesday)	<b>From %Macro to %MEND: An Introduction to the SAS® Macro Language</b>
5/25/11 (Wednesday)	<b>Advanced Techniques in the SAS® Macro Language</b>
5/26/11 (Thursday)	<b>Advanced Reporting and Analysis Techniques for the SAS® Power User: It's Not Just About The PROCs!</b>
5/27/11 (Friday, 1/2 day)	<b>Introduction to the Output Delivery System: From the Basics to Practical Application</b>

- **Location**

Training Center Room A/B  
Wells Fargo  
800 Walnut Street  
Des Moines, IA 50309-3636

- **Direction and Parking**

Accessible through Des Moines Downtown Skywalk.  
Parking is available on the street and in the ramp at  
9th & Locust Streets

- **Misc.**

Lunch is provided FREE at EMC Cafeteria. Light  
breakfast is provided in the classroom.

- **Special Offer I**

50% discount to full time students and individuals who are in between jobs (subject to availability, approval and verification).

- **Special Offer II**

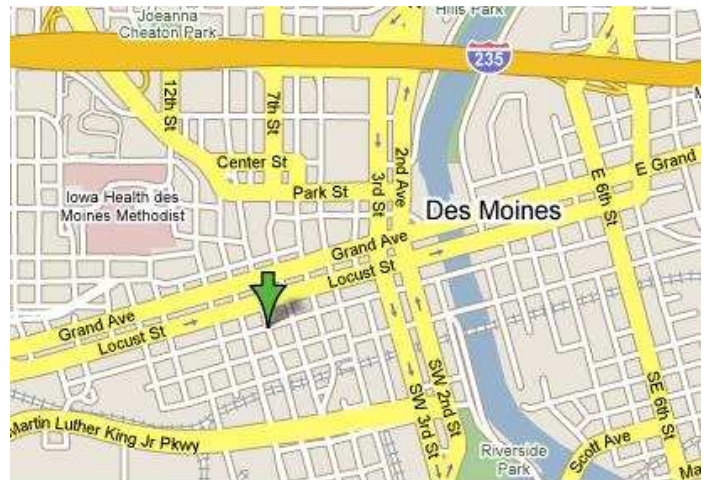
Take 2 SAS class and receive a MP3 Player/USB Driver.

- **Notice**

Profit from these SAS classes will be used for the One-day conference. Iowa SAS Users Group can only provide free conference registration with your support!

- **Additional Local SAS Classes**

Contact John Xu ([johnxu@1st-consulting.com](mailto:johnxu@1st-consulting.com), 515-778-4093), if you are interested in other SAS training classes.



# Course Descriptions

## **(1) From %Macro to %MEND: An Introduction to the SAS® Macro Language**

Date/Time: 5/24/2011, 8:30 am - 4:30 pm

**Intended Audience Level:** Beginner to early intermediate  
**The Course Format:** Seminar style  
**Class Material:** Carpenter's Complete Guide to the Macro Language, 2nd Edition

### **Course Contents:**

This one-day course is designed for the SAS programmer who is new to the Macro Language. We will start at the basics and cover the fundamentals necessary to start applying SAS macros in your programs. By the end of the day you will understand how the Macro Language works, what the Macro Symbol Table is and how values are stored in it, how the SAS System uses Macro Variables, key Macro Language concepts, important SAS Macro Language statements, and how to invoke Macros in your programs. The example Macros shown in the course materials demonstrate the power and flexibility of this part of the SAS System and will enable you to apply the functionality of the Macro Language to your own programs right away.

This session is suited for the SAS user who already has a basic understanding of the Data Step and Procedure Steps, and who is new to the Macro Language facility in SAS System software. It is a beginning-level course that assumes no prior understanding of the SAS Macro Language. It is also suitable for SAS users who want to understand the Macros found in programs that have been "inherited" from other programmers.

## **(2) Advanced Techniques in the SAS® Macro Language**

Date/Time: 5/25/2011, 8:30 am - 4:30 pm

**Intended Audience Level:** Intermediate  
**The Course Format:** Seminar style  
**Class Material:** Carpenter's Complete Guide to the Macro Language, 2nd Edition

### **Course Contents:**

This one day course is designed for students with a good understanding of the DATA and PROC steps and who already understand the basic structure and syntax of the SAS Macro Language.

The course will start with a short review of the macro basics and quickly move on topics selected to improve your macro language expertise. Several key macro functions will be introduced, explained and demonstrated. Course topics include:

- Macro Language Review
- Macro Functions, Using and Creating
- Writing Dynamic Code
- Controlling Your Environment
- Working With SAS Data Sets
- Using SAS Macro Libraries
- Miscellaneous Macro Topics
- Learn how the macro language thinks as you use it to write your programs.

## **(3) Advanced Reporting and Analysis Techniques for the SAS® Power User: It's Not Just About The PROCs!**

Date/Time: 5/26/11, 8:30 am - 4:30 pm

**Intended Audience Level:** Strong intermediate to Advanced  
**The Course Format:** Seminar style  
**Class Material:** Course notes

# Course Descriptions (cont.)

## Course Contents:

There are literally hundreds of techniques used on a daily basis by the users of SAS® software as they perform analyses and generate reports. Although often obscure, most of these techniques are relatively easy to learn and generally do not require specialized training before they can be implemented. Unfortunately a majority of these techniques are used by only a very small minority of the analysts and programmers. They are not used more frequently, because a majority of SAS users have simply not been exposed to them. Left to ourselves it is often very difficult to 'discover' the intricacies of these techniques and then to sift through them for the nuggets that have immediate value.

This one day course presents a series of those nuggets. It covers a broad range of SAS topics that have proven to be useful to the intermediate and advanced SAS programmer who is involved with the analysis and reporting of data. The intended audience is expected to have a firm grounding in Base SAS. For most of the covered topics, the course will introduce useful techniques and options, but will not 'teach the procedure'. No matter how experienced we are, no matter how well we know a procedure or a technique, there is still more that we do not yet know.

The course includes options and techniques associated with:

- New, powerful, and little used options in MEANS/SUMMARY
- Reporting procedures including TABULATE and REPORT
- Understanding more about the REPORT compute block
- In the DATA step (functions, options, statements)
- Working with data
- Taking full advantage of formats
- Interfacing with the Macro Language
- Output Delivery System, ODS, extras
- Operating System Interfaces and how you can take advantage of them
- Advanced Table look-up techniques
- Importing and exporting data

## **(4) Introduction to Output Delivery System: From the Basics to Practical Application**

Date/Time: 5/27/2011, 8:30 am - 12:00 noon

**Intended Audience Level:** Beginner to early intermediate

**The Course Format:** Seminar style

**Class Material:** Course notes

## Course Contents:

Since its introduction in Version 7, the Output Delivery System, ODS, has significantly altered how we utilize and view output generated by SAS procedures. We now have the ability to route our output to a variety of file types, we can capture output as data, and we can control fonts, colors, and destinations. ODS gives the programmer vast powers of control. All we need to do is step up and take that control.

This course introduces ODS and shows the programmer how to take advantage of its many capabilities. The course concentrates on the many options and features of the ODS statement, but also covers related topics that make use of ODS capabilities. ODS is here to stay and as its features become even more embedded within the SAS System, it will be even more important for you to know how to make it work for you. Join us. Learn ODS now.

Learn to:

- write reports in HTML, RTF, and PDF
- create data sets from reports
- control procedure output, what it looks like, and what it contains
- create linked documents
- use the fundamentals of traffic lighting

# Scholarship Program

## For Post-conference SAS classes

Iowa SAS® Users Group will pay for up to 8 students to attend the professional post-conference SAS training classes, Full time college students and people in between job may apply.

Please complete the form below. You may want to attach a resume, especially if you are not a student. Please send your application, plus the completed conference and class registration form by e-mail to Dr. Xiaoping Wang at [dsm1day@yahoo.com](mailto:dsm1day@yahoo.com). If you have any question, please contact Xiaoping as well.

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

College: \_\_\_\_\_ Major: \_\_\_\_\_

Rank the SAS class desired:   Intro. Macro   \_\_\_    Advanced Macro    \_\_\_

                                  Report Writing   \_\_\_    Introduction to ODS    \_\_\_

Please answer the following questions. Your answers will be used in the selection process to determine the winners.

- How long have you been using SAS software? \_\_\_\_\_
- Where did you first learn SAS? \_\_\_\_\_
- What was the class ? \_\_\_\_\_
- Why do you think it is important to know SAS? \_\_\_\_\_
- What are your future plans for using SAS? \_\_\_\_\_
- Will you attend the one-day conference?    Yes \_\_\_    No \_\_\_
- Your current status:        Junior\_\_\_\_\_ Senior\_\_\_\_\_ M.S. \_\_\_\_\_ Ph. D.\_\_\_\_\_ Other\_\_\_\_\_

Please tell us anything that will help us award you the scholarship:

---

---

---

---

---

---

---

---

---

---

The deadline for application is **5/6/11**. You will be notified by e-mail by **5/13/11** for post-conference class.

# Conference Registration Form

IOWA SAS® USERS GROUP, THE 5<sup>TH</sup> DES MOINES ONE-DAY CONFERENCE  
Monday, May 23, 2011

Name: \_\_\_\_\_

Company \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

E-mail (required): \_\_\_\_\_ Phone: \_\_\_\_\_

Lunch choice: Smoked turkey\_\_\_\_ Honey ham \_\_\_\_ Roast beef\_\_\_\_ Vegetarian\_\_\_\_

(Sandwich box lunches include your choice of sandwich, seasonal fruit salad, cookie, soda and one side item)

Please email me MWSUG conference (9/25-27, KC) information including carpool: Yes\_\_\_\_ No\_\_\_\_

.....  
Please complete, copy/paste and email your completed registration to:

Vikrant Saxena at [dsm1day@yahoo.com](mailto:dsm1day@yahoo.com)

**Registration Fee:** Free Early Registration by Friday May 13, 2011  
\$50 per person for Late Registration after May 13, 2011,

**Cancellation Policy:** Please email you cancellation notice to [dsm1day@yahoo.com](mailto:dsm1day@yahoo.com).

\* A confirmation e-mail will be sent within 3 days.

\* For multiple registrations, please submit one registration form for the contact person, plus a list of additional attendees' name, e-mail address, and phone number.

\*\* Due to facility limitation, Iowa SAS Users Group reserves the right to decline any registration at any time. When feasible, we will create a waiting list.

**This conference is made possible by volunteers like you and funded by Iowa SAS Users Group and 1ST Consulting LLC. Please consider taking a SAS class to support your SAS users group.**

# SAS Class Registration Form

IOWA SAS® USERS GROUP, THE 5<sup>TH</sup> DES MOINES ONE-DAY CONFERENCE  
May 24-27, 2011

Enrollment Requirements: See course description.

Please mark the SAS Classes to attend:

- ( ) \$425 \* Introduction to SAS Macro (5/24/11, 8:30-4:30 Tuesday)  
( ) \$425 \* Advanced SAS Macro (5/25/11, 8:30-4:30 Wednesday)  
( ) \$425 \* Advanced Reporting & Analysis (5/26/11, 8:30-4:30 Thursday)  
( ) \$225 \* Introduction to ODS (5/27/11, 8:30-12:00 Friday)

\* Take 2 or more classes and receive a MP3 Player/USB driver.

\* Add \$50 for late registration after Friday, May 13, 2011.

\_\_\_\_\_ <= **Total Fee**

The registration fee includes lecture book/ notes, office supply, lunch, refreshment for breaks.

Special Discount: 50% off for full time students and individuals who are between jobs.

\*\*\*\*\*

Name: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/ZIP: \_\_\_\_\_

E-mail: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

You may e-mail the completed registration form to: [johnxu@1st-consulting.com](mailto:johnxu@1st-consulting.com). Please make the check payable to

Iowa SAS Users Group and mail it with a copy of your registration form to:

John Xu  
Iowa SAS Users Group  
4652 Valley View Lane  
West Des Moines, IA 50309

Email:  
[johnxu@1st-consulting.com](mailto:johnxu@1st-consulting.com)

Payment prior to the class is required. We accept both company and personal Check. Sorry, no credit card is accepted. A confirmation e-mail will be sent to you within 48 hours.

## Registration Cancellation Policy

Iowa SAS Users Group reserves the right to cancel the class at any time and for any reason with a full refund.

Attendee may cancel registration and receive a full refund of course fee at any time before the early registration due date of May 13, 2011. After that date no refund is available, but substitution is accepted with prior notification.

## Question?

For any question, please contact John Xu by email at [johnxu@1st-consulting.com](mailto:johnxu@1st-consulting.com) or by phone at 515-778-4093.

\* YOU WILL RECEIVE AN EMAIL CLASS REMINDER A FEW DAYS BEFORE THE STARTING DATE WITH MORE DETAILS. \*



# Iowa SAS<sup>®</sup> Users Group

May 2011

Iowa SAS Users Group is a local users group organized to

- Facilitate communications with SAS Institute, Inc., and among users of SAS<sup>®</sup> in Iowa
- Instruct members how to better use SAS<sup>®</sup> programming tools
- Keep members informed about new SAS<sup>®</sup> versions and products
- Inform and educate the public about the value and benefit of SAS<sup>®</sup> software.

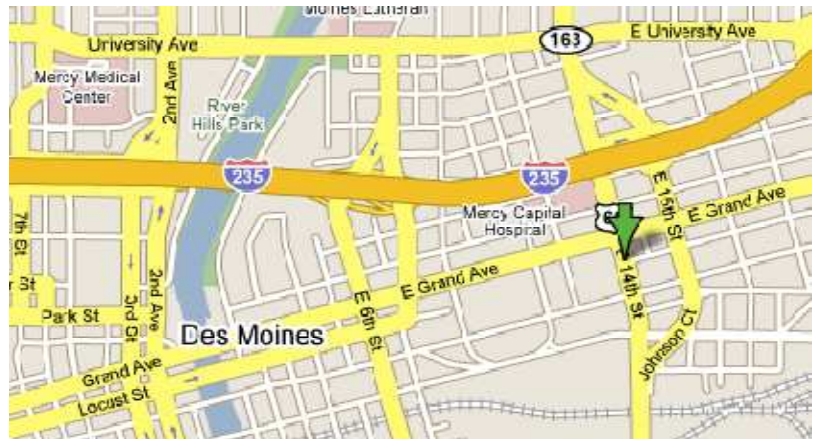
Iowa SAS<sup>®</sup> Users Group is a very active group. We hold a quarterly meeting at the Iowa Department of Education on the second Thursday of February, May, August and November.

**Address:**

Grimes State Building, 2nd Floor  
400 E. 14 St  
Iowa Department of Education  
Des Moines, Iowa 50319

**Direction:**

Get on I-235 when you enter Des Moines Get off on the East 14<sup>th</sup> St. exit  
Take East 14<sup>th</sup> St. South two blocks  
The Grimes State Building is on the SW Corner of East 14<sup>th</sup> St. & Grand Ave.



The quarterly meeting starts at 4:00 pm and finishes at 5:30 pm. Speakers include local SAS<sup>®</sup> users, SAS<sup>®</sup> head quarters and regional office staff, and invited speakers from other states. The topics including tutorials, tips, new product demos, case studies of SAS<sup>®</sup> software in various industries, and user developed applications etc. We cover both programming and statistical analysis.

We have had FOUR 1-day conferences with attendance range from 125 to 190 at Pioneer Hi-bred International's conference center. The one-day conference is typically scheduled in May or June.

Iowa SAS<sup>®</sup> Users Group maintains a web site at: <http://www.iowasasuser.org>.

The meeting information is e-mailed to the members through Yahoo Group IowaSASUser. It is also posted on the web site. The web site has a local SAS<sup>®</sup> news section and a local SAS<sup>®</sup> jobs section. Job postings are free although inkind donations are welcome.

There is no membership fee. To join the group, please join the Yahoo group IowaSASUser. You may also send name, company, U.S. mailing address, email address, and work phone to [johnxu@1st-consulting.com](mailto:johnxu@1st-consulting.com). Or call John Xu directly at (515) 778-4093.

**Current Board of Directors:**

President John Xu, 1ST Consulting LLC  
Vice President Delayne Stokke, Wells Fargo Home Mortgage  
Vice President Xiaoping Wang, Iowa Department of Education  
Michael Harper, Wellmark BCBS of Iowa

Member at Large Bill McKirgan, University of Iowa

SAS® Business Analytics

Data Management | Analytics | Reporting | Customer Intelligence | Risk Management | Targeted Business and Industry Solutions



What if you could use analytics to  
increase your gross profit margin?

You can. SAS gives you The Power to Know.®

Companies investing heavily in business analytics are reaping the bottom-line benefits. Find out how SAS provides the competitive differentiator you need to increase profits, reduce risk, predict trends, and make confident, fact-based decisions.



Scan this QR code\*  
to view a video or visit  
[www.sas.com/invest](http://www.sas.com/invest)  
for a free Harvard Business Review summary

\*Requires mobile device to be installed on your mobile device.

  
THE POWER TO KNOW.