2011 Ronald R. Hocking Lecture Series

Friday, October 7, 2011 ♦ 1:00 pm – 5:00 pm
Hawking Auditorium
Mitchell Physics Building

A|M | STATISTICS
TEXAS A&M UNIVERSITY

1:00 pm
Welcome
Master of Ceremony, Dr. Simon Sheather, Head of Statistics

Honoree, Dr. Ronald R. Hocking
Professor Emeritus, Department of Statistics, Texas A&M University

1:15 pm

John Sall, Co-Founder and Executive Vice President of SAS THE POWER TO KNOW.
Masters in Economics (Northern Illinois University)
Honorary Ph.D in Statistics (North Carolina State University)

Presentation: "Speeding Up Discovery"
When Statistics was for Agriculture, the pace was leisurely because the experiments themselves could take years to complete. Times have changed as Statistics becomes used in business...

2:15 pm

Garrett Fitzmaurice, Professor of Biostatistics, Harvard School of Public Health
Director of Laboratory for Psychiatric Biostatistics, McLean Hospital
Masters in Quantitative Methods (University of London)
Doctorate of Science in Biostatistics (Harvard University)

Presentation: "Mixed Models for Longitudinal Data: Past and Present"
Mixed effects models are widely applied in the analysis of correlated data. They extend quite naturally to data collected in longitudinal studies, accommodating imbalance due to missingness and/or mistimed measurements...

3:15 pm - Break

3:30 pm

Goutam Chakraborty, Professor of Marketing at Oklahoma State University
Founder of SAS & OSU Data Mining Certificate Program
Masters in Statistics (University of Iowa)
Ph.D in Marketing (University of Iowa)

Presentation: "Customer Segmentation Using SAS"
This talk will focus mostly on applied issues in using different types of clustering for segmentation...