



Registration Checklist

- ☐ Registration Nametag And Badge
- ☐ Conference Bag
- ☐ Drink Tickets For Sunday And Monday
- ☐ Attendee Gifts
- ☐ Program
- ☐ Metacoda Koala And Other Sponsor Handouts
- ☐ Survey On How We Can Serve Better

Presenters

- ☐ Submitted Paper And Presentation
- ☐ Ribbon
- ☐ Thank You Gift
- ☐ Bio



We Love SAS Users, Because We're SAS Users Too!





Welcome To #SCSUG2017

Since our “zero” conference in Houston in 1990, and our 1st conference in 1991 in Arlington, TX, South Central SAS Users Group, Inc., (SCSUG) has hosted events for SAS Users in Texas, Oklahoma, Louisiana, Arkansas, and New Mexico with the purpose of learning and sharing SAS knowledge with fellow SAS Users. We have been able to provide a forum for SAS Users to share and learn about the software, network with SAS staff and other Users, and provide a platform for everyone to expand their knowledge of SAS. As one of the founding EC members and current president, it has been fun to host this one with my co-chair Greg Gengo from Texas Women’s University. We have planned for everyone to have fun while learning new things about SAS.

Here are a few things to keep in mind as you navigate the forum:

- The Keynote Presentation is **“The Future of SAS”**, so don’t want to miss this important presentation by SAS! Get your breakfast and come learn where SAS is going.
- There will be lots of papers presented. We will be using 5 rooms on Monday, and 4 on Tuesday, so take a minute and plan your days.
- Our Student Scholarship Fellows will be presenting on Monday in a room dedicated to them.
- SAS Super Demos, STAT Tutorial, and SAS presentations by SAS staff are highlighted.
- You can go to the SAS Resource Room there and meet the presenters and get more insight into their presentations. While there, browse around and ask questions and get answers from SAS.
- We will have breakfast, lunch, breaks included, so you don’t need to leave to find food. We have it on the agenda.
- Monday night Mixer sponsored by SAS at the Pool, weather permitting. Yes, there will be food.
- Pre and Post forum training by **Kirk Paul Lafler**. Kirk is also doing a day of papers, so don’t miss out!
- Lots of giveaways at the Closing Session so don’t miss it.

Keep in mind that the papers are online at www.scsug.org, and handouts may not be available in the sessions. If you post to social media, use #SCSUG2017, and thank **MetaCoda** by taking a selfie with koalas that made the trip from down under. **Be sure to thank SAS for their support and great software.** Also visit the Sponsors’ Room and see who else is supporting #SCSUG2017, like **Luminare Data LLC, Southern Methodist University, and DBSI Corp.**

Thank you again for attending #SCSUG2017!



Clarence Wm. Jackson, CSQA



Greg Gengo



AGENDA

Day/Date	Activity	Room
Sunday, October 15	Pre Conference Training by Kirk Paul Lafler	Palm
8AM-NOON		
1PM-5PM		
noon - 6	Registration	FOYER
6-8	Mixer	FOYER
6pm	Presenters and Volunteers meeting	TBA
Monday	Registration	FOYER
7AM-eod		
7:30 am	Opening Session	Trinity IV & V
8 am	Keynote: Future of the SAS System	
9am-4pm	Student Symposium Presentations	Red and Live Oak
9am-5pm	Presentations	Trinity rooms
8:30am-noon	SAS Super Demo	Trinity IV & V
	SAS Resource	Pin Oak
		Trinity II & III
1pm	SAS Half-day Seminar: Preparing for the SAS	
	Base Programming Certification Exam	
noon-1pm	Lunch	
1pm-5pm	Presentations	Trinity rooms
	SAS Resource	Pin Oak
6-8pm	Kickback by the Pool Mixer	Pool if weather is okay
	Sponsored by SAS	
Tuesday 7am noon	Registration	FOYER
8am-noon	Presentations	Trinity IV & V
	SAS Resource	Pin Oak
noon	Lunch	TBA
1-4 pm	Presentations	Trinity IV & V
2:30 pm	Break	Break Area
4:pm	Closing session	Trinity IV & V
Wednesday 8 am-5 pm	Post Conference Training by Kirk Paul Lafler	Palm



Keynote Presenter

BRIAN KINNEBREW



GLOBAL TECHNOLOGY PRACTICE – DATA MANAGEMENT

Senior Solutions Architect

As a Senior Solutions Architect in the Global Technology Practice at SAS, Brian provides programming and technical expertise for SAS® In-Memory and In-Database technologies. He delivers support and enablement to SAS® Customers as well as SAS® sales and pre-sales organizations with a specific concentration on Big Data, Hadoop, DS2, the SAS® In-Database Code Accelerator, SAS® Viya™, SAS® High Performance Analytics, and SAS® In-Memory Statistics for Hadoop. Brian joined SAS® in 2012 and previously served as a Technical Architect in the Financial Services Practice.

Prior to joining SAS, Brian held numerous senior analytic positions in the financial services industry. He has worked for several large commercial banks and financial services firms including Ally Bank, Fannie Mae, Wells Fargo, and Citigroup. He's been a SAS programmer for over 20 years and has extensive experience in Data Management, Credit Risk Analytics, Operational Analytics, Scorecard Development, Forecasting and Modeling, and Pricing Optimization.

Brian is based in Dallas, Texas.



Other SAS Presenters



Chevell Parker



Dan O'Conner



Gordon Brown



Lorilyn Russel



Scott Mebust



David Duling



Presentations Schedule

prestie	Paper ID	Company	Authors	Title	Room	Day	Time
50 min	0	SAS Institute Inc.	Brian Kennebrew	The Future of the SAS Platform	Trinity IV & V	Monday	8:00 AM
50 min	72	SAS Institute Inc.	Scott Mebust	<i>The Future of Transpose: How SAS is Rebuilding its Foundation by Making What is Old New Again</i>	Trinity IV & V	Monday	9:00 AM
20 min	77	SAS Institute Inc.	Chevell Parker	ODS HTML5 in the Fourth Maintenance Release for SAS® 9.4 (SUPER DEMO)	Trinity IV & V	Monday	10:00 AM
20 min	81	SAS Institute Inc.	Lorilyn Russell	The Future of SAS Enterprise Guide and SAS Studio (SUPER DEMO)	Trinity IV & V	Monday	10:30 AM
50 min	71	SAS Institute Inc.	Dan O'Connor	<i>A Guru's Guide: Producing Section 508-Compliant Custom Reports with the Output Delivery System</i>	Trinity IV & V	Monday	11:00 AM
50 min		SAS Institute Inc.	Charu Shankar	SAS 101	Trinity IV & V	Monday	1:00 PM
20 min	78	SAS Institute Inc.	Dan O'Connor	SAS 9.4 ODS in a Nutshell (SUPER DEMO)	Trinity IV & V	Monday	1:30 PM
50 min	43	SAS Institute Inc.	Shankar, Charu* SAS Institute Inc. Lafler, Kirk Paul Software Intelligence Corporation	<i>One-to-One, One-to-Many, and Many-to-Many Joins Using PROC SQL</i>	Trinity IV & V	Monday	2:00 PM
20 min	80	SAS Institute Inc.	Gordon Brown	The HPGENSELECT Procedure: Model Selection for Generalized Linear Models (SUPER DEMO)	Trinity IV & V	Monday	3:00 PM
20 min	79	SAS Institute Inc.	Gordon Brown	What is new in SAS/STAT 14.2 (SUPER DEMO)	Trinity IV & V	Monday	3:30 PM
50 min	73	SAS Institute Inc.	Chevell Parker	<i>A Ringside Seat: The ODS Excel Destination versus the ODS ExcelXP Tagset</i>	Trinity IV & V	Monday	4:00 PM
50 min	59	Software Intelligence Corporation	Lafler, Kirk Paul* Software Intelligence Corporation	Data Analysis and Storytelling ? Communicating Analytical Results with Clarity, Precision and Efficiency	Trinity I & II	Monday	9:00 AM
50 min	11	SAS Consultant	Georgeanna N. Curbo	The Advantages of SAS Certification: Feedback from the Trenches	Trinity I & II	Monday	10:00 AM
50 min	58	Software Intelligence Corporation	Lafler, Kirk Paul* Software Intelligence Corporation	An Introduction to PROC REPORT	Trinity I & II	Monday	11:00 AM
2 hour	75	SAS Institute Inc.	Gordon Brown	Penalized Regression Methods in SAS/STAT	Trinity I & II	Monday	1:00 PM
50 min	65	Software Intelligence Corporation	Lafler, Kirk Paul* Software Intelligence Corporation	Removing Duplicates Using SAS®	Trinity I & II	Monday	3:00 PM
50 min	63	Software Intelligence Corporation	Lafler, Kirk Paul* Software Intelligence Corporation	Top Ten SAS® Performance Tuning Techniques	Trinity I & II	Monday	4:00 PM



20 min	57	InProfix Inc	Berestizhevsky Samuel, InProfix Inc *	The Cox Hazard Model for Claims Data	Trinity VI	Monday	9:00 AM
			Kolosova Tanya, InProfix Inc				
20 min	14	Oklahoma State University	Archana Chinnaswamy	ENHANCEMENT OF CLINICAL DECISION MAKING USING PREDICTIVE MODELING	Trinity VI	Monday	9:30 AM
20 min	20	Oklahoma state University	Akshay Arora	Analysis of the effects of financial parameters on GDP and poverty using panel data analysis.	Trinity VI	Monday	10:00 AM
20 min	18	TATA CONSULTANCY SERVICES	*Prasoon Sangwan, Piyush Singh, Faraz Khan	Risk Based Monitoring(RBM) with SAS Visual Analytics	Trinity VI	Monday	10:30 AM
50 min	68		Andy Kuligowski	Pruning the SASLOG – Digging into the Roots of NOTES, WARNINGS, and ERRORS	Trinity VI	Monday	11:00 AM
Half day	76	SAS Institute Inc.	Lorilyn Russell	Preparing for the SAS Base Programming Certification Exam	Trinity VI	Monday	1:00 PM
20 min	5	Abt Associates Inc.	Louise S. Hadden	Red Rover, Red Rover, Send Data Right Over: Exploring External Geographic Data Sources with SAS®	Trinity VII	Monday	9:00 AM
20 min	51	Austin Energy	Michael McCarthy	Domo Arigato SAS®: Turn Your PC Into A BASE SAS® Robot	Trinity VII	Monday	9:30 AM
20 min	52	Austin Energy	Michael McCarthy	Don?t Fear The Network: Beat A Slow Network With Data Content Maps	Trinity VII	Monday	10:00 AM
20 min	9	Baylor Scott & White Health	Crystal Carel, MPH	From Researcher to Programmer: 5 SAS Tips I Wished I Knew Then	Trinity VII	Monday	10:30 AM
20 min	19	Baylor Scott & White Health	Crystal Carel, MPH	Make it a Date!: Setting up a Master Date View	Trinity VII	Monday	11:00 AM
20 min	17	Baylor Scott & White Health	Crystal Carel, MPH	Snail Mail to Emails: Generating Auto-Emails from SAS® with Attachments	Trinity VII	Monday	11:30 AM
50 min	74	SAS Institute Inc.	David Duling	<i>Use Machine Learning to Discover your Rules</i>	Trinity VII	Monday	1:00 PM
50 min	10	Consultant	Georgeanna N. Curbo	Pushing past the Visual Programming Aspect of SAS	Trinity VII	Monday	2:00 PM
20 min	1	Datmesis Analytics	Hughes, Troy Martin	Assessing Software Risk and Technical Debt Through Standardized Symbology and Automatic Parsing, Analysis, and Documentation of SAS® Programs and SAS Enterprise Guide Projects	Trinity VII	Monday	3:00 PM
20 min	3	Datmesis Analytics	Hughes, Troy Martin	From FREQing Slow to FREQing Fast: Facilitating a Five-Times-Faster FREQ with Divide-and-Conquer Parallel Processing	Trinity VII	Monday	3:30 PM
20 min	2	Datmesis Analytics	Hughes, Troy Martin	Pinching Off Your SAS® Log: Overcoming Lengthy Logs To Facilitate Real Time Log Parsing, Analysis, and Dynamic, Data-Driven Design in Program Flow and Execution	Trinity VII	Monday	4:00 PM



20 min	36	Oklahoma State University	Ciril Achenkunju	Fighting Terrorism with Data Science: The Terrorists are Learning, But So Are Our Algorithms	Red Oak & Live Oak	Monday	9:00 AM
20 min	101	Louisiana State University	Bethany Smith	Predicting a Patients Breast Cancer Diagnosis Using Data Mining Techniques	Red Oak & Live Oak	Monday	9:30 AM
20 min	102	Oklahoma State University	Linyi Tang	Where do the Hop-Heads Go? An Ultimate Data-Driven Guide to U.S. Canned Craft Beers	Red Oak & Live Oak	Monday	10:00 AM
20 min	103	Louisiana State University	Nicolette Ige and Vivek Singh	So many college dropouts and so many variables: Using SAS to analyze large survey data from the National Center for Education Statistics	Red Oak & Live Oak	Monday	10:30 AM
20 min	104	Oklahoma State University	Jui Salunkhe	Leveraging Multivariate Testing for Digital Marketing Using SAS Enterprise Guide.	Red Oak & Live Oak	Monday	11:00 AM
50 min	82		Dari Mazloom	Object Oriented Programming with SAS Via PROC DS2	Red Oak & Live Oak	Monday	1:00 PM
50 min	49	Wells Fargo	*Gross, Steven Wells Fargo	Preserving Your SAS Environment in a Non-Persistent EG World	Red Oak & Live Oak	Monday	2:00 PM
20 min	50	Oklahoma State University	Rishanki Jain	Sentiment Analysis on YouTube Movie Trailer comments to determine the impact on Box-Office Earnings	Red Oak & Live Oak	Monday	3:00 PM
50 min	64	Software Intelligence Corporation	Lafler, Kirk Paul* Software Intelligence Corporation Sloan, Stephen Accenture	Fuzzy Matching Programming Techniques Using SAS® Software	Trinity IV & V	Tuesday	9:00 AM
50 min	66	Software Intelligence Corporation	Lafler, Kirk Paul* Software Intelligence Corporation Horstman, Josh Nested Loop Consulting Muller, Roger Data-to-Events	Building a Better Dashboard Using SAS® Base Software	Trinity IV & V	Tuesday	10:00 AM
50 min	44	Software Intelligence Corporation	Lafler, Kirk Paul! Software Intelligence Corporation Roberts, Clark SAS Consultant, Data Analyst and Application Developer	Tips, Techniques and Examples for Modernizing SAS® Legacy Application Program Code	Trinity IV & V	Tuesday	11:00 AM



20 min	62	Software Intelligence Corporation	Lafler, Kirk Paul*	A Review of "Free" Massive Open Online Content (MOOC) for SAS® Learners	Trinity IV & V	Tuesday	1:00 PM
20 min	60	Software Intelligence Corporation	Lafler, Kirk Paul*	Differentiate Yourself	Trinity IV & V	Tuesday	1:30 PM
20 min	61	Software Intelligence Corporation	Lafler, Kirk Paul*	Google® Searches for the Inquiring SAS® User	Trinity IV & V	Tuesday	2:00 PM
20 min	45	Software Intelligence Corporation	Lafler, Kirk Paul*	Three Great Reasons to Use the SAS® ODS Excel® Destination	Trinity IV & V	Tuesday	2:30 PM
20 min	38	TX Dept. of State Health Services	Anna Vincent Program Specialist Data Management Center for Health Statistics	Zero My Hero!	Trinity IV & V	Tuesday	3:00 PM
20 min	41	US Army	Dunn, Toby* US Army Lafler, Kirk Paul* Software Intelligence Corporation	The Good, The Bad, and The Ugly about Reading Data	Trinity IV & V	Tuesday	3:00 PM
50 min	70	Clinical Data Management Systems, LLC	Chris Schacherer	Enabling Transitions of Care with SAS	Trinity I & II	Tuesday	9:00 AM
50 min	12	SAS Consultant	Georgeanna N. Curbo	Examining Career Paths: Being Proactive as a SAS Professional	Trinity I & II	Tuesday	10:00 AM
20 min	13	Oklahoma State University	Rosie Nguyen Nandan Moza Dr. Goutam Chakraborty Dr. Miriam McGaugh	APPLE OR SAMSUNG? WHICH PHONE SHOULD I BUY? SENTIMENT ANALYSIS UTILIZING CUSTOMER REVIEWS ON UNLOCKED IPHONE AND SAMSUNG GALAXY	Trinity I & II	Tuesday	11:00 AM
20 min	56	Texas Department of State Health Services	Vincent, Anna* Texas Dept. of State Health Services Zheng, Suting Texas Dept. of State Health Services	"Life Expectancy Tables" - Getting SAS to run the hard math	Trinity I & II	Tuesday	11:30 AM
20 min	4	Oklahoma State University	Shubham Panat	H1B- Visa Petitions Trend and Forecast	Trinity I & II	Tuesday	1:00 PM
20 min	39	Office of the Inspector General USPS	Olatunji, Olayemi, O* Office of the Inspector General USPS	Using SAS® Enterprise Miner for Categorization of Customer Comments to Improve Services at the U.S. Postal Service	Trinity I & II	Tuesday	1:30 PM
50 min	48	Wells Fargo	*Gross, Steven Wells Fargo	PROC PRESENV - A More Detailed Look	Trinity I & II	Tuesday	2:00 PM



20 min	55	Willis Towers Watson	Daniel R. Bretheim	SAS® vs Python - How Do They Compare?	Red Oak	Tuesday	9:30 AM
20 min	28	Oklahoma State University	Dr. Goutam Chakraborty(*), Oklahoma State University Dr. Miriam McGaugh, Oklahoma State University Dr. Josh Weiner, Oklahoma State University	ANALYSIS ON EPIPEN TWEETS DURING CRISIS SITUATIONS	Red Oak	Tuesday	10:00 AM
20 min	27	Oklahoma State University	Harsh Gupta	Text Mining on Donor?s Conversation with Solicitors	Red Oak	Tuesday	10:30 AM
20 min	24	Oklahoma State University	Jaideep Muley Vijay Kumar Movva	Prediction of Used Cars? Prices by Using SAS EM	Red Oak	Tuesday	11:00 AM
20 min	21	Oklahoma State University	Kokad, Saurabh Sanjayrao	Predictive Analysis for Classifying Type 2 Diabetes Patients Using SAS Enterprise Miner 14.1 and SAS Enterprise Guide 7.1	Red Oak	Tuesday	11:30 AM
20 min	35	Oklahoma State University	Kondamudi, Venkata Sai Mounika * Balamurugan Mohan, H&R Block, Senior Statistician	CLASSIFYING AND PREDICTING SPAM MESSAGES USING TEXT MINING IN SAS® ENTERPRISE MINER?	Red Oak	Tuesday	1:00 PM
20 min	8	OKLAHOMA STATE UNIVERSITY	LINYI, T*, SPEARS SCHOOL OF BUSINESS, OKLAHOMA STATE UNIVERSITY. ANUASHUKA, S, Expedia, Inc, Washing	Where do the hop-heads go? An ultimate data-driven guide to U.S craft beers.	Red Oak	Tuesday	1:30 PM
20 min	29	Oklahoma State University	Mettilda Kaimathuruth, Dr. Goutam Chakraborty	THE TRUE PRICE FOR YOUR HOUSE	Red Oak	Tuesday	2:00 PM
20 min	32	Independent Consultant	Patricia Hettinger	I DIDN'T KNOW YOU COULD DO THAT! REVELATIONS FROM THE ADVANCED SAS CERTIFICATION EXAM	Live Oak	Tuesday	9:00 AM
20 min	34	Oklahoma State University	Shikha Prasad, Kunal Parekh, Dr. Goutam Chakraborty and Dr. Miriam McGaugh	ANALYZING THEFT OCCURRENCES IN CHICAGO USING SAS ENTERPRISE MINER 14.1	Live Oak	Tuesday	10:00 AM
50 min	67	QuintilesIMS	Lisa Mendez, Andy Kuligowski	Sparse Matrices	Live Oak	Tuesday	11:00 AM
50 min	31	Independent Consultant	Patricia Hettinger	ARRAYS: KNOW WHEN TO HOLD THEM, KNOW WHEN TO FOLD THEM.	Live Oak	Tuesday	1:00 PM



20 min	54		Shoemaker, Jack N. *	Generating Reliable Population Rates Using SAS® Software	Live Oak	Tuesday	2:00 PM
20 min	25	TCS	Singh, Piyush K * (TCS) Sangwan, Prasoon (TCS) Khan, Ghiyasuddin M	SAS Grid ? Platform Suite Service Automation	Live Oak	Tuesday	2:30 PM
20 min	26	TCS	Singh, Piyush K* (TCS) Sangwan, Prasoon (TCS) Khan, Ghiyasuddin M	SASGrid Job Search Performance	Live Oak	Tuesday	3:00 PM
30 minutes	999	SCSUG	SCSUG EC	SCSUG 2017 CLOSING SESSION		Trinity IV & V	Tuesday 4:00 PM



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HELPING TO KEEP YOUR SAS® PLATFORM SECURE

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MANAGE



REVIEW



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TROUBLESHOOT



AUDIT



TEST

your SAS® platform installation with confidence.



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MASTERS IN DATA ANALYTICS AT SMU

SMU is a nationally ranked private university with seven degree-granting schools, and is a distinguished center for teaching and research located near the heart of Dallas, a thriving center of commerce and culture. SMU's 11,000 students benefit from small classes, leadership opportunities, international study and innovative programs. SMU prepares students for leadership in their professions and in their communities and offers enriching experiences on campus and beyond. Relationships in the Dallas area provide a platform for launching careers throughout the world.

SMU's Statistical Science department offers a Masters degree in Applied Statistics and Data Analytics (MASDA). The program may be taken full-time or part-time. Emphasis is placed on applied statistics with training in statistical coding, statistical methods, data science, and machine learning.

For further inquiry about the program, please contact Steve Robertson (sdrobert@mail.smu.edu).



G'day
SCSUG
Addison TX



@metacoda #SCSUG2017



PLEASE COMPLETE

THE FEEDBACK QUESTIONNAIRE

TO BE ENTERED INTO THE DRAWING FOR A

FREE SCSUG 2018 REGISTRATION.

MUST BE AT THE CLOSING SESSION TO WIN!



SCSUG 2017

Feedback Questionnaire

The SCSUG 2017 Conference Chairs and Executive Committee thank each of you for attending this year's Educational Forum in Dallas! We hope you found this year's content informative, useful and enjoyable. To help us better plan for next year's SCSUG 2018 Educational Forum in Austin, we'd like you to tell us your thoughts on this year's Conference, what you liked, what you didn't like, and what you'd like to see at next year's SCSUG 2018 Educational Forum.

- 1) What industry do you currently work in? _____
- 2) How long have you been using SAS software? _____
- 3) What did you like best about this year's SCSUG 2017 Educational Forum? _____
- 4) What topic(s) did you benefit the most from attending this year's SCSUG Educational Forum?

- 5) Suggestions on what we can do to make next year's SCSUG Educational Forum even better?

- 6) What SAS topics would you like to see at next year's SCSUG Educational Forum?
 - a) Analytics and Statistics
 - b) Data Analysis, Big Data and Data Science
 - c) Data Management
 - d) Reporting and Data Visualization
 - e) Macro Programming techniques
 - f) Other topics _____
- 7) What type of presentations would you like to see more of at next year's Educational Forum?
 - a) Introductory-level topics
 - b) Intermediate-level topics
 - c) Advanced-level topics
- 8) Did you gain anything useful by attending the Forum?' YES NO
- 9) How likely are you to attend again? Very Likely Likely Unlikely Very Unlikely
- 10) Would you recommend attending the Forum to a friend or work associate?' YES NO

Thank you for your feedback! We look forward to seeing you at SCSUG 2018 in Austin!