



**THE
POWER
TO KNOW®**

What's New at SAS

Matt Malczewski
Customer Forums Program Manager, SAS
Canada

SAS Global Forum: The Big News!

- SAS On Demand for Academics
 - SAS Products Offered: Enterprise Guide, Enterprise Miner (PC SAS Versions)
 - Processing takes place on SAS Servers (log-in via internet)
 - Offered FREE of charge to instructors/students of Canadian degree-granting institutions
 - For teaching/coursework usage ONLY (i.e. academic research, institutional administration not applicable)
 - SAS On Demand for Academics

For more information: Jamie Farnell
(jamie.farnell@sas.com)

SAS Global Forum: The Big News!

- SAS Social Media Analytics
 - Analyze conversation data
 - Identify advocates of, and threats to, corporate reputation and brand
 - Quantify interaction among traditional media/campaigns and social media activity
 - Establish a platform for social CRM strategy

SAS Global Forum

Connect Online at sasCommunity.org - sasCommunity - Windows Internet Explorer


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

File Edit View Favorites Tools Help

Windows Live Hot... Online Strategy & ... Google Reader (727) Facebook Connect Online ...

page discussion view source history

Connect Online at sasCommunity.org



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

★★★★★

Toronto Resources

SAS Canada: Canadian User Groups - Windows Internet Explorer

http://www.sas.com/offices/NA/canada/9-services_support/214-customer_value/79-canadian_user_groups/274-toronto_data_mir

File Edit View Favorites Tools Help

Online Strategy & Se... SAS Canada: Can... Google Reader (584) Facebook | Toronto ...

Welcome Matt [Log out] Canada Français English Contact Us

NEWS CAREERS

Search

Home Products & Solutions Customer Success SAS Canada Events Consulting Services & Support

CUSTOMER VALUE >> CANADIAN USER GROUPS

printer-friendly email this page

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

TORONTO DATA MINING FORUM

The Data Mining Forum is an opportunity for you to explore Data Mining related issues, share ideas and discuss industry standards and trends with your peers. Each session will explore current trends, new technology and Data Mining techniques through presentations and discussion sessions.

If you're involved in the application of data mining for marketing, credit scoring or fraud detection, then this forum is for you! The session will focus on sharing best practices, techniques and approaches to data mining. As always, these meetings are free to attend.

Our Next Meeting:

May 5th, 2010 at the SAS Canada offices (280 King St. East, Suite 500). [You may register here.](#)

This meeting's agenda:

- 8:30-9:00 - **Light Breakfast & Registration**
- 9:00-9:05 - **Welcome & An Update From SAS** - Dina Duhon, Senior Manager, BMO & Matt Malczewski, SAS Canada
- 9:05-10:05 - **How to Create the Most Powerful CRM System in the World** - Ray Kong, SVP, Ipsos Reid
- 10:05-10:25 - **Kolmogorov Smirnov (Max-KS) in Banking Credit Risk Data Quality Control** - Mark An, Senior Quantitative Analyst, CIBC Risk Management
- 10:25-10:45 - **Break**
- 10:45-11:15 - **Social Network Analysis: An Overview** - Dan McKenzie, Senior Fraud Specialist, SAS Canada
- 11:15-11:45 - **The Ins & Outs of Text Mining** - Tim Trussell, Analytics Specialist, SAS Canada
- 11:45-12:00 - **Closing Remarks & Prize Draw**

Do you have a profile on LinkedIn or Facebook? If so, search the 'groups' function to locate Toronto area SAS user groups, including the Toronto Data Mining Forum. Why join? For professional networking, SAS related discussions and event notifications, and to become more involved with your local SAS user community.

If you would like to be notified of upcoming Forum dates, please [SUBSCRIBE](#) to our Data Mining distribution list.

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:

- An Update from SAS - Matt Malczewski, SAS Canada ****NEW**
- Comparing Different Classification Techniques in Credit Scoring - Dr. Saed Sayad, iSmartsoft Inc. ****NEW**
- An Elasticity Similarity Distance & Application - Kelvin Li, CIBC ****NEW**
- Ensuring Model Performance: A Business Manager's Perspective - Gene Jigota, TSBC Consulting ****NEW**
- What's New at SAS - Belinda Bank, SAS Canada
- A Re-introduction to Spline Modeling for Non-Linear Trends - Derek Montrichard, Canadian Imperial Bank of Commerce
- Tips & Tricks - Lorne Rothman, SAS Canada
- Data Expansion in Credit Risk Modeling - Mark An, Canadian Imperial Bank of Commerce
- Predictive Modeling in Retail - Jim Godfrey, SAS Canada
- Data Mining & Fraud - Maral Sadr, CIBC (Fall, 2008)
- Enrollment Management Using Decision Tree Analysis (Fall, 2008) - Don Curzen, Sheridan Institute of Technology and Advanced Learning

- 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 4 Mic... SAS Ca... 2 Mic... 2 Wi... 3 Mic... 2 Mic... 2 Ca... 100% 2:25 PM

Other Toronto-Area User Groups

- Classic TASS & TASS Interfaces – June 11th
- Toronto Data Mining – May 5th
- Classic TASS & TASS Interfaces – Sept 17th
- Hamilton (GHSUG) – Oct 15th
- Toronto Data Mining – Oct 20th
- Health User Group – Nov 18th
- Classic TASS & TASS Interfaces – Dec 17th

- Agendas & Opportunities to register found at
‘SAS Canada Events’ Page

SAS & Social Media

The screenshot shows a Windows Internet Explorer browser window displaying the LinkedIn profile for the 'Toronto Data Mining Forum' group. The browser's address bar shows the URL: http://www.linkedin.com/groups?gid=2927086&trk=myg_ugrp_ovr. The page header includes the LinkedIn logo and navigation links: Home, Profile, Contacts, Groups, Jobs, Inbox (1), and More... The group name 'Toronto Data Mining Forum' is prominently displayed, along with the SAS logo. Below the group name, there are tabs for Overview, Discussions, News, Jobs, Subgroups, Manage, and More... The 'Discussions' section features a 'Featured Discussion' titled 'The agenda has been set for the May 5th, 2010 at the SAS Canada building (280 King St. East, Suite 500). As always, it's free to attend! Details around registration and the agenda can be found below.' This discussion was posted by Matthew Malczewski 28 days ago. To the right, an 'Updates: Last 7 Days' box lists several members who have joined the group, including Wei Zhao (4 days ago), Mihaela Simion (5 days ago), and Po Hsiang Chu (14 days ago). It also notes that 5 people have joined the group, including Oscar Menjivar, Ryan Zhao, and Mahendra Munidasa (16 days ago). The bottom of the page shows the Windows taskbar with various application icons and the system clock indicating 2:22 PM on 4/21/2010.

SAS & Social Media

Facebook | Toronto Data Mining Forum - Windows Internet Explorer

http://www.facebook.com/#1/group.php?gid=113714138651480

File Edit View Favorites Tools Help

Online Strategy & Se... Toronto Data Mining... Google Reader (584) Facebook | Toron... x

facebook Search Home Profile Account

Toronto Data Mining Forum

Wall Info Discussions Photos Video Events

Message All Members
 Edit Group Settings
 Edit Members
 Invite People to Join
 Create Group Event
 Leave Group

Supporting and growing the data mining community in Toronto.

Information

Category: Internet & Technology - Software
 Description: A SAS-sponsored forum for data mining professionals. This semi-annual forum offers presentations and networking opportunities in the greater Toronto area.
 Privacy Type: Closed: Limited public content. Members can see all content.

Admins

- Matt Malczewski (creator)

Members

1 member See All

Basic Info

Name: Toronto Data Mining Forum
 Category: Internet & Technology - Software
 Description: A SAS-sponsored forum for data mining professionals. This semi-annual forum offers presentations and networking opportunities in the greater Toronto area.
 Privacy Type: Closed: Limited public content. Members can see all content.

Contact Info

Website: http://www.sas.com/offices/NA/canada/9-s...
 Office: SAS Canada
 Location: 280 King St. East, Suite 500

Recent News

News: The agenda for the May 5th, 2010 meeting has been finalized. It's always free to attend! For more information, please visit the website provided here.

Create an Ad

Up to %81 Profit - 1 Hour

VEZTRADER
 Option Trading Made Easy

Binary Options Trading, Profit up to %81 per hour based on the markets up / down trend! Is the NASDAQ going up or down? Start Today!

Like

Toronto 1-day Coupon

One amazing deal each and every day e-mailed directly to you. (50-90% off). It's not magic it's called TeamBuy.

Like

One Man City Guide

Find out why thousands of Torontonians take the Tiger Man's word on fun things to try out in the city. All at 50-90% off.

Like

More Ads

Chat (Offline)

Done

start 4 Mic... Facebook... 2 Mic... 2 Wi... 3 Mic... 2 Mic... 2 Ca... 100% 2:22 PM

insights the Canadian SAS Users Newsletter



IN THIS ISSUE

[SAS Canada launches data integration solution for healthcare industry](#)

[Techie Tips from Lisa Eckler and Lorne Rothman](#)

[How Clean Is Your Data? - A Note from SAS Consulting@ Services](#)

TRIVIA

Guess where this picture was taken?



Be one of the first five people to tell us where this picture was taken and win a pair of movie tickets!!!

E-mail your guess to the [SAS Customer Value Team](#)

[Last contest results...](#)

SPEAK OUT

What's better than Starbucks coffee? FREE Starbucks coffee!

Submit your SAS techie tip to publish in future issues of [insights](#) and WIN a

Send to a Friend | Visit SAS website | Subscribe | Unsubscribe | FALL 2008

SAS Today | News | Techie Tips | Events | Data 101



SAS Canada launches data integration solution for healthcare industry

New offering helps health organizations manage data, track and report clinical performance. [Read More.](#)

SAS a leader in credit risk management for third year

SAS maintains a leader position in Chartis Research's *Credit Risk Management Systems* 2009 report for the third straight year. [Read More.](#)

2009 report for the third straight year. [Read More.](#)

A Note From SAS Canada

Welcome to the "data" issue of [insights](#)! Since 1978, SAS has been synonymous with data management and analysis, recognizing that with a mandate to achieve business goals, organizations need to take data collection and cleansing seriously. Fairmont Hotels & Resorts, for example, was able to optimize its CRM program by enhancing the quality, reliability and accuracy of its data.... [Read More.](#)



Education Profile By Lorne Rothman

I began using SAS® for statistics (SAS/STAT®) back in 1984, during my undergraduate days in zoology at (University of Toronto). I had to. There were analyses I just couldn't do in other packages... [Read More.](#)



SAS® User Profile By Lisa Eckler

I've been using SAS products since being tossed a SAS manual during a co-op work term long, long ago. I was asked to provide SAS support for a company that had just installed it... [Read More.](#)

SAS Education - What's New in SAS® 9.2 for SAS® Survival Analysis... [Read More.](#)

Techie Tips Sridevi Chandrasekaran shares a techie tip... [Read More.](#)

Upcoming Events Mark your calendars now for M2009 Data Mining Conference in Las Vegas, October 26-27... [Read More.](#)



SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. indicates USA registration. Other brand and product names are trademarks of

- Delivered to your email 3 times a year
- Comprised of Techie Tips, User Profiles, Event Listings and more
- Available by subscription through My Profile

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
09UG15**

Balancing Privacy and Communication...



Canada's Anti-Spam Bill Would Put a Chill on B2B E-Mail - ClickZ - Microsoft Internet Explorer

Address: <http://www.clickz.com/3633652>

ClickZ
News and expert advice for the digital marketer

ClickZ | Interactive Marketing Events | Search Engine Watch | Search Marketing Events

Subscribe to Newsletters | Subscribe to RSS Feeds | Free Webcasts | How to Advertise | Contact Us

SES Intensive workshops, high-level keynotes & networking events: Join us for the SEO, PPC & Social Media boot camp we call... **SES Chicago!**

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](#)

Home | News | News Blog

Experts Columns

- E-Mail Marketing
 - B2B E-Mail Marketing
 - E-Mail Delivery
 - E-Mail Marketing
 - E-Mail Marketing Optimization
 - E-Mail Marketing Trends
 - Smarter Marketing
- Digital Marketing Trends
- E-Marketing Strategies
- Integrated Marketing
- Online Marketing Connections
- Social Media Marketing
- What's The Buzz?
- Advertising Technology
 - Digital Video Advertising
 - 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 Vernhout, 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.

Subscribe
Get the next **E-Mail Marketing** column delivered to your inbox!
E-mail:

Related Reading

- Authentication Matters in B2B E-Mail Marketing
- Avoid Desperate E-Mail Tactics This Holiday
- New Rules for E-Mail Marketers
- Two Free E-mail Deliverability Tools

Suggested Searches

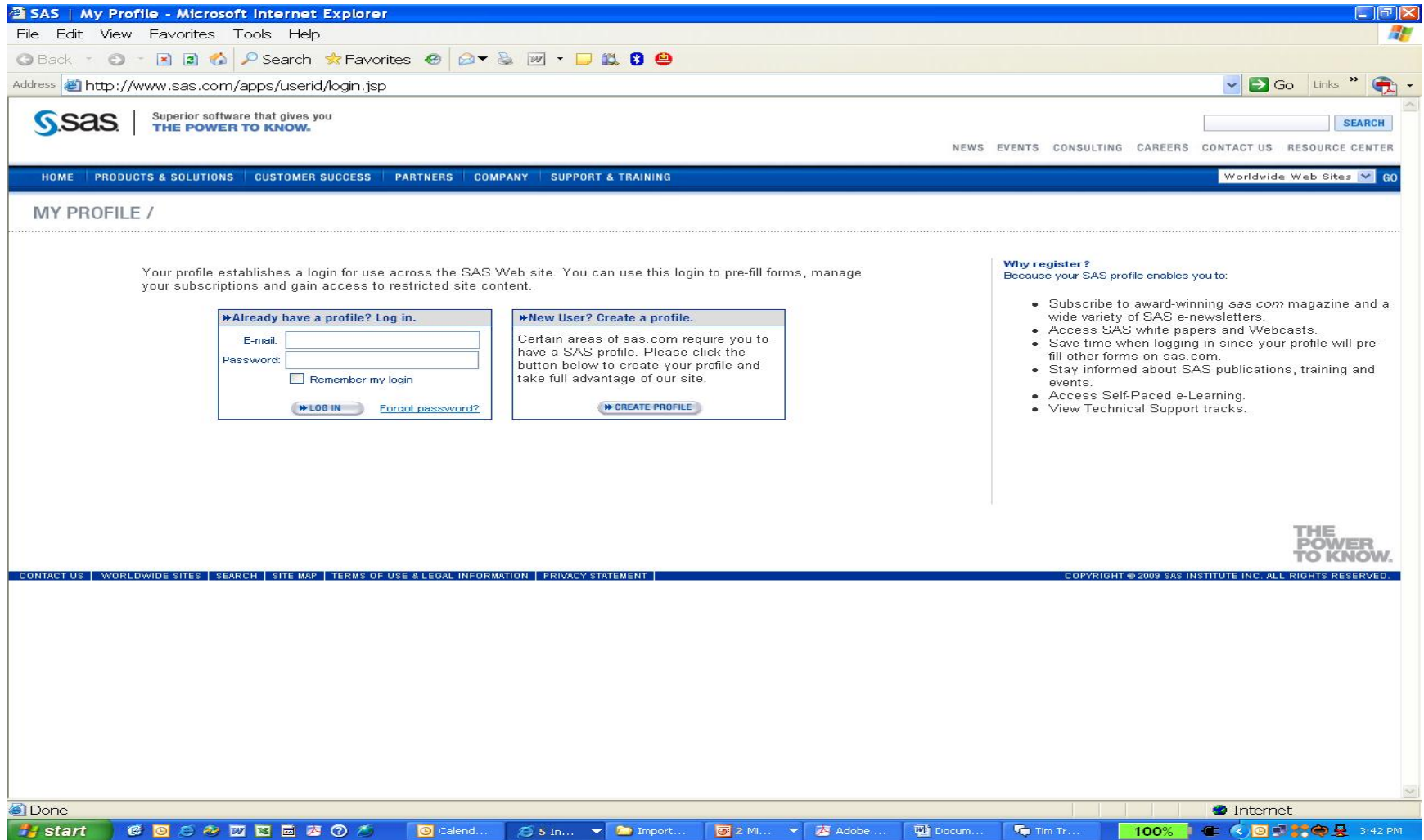
- email - deliverability - authentication matters - e-mail tactics
- Subscribe to newsletters
- Subscribe to RSS feeds
- Post a comment (4 posted)

(1 item remaining) Opening page <http://www.clickz.com/3633652>...

Unknown Zone

start | Inboxes | FW: Electr... | 7 Inter... | Master Tr... | Fall 09 | Microsoft... | 100% | 11:53 AM

Your SAS Profile



SAS | My Profile - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://www.sas.com/apps/Userid/login.jsp>

SAS Superior software that gives you **THE POWER TO KNOW.**

NEWS EVENTS CONSULTING CAREERS CONTACT US RESOURCE CENTER

HOME PRODUCTS & SOLUTIONS CUSTOMER SUCCESS PARTNERS COMPANY SUPPORT & TRAINING Worldwide Web Sites GO

MY PROFILE /

Your profile establishes a login for use across the SAS Web site. You can use this login to pre-fill forms, manage your subscriptions and gain access to restricted site content.

▶ Already have a profile? Log in.

E-mail:

Password:

Remember my login

▶ LOG IN [Forgot password?](#)

▶ New User? Create a profile.

Certain areas of sas.com require you to have a SAS profile. Please click the button below to create your profile and take full advantage of our site.

▶ CREATE PROFILE

Why register?
Because your SAS profile enables you to:

- Subscribe to award-winning sas.com magazine and a wide variety of SAS e-newsletters.
- Access SAS white papers and Webcasts.
- Save time when logging in since your profile will pre-fill other forms on sas.com.
- Stay informed about SAS publications, training and events.
- Access Self-Paced e-Learning.
- View Technical Support tracks.

CONTACT US | WORLDWIDE SITES | SEARCH | SITE MAP | TERMS OF USE & LEGAL INFORMATION | PRIVACY STATEMENT | COPYRIGHT © 2009 SAS INSTITUTE INC. ALL RIGHTS RESERVED.

Done Internet

start Calend... 5 In... Import... 2 Mi... Adobe... Docum... Tim Tr... 100% 3:42 PM

Evaluation Forms: Your Key To Prizes

- Fill out your evaluation forms before the end
- Executive Committee members will collect completed forms during/after break-outs
- Your ticket to entry for prize draw



**THE
POWER
TO KNOW.®**

Matt Malczewski, Customer
Forums Program Manager, SAS
Canada

(416) 307-5000

Matt.malczewski@sas.com