

PARAMETER



Newsletter of the Chicago Chapter of the American Statistical Association

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May 2007

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Greetings!

Countdown to Paperless Parameter: 0

This is the last issue of the paper version of the PARAMETER. From now on, an email version of the PARAMETER will be used to communicate with our members. We will likely have a single mailed communication each year with organizational announcements.

To continue receiving the PARAMETER, please visit us at www.chicagoasa.org and enter your email address in the upper right. By doing so, you will receive the email version of the PARAMETER as well as other pertinent announcements.

Luncheon Announcement

Noon to Midnight

Friday, June 1, 2007

The Trackside Restaurant

2200 W Euclid, Arlington Heights, Illinois 60006

Please join us for this final exciting **Friday** event in the CCASA's Luncheon program.

Our April speaker is Joe Kristufek, Professional Handicapper, and the talk is entitled *The Statistics of Handicapping*.

Joe has written and spoken extensively about horse-racing, and most recently was the Kentucky Derby Analyst for radio station WGN. Joe has an extensive knowledge of horse racing, and will share this knowledge with us in an afternoon of fun and relaxation at Arlington Park.

Directions to Trackage. If you are driving, take the Kennedy to the Northwest tollway. Exit on ILL 53 north, and take the second exit onto Euclid Avenue, east. Trackage is about a mile from the expressway exit on the north side of the highway. If you are taking Metra, there is a train station at Arlington Park, and Trackage is about a quarter mile walk from the station. Walk southeast on Northwest Highway half a block to Wilke Road. Turn right (south) on Wilke, and follow it for a long block to Euclid Avenue. Then turn right (west) on Euclid, and Trackage is about 500 feet down Euclid.

Plans for our future luncheons will be included in our upcoming announcements. Lunch is \$30 for CCASA members, \$35 for nonmembers. Nonmembers, join the chapter for a year for only \$15 and get the discount plus all the benefits of membership!

Contact Lou Fogg, VP for Luncheons Phone 312-942-6239 E-mail:Louis_Fogg@rush.edu



Position Available

SYNOVATE

TITLE: Statistician or Senior Statistician

DEPT/GROUP: Decision Systems, Synovate's in-house statistics group

LOCATION: Chicago, Illinois

JOB DESCRIPTION:

Analyze data, provide substantive marketing interpretation from consumer and b-to-b surveys in diverse industries for domestic and global clients.

Specific job responsibilities include:

- Learn Synovate's philosophies and proprietary tools and techniques for data analysis, based on SAS, Excel, and/or stand-alone programs. In addition, contribute knowledge of other software with the goal of increasing the group's knowledge.
- Meet with client and Synovate client service personnel to establish and direct research and marketing goals. Contribute to proposals and sales materials. Review survey questionnaires, data requirements and drafts for various types of analyses;
- Responsibility for programming and executing statistical analyses, in collaboration with senior staff when necessary.
- Work with client service teams and client on data interpretation, marketing implications and implementation of results. Explain results/implications and provide written explanations or analysis summaries for use by client service teams or clients.
- Write or contribute to papers and presentations about marketing applications/statistical analyses designed for Synovate account staff and/or clients; generally contribute to the clearinghouse of knowledge possessed by the group.
- Assist in maintaining databases of results for certain types of analyses, as needed.

MINIMUM JOB REQUIREMENTS:

- Masters degree in Statistics, Business Administration or related field with major emphasis in statistics or quantitative methods, including multivariate methods. PhD a plus.
- Knowledge and documented experience in statistical analyses of data using SAS and Microsoft Office. Expertise with other programs is a plus.
- Excellent oral and written communication skills with demonstrated ability to communicate results of complex analyses to non-statisticians
- Ability to handle multiple projects concurrently, with deadlines with attention to detail

We are proud to be an EEO/AA employer M/F/D/V.

If you are interested in learning more about this position, please click on the link below and apply directly online. [Apply](#)



Editor

Editor: Steve Maguire (847) 286 0453

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, Steve Maguire, email: steve@maguire-family.net.

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. Also, visit the National ASA web site www.amstat.org.

Email change of address to: Mary_J_Kwasny@rush.edu.

email: newsletter@chicagoasa.org

web: <http://www.chicagoasa.org>