



Welcome from the President

These days many of us are facing new challenges in a new job assignment or dealing with large data of increasing complexity. Fortunately, the tools we have at our disposal increasingly rise up to the new challenges. Statistics and data analysis is developing quickly, new methodology is becoming widely available faster, and new or more convenient statistical tools are available, often through the web. The other day I needed to do a power analysis for a grant application which involved an analysis of variance design in a medical study. This was much easier to do than it used to be by invoking an easy to use interactive web calculator (which can be reached via <http://members.aol.com/johnp71/javastat.html>).

A great opportunity to exchange ideas or just talk to each other will be the 2001 Annual Institute, scheduled for Thursday April 12. This is our big annual event to which all members are invited. Vice-President Wolfgang Polonik is in charge this year to organize this major event, and he has put together an interesting program. I hope that all of you will be able to come! This annual event plays a key role for the local statistical community and provides a major educational opportunity.

Officers, councilors and their assignments for the 2001 Board of Directors have been finalized and are announced elsewhere in this newsletter. My warm thanks to the officers and councilors for agreeing to serve for these important tasks. Special thanks are due to Past President and Councilor Ron Ridley who continues to put lots of time and effort into ensuring the well-being of the SSA, to Charles Chan for agreeing to serve as Treasurer, and to Jim Skinner for agreeing to serve as Secretary.

If you change jobs or have address or other changes, please inform our Secretary, Jim Skinner, (916)374-2284 Jim_Skinner@Dadebehring.com. We welcome input and suggestions from the membership. Please do not hesitate to send your suggestions or ideas what the Sacramento Statistical Association should do this year or in the future to me or another board member. Please check out the SSA web site at <http://www.amstat.org/chapters/sacramento/index.htm> and send your comments. We are in the process of revising the web site and would like your input.

You may avail yourselves also of the statistical support and educational opportunities provided by the Department of Statistics at University of California, Davis. This includes the seminar series to which all of you are invited. Jim Skinner is forwarding the seminar announcements to the membership. If you would like to be added to the seminar announcements list, please contact him or me at mueller@wald.ucdavis.edu. Seminar talks on varying themes take place Thursday afternoons during the regular quarters. The talks are at 4pm on the Davis campus and there is a 3.30 get-together with cookies and tea or coffee.

If you have statistical consulting needs, or would like to enter into a collaboration with UCD faculty statisticians, you can also get support, from individual faculty or through the statistical laboratory. More details can be found from the statistics web site at <http://www-stat.ucdavis.edu>.

This year's SSA activities will focus on the following items:

1. **Education:** The 2001 Annual Institute is the major educational event. In addition, we plan for a few SSA short courses, depending on interests of the membership. A first short course on Sampling is likely to take place in June. Timothy Li, MS in Statistics, who writes his Ph.D. thesis on sampling related topics, has been recruited as course leader. Please watch for more detailed announcements to come out soon. We are also looking into possible K12 activities in order to keep the profession of statistics vibrant into the future. If you have any ideas or suggestions, please let me know about them. Web Master and Councilor Kathleen Gallagher kindly agreed to chair the education committee and also to organize the short course on sampling (KGallagher@dhs.ca.gov).
2. **Web Site:** The web site needs a work-over. Any ideas you might have are appreciated, please let web master Kathleen Gallagher or me know.
3. **Member Recruitment and Publicity:** We would like to improve the visibility of the SSA and also to recruit new members, especially from the corporate sector.
4. **Annual Award:** An annual award for best application was established. Since there was too little time to attract a good number of applications this year, we plan to give the first award at the Annual Institute in 2002. An Award Committee to advertise for the award and to select a winner has been established.

Hans-Georg Mueller
President, Sacramento Statistical Association

Message from the Vice-President.

With this message I would like to introduce myself as the new Vice-President of the Sacramento Statistical Association. As you know, one of my responsibilities is the organization of this year's Institute on Research and Statistics which is scheduled to take place on April 12 at the usual location - the Student Union Building at CSUS.

Let me briefly address this year's theme of the Institute: "Statistics and Information Technology". Steady rise of Information Technology not only increases size and complexity of data-sets to be handled, but it also influences the way we think and act as statisticians. One example for this is given by Hans in his address from the President in this newsletter. Other examples are provided by improved graphical tools (like GUI's) that can help to extract information from huge data sets like Census 2000, by new ideas for implementing interactive software for educational purposes, or by web-based data collection. We will hear more about these and other topics on April 12 at the Institute.

You will perhaps realize that we are trying to advertise the Institute more widely through e-mail, radio, TV, and newspaper, in the hope to increase visibility of the Institute and the Sacramento Statistical Association as a whole, in order to attract even more participants to the Institute, which - as I believe - would be beneficial to all of us in various respects. In fact, this is in line with my understanding of our Annual Institute, which in addition to creating an educational opportunity as mentioned by Hans, includes the idea of constituting a forum for Statisticians working in various fields of applications within the wider Sacramento region.

I would finally like to say that although I pointed out above that new technologies have a great impact on our professional life, I am convinced that personal communication is and stays most important for making our professional and personal life successful. In this sense, I especially invite you, the members of the Sacramento Statistical Association, to actively participate at this year's Institute.

Wolfgang Polonik,
Vice-President, Sacramento Statistical Association

Board of Directors and their Assignments for 2001

by Hans-Georg Mueller

The Board of Directors for 2001 has been constituted. Please find phone numbers and e-mail addresses in the following list, which also shows the assignments of individual board members. There are five committees whose membership and assignments are listed as well. We encourage input and initiatives from across the membership and would like to hear from you! Input related to one of the committee assignments will be particularly valuable. Please send your comments to a board member of your choice.

Board for 2001

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Committees

1. Education/Seminars:

This committee will poll the membership on needs re. seminars and special educational sessions, and will organize such seminars. The entire SSA membership is invited to the weekly statistics seminars at UC Davis which are announced to the members. Possible new developments are special SSA seminars at UC Davis, brown bag lunch seminars at a Sacramento location and a short course on sampling and also possibly other issues. This committee will also look into issues of raising interest and awareness of statistics in K-12.

Chair: Kathleen Gallagher

Members: Michael Quinn, Ron Ridley, Wolfgang Polonik, Ping-Shi Wu

2. Publicity/Newsletter/Member Recruitment:

This committee is charged with editing and overseeing the distribution (via print or e-mail) of the half-yearly (or quarterly) newsletter. The next newsletter is due end of January. The committee is in charge of media contacts, for example announcements for the 2001 annual institute should appear in the Bee. Recruitment efforts for new members will be made at the SAS user's group and during the annual institute. The committee will assist the secretary in handling the workload for membership related issues.

Chair: Ron Ridley

Members: Paul Choate, Linda Gage, Jim Skinner

3. Annual Institute:

Organization of the scientific program and local arrangements for the Annual Institute to take place on April 12, 2001 at CSUS.

Chair: Wolfgang Polonik

Members: All SSA Board members

4. Web:

Improving the web site, including cosmetic changes and including links and information of interest to the local statistical community.

Chair and Web master: Xueli Liu (xliu@wald.ucdavis.edu)

Members: Lyn Hunstad, Ying Zhang

5. Annual Award:

The Annual Award for best application was approved and likely will be bestowed for the first time at the Annual Institute in 2002. The committee is charged with advertising for the award and selecting the winner.

Chair: Farzaneh Tabnak

Members: Wolfgang Polonik, Erin Griffin, Matt Facer, Charles Chan

Short Course on Sampling

We are reviving a tradition of short courses offered by the SSA to interested members. As a first such course we plan to offer a half day short course on Survey Sampling, to be taught by Timothy Li, MS in Statistics who has worked for several years on survey sampling designs and is an excellent instructor. The exact date and venue of this short course have not been fixed yet. We are thinking about a location at UC Davis or Sacramento State University and the tentative day is the afternoon of Friday June 8. The cost will be \$40 for pre-registered attendees and \$50 at the door. For students with valid id it will be 50% off these rates. In order to gauge the interest for this course, please respond if interested in the course or to pre-register to: pwu@ucdavis.edu or sign up in the sign-up sheet which is available at the Annual Institute.

Thank you,
Hans

Outline of Survey Sampling Course

Information from sample surveys affects almost every facet of our daily lives. Such information determines government policies on, for example, the control of the economy and the promotion of social programs. Opinion polls are the basis of much of the news reported by the various mass media. Ratings of television shows determine which shows are to be available for viewing in the future. In this course on survey sampling techniques, first we will review some basic concepts in sample survey design, then, consider methods for actually selecting the samples from an existing population and ways of circumventing various difficulties that arise. Basic methods such as Simple Random Sampling, Stratified Random Sampling, Systematic Sampling and Regression Estimation will be the focus of this course. Methods for designing surveys that capitalize on characteristics of the population will be presented along with associated estimators to reduce the cost for acquiring an estimate of specified accuracy. If time permits, model assisted survey sampling techniques will also be introduced. Only elementary knowledge of statistics is required to take this course.

Timothy Li, Sampling Course Instructor
