

Come visit us at www.sesug.org



SESUG '04
Nashville

Loews Vanderbilt Hotel
Nashville, TN

12th Annual Conference

SouthEast SAS[®] Users Group

October 31 – November 2, 2004

Conference Co-Chairs:

Imelda Go
igo@sde.state.sc.us
Operations

Neil Howard
Neil.Howard@i3data.com
Academics

CONFERENCE INFORMATION & REGISTRATION GUIDE



As SESUG '04's Conference Chairs, we are pleased to invite you to Nashville and the 12th annual SouthEast SAS Users Group Conference. The event promises to be full of opportunities to learn about SAS, to network with colleagues, and to have **fun!** We've selected a great conference city and a fantastic conference hotel – the Loews Vanderbilt.

The **Sunday night** opening session features **David Kelley** of SAS Institute as our Keynote Speaker, to be followed by a hilarious **Halloween Party** and costume contest. **Be sure to bring your best costume!**

Monday is a full day of activity with nine concurrent sessions in the morning and afternoon. Lunch is on your own – you'll have a chance to sample one of the *dozens* of restaurants within walking distance of the hotel or walk the campus of Vanderbilt University. In the early evening, we will have both a SAS demo room mixer and a reception featuring the Nashville Party Authority. Come hear the DJ, listen to great music, and participate in the country line dance instruction. Neil and Mel, **the SESUG Dixie Chicks**, will meet you on the dance floor. So, don't forget to pack your *blue suede shoes*. **We work and play hard!**

Tuesday morning boasts seven concurrent sessions. Over lunch, covered by registration fees, enjoy the "meet-the-presenters" format or choose to join the planning session for SESUG '05. In the afternoon, SESUG offers an exciting presentation by **Barrett Joyner**, renowned in the SAS community, followed by **Closing Session** ceremonies, which will include plenty of surprises, giveaways, raffle prizes, and a sneak preview of SESUG '05 to be held in Portsmouth, VA.

Cast your vote in the **first ever SESUG United States Presidential Election**. Write-ins permitted and no hanging chads. Results will be announced at the closing session. **As goes SESUG, so goes the nation!**

Training Workshops taught by technical experts will be offered on Saturday and Sunday. And, new this year, the Hands On Workshops will be a separate section with invited presenters. The Exhibit and Demo Room will be open both days, and SAS Institute will be presenting several papers during the regular sessions.

So, let this conference make a difference in how you use SAS. We are enjoying planning the learning experiences and fun times that the SESUG conference will offer, and we look forward to working with you. **Register soon, and we can't wait to see all y'all in Nashville!**

**Operations
Chair**



Imelda Go
South Carolina
Department
of Education

**Academic
Chair**



Neil Howard
i3 Data Services



Table of Contents

Conference Overview	1
Why Should You Plan to Attend SESUG?	1
What, When, and Where	1
How Do I Register?	2
Accommodations	2
Official Airlines and Ground Transportation	3
Pre-Conference Workshops	4
Preview of SESUG '04	4
Opening Session & Keynote Address	4
Welcome Reception & Halloween Party	5
SESUG U.S. Presidential Elections	5
Nashville Nights	5
"Meet the Presenters" Opportunity	5
Featured Speaker	6
Closing Session	6
SESUG '05 Planning BOF	6
Sponsor Participation	6
Be A Volunteer!	7
Dining Out for Monday Lunch	7
Are You a Football Fan?	7
Virtual Learning Opportunity	8
SESUG Exhibit and SAS Demo Room	8
Cool Stuff To Do	10
Exploring Nashville	10
Points of Interest	11
Papers and Presentations	12
Applications Development	13
Coders' Corner	13
Data Management	14
Data Presentation	14
Hands On Workshops	15
Intro to SAS	15
Posters	15
Serendipity	16
Statistics and Data Analysis	16
Tutorials	17
Pre-Conference Weekend Workshops	19
Weekend Workshop Instructor Profiles	23
Loews Vanderbilt Hotel Reservations	24
Conference Registration Form	25
Conference Planning Team	27
SESUG Policies & Procedures	28
SESUG After Hours	29
Checklist	29
Covering All the Bases.	30
Important Dates to Remember	30

All photos of Nashville courtesy of the Nashville Convention & Visitors Bureau.

Preliminary Conference Schedule

This preliminary SESUG '04 schedule is subject to change. For the latest schedule, please refer to our web site (www.sesug.org). Refresh yourself—Beverages will be available all during the day on Monday and Tuesday!

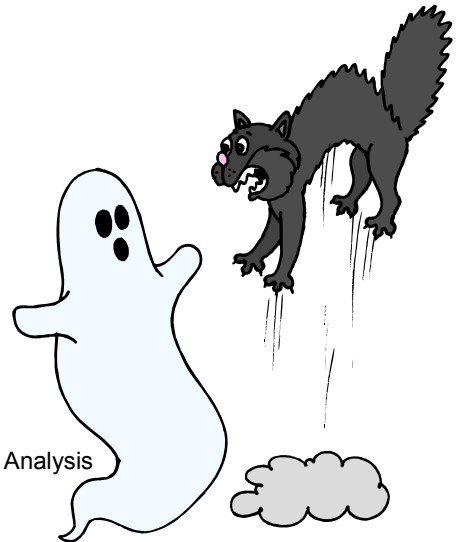
Saturday, October 30th, 2004

- 1:00 pm – 5:00 pm **Workshop:** Pat Cerrito's *Using SAS[®]/Stat to Mine Data*
 1:00 pm – 5:00 pm **Workshop:** Steven First's *SAS[®] Efficiencies – Techniques for Improving Your Code*



Sunday, October 31st, 2004

- 8:00 am – 12:00 pm **Workshop:** Steven First's *What's New in SAS[®] 9 - An Overview of a Few Hundred New Things*
 8:00 am – 5:00 pm **Workshop:** Frank Dilorio's *Building SAS[®] Utilities: Putting Dictionary Tables, SQL and the Macro Language to Work*
 8:00 am – 5:00 pm **Workshop:** David Cassell's *Sampling with the SAS[®] System*
 1:00 pm – 5:00 pm **Workshop:** Mal Foley's *Merging, Combining and Subsetting Files (Tricks, Traps and Techniques)*
- 12:00 pm – 6:00 pm **Conference Registration**
 3:30 pm – 4:30 pm **Presenters & Volunteers Meeting**
 5:00 pm – 6:00 pm **Preview of SESUG '04**
 7:30 pm – 8:30 pm **Opening Session and Keynote Address**
 8:30 pm – 11:00 pm **Welcome Reception & Halloween Party**



Monday, November 1st, 2004

- 7:30 am – 5:00 pm **Conference Registration**
 8:00 am – 7:00 pm **SAS Demo Room**
 8:00 am – 5:00 pm **Virtual Learning Center**
 8:00 am – 12:00 pm **Concurrent Sessions**
- Applications Development
 - Data Management
 - Data Presentation
 - Hands On Workshops
 - Intro to SAS
 - Posters
 - Serendipity
 - Statistics and Data Analysis
 - Tutorials
- 12:00 pm – 1:30 pm **Lunch on your own**
 1:30 pm – 5:30 pm **Concurrent Sessions**
- Applications Development
 - Data Management
 - Data Presentation
 - Hands On Workshops
 - Intro to SAS
 - Posters
 - Serendipity
 - Statistics and Data Analysis
 - Tutorials
- 5:30 pm – 7:00 pm **Mixer in Demo Room**
 8:00 pm – ??? **SESUG's Nashville Night**

Tuesday, November 2nd, 2004

- 7:30 am – 12:00 pm **Conference Registration**
 8:00 am – 12:00 pm **SAS Demo Room**
 8:00 am – 1:00 pm **Virtual Learning Center**
 8:00 am – 12:00 pm **Concurrent Sessions**
- Applications Development
 - Coders' Corner
 - Hands On Workshops
 - Intro to SAS
 - Posters
 - Serendipity
 - Tutorials
- 12:00 pm – 1:15 pm **Meet the Presenters Luncheon**
SESUG '05 Planning BOF
- 1:15 pm – 2:15 pm **Featured Speaker**
Barrett Joyner's "Business Results Through Relationships"
- 2:30 pm – 3:00 pm **Closing Session w/ Door Prizes and SESUG U.S. Presidential Election Results!**





Conference Overview

WHY SHOULD YOU PLAN TO ATTEND SESUG?

SESUG is proud to announce its twelfth annual conference in Nashville, TN. We are sure you will enjoy our conference city and hotel this year. You will have...

- ✓ Access to over 100 academic **presentations** and **demonstrations**
- ✓ Access to the **SAS Demo and Vendor room**, where you'll have the opportunity to talk to representatives from SAS Institute, purchase SAS publications at a 20% discount, and learn about SAS Partners
- ✓ A copy of the SESUG '04 **Proceedings** (CD version)
- ✓ Opportunities for **Pre-Conference educational workshops** for in-depth study of SAS topics
- ✓ Unique opportunities to network with SAS professionals in academic and social gatherings (receptions, lunch, mixers, parties), all interested in learning more about **SAS software!**



As with all of our conferences, we strive to make **your** conference experience as comfortable and rewarding as possible.

WHAT, WHEN, AND WHERE

Nashville, TN is an excellent conference location! You will want to arrive early and explore the city with so much to offer...dining, arts, entertainment, music, family activities, and much, much more! There won't be an idle minute in Nashville, which is also known as **Music City USA** and the **Athens of the South**. Off-hours you'll have plenty to do in the city of Nashville! And just to mention a few....



In Nashville, the music is only half the fun!

- Belle Meade Plantation
- Cheekwood Botanical Garden & Museum of Art
- Country Music Hall of Fame and Museum
- Cumberland Science Museum
- Frist Center for the Visual Arts
- Gaylord Entertainment Center
- General Jackson Showboat
- Grand Ole Opry
- The Hermitage & Tulip Grove
- Jack Daniels Distillery
- Nashville Breakfast & Dinner Theater
- Nashville Zoo at Grassmere
- The Parthenon
- Ryman Auditorium
- Sarratt Gallery at Vanderbilt
- Tennessee Performing Arts Center (TPAC)
- Tennessee Sports Hall of Fame
- Travellers Rest Plantation
- Vanderbilt Fine Arts Gallery
- Wildhorse Saloon
- Willie Nelson & Friends Showcase Museum



The conference officially runs from **Sunday, October 31st** through **Tuesday, November 2nd, 2004**. As in past years, we offer premium **Pre-conference Weekend Workshops** on Saturday, October 30th, and Sunday, October 31st. See pages 19-23 for more information on these outstanding training opportunities.

HOW DO I REGISTER?

Online registration at www.sesug.org begins on **June 14, 2004** or use the registration forms on pages 25-26. After SESUG receives your registration, we will send you additional information including confirmation of attendance, payment, and other appropriate information.

Conference Registration Fees			
	Early Rate Through Sept. 12, 2004	Regular Rate Sept. 13 – Oct. 10, 2004	On-Site Rate Oct. 11 – Nov. 2, 2004
Academic	\$250	\$300	\$500
Other	\$350	\$400	\$500



Early registration runs through September 12th. If mailed, these must be **postmarked** no later than that date. For regular registration, mailed forms and fees must be postmarked by October 10th. Registrations postmarked after that date will be at the on-site registration fee of **\$500**. We will offer on-site registration. We highly encourage early or regular registration so that we can guarantee your conference materials. Single day registrations will not be available.

Guest Registration is \$50. This fee includes admittance to the Opening Session and Welcome Reception, Monday evening SAS mixer, Monday's "Nashville Nights" Party (with dessert bar, live DJ music, and line dance instructor); drink tickets; and SESUG memorabilia. Guests do not receive *Proceedings* or have privileges to attend presentations or the SAS Demo Area (except during the mixer).

ACCOMMODATIONS



SESUG '04 is very proud of our conference hotel this year. The **Loews Vanderbilt Hotel** promises to provide a luxurious experience and to pamper you with its amenities. All rooms are equipped with mini-bars, a CD player, a refreshment center, complimentary coffee and coffeemaker, hair dryer, iron and ironing board, safe, and complimentary newspaper delivery. In-room business amenities include a fax machine, dual-line phones with voice mail, high speed Internet access and a work desk. Loews also provides 24-hour room service with an excellent menu.



The hotel is located in Nashville's trendy West End corridor. Vanderbilt University is directly across the street. The Parthenon, and the Centennial Park and Sportsplex are a few blocks away and within walking distance from the hotel. The downtown area, the State Capitol, Music Row, and the Grand Ole Opry are a short distance (about a mile) from the hotel.



Visit www.loewshotels.com/hotels/nashville/features.asp for complete information about the Loews Vanderbilt Hotel, 2100 West End Avenue, Nashville, TN 37203, 615-320-1700.

Our special SESUG '04 room rate is only **\$135 per night** for single or double occupancy, plus current state/local taxes of 14.25%. (Tax is subject to change without notice.) Please, make your reservations early; the number of rooms available at this special rate is limited. This rate is available from October 27th through November 5th. Children age 18 and under and sharing room with adult are free (up to a total of *four* persons in the room).



To make hotel reservations:

- ❖ Call the Loews Vanderbilt Hotel Reservations directly at 800-336-3335 or 615-320-1700. Indicate **SESUG** as your group name to receive the special conference room rate. *Do not use the hotel's web site to make your reservations.*
- ❖ Fill out the form on page 24 of this Guide and mail or fax it directly to the Loews Vanderbilt Hotel at 615-320-5019.

Remember, when making your hotel reservations:

- ❖ Attendees are responsible for their own lodging arrangements and charges. SESUG '04 representatives cannot make hotel reservations for you.
- ❖ Identify yourself as a SESUG attendee.
- ❖ **Reserve your room early!** Our special rates at the Loews Vanderbilt Hotel are only guaranteed until October 7th, or earlier if our room block has been filled. Also, a few rooms are available at the Federal and Tennessee government hotel rate; ID will be required at check-in.



Loews Vanderbilt

Self-parking rates at the hotel are currently \$14 per day and valet parking rates are \$17 per day. These rates were current as of publication but are subject to change.

OFFICIAL AIRLINES AND GROUND TRANSPORTATION

American Airlines and Southwest Airlines are our official airline carriers. Travel will be to the Nashville International Airport (BNA) in Nashville, TN (www.nashintl.com).



Southwest Airlines

Southwest Airlines offers up to **10% off most fares** for air travel to and from the event, with the convenience of Ticketless Travel! To qualify, call Southwest Airlines Group and Meetings Reservations at **800-433-5368** and reference the assigned I.D. Code (H0316). Reservations Sales Agents are available 7:00 a.m. - 8:00 p.m. Monday-Friday, or 8:30 a.m. - 5:30 p.m. Saturday and Sunday, Central Standard Time. Non-stop flights to Nashville include the following cities: Baltimore, Cleveland, Detroit, Ft. Lauderdale, Hartford, Houston, Jacksonville, Kansas City, Las Vegas, Los Angeles, New Orleans, New York (Islip), Orlando, Phoenix, Portland, Providence, Raleigh/Durham, San Antonio, San Diego, Seattle and Tampa.



American Airlines

Book your flight early and get up to **10% off fares at 800-433-1790** and use authorization code 55H4AA. Cities with non-stop flights to Nashville include Boston, Chicago, Colorado Springs, Dallas/Ft. Worth, El Paso, Houston (Intercontinental), Los Angeles, Miami, Minneapolis/St. Paul, New York (La Guardia), Raleigh/Durham, and Seattle.

Other airlines that serve the Nashville International Airport (BNA) are Air Canada, Atlantic Coast Jet, Comair, Continental, Corporate Airlines, Delta, Great Plains, Northwest, Skyway, TWA, United Express, and US Airways.



Car Rental in Nashville

Avis will be providing auto rental services. Use the Avis Worldwide Discount (AWD) Number: D087226 when making reservations at **800-331-1600**.



Getting to the Hotel from the Airport Via the Grayline Airport Shuttle

We have a special \$12 round trip group rate with Grayline at **615-275-1180**. Regular rates are \$11 one-way and \$17 round trip. There is no special one-way group rate. When you arrive at the airport, go to the Grayline booth in the airport's ground transportation area and purchase your tickets. To receive the group rate, give the

ticket seller the group code of **SESUG**. The booth closes at 11 pm. Be sure to arrange your schedule with the shuttle operators for your return to the airport.

Getting to the Hotel from the Airport Via Taxi Service

The hotel is approximately 12 miles from the airport. Getting to the hotel from the airport is approximately \$20 using a taxi. There is a \$1 fee for each additional person.

PRE-CONFERENCE WORKSHOPS

SESUG is pleased to offer extra-fee pre-conference training workshops before this year's conference. These sessions are given by **well-known SAS experts** selected by the SESUG conference leadership for their subject-matter knowledge and presentation skills, and provide a range of learning opportunities for SAS users at all experience levels. The discounted lodging rate at the Loews is available for attendees who want to arrive before the SESUG conference to attend these events. Please see pages 19-23 for more information about these learning opportunities; register online or use the Conference Registration Form on pages 25&26 to register for the workshops.

Please note we have made changes this year to enable more attendees to take advantage of these in-depth workshops. We have **reduced the fees** and limited the workshops to Saturday afternoon and Sunday. Also new this year, we **will not cancel** a workshop except in the unlikely event the instructor is unable to attend the conference.

PREVIEW OF SESUG '04

Get started on the right foot for SESUG '04. Presented by the SESUG '05 conference co-chairs, you will learn all you need to know to make your conference experience successful. ***This is a great session for newcomers and returning attendees alike.*** Conference planners have added new features as well as continuing with many others. We'll give you a quick tour of the many exciting events starting with the Opening Session right through the Closing Session which will be the kickoff for SESUG '05. One of the special features of a conference is the opportunity to network - and the Preview Session is the first such opportunity. So come to the SESUG '04 Preview Session to learn more about the conference itself, the conference leaders and your fellow attendees. Questions about how things work at SESUG are also welcome.

*OPENING SESSION & KEYNOTE ADDRESS*

Join us at the Opening Session on Sunday night at the Loews Vanderbilt Hotel. We are honored to have **David Kelley of SAS Institute** as our **Keynote Speaker**. He'll be kicking off SESUG '04 in style with his presentation ***"Five Things Everyone Should Know About ODS"***.

Since its introduction in SAS[®]8, the Output Delivery System (ODS) has been widely embraced by SAS users. ODS enables users to customize the content and style of their SAS output. Reports can be easily rendered into industry-standard formats such as RTF and PDF. Data from tables and graphs can be captured as SAS data sets. Best of all, ODS is Base SAS software, so it is available to every user.

If you are unfamiliar with ODS, this presentation will show you why you should be using it. If you are an experienced ODS user, this presentation will demonstrate new SAS 9 ODS features that give you even greater control over your output. Whatever your skill level, you will learn something to put to use at your work and impress your coworkers!





David Kelley is Software Manager of the group responsible for Base SAS® reporting and the Output Delivery System. He has supported PROC TABULATE since 1995. He is the author of PROC DOCUMENT, which was introduced in SAS 9. David is involved with other SAS 9 features such as the Business Intelligence platform and Enterprise Miner 5.0 PMML.

David has a B.S. in Computer Science from Furman University, and a M.S. in Computer Science from Clemson University. He lives in Willow Springs, NC with his wife and three children.



The Opening Session falls on **Halloween**, so we're hoping you'll get in the spirit of the evening in costume! There will be a Halloween party, a costume contest, and live entertainment at the Welcome Reception!



WELCOME RECEPTION & HALLOWEEN PARTY

Network with your fellow SAS associates on **Sunday evening** after the Opening Session while you enjoy complimentary hors d'oeuvres and soft drinks. Relax and get reacquainted with folks you haven't seen since last year's SESUG. Guest Program participants are welcome, too. **Don't forget to bring your costume!**



SESUG U.S. PRESIDENTIAL ELECTIONS

Since the last day of the conference falls on Election Day, **SESUG will hold its own election for President of the United States.** Cast your ballot during the conference, and the results will be announced at Closing Session on Tuesday. **As goes SESUG, so goes the nation!**

Please make arrangements to VOTE for real before you come to the Conference. Information on absentee voting for all states is available at the following website: <http://www.nased.org/statelinks.htm> (sponsored by the Division of Elections). **Exercise your right to vote!**



NASHVILLE NIGHTS

SAS Institute will host an early evening mixer in the Demo Area following the presentations on **Monday afternoon** with heavy hors d'oeuvres and soft drinks. This event is a prelude to the **Monday's "Nashville Nights" Party** complete with DJ, line dance instructor, and dessert bar. So bring your dancing shoes and be prepared to **party!**

"MEET THE PRESENTERS" OPPORTUNITY

Do you want an opportunity to spend time with the experts who are giving presentations at the conference? Then be sure to pick up your lunch on Tuesday and join one of the scheduled sessions. A complete list of speakers and rooms will be in the *Conference Program*.

FEATURED SPEAKER

We are pleased and proud to have **Barrett Joyner** help us close out SESUG '04 as our **Featured Speaker!** Barrett Joyner, Senior VP of Sales and Marketing, Mi-Co, also a giant in the SAS world, will address the conference on Tuesday after lunch, before the closing session, on "**Business Results Through Relationships**".



Barrett Joyner is Senior VP of Sales and Marketing for Mi-Co (www.mi-corporation.com), driving the customer engagement strategies for this digital writing mobile data capture company (Tablet PCs and Handwriting Recognition on Forms-Way Cool). Barrett has over two decades of leadership and management experience in enterprise software companies, including 16 years at SAS, the world's largest privately held software company. Barrett's positions at SAS included management positions in sales, marketing and executive management. For 8 years Barrett served as VP of Sales and Marketing and 2 years served as President of SAS North America. Barrett served as CEO of FullSeven Technologies, directing the company through the turbulent economic times of late 2001 and early 2002 as FullSeven increased its corporate customer base and put themselves in a position to be acquired. Additionally, Barrett served as Executive Vice President at SciQuest where he was responsible for e-information services, product marketing and corporate communications. Barrett frequently speaks and consults on the executive's role in building productive and fully aligned work teams with a "results through relationships" philosophy. He holds a BA in Political Science from the University of North Carolina, Chapel Hill. Barrett is extremely pleased with his life because his wife, Stephenie, says she still loves him and the kids, Matt and Kate, haven't been arrested lately.

CLOSING SESSION

We've saved the best for last. As SESUG '04 comes to a close on Tuesday afternoon during the Closing Session, the **SESUG Dixie Chicks** (Mel and Neil) will say "goodbye and y'all come back now, ya hear!" The **SESUG '05 Chairs, Deb Cassidy and Jenine Eason**, will give us a preview of what to expect when we reconvene in Portsmouth, VA, October 23rd to 25th in 2005. PLUS, there will be **door prizes**, including some great books from SAS Institute and a **free registration** to next year's conference. Most prizes require that the attendee be present at the Closing Session to win. **You don't want to miss this!**



SESUG '05 PLANNING BOF



We want **your** ideas for next year! Get involved in the planning of the 2005 conference. Meet the **2005 Conference Chairs, Deb Cassidy and Jenine Eason**, and let them know what you would like to see happen in 2005. We will also be looking for volunteers for next year's conference, which is scheduled for October 23rd to 25th at the Renaissance Portsmouth Hotel in the Metropolitan Norfolk, VA area and only eight miles from the Norfolk International Airport. **So please plan to attend!** The BOF will be during lunch on Tuesday, so check the schedule in the *Conference Program* for the exact time and place.

SPONSOR PARTICIPATION

There are different types of opportunities for companies to participate in the conference. For details about the levels of sponsorship available, please contact our **Sponsorship Coordinators: David Maddox and George Matthews** or check our web site.

David Maddox
Bellsouth Telecommunications, Inc.
(205) 977-0415
David.Maddox@Bellsouth.com

George Matthews
University of Georgia
(706) 542-5110
gmatthew@uga.edu



BE A VOLUNTEER!

Did you know?

- SESUG is an **all-volunteer organization**; no previous experience necessary.
- While SAS Institute does provide generous assistance to the conference, it is not involved with the actual planning or operation of the conference.
- **The annual conference is put on by volunteers who are SAS users just like you.** Those folks at the registration desk and the people who introduce the speakers and run the lights during the presentations are contributing their time to help make a better conference for all of us.



Can you help?

- As a **session coordinator**, you would assist for a half-day in one of the academic sections. Your job could include introducing speakers, dimming and raising of lights, or timing speakers so that presentations stay on schedule. Pick an academic section that interests you and you can attend papers that enhance your SAS knowledge while you help put on a top-notch conference.
- As a **registration desk volunteer**, you would check-in conference attendees and help pass out conference materials. It's a great way to get to know people!! The busiest times at the registration desk are not during the times of the academic sessions, so this is an opportunity to volunteer without missing a single paper.

Volunteers are the heart and soul of our SESUG conferences. They are busy behind the scenes and in the forefront helping to make the SESUG conferences the successes they have been and continue to be. We need self-starting and motivated people to help before, during, and after the conference. Volunteering is an easy way to meet your SAS colleagues either during the sessions or at the registration desk, and a great way to get more out of the conference and the satisfaction of knowing that you have made a valuable contribution to the SAS User community! Consider being a volunteer and contact our **Volunteers Coordinator, Deborah Skinner, at deborah.skinner@assurant.com** – or by phone during business hours at her office number, 414-299-7589.



DINING OUT FOR MONDAY LUNCH

The Loews Vanderbilt Hotel is within walking distance of **dozens** of restaurants (fast food, fine dining, and everything in between). You cannot ask for a better selection to suit every taste and budget. For weekends especially, reservations are highly recommended for restaurants that take them.

If you want to try out an area restaurant and don't want to go alone, **join your SESUG colleagues for lunch on Monday!** See the Registration Area for restaurant locations and sign-up lists. Venture out for Monday lunch since we don't want you to go too far on Sunday and Monday night for dinner. On Sunday night we will have the Opening Session, Halloween Costume party, and welcome reception. On Monday night we will have the SAS mixer, DJ with line dancing session, and dessert bar.

ARE YOU A FOOTBALL FAN?

If so, you will be glad to know the **Tennessee Titans** will be in town to play the Cincinnati Bengals at Noon on Sunday. For information and tickets, visit their web site at <http://www.titansonline.com> or call 615-565-4200.

VIRTUAL LEARNING OPPORTUNITY

Destiny Corporation is sponsoring the **Virtual Learning Center**. Users get to learn a variety of SAS topics, **free of charge**. vDestiny Virtual Learning, brought to you by Destiny Corporation, brings the dynamic classroom environment to you. **This is a totally new and unique way to learn**. Experience the quality and benefits of 'Instructor Led' training from the comfort of your own PC, when you need it.

Individuals who use our environment advance their knowledge in SAS topics and increase their retention of those topics. There are several training paths and modules to choose from offered at this conference.

- ❖ Introduction to SAS
- ❖ Creating Reports
- ❖ Summarizing Data
- ❖ Creating Graphs
- ❖ Transforming Data
- ❖ Creating Calculations
- ❖ Using the Output Delivery System
- ❖ And more

Come visit us in the Virtual Learning Center. For more information, please visit www.vdestiny.com.

SESUG EXHIBIT AND SAS DEMO ROOM

Be sure to visit the Demo Room, where you can:

- ❖ See demos of SAS software products.
- ❖ Register for valuable **giveaways**.
- ❖ Browse through new Institute documentation at the Publications Booth and order books at a special discount. The **Publications Booth** will be offering a **20% discount** on all SAS documentation ordered at SESUG '04 (certain restrictions apply).
- ❖ Stop by to meet SAS developers or ask questions of SAS service groups such as Publications, Technical Support, and Executive and User Events. **We welcome your feedback and input**.
- ❖ Meet with **SESUG '04 corporate sponsors**. Find out about their SAS related products and services.





Save **20%** on SAS books while at the conference.*

Visit the SAS® Publishing Booth to learn more about...



- **New Books and New Upcoming Titles**
- **Books by UsersSM Press** - users wrote them, users love them
- **SAS® Learning Edition** - discover the power of SAS and propel your career
- **SAS® Self-paced e-Learning** - bring SAS training directly to your desktop

SAS Publishing offers you a comprehensive library of documentation for every component of SAS software. Stop by the booth, place your order and receive a **20% discount** on your SAS documentation purchase. SAS staff will be on hand to answer any questions and to assist you with your order.

Enjoy the conference!



SAS Publishing

The Power to Know.

SAS and all other SAS Institute Inc. product and service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates a USA registration.
* Certain restrictions apply. Please note that this offer does not apply to SAS Institute specialty items, SelectText, or the video-based training courses. No other discounts apply. 265646_0104

Cool Stuff To Do

EXPLORING NASHVILLE

There's a multitude of things to do in Nashville. Visit the Nashville Convention and Visitors Bureau web site (www.musiccityusa.com) for a complete calendar of activities, list of area attractions, dining directory, and entertainment. With dozens of family-friendly and entertainment attractions in the area, you'll want to arrive early and leave late.

The following sightseeing tour companies provide individual tours and were recommended by the Nashville Convention and Visitors Bureau.

Grand Ole Opry Tours/Gaylord

2810 Opryland Dr. (37214)
Tours 615-883-2211, www.gaylordhotels.com
www.grandoleoprytours.com

Gray Line Tours

2416 Music Valley Dr., Ste. 102 (37214)
615-883-5555, www.graylinenashville.com

Nashville Black Heritage Tours

5188 Almaville Rd., Smyrna (37167)
615-890-8173

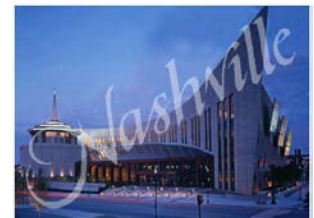
The Loews Vanderbilt Hotel's Guest Services Department can provide more information and make reservations with Grayline Tours.

HERE'S A SAMPLE OF WHAT'S IN STORE FOR YOU IN NASHVILLE...



Grand Ole Opry (<http://www.opry.com/>)
If you are a country music fan, you can't miss this!

Country Music Hall of Fame
(<http://www.countrymusichalloffame.com>)
This is an architecturally spectacular shrine to the Nashville sound.



Frist Center for the Visual Arts
(<http://www.fristcenter.org>)
Hands-on and computer-related activities at approximately 30 Art Stations relate art concepts to Frist Center exhibitions and examine ways in which art relates to everyday life and culture.

Parthenon in Nashville (<http://www.parthenon.org>)
This is a full-scale replica of ancient Greece's Parthenon. Nashville is also known as the **Athens of the South** in part due to this replica, which houses Athena Parthenos, the largest indoor sculpture in the western world.



Nashville Zoo (<http://www.nashvillezoo.org>)

The zoo is also home to the country's largest community-built playground with more than 66,000 square feet of fun!



POINTS OF INTEREST



Photo by Barry M. Winiker

Visual Arts

- ✓ The Parthenon
- ✓ Cheekwood Museum of Art
- ✓ Country Music Hall of Fame
- ✓ Frist Center for Visual Arts
- ✓ Vanderbilt Fine Arts Gallery
- ✓ Tennessee State Museum
- ✓ The Van Vechten Gallery at Fisk University
- ✓ Cumberland Museum and Science Center

Music City Fun

- ✓ General Jackson Showboat
- ✓ Nashville Zoo
- ✓ Tennessee Fox Trot Carousel
- ✓ Nashville Shores Water Park
- ✓ The Wave Pool
- ✓ Opry Mills Entertainment Complex
- ✓ Recreation World
- ✓ Centennial Sportsplex

Musical Nightlife

- ✓ **drink**, the lounge at Loews Vanderbilt
- ✓ Wildhorse Saloon
- ✓ Bluebird Café
- ✓ Station Inn
- ✓ Bluegrass Inn
- ✓ F. Scott's
- ✓ Legend's Corner
- ✓ Tootsie's Orchid Lounge
- ✓ Robert's Western World
- ✓ 12th and Porter
- ✓ Douglas Corner Café



Photo by Barry M. Winiker

Performing Arts

- ✓ Tennessee Performing Arts Center
- ✓ Ryman Auditorium
- ✓ Grand Ole Opry
- ✓ Tennessee Repertory Theatre
- ✓ Nashville Children's Theatre
- ✓ Nashville Opera Association
- ✓ Nashville Ballet Company
- ✓ Nashville Symphony
- ✓ Nashville Chamber Orchestra
- ✓ Great Performances at Vanderbilt
- ✓ Tennessee Dance Theatre

Sports & Games

- ✓ Tennessee Titans NFL Football
- ✓ Nashville Sounds Baseball
- ✓ Nashville Predators NHL Hockey
- ✓ Iroquois Memorial Steeplechase
- ✓ Nashville Speedway
- ✓ Music City Raceway



Photo by Gary Layda

Savvy Shopping

- ✓ **shop**, the boutique at Loews Vanderbilt
- ✓ The Mall at Green Hills
- ✓ Made in France
- ✓ Fleming's
- ✓ Jamie
- ✓ American Artisan
- ✓ Coco's
- ✓ Opry Mills
- ✓ Green Hills Antique Mall
- ✓ The Mall at Cool Springs

Historic Sites

- ✓ The Parthenon
- ✓ The Hermitage
- ✓ Belle Meade Plantation
- ✓ Cheekwood Botanical Gardens
- ✓ Ryman Auditorium
- ✓ Travellers Rest Plantation
- ✓ Two Rivers Mansion
- ✓ Fort Nashborough
- ✓ Tennessee State Capitol
- ✓ Bicentennial Mall State Park



Photo by Gary Layda

Golf

- ✓ The Legends Club
- ✓ McCabe Golf Course
- ✓ Harpeth Hills
- ✓ Percy Warner Golf Course
- ✓ Hermitage Golf Course
- ✓ Springhouse Golf Course

Nearby Dining

- ✓ **eat**, the restaurant at Loews Vanderbilt
- ✓ Jimmy Kelly's
- ✓ The Boundry
- ✓ Midtown Café
- ✓ Sunset Grill
- ✓ Blackstone Brewery and Pub
- ✓ Amerigo
- ✓ Hard Rock Café
- ✓ P.F. Chang's China Bistro
- ✓ Ruth's Chris Steakhouse
- ✓ Fleming's Steakhouse
- ✓ Kobe Steaks
- ✓ Nick & Rudy's Steakhouse
- ✓ The Wild Boar
- ✓ Logan's Roadhouse
- ✓ Basante's
- ✓ Mambú

Papers and Presentations

This section contains the *preliminary* list, through mid-May 2004, of papers accepted for presentation. The papers are organized by academic section. The academic sections are briefly described below.

Application Development (AD)

The Applications Development section recognizes the role of SAS® software as a basis for the development of strategic applications and provides overviews of the application's code and the techniques used in its development. Presentations in this section deal with both the process and productivity tools used in the design, development, implementation and integration of enterprise solutions running in single or multi-platform environments. Presentations may include Web-enabled applications, object-oriented applications, modular applications or applications that integrate SAS software with other software products.

Coders' Corner (CC)

10-minute tutorials (1-2 pages) and 'how-to' talks on tips and techniques while using the SAS system. These brief tutorials on helpful hints in SAS can be the priceless gem you have been looking for to solve that pesky problem back at the office.

Data Management (DM)

Papers that tell how to deal with that pile of data. Topics will run the gamut of: collection and input, structure, validation, maintaining integrity, archiving, conversion between forms, warehousing and tracking of data.

Data Presentation (DP)

Papers for this section involve discussions of a variety of SAS tools and techniques for visually displaying your data, whether it's graphical output or a customized report. Topics in this section are geared toward conveying meaningful data in a visually effective manner, which clearly and concisely communicates information to the intended audience using tools such as SAS/GRAPH®, SAS/INSIGHT, the TABULATE and REPORT procedures, and the Output Delivery System (ODS).

Hands On Workshops (HW)

Features SAS software experts to give workshop-style tutorials and provide the opportunity for attendees to practice using SAS software. These workshops are presented by well-known SAS experts and have been chosen based upon their knowledge and experience at conducting hands on type workshops/courses.

Intro to SAS (IN)

This section is designed for new and experienced users to address fundamental SAS programming concepts. SAS Institute will also provide a half day seminar on ODS as part of this section. Presentations introduce the basic concepts of using DATA and PROC steps. All presentations are given

by experienced users with expertise in the specific area being presented.

Posters (PS)

The Posters section is about any and all uses of SAS software. It is different from other sections in that the medium for presentation is a visual display rather than a formal lecture. The Posters section is presentations that include graphics or source code or that can best be summarized in a few main points. Posters are on display throughout the conference with a presentation period for authors to discuss their works on a one-to-one basis with conference attendees.

Serendipity (SE)

Papers that do not fit well into the other categories, but are interesting and informative nonetheless. Presentations will encompass a variety of subjects and promise to entertain and enlighten. Remember that feeling of discovering something that will solve that SAS problem? Webster's Dictionary calls it Serendipity!

Statistics and Data Analysis (SD)

Presentations in Statistics and Data Analysis cover statistical and data analysis techniques, including statistical procedures, methodologies and techniques for efficient data manipulation and preparation using the SAS System. Papers from many different industries are represented in this section and are geared toward a variety of audiences with a wide array of experience using the SAS System, from the beginner to the more advanced. Traditional DATA step programmers, statistical programmers, and statisticians, as well as others, will find topics of interest here.

Tutorials (TU)

In-depth explanations of a wide range of topics within the SAS System. Papers are designed to provide users at all levels of expertise with specific "how-to" tools presented in a step-by-step approach. Papers focus on one procedure or functional area or provide an initiation to some aspect of the SAS System. From the tutorial, attendees will gain a fundamental understanding of the topic and be able to immediately apply what they have learned to their jobs.

Pre-Conference Weekend Workshops (WW)

These are professional-level seminars on SAS subjects, presented in cooperation with SESUG '04. We sponsor a limited number of half- and full-day workshops before the actual conference at the same site. Please see pages 19-23 for complete details.



APPLICATIONS DEVELOPMENT

Section Chairs: Gary Schlegelmilch
US Bureau of the Census
Washington, DC

Robert McCurdy
Independent Consultant
Waynesboro, PA

An Introduction to SAS/SHARE, By Example
Larry Altmayer, *US Bureau of the Census*

Software Testing Fundamentals-Concepts, Roles, and Terminology
John Bentley, *Wachovia Bank*

Creating Meaningful Data From Web Logs Using Base SAS
Jenine Eason, *AutoTrader.com*

Journeyman's Tools: Two Macros to Show Parameters and Calling Sequence of Routines
Ron Fehd, *Centers for Disease Control*

Building Web Applications Using SAS/IntrNet® Application Dispatcher
Steve James, *Centers for Disease Control*

A Quick and Dirty Query System Using HTML, PROC SQL, and SAS/IntrNet
Kevin McGowan, *Constella Group, Inc.*

Building A SAS Application to Manage SAS Code
Phillip Michaels, *Independent Consultant*

Generate a Metadata for Analysis
Maria-Alexandra Paladines, *School District of Palm Beach County*

Macros: Tips, Techniques, And Examples
Andrew M. Traldi, *Cingular Wireless*

Exceptional Exception Reports
Gary McQuown, *Data and Analytic Solutions, Inc*

Building a Drill-Down Application Using HTML and ODS
Deborah Skinner, *Assurant*

Using SAS at SAS: The Mining of SAS Technical Support
Annette M. Sanders & Craig D. DeVault, *SAS*

CODERS' CORNER

Section Chairs: Gary McQuown
Data and Analytic Solutions
Fairfax, VA

Kevin Delaney
Centers for Disease Control
Atlanta, GA

Tips of Installing SAS/IntrNet on Linux
Xiao Zhuang, *University of North Carolina at Chapel Hill*

Merging: Avoid the Cones
Jessica Bonow, *Arkansas Foundation for Medical Care*

Transferring Your Mainframe SAS Programs to Your PC in Three Easy Steps
Michael A. Raithe, *Westat*

Tools to Transfer Data Between SAS and Stata
Dan Blanchette, *Carolina Population Center UNC-CH*

Little Known Feature of SAS/Graph and ODS for Visualization of Longitudinal data
Kevin Delaney, *Centers for Disease Control*

SAS Dating Tips: A Beginner's Guide to Using SAS Dates
Erik Larsen, *Independent Consultant*

%WINDOW: SAS Diamond In the Rough
Alan Mann, *Independent Consultant*

Double Your Pleasure, Double Your Words
David Cassell, *Design Pathways*

Programmatic Handling of Varying Report Requirements
Jim Snider, *AmSouth Bank*

Data Set Options – What comes first?
Jim Snider, *AmSouth Bank*

Tip: How to use a 'quoted' SAS macro variable to select observations.
Gary W. Moore, *Arkansas Foundation for Medical Care*

Faster Flat File Sampling
John E. Bentley, *Wachovia Bank*

Using Acting Techniques to Create a Successful Presentation
Lois Levin, *Independent Consultant*

Your Program Header: What everyone who wants to reuse your program wants to know about it, so they won't be paid to reinvent the wheel.
Ron Fehd, *Centers for Disease Control*

DATA MANAGEMENT

Section Chairs: **Steve Noga**
 Rho, Inc.
 Chapel Hill, NC

Pam Reading
Rho, Inc.
Chapel Hill, NC

Using Different Methods for Accessing Non-SAS Data to Build and Incrementally Load that Data Warehouse
 Ben Cochran, *The Bedford Group*

Methods of Storing SAS Data into ORACLE Tables
 Lois Levin, *Independent Consultant*

Using PROC COMPARE in a SAS/AF Application for Tracking Corrections Made to SAS Datasets for a Clinical Trial
 Emily A. Mixon & Karen B. Fowler, *University of Alabama*

Building Efficient State Transition Diagrams from Transactional Feeds
 Brett Peppe, *Independent Consultant*

Finding Needles in the Documentation Haystack
 Susan Myers & David Smarella, *Research Triangle Institute*

Sounding the Trumpets: Effective Failure Notification
 Don Hopkins, *Ursa Logic Corp.*

Using SAS to Facilitate Data Comparisons
 Elizabeth Heath & M. Rita Thissen, *Research Triangle Institute*

Text Mining and Medical Information
 Chakib Battioui, *University of Louisville*

No Fuss Hashing: Data Step's Built-in Hash Object
 Jason Secosky, *SAS Institute*

To MDDB or Not MDDB - That is the Question
 Jeff Lessenberry, *Jeff Lessenberry Consulting*

DATA PRESENTATION

Section Chairs: **Erik Larsen**
 Independent Consultant
 Charleston, SC

Tom Fuchs
LG&E Energy Corp.
Louisville, KY

Quality of Life Analysis for Patients Receiving Heart Implants
 Christiana Petrou & David Nfodjo, *University of Louisville*

Using Dynamic Data Exchange to Customize Formatted Reports in Microsoft* Excel
 Dennis Beal, *Science Applications International Corporation*

Text Mining and Medical Information
 Chakib Battioui, *University of Louisville*

Statistical Analysis of Gene Expression Micro Arrays
 John Schwarz, *University of Louisville*

A SAS Macro for Construction of Symbol Statements
 Dr. James Blum, *University of North Carolina at Wilmington*

Automated Data Collection using SAS and FTP
 Phil Busby

Building a Web Based EIS for Data Analysis
 Ed Confer, *KJC Programming*

Next Step in Data Visualization: ODS Graphics Template Language
 Jeff Cartier, *SAS*

ODS, Proc GMAP and SAS/Intrnet: MAP Your Own Response Data on the Web
 Lakshmi Pandey, *Georgia State University*





HANDS ON WORKSHOPS

Section Chairs: **Debbie Buck**
D. B. & P. Associates
Houston, TX

Jenine Eason
Autotrader.com
Atlanta, GA

There is NO additional fee for these Workshops!

There will be plenty of seats for everyone ... 20+ PCs with 2 seats per PC and a lot more seats in the back of the room.
All workshops are 80 minutes long.

Making the Most of Version 9 Features
Marje Fecht, *Prowerk Consulting*

Creating and Exploiting SAS Indexes
Mike Raithel, *Westat*

Introduction to SQL
Steven First, *Systems Seminars Consultants, Inc.*

Version 9 ODS (Output Delivery System) - Basics
Dana Rafiee, *Destiny*

An Introduction to Macros
Deb Cassidy, *Cardinal Health*

Moving Data and Analytical Results Between SAS and Microsoft Office
Vincent DelGobbo, SAS

INTRO TO SAS

Section Chair: **Marje Fecht**
Prowerk Consulting
Cape Coral, FL

The SAS Data Step, Where Your Input Matters
Peter Eberhardt, *Fernwood Consulting Group Inc.*

(In)Formats (In)Decently Exposed
Harry Droogendyk, *Stratia Consulting*

Why the DATA Step Does What It Does
Neil Howard, *i3 Data Services*

When Bad Programs Happen to Good People: Shuffling, Shifting, and Structuring an Inherited SAS Program
Gary Schlegelmilch, *US Bureau of Census*

A Roadmap to SAS Documentation
Sean Gargan, SAS

Here's the Data, Here's the Report I Want - How Do I Get There?
Debbie Buck, *D. B. & P. Associates*

What's That Note/Warning/Error Mean and How Do I Fix It?
Deb Cassidy, *Cardinal Health*

The Utter Simplicity and Power of the TABULATE Procedure
Dan Bruns, *Tennessee Valley Authority*

How to Incorporate Old SAS® Data into a New DATA Step, or "What is S-M-U?"
Andrew T. Kuligowski, *Nielsen Media Research*

ODS: What is it, Why would you use it, What can you do with it?
A half day seminar presented by SAS Institute

POSTERS

Section Chairs: **Larry Altmayer**
US Bureau of the Census
Washington, DC

John Charles Gober
US Bureau of the Census
Washington, DC

Doing More with SAS/GRAPH GMAP: A New Look at an Old Procedure
Barbara B. Okerson, *Virginia Health Quality Center*

The Evolution of a SAS/Graph Application
Jenine Eason, *Autotrader.com*

Matching SAS Datasets: If at First You Don't Succeed, Match, Match Again
Imelda C. Go, *South Carolina Department of Education*

SAS-L: The Basics
F. Joseph Kelley, *University of Georgia*

Installing SAS/IntrNet on Windows and Linux
Ms. Xiao Zhuang, *University of North Carolina at Chapel Hill*

SAS Programs to Select Controls for Matched Case-Control Studies
Robert Matthews, *University of Alabama at Birmingham*

SERENDIPITY

Section Chairs: Joy Smith
North Carolina State University
Raleigh, NC

Mark Tabladillo
markTab Consulting
Atlanta, GA

Methods for Minimizing Errors in Address Data
Milorad Stojanovic, *Research Triangle Institute*

44 Tricks with the 4mat Procedure
Ben Cochran, *The Bedford Group*

Where's the Match?
Jennifer Waller, *Medical College of Georgia*

SAS Add-In for MicroSoft Office
Jennifer Clegg, SAS

Array: Construction and Usage of Arrays of Macro Variables
Rohn Fehd, *Centers for Disease Control*

The Perks of PRX...
David L. Cassell, *Design Pathways*

Avoiding Mouse Elbow
Malachy Foley, *University of North Carolina at Chapel Hill*

SAS Application for Human Health Risk Assessment for Hazardous Waste Combustion Facilities
Samuel Stinnette, *Science Applications International Corporation*

Cutting the SAS® LOG Down to Size
Malachy Foley, *University of North Carolina at Chapel Hill*

Bring the Data Warehouse to the Office with SAS Integration Technologies
Peter Eberhardt, *Fernwood Consulting Group Inc.*

Panel Discussion: Launching a Web Application
Mark Tabladillo, Moderator, *markTab Consulting*

A Different Approach to Learning SAS Software
Mirjana Stojanovic, *Independent Consultant*

Fresh SAS Programming Tunes from Hashville
Paul Dorfman, *Independent Consultant*

Getting to Generalized: A Utility Development Primer
Frank Dilorio, *CodeCrafters, Inc.*

Stata for the Struggling SAS Mind
Dan Blanchette, *Carolina Population Center*

Spatial Statistics Using the SAS Bridge for ESRI
Patricia Cerrito, *University of Louisville*

STATISTICS AND DATA ANALYSIS

Section Chairs: Jennifer Waller
Medical College of Georgia
Augusta, GA

Bob Bolen
Southern Company
Atlanta, GA

Binary Logistic Regression Model Optimization
Jerome Musial, *Cingular Wireless*

Electronic Medical Records
Particia B. Cerrito, *University of Louisville*

A System to Calculate Value-at-Risk Using SAS/IML and Oracle
George Rezek, *GMAC - Enterprise Risk Management*

Mixed Models Analysis of Microarray Experiments Using Pooled Error Estimates
Dr. James E. Blum, *University of North Carolina at Wilmington*

Building and Analyzing Probabilistic Sampling Designs Using SAS
David L. Cassell, *Design Pathways*

Structural Equation Modeling Assessing Mircoarray Data
Mussie Tesfamicael, *University of Louisville*

Crossover Designs and PROC MIXED
Hossein Yarandi, *North Carolina State University*

Taking it Home and Putting it into Practice
Diane Cunningham, *Southern Company Services*

Case Studies in Time Series
David Dickey, *North Carolina State University*

Mixed Model Influence Diagnostics
Oliver Schabenberger, SAS

A Simulations Study to Evaluate ANOVA and GEE for Comparing Correlated Proportions with Missing Values
Mark S. Litaker, *Medical College of Georgia*



TUTORIALS

Section Chairs: **Mal Foley**
University of North Carolina
Chapel Hill, NC

Sandy Donaghy
North Carolina State University
Raleigh, NC

8 Characteristics of a Successful Data Warehouse
Martin Brown, *Lucid Analytics Corp.*

A Gentle Introduction to SAS Graph
Ben Cochran, *The Bedford Group*

Picture Perfect: In depth look at the picture format
Carry Croghan, *US Environmental Protection Agency*

An Overview of Non-parametric Tests in SAS: When, Where, Why, and How
Paul Pappas & Venita DePuy, *Duke Clinical Research Institute*

Time Series with Input Variables
Dave Dickey, *North Carolina State University*

Dictionary Tables and Views: Essential Tools for Serious Applications
Frank Dilorio, *CodeCrafters, Inc.*

System Options are Your Friends
Ed Heaton, *Westat*

Losing the Fat: One Application's Journey to the Internet
Jeff Lessenberry, *Jeff Lessenberry Consulting*

Speaking Klingon: The Power of Proc Tabulate
Dianne Rhodes, *Westat*

Pretty Dates all in a Row
Dianne Rhodes, *Westat*

Toward Object-Oriented Macros in SAS
Mark Tabladillo, *markTab Consulting*

SAS Macro Design Issues
Ian Whitlock

A Second Look at Macro Design Issues
Ian Whitlock





SAS®9 Training Now Available

Attend specially designed SAS®9 classes and...

- Learn what's new in SAS®9
- Get an overview of SAS®9 Business Intelligence Tools
- Enrich report writing with New SAS®9 functionality
- Gain SAS®9 knowledge through enhanced versions of many of the core programming courses

For details and information go to:

<http://support.sas.com/training/us/sas9.html>

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright © 2004, SAS Institute Inc. All rights reserved. 285355US.0604



The Power to Know.

SAS®9



Certified Professional Program

Become more...productive, marketable, competitive, valuable

As a veteran SAS user, you may have the knowledge needed to successfully complete a SAS Certified Professional exam. Becoming a SAS Certified Professional gives you the opportunity to:

- assess your knowledge of SAS software
- enhance your credibility as a SAS professional
- earn industry recognition for your knowledge
- increase your career opportunities and marketability.

To learn more about the SAS Certified Professional Program and help plan your SAS certification path, visit <http://support.sas.com/certification>.

Special offer for conference participants:

Stop by the SAS® Education Booth to learn more about the SAS Certified Professional Program and pick up a voucher entitling you to **20% off** your next SAS Certified Professional exam.

"My incentive to take the Certification exams was professional recognition. SAS software is widely used, and I felt that the exams were a way to help me as a SAS programmer to stand out from the rest of the crowd."

James Conley
Director, Management Decision Support
Elliot Hospital

The Power to Know.

Discover the possibilities...Become a SAS Certified Professional



Pre-Conference Weekend Workshops

Section Chair: Deb Cassidy
Cardinal Health
Dublin, OH

Adding pre-conference workshops **enhances your SESUG conference experience** by giving you the opportunity to receive in-depth instruction from well-known SAS experts, on a wide variety of topics, at reasonable rates.

In addition, the discounted lodging rate at the conference hotel is available if you need to arrive early in Nashville to attend the workshops. The SESUG conference leadership has selected these instructors based on their subject matter expertise, presentation skills, and enthusiasm for teaching others about SAS. The table below shows the wide array of learning opportunities available by attending these sessions. Descriptions of the workshops are on the following pages, and instructor profiles are on page 23. You can register for these sessions when you register for the SESUG '04 conference by using the Conference Registration Form on pages 25&26 or register online at www.sesug.org. Tuition, which includes a copy of the workshop materials and morning/afternoon refreshments, is only **\$99** for the half-day workshops. Full-day workshops are \$198.

Attendees at the workshops who do **not** also register for SESUG '04 are charged an additional \$25 per person administrative fee.

SESUG and the instructors will hold all workshops with pre-registered attendees unless there is an unexpected event preventing the instructor from attending the conference. If a workshop is cancelled, the sole liability of SESUG and/or the instructors is a refund of fees paid for the cancelled workshop, and they are **NOT** liable for special or consequential damages arising from the cancellation. If a training workshop is cancelled, we will notify you **as soon as possible** and you will be invited to transfer your registration to another workshop. If you transfer to a workshop with a different price, fees will be adjusted accordingly. Or, you may elect to receive a refund for the amount paid for that workshop.

Workshop Times: The workshops will start promptly at the hour listed. Refreshments will be available at 7:30 am for the morning workshops. Workshops will also have a mid-morning and mid-afternoon refreshment break. Lunch is on your own. Full day workshops will break from 12:00 noon to 1:00 pm for lunch.

Saturday, October 30th, 2004

<i>Time</i>	<i>Instructor</i>	<i>Title</i>
1:00 pm - 5:00 pm	Patricia Cerrito	Using SAS/Stat to Mine Data
1:00 pm - 5:00 pm	Steven First	SAS Efficiencies – Techniques for Improving Your Code

Sunday, October 31st, 2004

8:00 am - 12:00 noon	Steven First	What's New in SAS 9 - An Overview of a Few Hundred New Things
8:00 am – 5:00 pm	David Cassell	Sampling with the SAS System
8:00 am – 5:00 pm	Frank Dilorio	Building SAS Utilities: Putting Dictionary Tables, SQL and the Macro Language to Work
1:00 pm - 5:00 pm	Mal Foley	Merging, Combining and Subsetting Files (Tricks, Traps and Techniques)

Using SAS/Stat® to Mine Data

Instructor: Patricia B. Cerrito

When: Saturday Oct 30, 1:00 pm-5:00 pm

Abstract: Data mining is a process of investigating large datasets so that the investigator can “drill down” into the data to find meaningful patterns and relationships. Data mining relies on the entire distribution of data, instead of just using means and standard deviations.

Although Enterprise Miner was designed to do data mining, the techniques in SAS/Stat can also be used. Data mining includes using a variety of methods to investigate the data to discover patterns, reserving some of the data for the purpose of validation of results. The importance of validation cannot be over-emphasized.

One of the most important methods of data mining is that of visualization. There are many ways to examine the data, including kernel density estimation. Kernel density can be used to compare different populations without reducing the dataset to averages. Enterprise Guide also has some excellent graphics that can be used to examine the data. Simple data transformation can be used to find more meaningful information from the data. Although inferential statistics are used to prove hypotheses, it is the visualization that convinces of the “rightness” of the results.

If the dataset has a large number of variables, or data fields, it is possible to use some type of factor or cluster analysis to reduce the number to a meaningful few. While factor analysis is often used to classify variables into categories, it can be used as a reduction technique so that the total number of variables is more manageable in standard inferential techniques such as regression. For example, a store inventory can have thousands or tens of thousands of categories. The general linear model was never designed to handle so many.

Examples of “drill down” results will be provided, and examined in terms of the statistical methods used. Several demonstrations will show the effectiveness of this “drill down” into the data.

Recommended Background: Although some background in statistics is helpful, it is NOT required.

Intended Audience: Those who want to learn more about the data mining process. This workshop is for a very general audience and not just statisticians.

Materials Provided Attendees: Hard-copy of slides

SAS Efficiencies-Techniques for Improving Your Code

Instructor: Steven First

When: Saturday Oct 30, 1:00 pm-5:00 pm

Abstract: This workshop will cover how SAS processes large data files and will show several techniques for improving a SAS program. Emphasis will be on the DATA step, with a brief look at improving the use of several SAS PROCs. The objectives of this workshop are to:

- understand how to measure “efficiency”
- understand how the data step handles data, both input and output
- learn how to alter SAS column attributes as needed for correctness and efficiency
- practice techniques for reducing the amount of data SAS has to process
- learn to use SAS programming logic in an efficient manner, and understand why some programs are less efficient than others
- review using FORMAT statements effectively
- understand when, how, and why to sort or index SAS data files
- discuss storage of compiled DATA step source code
- utilize WHERE statements to maximize coding efficiency
- understand when to use SAS VIEWS and PROC SQL
- know how and when to use data compression

Recommended Background: A working knowledge of the fundamentals of SAS is required.

Intended Audience: This course is designed for students who have experience with SAS and want to enrich their SAS skills and improve the efficiency of their SAS programs.

Materials Provided Attendees: Hard-copy of slides



What's New in SAS 9-An Overview of a Few Hundred New Things

Instructor: Steven First

When: Sunday Oct 31, 8:00 am-12:00 noon

Abstract: What? A few hundred new things? Don't get overwhelmed. There are over 200 new things in just the SAS functions section. This workshop is designed to familiarize students with SAS Version 9. Topics to be covered included:

- Transitioning from version 8 to 9
- Overview of enhancements in version 9
- SAS Explorer Window
- SAS Management Console
- Revised Procedures in version 9
- The Migrate Procedure
- SAS System Options
- SAS Functions and Perl Regular Expressions
- SAS Formats and Informats
- New Libname Engines including Access and Excel
- Importing Data in version 9
- Exporting Data in version 9
- Multi-threaded parallel processing

Recommended Background: A good working knowledge of the programming capabilities of SAS in previous versions.

Intended Audience: Those who already use an earlier version of SAS and want to learn about the new features found in SAS 9.

Materials Provided Attendees: Hard-copy of slides

Sampling with the SAS® System

Instructor: David L. Cassell

When: Sunday, Oct 31, 8:00 am-5:00 pm

Abstract: This workshop is designed to provide you with the skills and insights necessary to apply the SAS System's survey sampling procedures to your projects. This workshop is tailored for the knowledge worker who is confronted with standard business and scientific problems, such as:

- Developing cost-effective survey samples that can properly address business needs
- Avoiding the often unintended consequences of poorly-designed survey samples
- Preventing the biases and errors that are incurred when incorrectly analyzing survey samples using standard tools such as PROC REG and PROC MEANS
- Coping with missing data in survey samples.

Through instructor's presentation and the examination of example SAS programs provided in the course materials, you will learn about the basic concepts of survey sampling, as well how to apply these concepts using the SAS System.

Recommended Background: Prior experience with PROC MEANS and PROC REG, as well as familiarity with statistical concepts such as confidence intervals, p-values, population parameters and their estimates, slope and intercept, dependent and independent variables in regression, etc. will enhance the value you will receive from attending this workshop.

Intended Audience: SAS users who currently need to or will want to analyze data that are from sampling designs or develop cost-effective sampling designs. Participants **do not need a deep statistical background**, nor do they need an expert grounding in SAS DATA steps and basic SAS procedures.

Materials Provided Attendees: Hard-copy and diskette of slides and SAS programs, diskette of SAS datasets

Building SAS Utilities: Putting Dictionary Tables, SQL, and the Macro Language to Work**Instructor:** Frank Dilorio**When:** Sunday, Oct 31, 8:00 am-5:00 pm

Abstract: Let's start by acknowledging a simple truth – programmers are, by nature, a lazy lot. We want data to be normalized so we don't have to repeat values more than necessary. We want functions to do routine tasks. We want ODS to figure out how to render our procedure output in HTML.

We also want to avoid writing the same type of program more than once. Given an eye for repetition, a little imagination, and the right tools, it's possible to create elegant, generalized, reliable utility programs that can greatly improve program development time and reliability.

This workshop addresses three components of Base SAS that are vital to developing utilities: dictionary tables, the SAS macro language, and SQL. We'll look at some of the more popular tables in detail, then review the macro language and SQL, emphasizing the aspects of these "languages within a language" that are most relevant to building general-purpose utility programs. With these tools in hand, we then review a set of guidelines for building utilities, using a series of real-world examples as we go.

The workshop emphasizes Windows platforms using Base SAS Version 9.0. We note incompatibilities with earlier Versions when appropriate. Concepts and techniques are applicable across SAS and operating system versions, and can be fruitfully extended into use with non-Base products such as SAS/GRAPH, SAS/IntrNet, *et al.*

Recommended Background: Familiarity with SQL and macro language

Intended Audience: Intermediate to advanced SAS programmers who are interested in developing general-purpose utilities.

Materials Provided Attendees: Hard copy of slides; hard copy of listings, logs, etc that expand on material in the slides; CD with sample code used in the workshop

Merging, Combining and Subsetting Files (Tricks, Traps, and Techniques)**Instructor:** Malachy (Mal) J. Foley**When:** Sunday, Oct 31, 1:00 pm-5:00 pm

Abstract: This workshop discusses over 30 common errors in merging, combining, or otherwise manipulating data. All of these errors result in erroneous data. Most of them occur with no SAS message or warning! In addition to examining errors, this covers a wide range of topics such as interleaving, subsetting, concatenations, the IN= data set option, BY groups, FIRST.variable, program data vectors (PDV), Cartesian products, one-to-one merges, match merges, and fuzzy merges.

The workshop starts with the basics and continues to build up to complex and tricky examples of data set manipulation. The only prerequisite for the course is a working knowledge of the SAS DATA Step. Yet, this workshop will give intermediate and advanced programmers a great review and some surprises. Come see what mysteries lurk in manipulating SAS files!

Recommended Background: Working knowledge of the SAS DATA Step

Intended Audience: Anyone who manipulates SAS data sets

Materials Provided Attendees: Hard-copy of slides PLUS more in-depth material





Weekend Workshop Instructor Profiles

Here are the biographies for instructors providing pre-conference workshops at SESUG '04. We have chosen them to present workshops in conjunction with our annual conference because of their reputation within the SAS user community for being subject-matter experts who have excellent presentation skills and for their enthusiasm to share their knowledge with others. A listing of the workshops they will present are on pages 19-22.

David L. Cassell

David L. Cassell is co-director of Design Pathways, a consulting company based in Corvallis, Oregon providing survey sampling design and analysis, experimental design, statistical analysis, SAS programming, and SAS systems design to public and private sector clients. He is also a contractor for the U.S. Environmental Protection Agency, where his primary responsibility is design and analysis of environmental survey designs for the U.S. EPA's EMAP program.

A 25-year SAS Software user, David has applied SAS System capabilities to generate and analyze survey sampling designs for environmental monitoring that have been implemented across the United States, as well as in a number of foreign countries. David's expertise with the SAS System has been recognized by his peers within the user community in several ways including being named to the SAS-L Hall of Fame. David has given award-winning presentations at numerous SAS user group meetings on topics ranging from survey sampling to the integration of SAS and PERL.

Patricia B. Cerrito

Patricia B. Cerrito is a Professor of Mathematics and Biostatistician at the University of Louisville. She also collaborates with medical researchers through the Jewish Hospital Center for Advanced Medicine in Louisville, Kentucky. She has worked with SAS Enterprise Miner since its introduction, and was awarded a pilot project with the SAS Institute to develop medical applications of SAS Text Miner.

Dr. Cerrito has received funding from the National Institutes of Health to use text and data mining techniques to investigate large, clinical databases derived from electronic patient records, and frequently integrates methods in Enterprise Miner with methods in SAS/Stat. She has been a SAS user for over 25 years. Recently she has given a WebCast in conjunction with the SAS Institute on the use of Text Miner to investigate risk-adjusted severity models used to rank hospitals as to quality. She is under contract with Books by Users to complete a textbook on Enterprise Miner.

Frank Dilorio

Frank Dilorio is President of CodeCrafters, Inc. and the author of "SAS Applications Programming: A Gentle Introduction" and (with Ken Hardy) "Quick Start to Data Analysis with SAS." Both titles are part of SAS Institute's Books by Users series and have sold over 25,000 copies.

Frank has been active in the SouthEast SAS Users Group (SESUG) since its inception, co-chairing the 1994 and 1996 conferences.

He has, much to his astonishment after doing the math, nearly 30 years' experience with SAS software. When not writing *about* SAS, Frank writes *in* SAS, primarily data management and reporting applications in the pharmaceutical industry.

Steven J. First

Steven J. First, President and Owner of Systems Seminar Consultants (SSC), is one of the country's foremost experts in SAS applications and support. He is SAS Certified Professional V8.

Since starting the company by himself in 1981, Steve has developed SSC into a full-service provider of SAS training that has been attended by over 12,000 students. One of the early pioneers to recognize the power of SAS software, Steve has a commitment to quality and customer service. Steve has established a reputation for making his clients' work easier, not more complicated. His philosophy has always been to look for the simple things that make life easier.

His experience with SAS since 1976 includes manufacturing, government, university, and financial applications. Steve comes from a traditional data processing background and has worked as an applications programmer, systems programmer, systems trainer and SAS consultant.

Steve is past president and founder of WISAS (Wisconsin Illinois SAS User's Group) and has been invited to speak at SUGI (SAS Users Group International) meetings on many occasions.

Malachy J. Foley

Malachy J. Foley is a Senior SAS Programmer/Analyst in the Department of Biostatistics at the University of North Carolina at Chapel Hill (UNC). Mal has programmed business and research applications for more than 35 years. His career in computing includes being an international consultant, a department manager, a university professor, and a CEO. He teaches computing courses at the undergraduate, graduate, and professional levels. He frequently presents papers and gives seminars at local, regional, national, and international SAS users' groups.

Loews Vanderbilt Hotel Reservations

Please use this form to make your reservations! A specific number of rooms are being held at the special conference room rate until October 7, 2004. After this date, all group requests will be subject to rate/room type availability and higher rates may apply. **Please make your reservation as soon as possible.**

Fax or return this completed form to 615-320-5019 (fax) or
 Loews Vanderbilt Hotel, ATTN: Reservations Dept., 2100 West End Avenue, Nashville, TN 37203
 Do not use the hotel's web site to make your reservations.

If you need additional information, call the Reservations Department at 615-320-1700 or 800-336-3335.

Group: SouthEast SAS Users Group (SESUG)
Dates of Function: October 30 – November 2, 2004
Conference Room Rate for Single/Double Occupancy: \$135.00

REQUESTS: Smoking Non Smoking

Please print or type

Name _____
 Organization/Firm/Affiliation _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Total number of people in room _____
 Sharing room with _____
 Arrival Date (Check-in 3 p.m.) _____ Departure Date (Check-out 12 noon) _____

All reservations need to be guaranteed by:

1. Accompanying reservation with one night's deposit plus tax of 14.25%.
2. American Express, MasterCard, Visa, Diner's Club, or Carte Blanche.

Refunds will be made only when cancellations are received at least 48 hours prior to scheduled arrival date.

Room rate is quoted for single or double occupancy. However, children age 18 and under and sharing room with adult are free (up to a total of *four* persons in the room).

Card Information:

American Express MasterCard Visa Diner's Club Carte Blanche

Card Number _____ Expiration Date _____
 Name on Card _____ Signature _____

- ✓ All rooms are subject to taxes unless attendee's proof of tax-exempt status is shown prior to check-in.
- ✓ Group rates and availability for arrivals **three (3)** days prior and departures **three (3)** days after above group dates are on a space available basis only.
- ✓ Group rates may not be combined with any other special offer, package, or discount.
- ✓ For special requests (suites, rollaway bed, crib, connecting room, handicapped room, etc.), contact the hotel directly.



Conference Registration Form

First Name (for badge):		Last Name:	
Job Title/Affiliation:		E-Mail:	
Include Job Title/Affiliation on name badge? <input type="checkbox"/> Yes <input type="checkbox"/> No		May we use e-mail for follow-up? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Street Address or Box Number:			
City:		State/Province/Country:	ZIP Code:
Office Telephone: () -	Home Telephone: () -	Other Telephone: () -	
Should we need to contact you, how would you prefer we do that? <input type="checkbox"/> E-mail <input type="checkbox"/> Home Telephone <input type="checkbox"/> Office Telephone <input type="checkbox"/> Other Telephone <input type="checkbox"/> Postal Mail			

Check all that apply to you: Invited Speaker Active Executive Council member Sponsor

Would you like to volunteer to help us at SESUG '04? Yes No

If yes, indicate your area of interest, if any: _____

	Conference Registration Fees		
	Early Rate Through Sept. 12, 2004	Regular Rate Sept. 13 – Oct. 10, 2004	Onsite Rate Oct. 11 – Nov. 2, 2004
Academic *	\$250	\$300	\$500
Business & Government	\$350	\$400	\$500

Conference Registration Fee	+\$
Less \$30 per Person Group Discount ** (if applicable)	-\$

Please indicate the size for your SESUG '04 long-sleeved T-shirt: S M L XL XXL XXXL

\$25 Workshop Administration Fee (waived for SESUG '04 conference attendees)	+\$
---	------------

Pre-Conference Weekend Workshops		
\$99	Saturday, October 30, 1:00 – 5:00 p.m. <i>Using SAS[®]/Stat to Mine Data</i>	+\$
\$99	Saturday, October 30, 1:00 – 5:00 p.m. <i>SAS[®] Efficiencies</i>	+\$
\$198	Sunday, October 31, 8:00 a.m. – 5:00 p.m. <i>Building SAS[®] Utilities: Putting Dictionary Tables, SQL and the Macro Language to Work</i>	+\$
\$198	Sunday, October 31, 8:00 a.m. – 5:00 p.m. <i>Sampling with the SAS[®] System</i>	+\$
\$99	Sunday, October 31, 8:00 a.m. – 12:00 p.m. <i>What's New in SAS[®] 9</i>	+\$
\$99	Sunday, October 31, 1:00 – 5:00 p.m. <i>Merging, Combining and Subsetting Files (Tricks, Traps and Techniques)</i>	+\$

\$50 Guest membership (Guest name _____)	+\$
TOTAL AMOUNT DUE	\$

* **ACADEMIC RATE:** This rate applies to **full-time** students or employees of a degree-granting institution, college or university. Verification of academic status may be required by the registrar.

** **GROUP DISCOUNTS:** Group of 4 or more from the same company must register at the same time. **Academic registrants are not eligible for this discount!** Paper registrations **must** be shipped together, in order to ensure your discount is properly applied. If electronically submitted, group registrations **MUST** be submitted as closely together as possible to ensure discount qualification. All members must be paying conference fees; workshop-only attendees will **not** be considered as part of the group for discount, nor will attendees with conference fees waived. Contact Maribeth Johnson at the address/telephone on page 26 if you have any questions.

PAYMENT

- All funds must be in United States currency.
- SESUG Federal Tax ID: 59-3571958
- **PLEASE, DO NOT SEND CASH!** SESUG is not responsible for funds lost in the mail.

- Check/money order enclosed, payable to **SESUG**
- Credit Card: (please check one)
 - Visa Master Card American Express Discover Diner's Club

Card Number: _____ Expiration Date: _____ / _____

Name on Card: _____

Card Holder's Signature: _____

Credit Card Billing address (if different from registration address)		
Street Address or Box Number:		
City:	State/Province/Country:	ZIP Code:

REGISTRATION METHODS

- Online registration begins on **June 14, 2004** at www.sesug.org.
- For registrations by mail, send your completed forms to:

SESUG '04 Registrar
 Maribeth Johnson
 4352 Neal's Mill Road SE Voice: 706-721-0813
 Dearing, GA 30808 FAX: 919-882-9798

IMPORTANT INFORMATION

- **REFUND POLICY:** A full refund less a \$25 processing fee is permitted if written notice of cancellation is postmarked, e-mailed, or faxed to the Registrar by **October 10, 2004**. Cancellations and refund requests must be in writing. **No refunds will be issued after this date.**
- **CANCELLATIONS:** SESUG's sole liability in the event of conference or training workshop cancellation is refund of fees paid for the specific event(s) that is/are cancelled. SESUG is **not** liable for **any** special or consequential damages arising from conference or training workshop cancellation. If a training workshop is cancelled, we will notify you **as soon as possible** and you will be invited to transfer your registration to another workshop. If you transfer to a workshop with a different price, fees will be adjusted accordingly. Or, you may elect to receive a refund for the amount paid for that workshop.
- Using audio or visual recording devices, or laptop computers, is **NOT** permitted during pre-conference training workshops or paper presentations, without the **prior permission** of the presenter/instructor.
- No direct recruiting may be conducted at the conference, or during **any** conference-related activity. (See SESUG Policies and Procedures, page 28)
- By attending the SESUG conference, you are agreeing that the SouthEast SAS Users Group, Inc. and SAS Institute, Inc. may use your name, picture, and/or feedback comments in any media worldwide, in connection with any account of conference events.



Conference Planning Team

CONFERENCE CHAIRS

Operations

Imelda Go

*SC Dept. of Education
Columbia, SC*

Academic

Neil Howard

*i3 Data Services
Basking Ridge, NJ*

CONFERENCE COMMITTEE

Operations Chairs

A/V Coordinator

Jenine Eason
Autotrader.com

Catering Coordinator

Philip d'Almada
Rho, Inc.

Off-site Registrar

Maribeth Johnson
Medical College of Georgia

On-line Paper Submission

Dawn Li and Gary McQuown
Data and Analytic Solutions

On-site Registrar

Clara Waterman Powell
Perrine Cutler Ridge Council, Inc.

Proceedings Editors

Joseph Kelley
University of Georgia
Dan Bruns
Tennessee Valley Authority

Publications Coordinator

Dan Bruns
Tennessee Valley Authority

Publicity Coordinator

George Matthews
University of Georgia

Sponsorship Program Coordinators

David Maddox
BellSouth Telecommunications, Inc.
George Matthews
University of Georgia

Volunteers Coordinator

Deborah Skinner
Assurant

Webmasters

Greg Barnes Nelson
ThotWave Technologies, LLC
Dawn Li
Data and Analytic Solutions

Workshop Chairs

Hands On Workshops

Debbie Buck
D. B. & P. Associates
Jenine Eason
Autotrader.com

Pre-Conference Weekend Workshops

Deb Cassidy
Cardinal Health

Site Selection

Dan Bruns
Tennessee Valley Authority
Andrew T. Kuligowski
Nielsen Media Research



Regional User Group Liaison

Michael Smith & Lorraine Rizzon
SAS, Inc.

Graphic Design

Nathan Schafer
Kimberly Riddell

Paper Presentation Chairs

Application Development

Gary Schlegelmilch
US Bureau of the Census
Robert McCurdy
Independent Consultant

Coders' Corner

Gary McQuown
Data and Analytic Solutions
Kevin Delaney
Centers for Disease Control

Data Management

Steve Noga
Rho, Inc.
Pam Reading
Rho, Inc.

Data Presentation

Erik Larsen
Independent Consultant
Tom Fuchs
LG&E Energy

Intro to SAS

Marje Fecht
Prowerk Consulting

Posters

Larry Altmayer
U.S. Bureau of the Census
John Charles Gober
U.S. Bureau of the Census

Serendipity

Joy Smith
North Carolina State University
Mark Tabladillo
markTab Consulting

Statistics & Data Analysis

Jennifer Waller
Medical College of Georgia
Bob Bolen
Southern Company

Tutorials

Mal Foley
University of North Carolina
Sandy Donaghy
North Carolina State University

SESUG Policies & Procedures

The annual SouthEast SAS Users Group (SESUG), Inc., Conference is primarily an educational gathering for the benefit of its attendees. SESUG recognizes that the majority of attendees are present as representatives of their employers for this purpose. Accordingly, SESUG does not condone, endorse, or encourage activities that may conflict with the educational nature of the conference. All attendees and vendors are expected to abide by the Policies and Procedures set forth in this document.



Paper Content: Users are urged to present papers describing real-world applications using SAS Institute software. SESUG also accepts a limited number of theoretical and general overview papers. Acceptance of all presentations is at the discretion of the Conference Chairs.

Oral presentations and written papers describing products or services of a commercial nature may only be presented at the conference if:

1. They describe how the product relates to the use of SAS Institute software
2. They do NOT include price lists, support commitments, or other material of a promotional or sales nature.

Right of Withdrawal: The SESUG Executive Council and the Conference Chairs reserve the right to determine if any activity is in violation of these Guidelines. They may, at their option, direct the withdrawal of a presentation or demonstration or the dismissal of a SESUG attendee from the conference.

Marketing and Recruiting: Any person or entity wishing to market their products or services or whose presence is primarily to recruit attendees at the annual SESUG conference must register as a vendor. Registered vendors are expected to conduct themselves with professionalism. The SESUG Executive Council (EC) reserves the right to refuse any or all vendor registrations.

In addition to, or in lieu of, a physical presence at the annual SESUG conference, vendors may choose to have a virtual presence through means of advertising. Advertising opportunities are delineated below and do not require separate registration of the vendor.

1. The Conference *Program* may include printed vendor advertisements. All advertising is accepted at the discretion of the SESUG Conference Chairs. A fee may be assessed.
2. Sales literature and promotional items may only be distributed to conference attendees in an approved manner. Items for distribution must be submitted to a designee of the Conference Chairs and are subject to approval of form and content. A fee may be assessed.
3. Vendors who wish to sponsor the goals and aims of SESUG may be recognized publicly at the discretion of the Conference Chairs.

Distribution of sales literature and other promotional items will be limited to the above procedures. The Conference Chairs will issue specific requirements (e.g., content, deadlines, and costs) for these vendor promotional opportunities.

SESUG does not condone, endorse, or encourage unauthorized hospitality suites or other similar unauthorized activities. In the event of any questions of interpretation, the decision of the Conference Chairs will apply.

Non-registered vendors may not engage in any direct marketing or sales effort at the conference.

SESUG EXECUTIVE COUNCIL (EC)

Dan Bruns, President
Tennessee Valley Authority

Deborah Buck
D. B. & P. Associates

Deb Cassidy
Cardinal Health

Philip d'Almada
Rho, Inc.

Jenine Eason
AutoTrader.com

Marje Fecht
Prowerk Consulting

Imelda Go
SC Department of Education

Neil Howard
i3 Data Services

Maribeth Johnson, Vice President
Medical College of Georgia

F. Joseph Kelly
University of Georgia

Andrew Kuligowski
Nielsen Media Research

David Maddox, Secretary
BellSouth Communications, Inc.

George Matthews
University of Georgia

Gary McQuown
Data and Analytic Solutions

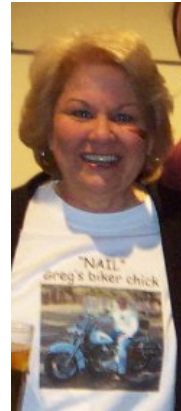
Greg Nelson, Treasurer
ThotWave Technologies, LLC

Steve Noga
Rho, Inc.

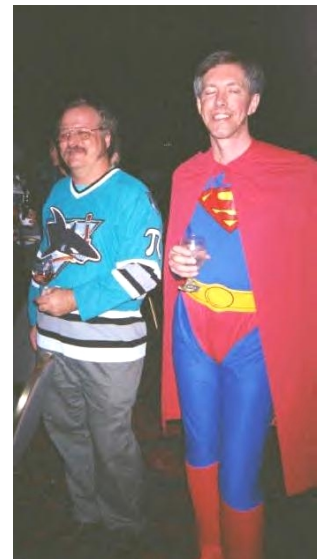
S. David Riba
JADE Tech, Inc.

Gary Schlegelmilch
U.S. Bureau of the Census

Deborah Skinner
Assurant



SESUG After Hours



Checklist

COVERING ALL THE BASES...

- **Step 1:** Visit our web site at www.sesug.org for the latest conference information.
- **Step 2:** All conference attendees **MUST** register. See the Conference Registration Form on pages 25 & 26.
- **Step 3 (Optional):** Register for your Pre-Conference Workshops (see pages 19-23) and register your guest(s) in the guest program.
- **Step 4:** Make Hotel reservations at the Loews Vanderbilt Hotel (see page 24).
- **Step 5:** Make your travel plans.
- **Step 6:** Handle your absentee ballot and vote for President (see page 5).
- **Step 7:** Bring a credit card, personal check, cash, or purchase order to use to take advantage of the Conference's 20% discount on SAS Institute books.
- **Step 8:** Pack your Halloween Costume and dancing shoes!
- **Step 9:** *Attend SESUG '04, October 31st – November 2nd and enjoy everything Nashville, TN has to offer!*

IMPORTANT DATES TO REMEMBER...

- **June 14, 2004** **On-line Registration opens**
- **September 12, 2004** **Early Registration Deadline**
- **October 7, 2004** **Last day to make hotel reservations at the conference rate**
- **October 10, 2004** **Last day to cancel and receive a refund**
- **October 10, 2004** **Last day to register at regular rate**



Come visit us at www.sesug.org

12th Annual Conference

SouthEast SAS® Users Group

October 31 - November 2, 2004

Conference Co-Chairs:

Imelda Go

igo@sde.state.sc.us

Operations

Neil Howard

Neil.Howard@i3data.com

Academics

Important Dates to Remember:

Online Registration at www.sesug.org Begins — June 14, 2004

Early Registration Deadline — September 12, 2004

Regular Registration Deadline — October 10, 2004

Pre-Conference Workshops — October 30 – 31, 2004

Conference — October 31 – November 2, 2004



SESUG '04

c/o SAS World Headquarters

100 Campus Drive

Cary, NC 27513-2414