

LELAND WILKINSON TO SPEAK ON MARCH 13

Uncovered Needs: Client-Influenced Statistical Development

Leland Wilkinson, founder of SYSTAT Inc., will be the speaker at our March luncheon. In his talk, Leland will look at the contributions clients have made to his statistical software. He will discuss improvements to stepwise regression, cross-tabulation, and graphics procedure which arose out of discussions with and suggestions from users of SYSTAT. He will also look at contouring on circular distributions — work being developed to aid geographers in discovering patterns on topologically explicit globes. This promises to be one of our most informative presentations.

Leland founded SYSTAT in 1983. Since that time, the SYSTAT software has earned high praise for design, documentation, and quality. Before designing statistical software, Leland was a student at Yale (where he received a doctorate in psychometrics). He currently teaches a course in multivariate statistics at the University of Illinois at Chicago, and is interested in graphics and graphics presentations.

The luncheon will be held on Tuesday, March 13 at the Midland Hotel in downtown Chicago (172 West Adams at LaSalle) and will begin at noon. The cost of the luncheon is \$20 for ASA — Chicago Chapter

members and \$22 for non-members. The Lucile Derrick Fund will cover the costs of a limited number of students who wish to attend.

To make reservations, please call Richard Smiley at (312) 856-5923 by noon on Friday, March 9. If you make reservations and are unable to attend, please contact Vincent Hodgson at (312) 856-7310. The Chapter must pay for the luncheons prepared for no-shows.

STOP PRESS

National Quality Management Conference

The 1990 National Quality Management Conference, which the Chicago Chapter of ASA co-sponsored, was held February 22-23 at the Chicago O'Hare Marriott. There were about 250 participants, who seemed well satisfied by what they saw and heard. A detailed analysis of evaluation forms is under way.

Cook County Commissioner Carl R. Hansen, an active and very supportive member of the Chicago Chapter, welcomed the participants to Chicago in an opening address to the Conference. He spoke of the contribution quality programs can make in solving regional, national and global problems. But he reminded the audience that statistics alone is no substitute for good judgment.

There will be fuller report on the Conference in a later issue of *Parameter*.

Correction

The luncheon in honor of Janet C. Norwood as the 1990 Statistician of the Year will be held May 8, not May 4 as published in the last edition of *Parameter*. We apologize if this error has caused any confusion.

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Parameter, the official newsletter of the Chicago Chapter of the American Statistical Association, is published 11 times per year as a service for its members.

Materials for publication should be submitted to the editor at Stotler Economics, 200 W. Adams, Suite 2300, Chicago, IL 60606.

Parameter offers a free placement service for ASA Chicago Chapter members. Job applicants should send a draft of their advertisement and a resume to the editor at the above address. Applicant names will remain confidential if requested.

Seeking Position

Entry-level statistical position sought in the fields of Economic Forecasting and Analysis, Marketing Research, or Survey Research by applicant with B.S. degree in Mathematics & Statistics. Experience in Mainframe & PC. Knowledge of SAS & PASCAL. Trilingual (French, Spanish and English). Please contact John Lastre, 2025 W. Balmoral, Chicago, IL 60625, or phone (312) 271-2027.

Statistics Contests Announced

The Center for Statistical Education of the national ASA has announced three contests for students in primary and secondary schools. These contests are a unique way of encouraging statistical thinking in students at an early age.

The first contest is the Fourth Annual American Statistical Project Competition. Entries for this contest must take the report on an applied statistics project planned and conducted by a team of two or more students. The team selects their own research project: a school subject, a topic of local or regional concern, or a topic of personal interest. The written report should explain the research and conclusion and must include the collection and analysis of data. All students in grades 4-12 enrolled in public or private schools in the U.S. and Canada are eligible to participate. One team prize of \$300 will be given in each of the following categories: grades 4-6, grades 7-9, and grades 10-12. A special prize of \$100 will be awarded to the team submitting the statistics project making the best use of a computer.

The second contest enables even the youngest students to get involved in statistics. The first annual American Statistical Poster Competition is sponsored by the Center for Statistical Education and the Section on Statistical Graphics of the ASA. Students in grades K-12 are eligible to participate. Entries shall be posters between 18 and 24 inches high and between 24 and 30 inches wide. Subject matter is the choice of the participants. Data may be original or published. Students can work individually or in teams of up to four students. Posters submitted must be the original design and creation of the entrants themselves. A prize of \$200 will be given to the winning student or team in each of four categories: grades K-3, 4-6, 7-9 and 10-12.

The CSE notes that the National Federation of Statistical Associations of Japan has held a national competition in graphic statistics since 1983. Currently, the number of entries annually exceeds 78,000!

The third contest is the ASA Quality and Productivity Scholastic Prize, sponsored by the CSE and the Section on Quality and Productivity of the ASA. This program is for secondary schools (grades 7-12). A MINITAB Statistical Software package will be awarded to each of five winning schools. An unusual method will be used to award the prizes. The contest is self-scoring and schools are given a chance to win proportional to the total number of points obtained. The prizes will then be awarded randomly.

Schools receive points in eight categories: In-Class Presentations, Student Use of Tools, Business Involvement, Student Projects, Actual Use, Link to "The Scientific Method," Beyond the Classroom, and Helping Other Schools. As an example, schools can receive points in the Business Involvement category by going on a plant tour and learning about the uses of statistics

from a member of a quality team. The contest is designed so schools can earn points easily and everyone can have a chance to participate.

What sort of projects can kids work on? It is remarkable what students can think of given a chance to express themselves. At the national ASA meetings, several sessions talked about a grade-school boy (admittedly the son of a statistician) who did a control chart on the length of his school bus ride every morning. This information can actually be useful to schools to ensure that everyone reaches school on time and overtime hours for bus drivers are reduced. We can all gain by encouraging statistical thinking at an early age. Chapter members who are parents should encourage their own children to get involved in these contests.

The deadline for this year's Q&P Scholastic Prize is May 1, 1990. The deadline for the other two contests is May 15, 1990. The Project and Poster competitions both have entry fees of \$3. Further information can be obtained from the Center for Statistical Education of the ASA, 1429 Duke Street, Alexandria, VA 22314-3402; (703) 684-1221, ext. 48. In addition, contact the CSE to be placed (free) on the mailing list for the ASA-NCTM Joint Committee newsletter, *The Statistics Teacher Network*. The chapter would love to hear from teachers, students, and parents who become involved in these contests, and to recognize their participation (win or lose!) in the *Parameter*. Please contact Sue Groshong at (312) 822-3929, or drop her a note at CNA Insurance Companies, CNA Plaza, 25S, Chicago, IL 60685.

5 Days That Will Change Your Life!

The Chicago Chapter of the American Marketing Association will host a series of courses entitled, "Decisions from Data: Practical Marketing Applications of Statistics." The courses will focus on marketing applications and will feature practical applications for the PC, too. Courses begin April 17 and will be held from 5:30-8:00 p.m. at the Midland Hotel, 172 W. Adams, Chicago. Cost is \$220 for AMA members and \$240 for non-members. For more information, call Pam Smith at (708) 469-1770.

George Gallup to Speak at Dinner

George Gallup will be speaking at the upcoming Chicago AMA Research Series dinner. His topic will be "Under the Guise of Research: Fighting the Causes of Non-Response." The event is scheduled for March 27 at the Embassy Suites O'Hare. Cocktails begin at 5:30 p.m. Call Pam Smith at (708) 469-1770 for registration and information. Watch for your brochure in the mail.