



American Statistical Association

SAN FRANCISCO BAY AREA CHAPTER

September, 1986

PRESIDENT'S MESSAGE:

As our Chapter begins a new year, I look forward to the challenge of serving the community of statisticians in the San Francisco Bay Area as your new President and I welcome this opportunity to communicate with you. Your Chapter officers have already met once this summer to outline plans for the year ahead plus consider some longer range goals. I am joined by an excellent team of people whom I know are dedicated to making this year outstanding.

Florence van Geem and Abe Silvers, along with Fred Khorasani, representing the ASQC Statistical Task Group, are already involved in arranging the series of regular meetings that the Chapter holds throughout the Bay Area. As well as meetings designed around the specific themes of general applications, biostatistics or quality control, there will be joint meetings including some held in conjunction with other professional associations. I'm sure all three officers would welcome any suggestions you might have concerning format, subject matter or potential speakers.

Kelvin Lee, our Chapter Secretary, is working to reestablish a regular newsletter format that will include specific meeting announcements, job openings and any other pertinent information that should be communicated to our members. His job demands a lot of coordination among not only your officers, but also you as members. If you have news items that could be included, please contact him.

Anna Bagniewska, as Treasurer, will see we remain financially solvent and will be reminding those of you who pay "Local Dues" directly to the Chapter to send her your \$6.00 annual amount.

Barbara Kamm, our Chapter Representative to the Council of Chapters, 1987-88, has already assumed the responsibilities of this office by attending the Annual Meeting in Chicago last month. We expect she will have some feedback for us shortly regarding the current activities of the Council.

Now, for two items of interest to this Chapter this year that are over and above our regular activities. First, and most important, San Francisco is to be host for the "1987 Joint Statistical Meetings", August 17-20. We have been asked to form a Local Arrangements Committee to provide support to the National office primarily in the areas of publicity and general information. At this time I would like to announce that the following Chapter members have agreed to join me on this vital committee: Joe Doyle, Dean Fearn, Arlene Frazier, Karen Jones, Dave Kimble and Al Wiggins. I would also welcome hearing from any other Chapter members who would be interested in joining this group. We will be scheduling a meeting later this year with Jean Smith, Associate Director for Meetings and Publications, to outline our work.

PRESIDENT
Elizabeth S. King
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**VICE-PRESIDENT
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**COUNCIL of CHAPTERS
REPRESENTATIVE**
Barbara Kamm
(415) 855-6163

President's Message (cont.)

The San Joaquin Valley Chapter is planning a one-day meeting for all California ASA Chapters. The meeting will have the theme, "Statistics in California: Education, Applications and New Developments", and is tentatively scheduled for Friday, May 1, 1987 in Fresno. Our Chapter has been invited to participate. I feel this is a very interesting opportunity for us to share in a different activity - I hope to have more information for you next month about the meeting.

I feel we have a very ^c exciting and challenging year ahead. My goals are to continue to strengthen the role of this Chapter in the community and serve the needs of all our members. I look forward to hearing from you with any suggestions you might have to help in the activities I have outlined. I hope also to see many of you at our various Chapter meetings this year.

Elizabeth King

Announcements

The San Francisco Bay Area Chapter of ASA is pleased to learn that one of its members, Professor David Blackwell of the University of California, Berkeley, was awarded the R. A. Fisher Award of the Committee of Presidents of Statistical Societies (COPSS) during the Joint Statistical Meetings in Chicago in August. In addition to an award of \$1,000 and a plaque, the recipient is invited to deliver the Fisher Lecture. Professor Blackwell spoke on "Likelihood and Sufficiency".

Dr. Blackwell has been honored for distinguished contributions to the theory of probability and statistics, providing a rigorous foundation for applications of sequential analysis, statistical decision theory, game theory, dynamic programming, information theory, and Markov chains.

This chapter is proud to send congratulations to Professor Blackwell.

GENERAL APPLICATIONS PROGRAM

SPEAKER: Arlene Frazier
Credit Risk Management
Bank of America

TOPIC: "CREDIT AND BEHAVIOR SCORING"

Arlene Frazier will present an overview of statistical techniques in the area of credit and behavior scoring. Various applications will be discussed.

DATE: September 18, 1986 (Thursday)
11:45 - 1:00 Luncheon
1:00 - 2:00 Presentation

PLACE: World Affairs Center Building
2nd Floor, Room A
312 Sutter Street (near Grant Ave.)
San Francisco, CA

An optional box lunch from Caravansary will be offered at \$6.50 each. Those unable to join us for lunch are welcome to attend the presentation. Please contact Florence van Geem at (415) 271-5987 before Tuesday, September 16 if you are planning to attend the luncheon and/or the presentation.

BIOSTATISTICS PROGRAM

SPEAKER: Professor Alvin D. Wiggins
University of California, Davis

TOPIC: "GENERALIZED RIDGE REGRESSION AND MEAN SQUARE ERROR"

DATE: September 25, 1986 (Thursday)
3:30 - Coffee
4:00 - Presentation

PLACE: Stanford Medical Center, Room X303
3rd Floor

Professor Bill Brown has kindly offered to be the local host. Following the presentation, cocktails will be served at his home. Directions will be provided at the meeting.

If you would like a map to the meeting site, please call Kelvin Lee at (415) 493-5000, ext. 2181.

AMERICAN SOCIETY FOR QUALITY CONTROL (SANTA CLARA SECTION)
AMERICAN STATISTICAL ASSOCIATION (SF, BAY AREA) AND
IEEE (RELIABILITY SECTION)

WELCOME

DR. GEORGE A. MILLIKEN*
CO-AUTHOR OF
"ANALYSIS OF MESSY DATA"

Evening Presentation

"SEQUENTIAL EXPERIMENTATION STRATEGY"

DATE: Monday, October 27, 1986

TIME: Dinner 6:00pm
Presentation 7:00pm

PLACE: ROLM Cafeteria (See map on back)

Sequential experimentation has significant economic advantages over large single experiments. Based on experimenter-selected risks of erroneous conclusions, a strategy for using accumulated data to determine when to stop experimentation is presented. Methods of determining acceptable experimental risks are discussed and several examples are presented.

COST: Free, no reservations required.

One Day Seminar

"KEYS TO GOOD EXPERIMENTATION"

DATE: Tuesday, October 28, 1986

TIME: 8:30am - 5:30pm
PLACE: SYNTEX (See map on back)

This one day seminar covers the basic, but important aspects of experimentation that are often overlooked, resulting in misleading data and erroneous conclusions. Through several examples and using SAS the seminar covers a simple experiment and model, reasons for randomization and replication, nonreplicated designs, treatment and design structures, the total experimental designs, common treatment structures, repeated measure designs, and choice of sample size.

COST: \$100.00 (includes handouts and lunch), registration is limited.

WHO SHOULD ATTEND: Engineers, Engineering Managers, Researchers, Statisticians, and others involved with data analysis.

CONTACTS: - Fred Khorasani (Intel), (408) 496-9998
- Florence Van Geem (American Statistical Assn.), (415) 271-5987
- Diane Schreiner (ROLM), (408) 492-4537
- Bob Elo (IEEE, Reliability), (408) 496-4059

*Dr. Milliken has extensive experience in statistical consulting in diverse fields. A partial list of his clients include: Upjohn, Searle, Los Alamos Science Lab, Mobay Chemical, Oak Ridge National, St. Regis, Radarium, CH2M Hill, Great Western Sugar, Kelloggs. He has authored more than 130 technical papers. He is also Professor and Head, Department of Statistics, Kansas State University.

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PLACE: Stanford Medical School Office Building, 3rd Floor
Room X303
(Refer to map below)

