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Matt Malczewski
Customer Forums Program Manager, SAS
Canada



SAS Global Forum 2010

Seattle, Washington

April 11-14, 2010



- **Technology Solutions** (SAS software, tips and useful techniques) and **Industry Solutions** (industry-specific)
- Training, Demo Room, Networking... and Canada Night Out!
- EPTO credits can be used to cover training, certification and registration fees (when taking pre-conference training/certification)
- SGF info: sasCommunity.org, [SAS Global Forum Blog](#), [LinkedIn](#), [Twitter](#), [Facebook](#)

SAS Global Forum

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http://www.sascommunity.org/wiki/Connect_Online_at_sasCommunity.org

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search

Search

navigate

- Main Page
- Sasopedia
- Popular Links
- Blogs
- Help

contribute

- Where to Start
- Log in / Create ID
- Create an Article
- Upload file
- Recent changes

connect

- Connect with Users
- Contact Us

toolbox

- What links here
- Related changes
- Special pages
- Printable version
- Permanent link

April 11-14 2010

Welcome SAS Global Forum 2010 Attendees!

- This page is the place to connect online before, during and after the conference.
- sasCommunity.org is a collaborative online community for SAS® users worldwide.
- Get started now by creating a sasCommunity UserID.
- If you have any questions, don't hesitate to email us.
- New Features will be added to this page in the future. Check back often!

Countdown

40 days until SAS Global Forum 2010

(949 hours : 07minutes : 06seconds)

Gadgets powered by Google

Connections

Coming Soon! An online replacement to the old SAS Global Forum "Message Center" will be launched here. We'll notify you.

Linked in

SAS Global Forum 2010 Events Page on LinkedIn for the opportunity to make professional connections.

Find us on Facebook

SAS Global Forum 2010 Events Page. Talk in friendly facebook-style with your fellow users about the event.

Get a peek behind the scenes by reading the SAS Global Forum Blog!

Conversations

Conversations tagged with #SGF10 are about SAS Global Forum 2010. See what people are talking about:

twitter #SGF10 Search

Realtime results for #SGF10 0.13 seconds

6 more results since you started searching. Refresh to see them.

waynettetubbs: RT @kmjuggler: The book print will be ready for #SGF10 if interested in a signed copy stop by @SASPublishing <http://bit.ly/NjoOf> (expand) 34 minutes ago from TweetDeck - Reply - View Tweet

kmjuggler: Learned last week, that the book print will be ready for #SGF10 if interested in a signed copy stop by @SASPublishing <http://bit.ly/NjoOf> (expand) about 7 hours ago from web - Reply - View Tweet

Add a Comment to the Discussion Tab on this Page

View Existing Comments

SHARE

Attend SAS Global Forum 2010

★★★★★

Health Resources

SAS Canada: Health User Group - Windows Internet Explorer

http://www.sas.com/offices/NA/canada/9-services_support/214-customer_value/79-canadian_user_groups/322-health_user_group

File Edit View Favorites Tools Help

SAS Canada: Health User Group

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CUSTOMER VALUE >> CANADIAN USER GROUPS

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Services & Support

- Email Subscriptions
- Canadian User Groups
 - Halifax (SHRUG)
 - Quebec City
 - Montreal (MONSUG)
 - Montreal Business Analytics...
 - Ottawa (OASUS)
 - Ottawa Platform (OPUS)
 - Toronto (TASS)
 - Canadian ABM Users Group
 - Toronto Data Mining...
 - Health Users Group
 - GHSUG (Golden...)
 - Winnipeg
 - Saskatoon
 - Edmonton
 - Calgary
 - Calgary Risk Advisory...
 - Vancouver
 - Victoria
 - Whitehorse
 - Support
 - Definitions and Guidelines
 - Techie Tips
 - Executive Resources
- insights - eNewsletter
- Customer Value Award
- Consulting Services
- Academic Program
- Training
- SAS Worldwide Service and Support
 - » support.sas.com

HEALTH USERS GROUP (HUG)

The semi-annual Health Users Group meetings offers presentations, discussions and networking opportunities in a health-related context which can help SAS users in the health industry get the most out of their SAS software.

The next meeting will be The next meeting will be April 1st, 2010. You may [register here](#). The agenda is as follows:

8:30 – Registration and Light Breakfast

9:00 - Words of Welcome & an Update from SAS (20 Minutes)
Eugene Wen, HUG President & Matt Malczewski, SAS Canada

9:20 – PCCF+ and Its Application in Health Studies (60 Minutes)
Russell Wilkins, Health Analysis Division, Statistics Canada

10:20 – Break

10:40 - Data Simulation: Create A Dummy Dataset for Clinical Administrative Database (20 Minutes)
Jun Liang, Canadian Institute for Health Information (CIHI)

11:00 – Healthcare Indicators: Policy Context & Impact (45 Minutes)
Dr. Astrid Guttman, Institute for Clinical Evaluative Sciences (ICES)

11:45 - Closing Remarks & Prize Draw

Get involved

The Executive team is looking to add to an enthusiastic and dedicated Executive team for the Health Users Group.

If you are interested in finding out more, please contact [Eugene Wen](#) or [Ruth Croxford](#).

If you would like to be notified of upcoming Health User Group Meetings, please **SUBSCRIBE** to the Health User Group Distribution List.

Do you have a profile on LinkedIn or Facebook?

If so, search the 'groups' function to locate Toronto area SAS user groups, including the SAS Health Users Group. **Why join?** For professional networking, SAS related discussions and event notifications, and to become more involved with your local SAS user community.

Have you subscribed to insights, the Canadian SAS user newsletter? Delivered to your email 3 times a year, insights is full of technical tips and tricks, event listings and SAS user profiles, contests, SAS Global Forum updates and more! You can **SUSCRIBE** by creating or updating your SAS Profile.

Presentation Archive:

- ♦ Canadian Users Group Support Staff Contact:
Matt Malczewski Users Group Program Manager 280 King Street East Toronto, ON Phone (416) 307-5000 Fax (416) 363-5399
- ♦ insights - eNewsletter
The Canadian SAS User Newsletter - Subscribe now!
- ♦ SAS® Global Forum
SAS Global Forum 2010 April 11-14, 2010, at the Washington State Convention and Trade Center, Seattle, WA.

TAKE ACTION

- ☎ 1-877-SAS-INST
- ✉ Request Information

Local intranet 100%

start 3 M., 2 I., 2 W., Doc..., 3 M., 2 M., TAS..., 2 C., 96%, 1:58 PM

Other Toronto-Area User Groups

- Ontario Provincial Services – April 15th
- Golden Horseshoe (GHSUG) – April 23rd
- Toronto Data Mining – May 5th
- Classic TASS & TASS Interfaces – June 11th
- Agendas & opportunities to register found at ‘SAS Canada Events’ Page and on each group’s dedicated website

SAS & Social Media

Facebook | SAS Health Users Group (Toronto) - Windows Internet Explorer

http://www.facebook.com/?ref=logo#!/group.php?gid=287224642060

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Facebook | ... x SAS Canada: ... Google Reade... MLCS Report http://torvmpi... SAS Health U...

facebook Search Home Profile Account

SAS Health Users Group (Toronto)

Wall Info Discussions Photos Video Events

Write something...

Attach: Share

Matt Malczewski Hi Everyone: the agenda is complete for the April 1st Health Users Group Meeting! The location of the meeting is at the SAS Canada offices (280 King St. East, Suite 500) and as always, it's free to attend! Hope to see you there. You can find a detailed agenda by the end of the week on the Health User Group website. ...
 See More
 March 8 at 1:20pm · Comment · Like · Report

Matt Malczewski Hi Tariq, and welcome! Glad you could join us.
 March 8 at 1:15pm · Comment · Like · Report

Tariq Boshra hi members just wanted to join the group and let it grow
 March 5 at 11:30pm · Comment · Like · Report

Write a comment...

Information

Category: Organizations - Professional Organizations

Description: This group supports SAS users within the Health sector. Although based in Toronto, the group welcomes interested parties from all over! The purpose of the group is to network, share information and stay abreast of Health-related matters of interest from the SAS Health community.

Privacy Type: Open: All content is public.

Admins

- Matt Malczewski (creator)

Members

Create an Ad

Sweeter than Apple Pie

What you got... is strawberry cupcake. Everything that you want, you got...in Zoo World! Click to play now!

Like

\$397 All Incl. w/Air

CANADA: This one-week vacation to Mexico is all-inclusive: RT air from Canada, 7 nights hotel, meals, drinks, and more. Book by TODAY.

Like

Toronto 1-Day Coupons

1 huge Toronto coupon emailed daily.

Like

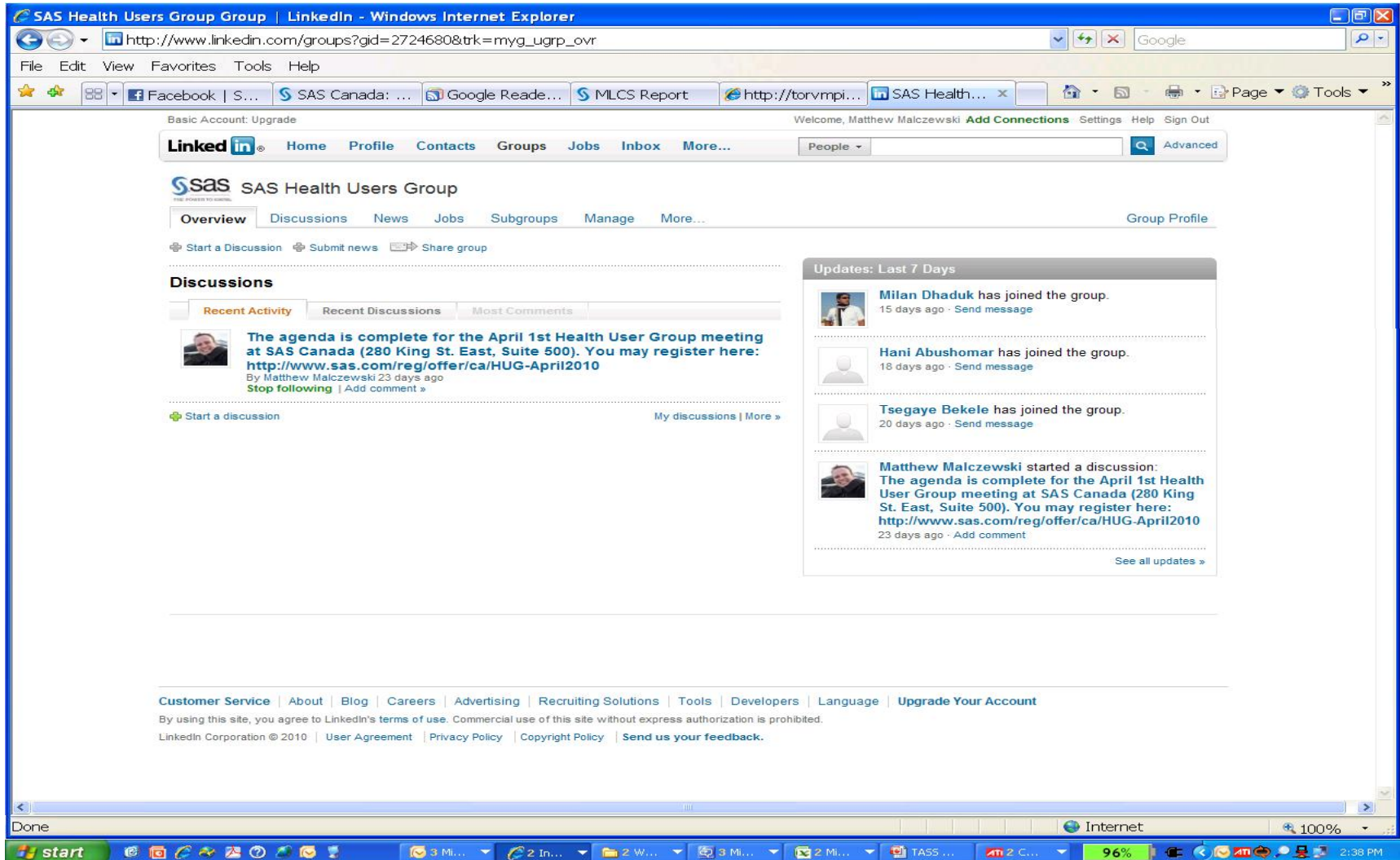
More Ads

Chat (Offline)

Internet 100%

start 4 Mi... 2 In... 2 W... 3 Mi... 2 Mi... TASS... 2 C... 96% 2:38 PM

SAS & Social Media



The screenshot shows a Windows Internet Explorer browser window displaying the LinkedIn profile for the "SAS Health Users Group". The browser's address bar shows the URL: http://www.linkedin.com/groups?gid=2724680&trk=myg_ugrp_ovr. The page header includes the LinkedIn logo and navigation links: Home, Profile, Contacts, Groups, Jobs, Inbox, and More... The group name "SAS Health Users Group" is prominently displayed, along with sub-navigation links: Overview, Discussions, News, Jobs, Subgroups, Manage, and More... The "Discussions" section is active, showing a recent activity post by Matthew Malczewski titled "The agenda is complete for the April 1st Health User Group meeting at SAS Canada (280 King St. East, Suite 500). You may register here: <http://www.sas.com/reg/offer/ca/HUG-April2010>". To the right, an "Updates: Last 7 Days" sidebar lists several members who have joined the group, including Milan Dhaduk, Hani Abushomar, and Tsegaye Bekele. The footer of the page contains links for Customer Service, About, Blog, Careers, Advertising, Recruiting Solutions, Tools, Developers, Language, and Upgrade Your Account, along with a copyright notice for LinkedIn Corporation © 2010.

insights the Canadian SAS Users Newsletter



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- Comprised of Techie Tips, User Profiles, Event Listings and more
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SAS Canada Spring Training Sessions

- **Public Courses**

- Schedule can be found at <http://support.sas.com/training/canada>

- **In-House Courses**

- **Live Web Training**

- Live Web course list & schedule can be found at <http://support.sas.com/lw>

- **15% USER GROUP
ATTENDANCE DISCOUNT
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Balancing Privacy and Communication...



The screenshot shows a Microsoft Internet Explorer browser window with the address bar displaying <http://www.clickz.com/3633652>. The page content includes the ClickZ logo, navigation menus, and a main article. The article title is "Canada's Anti-Spam Bill Would Put a Chill on B2B E-Mail" by Bill McCloskey, dated May 7, 2009. The article discusses the implications of the Canadian anti-spam law on B2B e-mail marketing, focusing on consent and the challenges of applying consumer-oriented laws to business-to-business communication.

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You are here: [ClickZ Home](#) > [Experts](#) > [E-Mail Marketing](#) > [E-Mail Marketing Trends](#) > [Canada's Anti-Spam Bill Would Put a Chill on B2B E-Mail](#)

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- Integrated Marketing
- Online Marketing Connections
- Social Media Marketing
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 - Emerging Marketing Tools
 - Mobile Marketing
 - Using Ad Technology
- Marketing Analytics
 - Actionable Analysis
 - Analyzing Customer Data
 - ROI Marketing

Canada's Anti-Spam Bill Would Put a Chill on B2B E-Mail
By Bill McCloskey, ClickZ, May 7, 2009

A bill similar to the U.S. CAN-SPAM Act has been introduced in Canada's House of Commons. The Electronic Commerce Protection Act (ECPA) bill, like the U.S. law, would require e-mail marketers to provide working opt-out links, show clearly marked postal addresses in an e-mail's body, and clearly identify who the e-mail is being sent by.

One area that seems more forceful than the U.S. law involves consent: commercial e-mails could only be sent to those who have expressed or implied consent to send e-mails. Further information can be found at this blog by Matt Verhout, director of delivery and ISP relations at ThinData.

In attempts to protect consumers, these anti-spam measures are written so broadly that they don't differentiate between the vastly different worlds of B2C (define) versus B2B (define).

The issue of consent is particularly troubling in the Canadian law. It should be noted that politicians usually exempt themselves having to adhere to any of these laws. I should also point out that I'm not a lawyer and that e-mail marketers should consult with their privacy lawyers and e-mail service providers to interpret the Canadian proposal.

But let's talk about the implications of express consent within the context of B2B communications.

When marketing to consumers, no one wants to see the fraud and bombardment that occurred in the e-mail world pre-2003 before the U.S. CAN-SPAM Act took effect. At that time, I wrote an article about the propagation of single email opt-ins at a site then owned by the now defunct e-mail marketer Synergy6. That single opt-in allegedly resulted in that e-mail address being sold to hundreds of other e-mailers, generating thousands of junk e-mails. Anti-spam laws were designed to protect against this kind of abuse.

But taken to extreme and applied to the world of B2B marketing and sales, absurd and harmful conclusions could be drawn and make day-to-day business impossible. Even in the world of business to consumer, existing laws have opened the doors to predatory litigation where individuals set up "honeypots" to entrap otherwise legitimate marketers and sue them.

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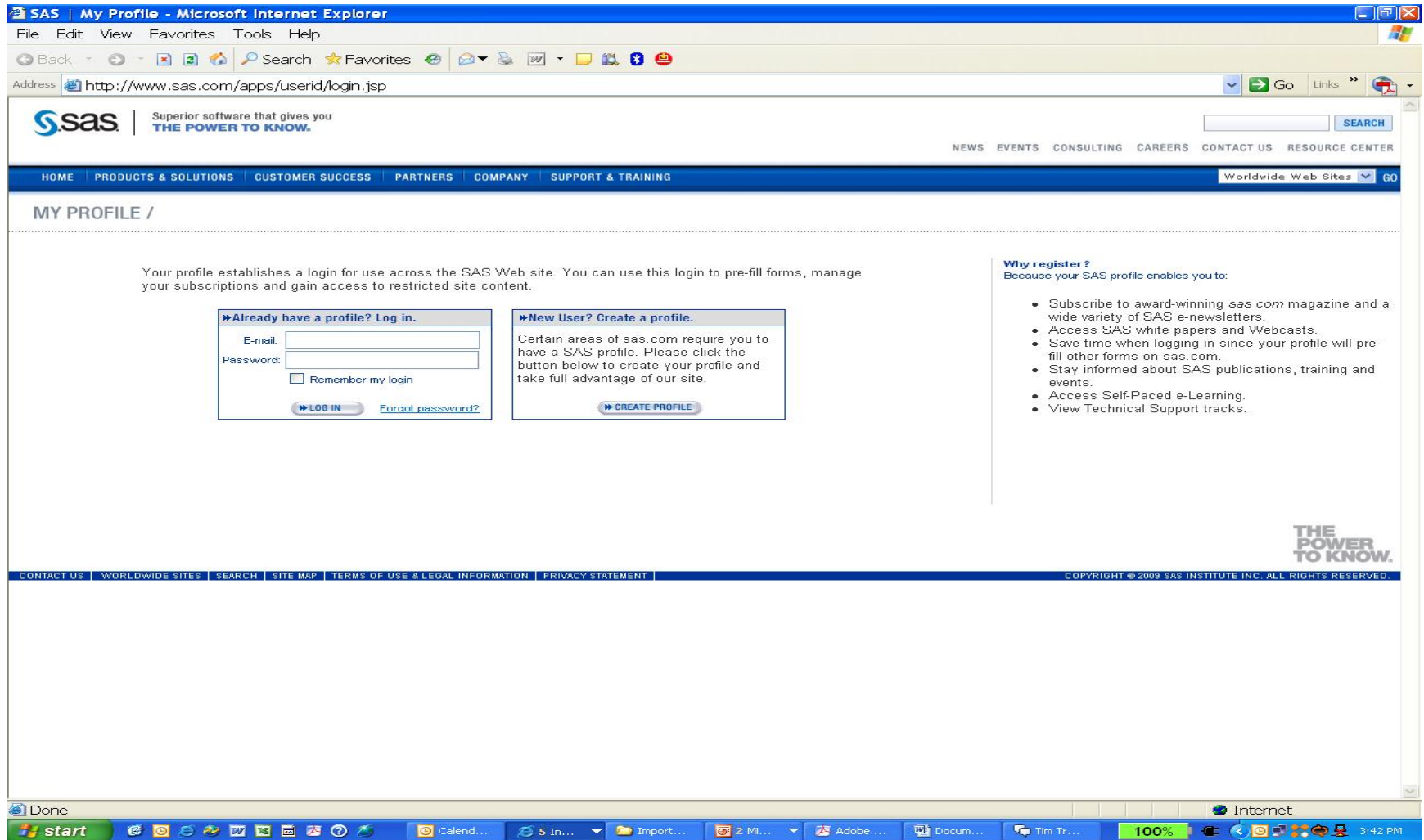
email - deliverability - authentication matters - e-mail tactics

- Subscribe to newsletters
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(1 item remaining) Opening page <http://www.clickz.com/3633652>... Unknown Zone

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