

# PARAMETER



Newsletter of the Chicago Chapter of the American Statistical Association

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## Greetings!

### *A Letter From Our President*

Once again, it is a time of reckoning for the Chicago Chapter of the American Statistical Association. We look back to a fine 2006-2007 year which featured a workshop on Bayesian Statistics, a conference on climate change models, a career fair, the Statistician of the Year dinner featuring William Meeker, and eight diverse luncheon programs. For his leadership on these events and all other chapter business, outgoing President John VanderPloeg deserves our sincerest thanks.

Our sincerest thanks also go out to Linda Clark who stepped down from the Chapter Board after many years of dedicated service to it. Linda's energy and enthusiasm for the chapter will be deeply missed.

For the upcoming year, we look ahead to ideas and energy being shared by new Board Members Suzanne Niemi and Peter Manikowski. We also look forward to seeing our membership at our programs as we once again anticipate having a full program of luncheons, dinners and special events. Watch for notice of these events in Parameter and on the Chapter web site [www.chicagoasa.org](http://www.chicagoasa.org).

We welcome your comments on our programs as well as suggestions for what you would like to see us do. We thank you for your support and will do our best to bring value to you through the chapter activities. Thank you, Richard A. Smiley  
[president@chicagoasa.org](mailto:president@chicagoasa.org) August 22, 2007

## Chicago ASA Chapter Officers 2007-2008



**Pictured (from left to right):** John VanderPloeg, Peter Manikowski, Dan Hayes, Ed Hirschland, Gerald Funk, Linda Burtch, Tony Babinec, John Graham, Suzanne Niemi, Steve Maguire, Richard Smiley

**President:** Richard Smiley, NCSBN

**President-Elect:** Gerald Funk, Loyola University Chicago

**Past President:** John VanderPloeg, Leo Burnett

**VP Conferences:** Peter Manikowski, Zelcom Group

**VP Luncheons:** Lou Fogg, Rush University

**VP Communications:** Linda Burtch, Smith Hanley Associates

**VP Membership:** Suzanne Niemi, Walgreens

**VP Secretary:** John Graham, John A. Graham Consulting

**VP Treasurer:** Jerry Enenstein, JEResearch

**VP Workshops:** Tony Babinec, AB Analytics

**ASA Council of Chapters Rep:** Tony Babinec, AB Analytics

**Historian:** Steve Maguire, Sears

### **Directors at Large:**

George Bateman, University of Chicago

Dan Hayes, TransUnion

Phil Heckman, Heckman Actuarial Consulting

Ed Hirschland, The Landhart Corporation

Borko Jovanovic, Northwestern University

Mary Kwasny, Rush University

Arnold Zellner, University of Chicago

**Ex-officio Director:** Kathy Morrissey, Strategy 2 Market Inc.

# CCASA Luncheon Program



With the start of a new season, it's time once again for the CCASA's Luncheon Program. Please join us on **Tuesday, September 25th** for the first in an exciting lineup.

Our September speaker will be **Kurt Fuqua** of Vail Systems, who will speak on "**The math of language identification**".

Language Identification has become something of a hot topic in Computational Linguistics because of its relationship to security. In this talk Kurt will illustrate how one must weave together the differences in the structure of languages with specific statistical clues.

Look for more information in our September issue of the Parameter. Contact: Lou Fogg, VP for Luncheons.

Phone: 312-942-6239 or E-mail: [louis\\_fogg@rush.edu](mailto:louis_fogg@rush.edu)

## Available Position

[Smith Hanley Associates](#) is currently working on an exciting opportunity with a well-funded, pre-IPO in the **Chicago** area. This online marketing and advertising company is searching for a **Director/VP, Analytics** who will be the lead role in the development and management of analytical solutions for optimization, forecasting, and media mix allocation, as well as the development of external client solutions for online consumer targeting, display personalization, and segmentation. This highly motivated self-starter will provide the leadership and direction needed to steer the analytical team, while also interfacing directly with strategic clients. A unique opportunity to make a true impact with a fresh, growing organization, the ideal candidate will have modeling expertise utilizing SAS & SQL and advanced degree in a quantitative discipline. **\$100,000-\$125,000 base salary plus bonus.**

Email [jwintersteen@smithhanley.com](mailto:jwintersteen@smithhanley.com) for more details.

## Interested in a Degree in Biostats?

The **MS in Epidemiology and Biostatistics** degree is designed to provide an educational environment for students committed to studying the distribution of health and disease in populations and clinical settings, and to educate these individuals to become effective investigators in population and clinically based research studies. This

is a full-time program consisting of daytime classes. All classes are held on the Chicago campus. Students are expected to obtain the degree in 18-24 months.

The program includes core courses in Epidemiology and Biostatistics that are taken by all MS students. The remaining courses are electives. Electives are offered in epidemiology, data management, decision analysis and clinical trials. Thesis track students will complete a thesis. Non-thesis track students will obtain practical professional experience in biostatistical consultation and pass a comprehensive exam.

The degree program is administered by Northwestern's Feinberg School of Medicine, Department of Preventive Medicine in conjunction with The Graduate School. MS program faculty members are drawn from the Department and many other units of the University. The faculty possesses particular expertise in chronic disease epidemiology, biostatistics, nutrition, and behavioral medicine.

**Academic Calendar** The MS in Epidemiology and Biostatistics program operates on the Graduate School Calendar and on a four-quarter system with courses offered during the Fall (September-December), Winter (January-March), and Spring (late March - June). Students must begin the program during the Fall quarter.

**Tuition** The 2006-2007 tuition is \$11,136 per quarter. Annual increases in tuition charges are to be expected. A limited number of graduate research assistantships are available for advanced MS students. Financial aid in the form of loans is available. For information on financing education through jobs, grants, and loans, contact The Graduate School.

Web: <http://www.preventivemedicine.northwestern.edu/mseb/>



*Editor*

Editor: Linda Burtch (312) 629-2400

PARAMETER, newsletter of the Chicago Chapter of the American Statistical Association, is published 10 times a year as a service to its members. To submit material for publication, contact the Editor, Linda Burtch, email: [lburtch@smithhanley.com](mailto:lburtch@smithhanley.com)

PARAMETER provides a job listing service by publishing Positions Available and Positions Wanted, the latter being free to Chapter members. Contact the Editor for more information.

For additional information about Chicago Chapter ASA, please visit our World Wide Web site [www.ChicagoASA.org](http://www.ChicagoASA.org) Also, visit the National ASA web site [www.amstat.org](http://www.amstat.org).

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