

CHAPTER CHATTER

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James J. Cochran, Editor

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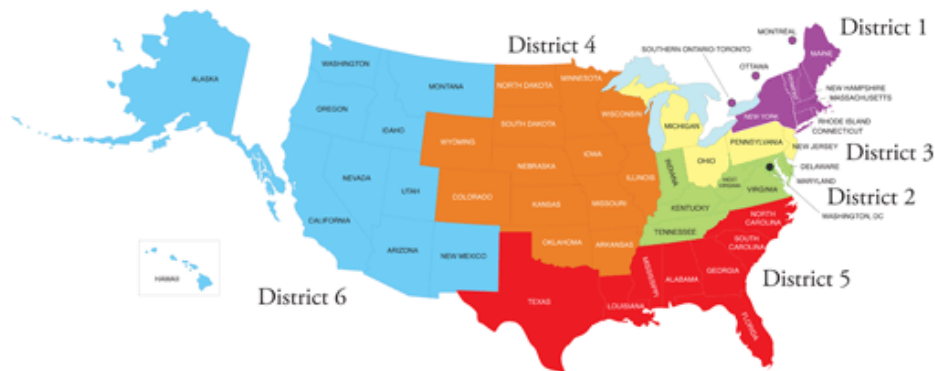


TABLE OF CONTENTS (WITH HYPERLINKS)

- **[GREETINGS FROM THE EDITOR](#)**
- **[NEWS FROM THE ASA PRESIDENT'S DESK](#)**
- **[NOTES FROM THE COCGB CHAIR](#)**
- **[STATISTICS2013—A WORLDWIDE CELEBRATION!](#)**
- **[CURRENT ASA SCIENCE POLICY INITIATIVES AND ACTIVITIES](#)**
- **[SAN ANTONIO CHAPTER JUDGES 'BEST USE OF STATISTICS' AT EXXONMOBIL TEXAS SCIENCE AND ENGINEERING FAIR](#)**
- **[ALAMO REGIONAL SCIENCE FAIR BEST USE OF STATISTICS AWARD](#)**
- **[USING ASA'S COMMUNICATION TOOLS](#)**
- **[LESLIE M. MOORE RECEIVES 2013 DON OWEN AWARD](#)**
- **[PUBLIC RELATIONS AT THE ASA](#)**
- **[DETROIT & ANN ARBOR ASA CHAPTERS JUDGING AT THE 2013 SOUTHEAST MICHIGAN SCIENCE FAIR](#)**
- **[GAISE-ING INTO THE STATISTICS COMMON CORE](#)**
- **[EDUCATION UPDATES, RESOURCES, AND OPPORTUNITIES TO GET INVOLVED](#)**
- **[FLYING HIGH AT THE HOWARD COUNTY STEM FESTIVAL](#)**

- **SECOND ANNUAL ASA CONFERENCE ON STATISTICAL PRACTICE A GREAT SUCCESS**
- **ASA CONNECTICUT CHAPTER HOLDS 11TH ANNUAL MINI-CONFERENCE: MAXIMIZING INFORMATION FROM CLINICAL TRIALS**
- **STATISTICS WITHOUT BORDERS CONTINUES TO MAKE A DIFFERENCE**
- **THE PACIFIC CONFERENCE FOR STATISTICS AND INFORMATION SYSTEMS TO BE HELD IN SUVA, FIJI**
- **CHAPTER REPORTS**
- **COUNCIL OF CHAPTERS GOVERNING BOARD**

GREETINGS FROM THE EDITOR!

Hello to all and welcome to the spring 2013 issue of *Chapter Chatter*, the newsletter for and about ASA chapters. The COCGB established this publication to foster improved communications i) between the COCGB and chapters and ii) among chapters by providing a forum for spreading news throughout the statistics community about ASA chapter initiatives and activities.

This issue features an article by ASA 2013 President Marie Davidian, who discusses progress on her presidential initiatives as well as some exciting new developments. 2013 COCGB Chair Dan Kasprzyk talks about his year in the role of Chair of the Council of Chapters Governing Board. ASA Executive Director Ronald L. Wasserstein fills us in

on the ongoing celebration of Statistics2013. ASA Communications Manager Megan Murphy explains how to utilize the many tools the communications department makes available to share news and information about your chapter with the association membership. Jeff Myers, ASA Public Relations Coordinator, discusses current ASA PR initiatives.

ASA Director of Education Rebecca Nichols provides an update on the ASA's education resources and initiatives and tells how you can get involved. LeAnna Stork, Chair of the 2013-2014 Conference on Statistical Practice Steering Committee, discusses the success of the second annual ASA Conference on Statistical Practice.

Friends of Australasia and Statistics Without Borders update us on their latest activities, and the presentation of the 2013 Don Owen Award is discussed. Finally, apparently in addition to flowers, science fairs bloom in the spring, and this issue of *Chapter Chatter* features stories on several.

Science Fairs in Michigan and Maryland are featured, as is a mini-conference in Connecticut and a summer seminar in Michigan for grades 6-12 mathematics teachers. Finally, over a dozen chapters report on their recent and upcoming activities.

As always, please let me know if you

have suggestions about this newsletter (its content, format, distribution, etc.). I am also interested in suggestions on how to facilitate more effective communication between chapters and enable you to use the COCGB as a resource. Finally, please send me information about guest speakers, short courses and seminars, symposia, and other exciting events that your chapter has planned so that I can inform other chapters about your activities through this newsletter.

I look forward to seeing many of you at the 2013 Joint Statistical Meetings in Montréal later this year, and I hope you enjoy this issue of *Chapter Chatter*.

NEWS FROM THE ASA PRESIDENT'S DESK

Marie Davidian, 2013 ASA President

As I write this, I am nearly one-third of the way through my term as ASA president. I am grateful to Chapter Chatter Editor Jim Cochran for giving me the opportunity to update you on not only on progress on my presidential initiatives but also on some exciting new developments.

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president. I am grateful to *Chapter Chatter* editor Jim Cochran for giving me the opportunity to update you on not only on progress on my presidential initiatives but also on some exciting new developments.

I am honored to be president during the International Year of Statistics - already, in just three short months, I have had the good fortune to participate in several

events celebrating Statistics2013 and promoting our discipline. My first was barely a week into the new year, when I traveled to Belgium to speak at that country's [International Year of Statistics 2013 Kickoff Day](#), held at Hasselt University. This event was attended by not only the statistical community from across Belgium and the neighboring



2013 ASA President
Marie Davidian

nation of The Netherlands, but by almost 250 people overall from all over Europe, including many non-statisticians. *And* by members of the press. Co-organizer Geert Molenberghs and I were interviewed by the major regional newspaper on the morning of the event, which resulted in a [full page article](#) on statistics a few days later

along with a photo of the two of us with the banner “Statistiek is sexy.” Of course, the article is in Dutch, but you get the idea. We were thrilled at this level of media exposure for our profession. Events like this are being held continually all over the world and are being covered similarly by the media. If you have not yet spent time exploring the [Statistics2013 website](#), I encourage you to do so – it contains a wealth of resources, and the plan is that it will be maintained in perpetuity by the ASA and its partners. Be sure to check out the winning entries of the [Statistics2013 Video Contest](#).

Speaking of the press, a few weeks later, ASA Public Relations Coordinator Jeff Myers received a query from [the Huffington Post](#), asking if the ASA would be willing to coordinate a blog on statistics. We jumped at this unique opportunity to highlight statistics and its role in science, policymaking, and society to Huffington Post readers. Blog entries must be 1000 words or less and written in a popular style accessible to a broad audience (and very different from the style most of us use in our work). I wrote the [first entry](#), which appeared on February 12 and explained the role of

statistics in all areas of public life. After positive feedback from the Huffington Post, [another entry](#) followed about a month later discussing the role of statistics in drug development, and the Huffington Post requested that we provide further new entries regularly, every two-three weeks. Jeff and I have been working ever since to identify a diverse range of topics for further entries and to recruit experts in our profession to write them. At the time I write this, two more have appeared: one on [statistics and climate change](#) by [Peter Guttorp](#) and another on the [role of statisticians at the U.S. Census Bureau](#), co-authored by [Rod Little](#) and [Tom Louis](#), both of whom have served as Associate Director for Research and Methodology and Chief Scientist at Census. Several more are in the pipeline; check [here](#) for links to all posts, which I will update as new ones appear. We aim to make this a regular feature for the foreseeable future (and hopefully continuing well after my term ends, ideally forever!). If you have suggestions for topics, please send them to me, and please publicize these posts to your members and encourage them to share them with non-statistician colleagues and friends.

You may have seen Past-president Bob Rodriguez's [June 2012 President's Corner column](#) in the *Amstat News* on Big Data. Big Data were a Big Topic then, and are even more so today; [media accounts](#) reporting on how Big Data will alter the landscape of science business, and government abound, and [conferences](#) and events like "[Big Data Week](#)" are being held. A little over a year ago, the Obama administration announced a [\\$200 million initiative](#) to improve our nation's ability to exploit the opportunities presented by Big Data. However, despite the enormous potential for contributions by statisticians, our profession and the ASA have not been very involved in Big Data activities, and we are often not mentioned in media accounts. Nor are we identified with the emerging area of "data science." This disconnect led Bob, President-elect Nat Schenker, and me to brainstorm on why this is so and on steps the ASA can take to make statisticians be seen as valued partners in the Big Data revolution who bring unique expertise to the table. In my June *Amstat News* column, we report on a joint ASA strategic initiative we have just launched, which involves three

projects focused on enhancing the knowledge statisticians need to contribute to Big Data efforts.

My own presidential initiatives are progressing well. Probably the most visible is that having to do with the Joint Statistical Meetings, which I described to Jim when he interviewed me for the Autumn 2012 issue of *Chapter Chatter*. As many ASA members hastened to point out to me upon learning I had been elected, the JSM has become overwhelming, with over 45 concurrent sessions spread across vast convention centers. I thus asked the Committee on Meetings to identify a few new ideas to be piloted at JSM 2013. At the top of the list: contributed “SPEED sessions,” each of which will consist of 20 oral presentations of approximately five minutes each, with a 10 minute break after the first set of 10 talks, followed by an electronic poster session later the same day. Thanks to the phenomenal efforts of JSM 2013 program chair Bhramar Mukherjee to promote this experiment, five sections (Biometrics, Biopharmaceutical Statistics, Statistics in Epidemiology, Statistical Learning and Data Mining, and Survey

Methodology) agreed to sponsor these sessions.



JSM 2013 Program Chair
Bhramar Mukherjee

Monday, 8/5, 8:30 AM - 10:20 AM

Analytic Challenges in Epidemiological Studies and Public Health

Sponsors: Biometrics Section, Section on Statistics in Epidemiology

Tuesday, 8/6/2013, 8:30 AM - 10:20 AM

Methods and Applications in Biomedical Data and Clinical Trials

Sponsors: Biometrics Section, Biopharmaceutical Statistics Section

Tuesday, 8/6, 10:30 AM - 12:20 PM

Methods and Applications in High Dimensional Data

Sponsors: Section on Statistical Learning and Data Mining, Biometrics Section

Wednesday, 8/7, 8:30 AM - 10:20 AM
Statistical Challenges with
Measurement, Complex Design &
Missing Data

Sponsors: Survey Research Methods
Section, Biometrics Section, Section on
Statistics in Epidemiology

I encourage you to attend these
sessions and let us know what you
think!

Also being piloted this year: an invited
poster session concurrent with the JSM
opening mixer, which will begin at 8:30
pm on Sunday, August 4, to
accommodate a new awards ceremony.
During this new awards session, to be
held from 7:30 pm – 8:30 pm,
immediately prior to and in close
proximity to the mixer, various awards
will be presented, some of which have
traditionally been given at the Tuesday
evening President's Address session.
The Founders Award recipients and new
Fellows will be recognized at the
Tuesday session, but all other awards
will be presented on Sunday. Be sure to
attend both of these events and, again,
let us know your reaction.

Finally, on the JSM front: the President's
Invited Address speaker will be Nate

Silver, author of the *New York Times*
FiveThirtyEight.com blog and best-
selling author. I am thrilled to have such
a well-known figure, and someone who
has brought substantial public attention
to the power of statistical analysis, as
our guest at the JSM. Plan on attending
this session on Monday, August 5, at
4:00 pm.

For my second initiative, I tasked a
workgroup, led by Lance Waller, to
study statistical workforce and pipeline
needs and prepare a report that
documents needs and proposes
strategies for meeting those needs that
could involve partnerships among
academia, government, and industry.
The group has been meeting regularly
by conference call and has been
gathering data and information for a
report that will focus on the training
pipeline, recruitment to careers in
statistics, and retention in careers in
statistics. The group anticipates having
a draft report available for comment by
late May or early June.

My final initiative is focused on
enhancing visibility of statistics and
statisticians within the community of
scientists, specifically targeting the
largest general scientific society in the

world, the American Association for the Advancement of Science (AAAS). My April column in *Amstat News* reviews the motivation for and accomplishments of this initiative so far. The AAAS Section U (Statistics) leadership, including past, present, and future Chairs Mitch Gail, Sally Morton, and Dave DeMets, has continued efforts to raise our profile since this column appeared, including nominating several prominent members of our profession

for 2014 AAAS Fellow and coordinating submission of invited session proposals for the 2014 AAAS meeting; as reported in my *Amstat News* article, Section U was incredibly successful in this highly competitive process for the 2013 meeting in Boston, with 6 invited sessions commanding standing room only crowds. I encourage you to consider getting involved in AAAS and helping to raise the profile of statistics in the community of scientists.

NOTES FROM THE COCGB CHAIR Dan Kasprzyk, 2013 COCGB Chair

My best wishes to all who are associated with ASA Chapters. As chair of the Council of Chapters Governing Board this year, I am struck by the observation that the Chapters, while diverse in many ways, play an incredibly important role in providing energy and creativity to our association. The ASA thrives because of its dedicated members, and the Chapters continue to be very important to the ASA's future.



2013 COCGB Chair Dan Kasprzyk

As Chair, I have become very aware of

the ASA's commitment to assisting chapters professionally and socially. Many opportunities exist for chapters to take advantage of ASA programs. As a commitment to professional development, for example, the Council of Chapters offers the "Travelling Course" program - where it is possible for a chapter to provide low cost courses for its members. The [ASA website](#) provides information about this program. [The ASA Council of Chapters website](#) provides announcements and a calendar of what chapters offer by way of courses and workshops. In May, for example, the Milwaukee Chapter hosted an R Workshop, and in April the Chicago Chapter hosted a workshop on "Probability Models for Customer Analytics." This calendar would be far more complete and helpful if Chapters reported this type of information to the ASA. Please consider doing so.

The COC website also identifies several [other programs](#) the ASA offers that are geared to help Chapters. One important program is the Chapter Visitation Program, whereby the ASA provides travel support to an ASA officer - ASA President, Vice President, Executive

Director, or a COCGB member – to visit a Chapter and speak on issues of concern to the chapter and ASA.

While the above information is about ASA providing assistance to chapters, another model of cooperation is possible; a model in which chapters work together on projects, workshops, and seminars. I recognize this can be difficult for some chapters because of the distance separating them. The model can work in cases where geographic distance is not considerable (for on-site get-togethers), but may even work when distances are considerable through video conferencing. My point is that important benefits can occur by combining the talents of more than chapter and working together.

The COCGB and ASA are committed to helping the chapters fulfill their missions. If you need assistance or have questions about a program, call your District Vice Chair. If you do not know who your District Vice Chair is, check the [online list of District Vice Chairs](#).

I look forward to seeing you at the Council of Chapters meeting and a continental breakfast on Tuesday, August 6 from 7 a.m.-10 a.m.

STATISTICS2013—A WORLDWIDE CELEBRATION! Ronald L. Wasserstein, ASA Executive Director

The International Year of Statistics (Statistics2013) is being marked around the world this year, further tapping the public's rising interest in statistics. This worldwide celebration is supported by more than 1,900 organizations—national and international statistical societies, universities, primary and secondary schools, businesses, government statistical agencies, and research institutes—in 122 countries.

The campaign's goals are to:

- increase public awareness of the power and impact of statistics
- nurture statistics as a profession, especially among young people
- promote creativity and development in the sciences of probability and statistics
- To this end, participating organizations are doing a great job promoting the importance of statistics to numerous audiences, including business and government data users, the media, policymakers, high-school and college students, and millions of people worldwide.

Many participating organizations are conducting seminars, media outreach, and other educational and promotional activities in their countries to reach these audiences.

The American Statistical Association (ASA) is one of the founding organizations of Statistics2013. The others are the Institute of Mathematical Statistics, International Biometric Society, International Statistical Institute (and the Bernoulli Society), and Royal Statistical Society.

The centerpiece of Statistics2013 is its informative and educational website where people can learn about statistics. Key features include:

- *Why Statistics is Important to You*—An entertaining two-and-a-half-minute video explanation of statistics that was produced by SAS
- *What Is Statistics?*—An explanation in layman's language
- *Statistics as a Career*—Information about the work of

statisticians and careers in statistics

- *Teacher Resources*—Primary and secondary school resources, a downloadable flyer and posters
- *Statistics2013 Blog*—Blog entries written by statisticians from numerous countries
- *The Statistician Job of the Week*—A brief weekly article about a statistician and his or her job
- *The Statistic of the Day*—A daily informative and insightful statistical fact

If you haven't checked out the site yet, I highly recommend you to do so today. You'll love it!

Perfect Timing!

The timing of Statistics2013 couldn't have been better planned. For possibly the first time ever, statistics is cool and our profession is sexy because of the serendipitous convergence of several phenomena including:

- the advent of Big Data and the resulting demand for employees with analytical and quantitative skills by government and private employers

- increased interest in undergraduate and graduate statistics programs in the U.S. and abroad
- the rise to stardom of FiveThirtyEight.com blogger and statistician Nate Silver
- the growth of sports analytics that was captured in the 2011 movie "Moneyball"

So what?

Even if you are convinced that statistics is now sexy, a reasonable question is, "So what?"



ASA Executive Director
Ron Wasserstein

The demand for people who can think statistically by private companies and governments in the United States and around the world is rising faster than the number of people being trained. As a result, through Statistics2013 we are

using this attention to attract young people to statistics. Further, there is still a lot of work being done that could be improved with more sound application of statistics, so increased public awareness of statistics and statisticians will help in that regard.

At the [ASA](#), we are working hard on our own and as part of the Statistics2013 community to ensure that we capitalize on the public's admittedly surprising interest in statistical science by enlightening them on its purposes, uses and impacts as well as introducing our young people to the career opportunities that are available in our increasingly data-driven economy.

Get Cracking

If your chapter, company or organization

hasn't gotten into the Statistics2013 spirit yet, do not distress! There's still plenty of time left in the year to organize and hold a Statistics2013 event.

You can follow the lead of other participating organizations or conduct your own unique event. A great place to start brainstorming ideas is by reading [previous issues of the biweekly Statistics2013 Newsletter](#). In the pages of these back issues, you will find a smorgasbord of ideas that your group can emulate or fashion into your own special event.

For more information about the International Year of Statistics, contact [me](#) or [Jeff Myers](#), ASA's public relations coordinator.

CURRENT ASA SCIENCE POLICY INITIATIVES AND ACTIVITIES

Steve Pierson, ASA Director of Science Policy

Just as the work and interests of ASA members varies widely, so does the science work of the American Statistical Association. Here I'll describe several of

those efforts ranging from K-12 statistics education to concerning Congressional developments to the growing numbers of statistics degrees and students taking

the AP statistics exam.

To raise awareness about K-12 statistics teachers having strong training in statistics, the ASA teamed with the National Council of Teachers of Mathematics (NCTM) on a joint statement calling on universities and school administrators across the country to provide high-quality training and professional-development opportunities that will help prepare future and current teachers to lead classes on statistics. To see the specifics of the statement, see this May [Amstat News](#) column.

Soon after its start in January, the 113th Congress resumed some of the troubling activities of past Congresses, including efforts to restrict social and behavioral science research funding, make the [American Community Survey](#) voluntary, and interfere with the peer review process for research funding. For more on these developments, please see the ASA Community blog entry, [New Congress goes after political science research funding, the American Community Survey, other surveys, survey incentives and the peer-reviewed, merit-based grant-funding process](#).



ASA Director Of Science Policy
Steve Pierson

Last year the National Science Foundation created a committee – called StatsNSF – to explore how the NSF supports the statistical sciences. The ASA sees this as a very important activity because it addresses the larger issue of the visibility of statistics in the scientific community and because NSF is the largest funder of academic, non-biomedical research. The ASA’s recommendation to StatsNSF was for a chief statistical scientist in the NSF director’s office. One can read more at this ASA Community blog entry: [The ASA Recommends Chief Statistical Scientist at NSF](#).

Undergraduate statistics degrees are on

the rise! Indeed, the most recent National Center for Education Statistics data show a 40% increase from 2009 to 2011. For more on this and corresponding Master's and Doctorate degree data, see this May [*Amstat News*](#)

column. The column also shows data on the growing numbers of high school students taking the AP Statistics exam.

Please [email](#) me if you have any questions on the above or suggestions for ASA science policy work.

SAN ANTONIO CHAPTER JUDGES 'BEST USE OF STATISTICS' AT EXXONMOBIL TEXAS SCIENCE AND ENGINEERING FAIR

The Council of Texas Statisticians (COTS) sponsored an award at the ExxonMobil Texas Science and Engineering Fair (EMTSEF). The fair was held in San Antonio, Texas at the Henry B. Gonzales Convention Center on March 28, 2013. The award was for "The Best Use of Statistics in a Science Project". A team of judges from the San Antonio Chapter and COTS helped select three senior high division projects that showed excellence in the display, use, and knowledge of statistical methods.

The Council of Texas Statisticians thanks the volunteer judges: Eddy Kwessi, Ken Williams, Danny Sharon, Michael Lecocke, John Schoolfield, Tommy Lee, and David Han.



Left to right: Robert Tung, George Qi, Raahil Sha, Kevin Chen, Pranaav Sudheendra, and Howard Monroe (SA Chapter Judging Coordinator)

And the winners were:

- First place and \$125 were awarded to George Qi and Robert Tung (UNT Texas Academy of Mathematics and Science) for, "A Novel Approach to Estimating Survival Functions for Interval Censored Data with STD Behavioral Diary Information."

Second place and \$75 were awarded to Pranaav Sudheendra (Clark High School, Plano, TX) for, “A Logical Solution to a Fuzzy Situation: Using Fuzzy Logic Modeling of Genetic Regulatory Networks to Identify and Cure Cancer.”

- Third place and \$50 were awarded to

Kevin Chen and Raahil Sha (UNT Texas Academy of Mathematics and Science) for, “MaSC: An Effective Strategy to Detect Aberrantly Methylated/Expressed Genes in Cancer with Consideration of Heterogeneity”

Congratulations to all of the winners!

ALAMO REGIONAL SCIENCE FAIR BEST USE OF STATISTICS AWARD

The San Antonio Chapter sent judges to the 2013 Alamo Regional Science and Engineering Fair. The judging was held at St. Mary’s University on March 4 to help select Senior Division Projects (grades 9-12) that showed excellence in the use of statistical methods.

Thanks to the volunteer judges: Norma Ketchum, John Schoolfield, David Han, Ken Williams, Phillip Middleton, Jon Gelfond, and Howard Monroe (who represented the chapter at the Awards Ceremony on March 5, 2012).



Judges from left: David Han, Phillip Middleton, Howard Monroe, Norma Ketchum, Jon Gelfond, John Schoolfield, and Ken Williams



From left, Anand Ahuja and Vishok Srikanth (first place), Lauren Mandaville (second place), Callie Downs (third place), and Howard Monroe

The following awards were presented:

- First Place and \$125 to Anand Ahuja and Vishok Srikanth from Keystone Upper High School for their project titled, “Using Whole Genome Transcriptional Profiling to Identify Novel Therapeutic Targets for Allergic Rhinoconjunctivitis”.
- Second Place and \$75 to Lauren

Mandaville from Sequin High School, for her project titled, “Increasing Casket Decomposition, Year 2”.

- Third Place and \$50 to Callie Downs of John Jay Science and Engineering Academy for her project titled, “Diabetic Wound Healing: How Adipose-Derived Stem Cells Responds to Diabetic Conditions”.

USING ASA’S COMMUNICATION TOOLS

Megan Murphy, ASA Communications Manager

The communications department has many tools it uses to share news and information with ASA members. Beyond [Amstat News](#) and the [ASA Community](#), members have access to a variety of tools that make communicating to the membership easy.

For example, you can share a conference announcement through the ASA’s Calendar of Events at www.amstat.org/dateline/index.cfm?fuseaction=dateline_search. You can post the announcement yourself, and it will appear on the ASA website and in the upcoming events feed in the ASA Community. To post an announcement, you will need the following information:

- Event title, location, and dates
- A description of 250 or fewer words
- Complete contact information (readers need to know who to write or call for details)
- Address of event website, if any

ASA sponsorship is accepted for ASA chapter, section, and committee events. Please mention whether your event is ASA sponsored in the description. Instructions for posting an event can be viewed at www.amstat.org/dateline.

The ASA monthly e-newsletter also includes events and deadlines that are useful to members. If there is information you would like to see in the newsletter, send your feedback,

comments, or suggestions to asamail@amstat.org.

The new statistics professional website, [STATtr@k](#), also seeks articles and information geared toward new professionals. Announcements include upcoming events, award deadlines, and student-gear articles that offer tips for applying for a job or how to be a successful graduate student. New articles appear monthly. If you would like to contribute to the site, or have suggestions or comments, email ASA communication manager [Megan Murphy](#).

Social media is another way for the ASA to share with members and those interested in statistics. @AmstatNews has more than 3,000 followers on Twitter. There is also a twitter feed for the International Year of Statistics, @STATISTICS2013. If you would like us to tweet chapter information, email it to [Megan Murphy](#) or include @AmstatNews in your tweet and it will be retweeted.

The ASA also has a Facebook page at [www.facebook.com/pages/The-American-Statistical-](http://www.facebook.com/pages/The-American-Statistical-Association/262043213686)

[Association/262043213686](http://www.facebook.com/pages/The-American-Statistical-Association/262043213686). We share deadlines, post photos, answer questions, and link to articles of interest to statisticians worldwide to our more than 4,000 followers.

Additionally, the ASA has a group on the social media site LinkedIn. Conference announcements and events are shared with more than 2,500 group members. LinkedIn is also a place to view job postings and have discussions. If you would like to be a member of the group, log on to the site, search for the American Statistical Association, and look for the official ASA logo.

As part of its continuing effort to keep members informed about the ASA's activities, the 2012 "In-Reach" Workgroup—chaired by Jeri Mulrow—developed informational slides on the following eight topics:

- Accreditation
- ASA Ethical Guidelines for Statistical Practice
- Continuing Education
- [Conference on Statistical Practice](#) (see LeAnna Stork's article, [Second Annual ASA Conference on Statistical Practice a Great Success](#), in this

issue of *Chapter Chatter* for more information on this conference)

- [Significance Magazine and Website](#)
- [STATtr@k](#)
- The ASA as Advocate
- Volunteering in the ASA

There is even a set of slides to help you understand how to use the slides, although the workgroup developed them to be used “out of the box.” That is, the slides include notes so users can give a brief presentation on the topic without having much background on it. If one wants to know more, the slides contain a website that will provide details.

To download the slides, log in to [ASA Members Only](#), click on the “My

Volunteer Activities” tab, and then click on “Informational Slides About the ASA.

We hope you will use these slides to spread the word about how the ASA promotes the practice and profession of statistics. They can be shown at chapter and section meetings, in your workplace, etc. As you use them, please send us feedback so we can make them better, and let us know what additional topics you would like to see.

Finally, visit the Council of Chapters website and read [How to Promote a Chapter Event](#). There are many ways to share your news with other ASA members. You only have to know where to find the right tools!

LESLIE M. MOORE RECEIVES 2013 DON OWEN AWARD

The 2013 Don Owen Award was presented by the American Statistical Association San Antonio chapter to Dr. Leslie M. Moore on March 22, 2013 at the Conference of Texas Statisticians by chapter vice president, Peter Olofsson. The Don Owen Award is given in recognition of outstanding contributions to research, statistical consultation, and service to the statistical community.



Chapter VP Peter Olofsson (left) presents the award to Leslie M. Moore

The conference was held at Rice University and was organized by Dr. Dennis D. Cox of the Department of Statistics. Dr. Moore was nominated by

Dr. Michael Hamada of Los Alamos National Laboratory. See the [AMSTAT News](#) for more details.

PUBLIC RELATIONS AT THE ASA

Jeff Myers, ASA Public Relations Coordinator

In early April, Jim Cochran, the Council of Chapters Governing Board (COCGB) Communications Officer, invited me to share news with chapter members about the initiatives we are developing for ASA's new public relations program. Before launching into the specifics, I want to thank Jim and in fact all members of the COCGB for the opportunity to speak directly with ASA members about this new initiative.

I also want to tell you how excited I am to be a part of the ASA family and very much look forward to working with each of you to position statistics more prominently in the minds of both reporters and the public—their readers or viewers.

New Functionality

I am ASA's first full-time public relations professional in many years. The association's volunteer and staff leadership foresaw a need for public

relations expertise and created a new position dedicated to creating awareness of statistics and statisticians.

I was hired as ASA's new public relations coordinator last July, right before the Joint Statistical Meetings (JSM) in San Diego. My first days on the job were at JSM, where I was introduced to a large number of people and underwent a cram course in statistics. It was an eye-opening experience that helped me to learn about the association, its members and its need for public relations functionality.

In the nine months since, I have been working to develop relationships with reporters both in the general media (think *The Wall Street Journal*) and science media (think *Science* and *Nature* magazines). These relationships will help establish ASA and its members who are experts in a particular field as the go-to source for information on

statistics. This activity dovetails directly with [ASA's strategic goal to "become the 'face of statistics to the public'"](#).

These efforts have been rewarded with several articles about statistics; most prominent among these were two articles by *The Wall Street Journal's* The Numbers Guy. You can read these [here](#) and [here](#).

Additionally, ASA now contributes a regular statistics blog to the [Huffington Post Science](#) page. Several ASA members—[President Marie Davidian](#), [Tom Louis and Rod Little](#), and [Peter Guttorp](#)—have contributed blogs that have been published. Meanwhile, several other ASA members have authored or are writing blog entries that will be published on the Huffington Post in the coming weeks.

This blog is a beneficial opportunity for public outreach for a couple reasons:

- First, it allows ASA to deliver an unfiltered message about statistics to the public
- Second, it reaches an influential audience with diverse messages about statistics and its impact on their lives

Also, I am currently working with ASA Executive Director Ron Wasserstein and others on staff in the initial stages of developing a national public relations initiative that will more quickly build public and media awareness of ASA and the important contributions of its members that inform public policy, advance scientific discovery and improve our society's way of life. Once fully developed, this plan will be presented to the ASA Board of Directors for consideration.

Statistics2013

Another important facet of my responsibilities is the [International Year of Statistics \(Statistics2013\)](#). Most people view this campaign as a celebration of statistics, but it is more than that. It is an excellent opportunity to introduce people all over the world to statistics and how it affects their daily lives. In fact, numerous participating organizations have launched initiatives to introduce the public to the power of statistics and introducing school-age young people to the plethora of career opportunities available in the statistical sciences (both of these areas are [goals of the Statistics2013 campaign](#)).

For Statistics2013, I developed and launched the [website](#) and I help coordinate message development outreach to the public about Statistics2013 and statistics.

I encourage you to learn more about the celebration by reading Wasserstein's article about Statistics2013 elsewhere in this newsletter.

Support from ASA Members

Increasing public and media awareness of the impact of statistics and the work of statisticians will require an all-hands-on-deck approach, meaning individual ASA members and even local chapters must do their part in their communities to achieve this critical goal.

"How can I help?" you are probably asking. That's a very good question, and one I'm glad you asked!

There are several activities that you and/or your chapter can engage in now that will help build a bridge to print and broadcast reporters and ultimately their readers or viewers. Here are a few that are easy and can lead to immediate dividends:

- Contact a reporter about a story—If you have an interesting story about statistics, contact a reporter at a local newspaper, magazine or radio or television station. Even if the reporter doesn't use your story idea, this outreach will establish you as a source on statistics issues and lead to opportunities to contribute to a story in the future.
- Write a letter to the editor—If you read an article in your local paper that was inaccurate or cast aspersions on statistics or statisticians, write a letter to the editor to set the record straight and send it to the paper's editor. Again, this outreach will establish you as an expert on statistics issues and lead to more opportunities to contribute to future stories.
- Seek out opportunities to speak about statistics at public forums—when a local civic organization or government agency is holding meetings about an issue with a statistical component, attend the event and grasp the opportunity to talk during the public comment period. This is a valuable opportunity to get in the public spotlight because reporters often

attend these events in order to report on the meeting.

- Invite a reporter to your chapter meeting—If there is going to be an especially interesting talk about a statistics issue that has public ramifications, call reporters at your local papers and radio and TV stations and invite them to attend.

Each of these activities are relatively easy to implement and can establish

you or your chapter as experts on statistical issues with reporters.

More Information

Click on the following links for more information about [ASA's new public relations program](#) and [an introduction to me](#). If you want to bounce ideas off me, need advice for working with the media or need my assistance, you can reach me at jeffrey@amstat.org or at (703) 684-1221 Extension 1865.

DETROIT & ANN ARBOR ASA CHAPTERS JUDGING AT THE 2013 SOUTHEAST MICHIGAN SCIENCE FAIR Karry Roberts, Detroit Chapter Secretary

Enjoying yet another year in our long standing tradition, the ASA Detroit and Ann Arbor Chapters joined together as a Special Awards judging team at the 55th Annual Southeast Michigan Science Fair. The purpose of our special awards is to recognize and encourage the students' incorporation of statistical methods in their science projects.

2013 at Washtenaw Community College in Ann Arbor, Michigan. Our judging team consisted of 11 members: Lance Heilbrun, Bern DeBacker, Rob Kushler, Bob Thomas, Huiyong (Thomas) Zheng,

John Gillespie, Geoffrey Fell, Anamaria Kazanis, Ellen Barnes, Karry Roberts, and Alfred Hero. We review all exhibits at the fair, which for this year included 193 projects in the Middle School and 143 projects in the High School Divisions. In order to thoroughly review all 336 projects, we each select a zone of the fair, individually review all projects in that zone, and find projects worthy of our awards at the Recognition and Merit levels.

We develop a list of potential Awards of Excellence to share with our team. We

then join together and our entire group reviews the best of the best projects list for our Awards of Excellence.



Pictured left to right: Lance Heilbrun, Bern DeBacker, Rob Kushler, Bob Thomas, Huiyong Zheng, John Gillespie, Geoffrey Fell, Anamaria Kazanis, Ellen Barnes, and Karry Roberts. Not pictured is Alfred Hero.

The Science Fair was held March 8. This year we gave the following awards: 44 "Certificates of Recognition" for use of statistical principles and/or analysis, 3 "Certificates of Merit" for more detailed use of statistical methods, and 3 "Awards of Excellence" for outstanding use of statistical methods. These "Awards of Excellence" students received a special certificate and a

statistical book autographed by all the judges.

At the Middle School level, we gave our "Award of Excellence" to a middle school student from Chelsea in the Experiment Physical Sciences category for the project entitled "S.T.E.M. With A Cookie" which utilized a design of experiments.

At the High School level, two students with a project in the Teams category received our "Awards of Excellence" for their project entitled "Breast Cancer Drug Responsive Predictions Based on RNA Expression Signature". This project exhibited very impressive use of statistics on a complex topic. These students were from Huron High School and Community High School, both in Ann Arbor, Michigan.

Our joint chapters judging team enjoys reviewing the projects, seeking out good statistical applications, and sharing an evening together at the Southeast Michigan Science Fair.

GAISE-ING INTO THE STATISTICS COMMON CORE

The Ann Arbor Chapter of the American Statistical Association is offering a

FREE! summer seminar for grades 6-12 mathematics teachers.

The seminar will use the American Statistical Association's Guidelines for Assessment and Instruction in Statistics Education (GAISE) as a framework for helping the participants learn how to effectively teach the statistics standards of the Common Core State Standards for Mathematics.

Participants will come away with a thorough understanding of the learning trajectories for statistics topics in the Common Core, ways to use the GAISE statistical investigation process to teach the statistics standards, classroom-ready activities to actively engage students in the learning of statistics, and a deep understanding of the statistical topics in the Common Core.

The seminar will be taught by a team of expert statisticians and statistics educators.

Dr. Stephanie Casey Assistant Professor of Mathematics Education at Eastern Michigan University. Her research focuses on teacher knowledge for teaching statistics at the middle and secondary levels, motivated by her experience of teaching secondary mathematics for fourteen years.

Dr. Andrew Ross is an Associate Professor of Mathematics at Eastern Michigan University. He was named the Michigan MAA Distinguished Teaching Awardee in 2011.

Dr. Brenda Gunderson is a Senior Lecturer in the Department of Statistics at the University of Michigan. She coordinates and teaches Statistics and Data Analysis, with approximately 1800 students each term.

Dr. Anamaria Kazanis Pstat, is a Senior Statistician at Michigan State University. She is the current president of the Ann Arbor Chapter of ASA.

Who can attend: Grades 6-12
mathematics teachers

When: June 26-28, 2013, 9 a.m. to 3 p.m. (lunch break 12-1 p.m.)

Where: Washtenaw ISD, 1819 S.
Wagner Rd., Ann Arbor, MI. 48106

Credits: 15 Michigan State Continuing Education Clock Hours with \$20 application fee

Register: E-mail your name, school, and grade levels/courses taught to [Stephanie Casey](mailto:Stephanie.Casey@emich.edu) by May 31st, 2013.

EDUCATION UPDATES, RESOURCES, AND OPPORTUNITIES TO GET INVOLVED

Rebecca Nichols, ASA Director of Education

The American Statistical Association is dedicated to and involved in enhancing statistics education at all levels. The following describes new or ongoing statistics education projects, resources, and opportunities. With the increased focus on statistics education at the K-12, undergraduate levels, and beyond, there is an opportunity for chapters to get involved with statistics education outreach programs and to provide feedback regarding updating the ASA undergraduate curriculum guidelines.

K-12 Statistics Education

There is a new national focus on statistics education at the K–12 level, with statistics taking a more prominent role in the Common Core State Standards (CCSS). There is great need for professional development and resources to assist teachers who are teaching the increased statistics content. For information regarding the statistics content in the CCSS and the ASA’s Guidelines for Assessment and Instruction in Statistics Education (GAISE) Report: A Pre-K–12 Curriculum

Framework related to teacher preparation, see Christine Franklin’s article, “Common Core State Standards and the Future of Teacher Preparation in Statistics.”

The ASA and National Council of Teachers of Mathematics (NCTM) released a statement calling on universities and school administrators across the country to provide high-quality training and professional-development opportunities that will help prepare teachers lead classes on statistics.

In light of the CCSS, the Conference Board of the Mathematical Sciences (CBMS) released The Mathematical Education of Teachers II (MET2), which focuses on the mathematics and statistics preparation of K–12 teachers. The ASA review of *MET2* was well received by CBMS, which encouraged the ASA to expand recommendations to a white paper. The ASA board recently funded this project to create a companion report on the statistics

education of teachers, which will be led by Christine Franklin and Tim Jacobbe, both members of the ASA/NCTM Joint Committee. For information, visit the [CBMS website](#).

As part of the [International Year of Statistics \(Statistics2013\)](#), teachers everywhere can access a wealth of statistics instruction tools and resources from around the world. Schools also can sign up to participate in Statistics2013. We encourage chapters to participate in the International Year of Statistics and share information about these and the following K-12 resources and outreach programs with local schools described in the online [online flyer](#).

ASA hosts the U.S. version of [Census at School](#), a free international classroom project that engages students in grades 4–12 in statistical problem solving using their own real data. Students complete an online survey, analyze their class census results, and compare their class with random samples of students in the U.S. and other countries. A number of online webinars and other resources are available to help educators learn more about the project and how to explore the data. As of May, 2013, more than

13,500 students have participated from 43 states, plus Washington, DC. The ASA is seeking champions to help spread and grow the program nationally to help grade 4-12 teachers teach the increased statistics content in the standards. Information about how to get involved with the program is on the [Amstat News website](#). There is also a new [competition](#) offering cash prizes for the best new lesson plans using Census at School data with a due date of July 15, 2013.

The ASA is involved in enhancing K–12 statistics education, mainly through the efforts of the ASA/NCTM Joint Committee on Curriculum in Statistics and Probability. Committee projects include:

- [Bridging the Gap Between Common Core State Standards and Teaching Statistics](#), designed to help educators bring statistics into elementary- and middle-school classrooms
- [Making Sense of Statistical Studies](#), which provides investigations for upper middle-school or high-school students to gain experience in designing and analyzing statistical studies

- The printed [GAISE Report: A Pre-K–12 Curriculum Framework](#)
- The [Statistics Teacher Network \(STN\) newsletter](#)

[Statistics Education Web \(STEW\)](#) offers peer-reviewed K–12 lesson plans tied to the new standards. Statistics educators are invited to submit lesson plans for publication on the STEW website. There is a new competition offering cash prizes for the best new STEW lesson plans using U.S. Census at School data.

Free webinars on K–12 statistics education topics are available. This series was developed as part of the follow-up activities for the [Meeting Within a Meeting \(MWM\)](#) statistics workshop for math and science teachers. The next MWM statistics workshop and the [Beyond AP Statistics \(BAPS\)](#) workshop held in conjunction with Joint Statistical Meetings will be held during the 2014 Joint Statistical Meetings in Boston. New this year, we will be holding an MWM Statistics Workshop for Math and Science teachers at the ASA office August 15–16, 2013. We encourage chapters to share information about this workshop and consider sending some local middle

and high school math and science teachers or specialists to the workshop this August. The MWM Statistics Workshop registration will be available soon [online](#).

The [ASA/NCTM committee](#) also oversees the annual [poster and project competitions](#) for K–12 students, which offer opportunities for students to formulate questions and collect, analyze, and draw conclusions from data. Information about starting a regional poster competition is available on the [Amstat News website](#). We are seeking judges for the 2013 project competition that takes place via email over the summer and requires about four hours. If interested, email [Jamis Perrett](#).

The ASA/NCTM Joint Committee members also are involved in LOCUS, an NSF-funded project focused on developing assessments of statistical literacy. The intent of these assessments is to provide teachers, educational leaders, assessment specialists, and researchers with a valid and reliable assessment of statistics consistent with the (CCSS) and Pre-K–12 GAISE Framework. These

assessments also could serve as a placement test or pre/post assessment for college students' knowledge of statistics. For information about the LOCUS project, contact [Jacobbe](#) or visit the [LOCUS website](#).

The ASA is now a member of the [Science, Technology, Engineering, and Mathematics \(STEM\) Education Coalition](#) that is involved in national policy efforts and works to support STEM programs for teachers and students. The ASA also is involved with outreach efforts, including booths at the NCTM annual meeting and USA Science & Engineering Festival. There are flyers available to download regarding [education](#), [careers in statistics](#), and [contributions of statistics to society](#). A PDF version of the flyer is also available for download on the [International Year of Statistics website](#). These flyers could be helpful for local chapter outreach efforts and career day events.

Undergraduate Statistics Education

The [ASA/AMATYC Joint Committee](#) is investigating ways to increase the professional development opportunities

for two-year college teachers and working with the [Consortium for the Advancement of Undergraduate Statistics Education \(CAUSE\)](#) on outreach efforts. The [ASA/MAA Joint Committee on Undergraduate Statistics](#) and ASA [Section on Statistical Education](#) also are involved in efforts to enhance undergraduate education. Undergraduate statistics education resources are available at [www.causeweb.org](#), [www.amstat.org/education/resourcesforundergradteachers.cfm](#), and [www.amstat.org/education/pdfs/ASA_flyer_educators.pdf](#) (PDF download).

The [Journal of Statistics Education \(JSE\)](#) is beginning a webinar series through CAUSEweb in June. Authors will discuss their work and answer questions. The series will generally take place on the third Tuesday of each month from 12 p.m. to 1 p.m. (Eastern time). Once the webinars are recorded, links will be available at the [JSE website](#) and [CAUSEweb](#). Also visit CAUSEweb for information about other webinars and resources.

The [Causality in Statistics Education Award](#) is aimed at encouraging the

teaching of basic causal inference in introductory statistics courses. The prize will be given in 2013, 2014, and 2015.

The Carnegie Foundation for Advancement of Teaching is leading the Statway project.

It has been more than a decade since the American Statistical Association (ASA) approved a set of curriculum guidelines for undergraduate statistics programs. Since that time, much has changed and it is a good time to rethink the undergraduate curriculum. ASA President-elect Nathaniel Schenker has appointed a working group consisting of representatives from academia, industry, and government to make recommendations for changes in the

guidelines. The working group welcomes your input through a feedback form online. In addition to this online feedback form, there will be an open meeting to solicit feedback at the 2013 Joint Statistical Meetings in Montréal, Canada from 4-5 p.m. on Wednesday, August 7, in CC-515B. Feedback can also be sent to working group chair Nicholas Horton. We invite chapters to share information about the opportunities to provide feedback regarding updating the ASA undergraduate curriculum guidelines.

We welcome chapter involvement in all education outreach programs. For more information on getting involved, please contact Rebecca Nichols.

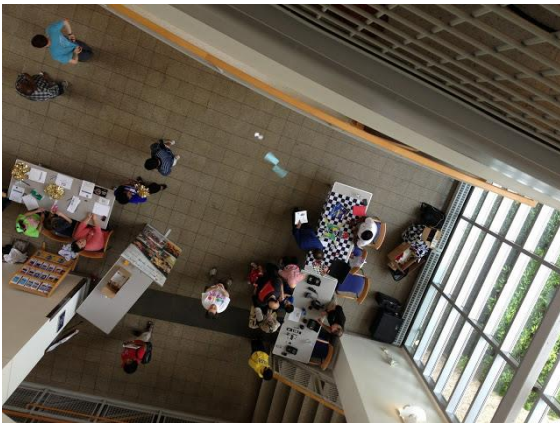
FLYING HIGH AT THE HOWARD COUNTY STEM FESTIVAL

Howard County held its first Science, Technology, Engineering, and Math (STEM) Festival at the Howard County Community College, midway between Washington, DC, and Baltimore, on June 9. What motivated four members of the Washington Statistical Society (WSS) to participate on this Sunday afternoon? John Scott (U.S. Food and Drug Administration) and John

Tillinghast (U.S. Census Bureau), Mark Otto (U.S. Fish and Wildlife Service), and Sylvia Tan (Research Triangle Institute) have helped with past WSS Quantitative Literacy projects. They enjoyed sharing their interests in science and math and especially liked engaging young people.

Although relegated to the third floor,

they used their location to their advantage. Rebecca Nichols (ASA Education Director) suggested a simple helicopter experiment. A hands-on demo that showed what statisticians do was more effective than complicated, but dizzying, displays. The kids flew helicopters of different propeller lengths and recorded which stayed aloft the longest.



Paper helicopters dropping from the third floor

The budding statisticians were more excited to launch the whirly papers down the three flights of the atrium, and they attracted more attention on the main floor. While Sylvia and John T. took flight times on their cell phone stop watches and collected the copters, John S. downloaded R onto a computer in the lobby, made histograms, and did a two-

sample t-test. Kids even came back to see how the experiment turned out.

Short	Long	Short+	long
7.7	10.0	7.4	11.3
6.8	11.6		
7.7	11.4		
5.8	10.8		
7.7	9.9		
7.2	10.8		
6.6	10.8		
6.8	10.8		
6.0	9.8		
7.3	10.4		
7.1	8.7		
7.1	10.8		
7.5	11.2		
9.0	11.5		
7.8	10.5		
6.7	11.2		
6.9			

Data in its rawest form

Mark missed most of the fun, giving two career talks on the making the often reported-on seasonally-adjusted economic numbers at the Census Bureau, and how to survey ducks and bald eagles at the Fish and Wildlife Service. He pointed out that statisticians ranked 20th out of 200 in career satisfaction for 2013, but they needed statisticians to do the survey in the first place. After a tiring day, the crew piled in together for the long drive back to Washington—a fun and satisfying day.

SECOND ANNUAL ASA CONFERENCE ON STATISTICAL PRACTICE A GREAT SUCCESS LeAnna Stork, Chair, 2013-2014 Conference on Statistical Practice Steering Committee

I am pleased to report that the second annual ASA Conference on Statistical Practice (CSP) which took place from February 21-23, 2013 in New Orleans, LA at the Sheraton New Orleans Hotel was a great success! Once again the CSP Steering Committee organized a terrific program with oral sessions, short courses, tutorials, and posters focusing on the needs of statistical practitioners, including data analysts, researchers and scientists, who engage in the application of statistics to solve real-world problems on a daily basis.



Robert Starbuck delivers the keynote address

The nearly 350 conference participants enjoyed the sessions, courses, and the keynote address given by Bob Starbuck

who provided valuable insights from his notable career with "Some Thoughts on How to be More Successful".

Conference participants also took advantage of the intimate size and feel of the conference for networking opportunities during the opening mixer, poster sessions, continental breakfast, and refreshment breaks.



Attendees at a short course on Survey Sampling taught by David Morganstein

The goals of CSP are to provide opportunities for statistical practitioners and analysts to learn new statistical methodologies and best practices in statistical analysis, design, consulting, and statistical programming. Unique to CSP are sessions focused on providing

attendees with tools and information to further enhance their career development and impact on their organizations through sessions on effective communication, impact, and career development. These sessions have been a favorite of conference participants and provide a valuable forum for discussion not typically focused on in other technical conferences. Also, new to CSP 2013 was the Practical Computing Expo which provided participants an



Attendees enjoy the opening mixer and poster session

opportunity to view demonstrations from various software vendors. Everyone had a great time at the closing feedback session which included conference prize drawings. Some of the great prize giveaways included a one-year ASA membership, two tickets to Busch

Gardens in Tampa (site of CSP 2014), tickets to the Florida Aquarium, and a Kindle Fire!

I would like to thank the 2012-2013 Steering Committee (CSPSC) for their dedication and hard work to make CSP 2013 a great success:

- Moon Jung Cho
- Sylvia Miller Dohrmann
- Amy E. Farris (ASA)
- Dominique M. A. Haughton
- Lee-Ann C. Hayek
- William Kahn
- Dennis Kunimura
- Aric LaBarr
- Donald W. McCormack
- Sam Murray
- Stephen Porzio (ASA)
- Jyoti N. Rayamajhi
- Jim Rutherford
- Keith Schleicher
- David C. Schlotzhauer
- Philip R. Scinto (Chair)
- LeAnna G. Stork (Vice-Chair)
- Winson Taam
- Jennifer H. Van Mullekom
- Wenjin Wang
- Kathleen Phillips Wert (ASA)

I would also like to give special thanks and recognition to Phil Scinto for his vision, commitment, and leadership to the CSP over the past four years. Phil has provided valuable contributions and unparalleled dedication in leading the development of the vision, planning, and implementation of now two successful CSPs. Thanks, Phil! We will continue to look forward to your mentoring for future CSPs.



Jim Rutherford, Sylvia Dohrmann, MoonJung Cho, and Keith Schleicher answer questions during the closing feedback session

We are pleased to announce that [CSP 2014](#) will be held in Tampa, FL from February 20-22, 2014 at the Hilton Tampa Downtown. The conference sessions will be focused on four main themes: Communication, Impact, and Career Development; Data Modeling

and Analysis; Big Data Prediction and Analytics; and Software and Graphics. The Steering Committee is busy preparing the program for CSP 2014, so please check back on the [conference website](#) later this year for details on what is sure to be another exciting program. We hope you will be able to join us in Tampa!

2013-2014 Conference on Statistical Practice Steering Committee (CSPSC)

- Jean Adams
- Cheryl Behrens (ASA)
- John Castelloe
- MoonJung Cho
- Todd Coffey
- Sylvia Dohrmann (Vice-Chair)
- Charles Fleming
- Jennifer Gauvin
- Edward Jones
- William Kahn
- Lynn Palmer (ASA)
- Jim Rutherford
- David Schlautzhuer
- Phil Scinto (Past-Chair)
- Eric Stephens
- LeAnna Stork (Chair)
- Eric Vance
- Wenjin Wang
- Kathleen Wert (ASA).

ASA CONNECTICUT CHAPTER HOLDS 11TH ANNUAL MINI-CONFERENCE: MAXIMIZING INFORMATION FROM CLINICAL TRIALS

The 11th Annual Connecticut Chapter Mini-Conference: Maximizing Information from Clinical Trials was held March 27, 2013 on the Bristol-Myers Squibb campus in Wallingford, Connecticut. Over 80 participants attended the day-long event. Invited conference speakers were Ming-Hui Chen, University of Connecticut; Neal Thomas, Pfizer, Inc.; Tom Trikalinos, Brown University; José Pinheiro, Johnson & Johnson; and James Rogers, Metrum Research Group.



Neal Thomas leads off the event with his talk on a meta-analysis of dose response studies

A contributed poster session was held as part of the conference. Visit the [conference website](#) for more information and to obtain a registration form.



Jose Pinheiro responds to a question after his talk on multi-stage dose-response studies

Speakers slides are available at http://www.amstat.org/chapters/Connecticut/home/MiniConference/2013_miniconf_program.htm.



Conference chair Dan Meyer presides over the panel discussion

STATISTICS WITHOUT BORDERS CONTINUES TO MAKE A DIFFERENCE



Statistics Without Borders (SWB) provides entirely pro

bono statistical assistance to non-profit organizations, particularly in the area of international health. SWB is an Outreach Group of the American Statistical Association that started in 2008. It has well over 900 members and is getting new projects at the rate on about once every 2 weeks. Generally these requests involve surveys in one way or another. Membership is open to everyone, whether or not members of ASA, and regardless of experience. SWB particularly needs to cultivate relationships with other organizations. If you know of an organization that could benefit from the expertise of SWB volunteers, email SWB Chair Justin Fisher.

SWB continues to participate in an unprecedented science diplomacy program between The Democratic People's Republic of Korea (DPRK) and the US/International Community. In this program SWB identifies pro-bono

instructors who will travel to the DPRK to teach short course for the Pyongyang Summer Institute (PSI) in Survey Science and Quantitative Methodology. The PSI is an intensive, international teaching program at the Pyongyang University of Science and Technology (PUST), the first and only private and international university, which was launched in the DPRK in the fall of 2010.

PSI is the first program of its kind in the DPRK. While political tensions have complicated the processing of approving visas for the visiting faculty, individuals on both sides are working together to resolve these issues.

The Summer Institute is jointly administered by the International Strategy and Reconciliation Foundation (ISRF), PUST and SWB. The ISRF is a 501(c)(3) organization recognized by the U.S. Departments of Treasury and Commerce for its humanitarian and educational programs in the DPRK. The PSI will begin as a three-year pilot program that will take place from July

2012—July 2014. PSI students are expected to be upper level undergraduate and graduate students with academic credentials comparable to students in Ivy plus schools.

The DPRK Working Group of SWB, all ASA members, was formed for planning and implementing the PSI. Co-chairs of the working group are Dr. Gary Shapiro, chair of Statistics without Borders and former mathematical statistician, U.S. Census Bureau; Justin Fisher; and Dr. Young Chun. Other members of the

group are: Professor Duncan Thomas, Director of the Biostatistics Division, and Verna R. Richter Chair in Cancer Research, University of Southern California; Dr. Griffin; Dr. James J. Cochran, past chair of SWB and professor, Louisiana Tech University; Michael Costello; Professor Sunghee Lee, University of Michigan Joint Program in Survey Methodology; Professor Dominique Haughton, Bentley University; and Professor Mary Gray, American University, Washington, D.C.

THE PACIFIC CONFERENCE FOR STATISTICS AND INFORMATION SYSTEMS TO BE HELD IN SUVA, FIJI

Mark Griffin, Friends of Australasia Co-Chair

The Pacific Conference for Statistics and Information Systems will be held in Suva, Fiji on July 2-5, 2012. The annual PaCSIS conference series has been established to advance expertise in statistics and computer skills within the local populations of the Pacific Islands. The conference is designed for delegates from any professional background (such as statisticians, health workers, government staff, businessmen, agricultural workers, and international aid workers), and the conference provides a solid introduction

into the use of statistics within these various fields.

Speakers and organizers for the conference include international experts from Australia, New Zealand, and the U.S., along with local experts from the Pacific Islands. The 2012 conference builds upon the success of the International Conference on Health Statistics in the Pacific Islands (ICHSPI) that was held in Suva, Fiji in July 2011. The conference is supported several organizations and agencies, including

the [Australian Development Agency for Statistics and Information Systems](#), the [Fiji School of Medicine](#), the [Friends of Australasia](#) (of the ASA), and the [Section for International Engagement](#) (of the Statistical Society of Australia)

Contact Conference Chair [Mark Griffin](#) (+61 448 176 926) or either of the Program co-Chairs [Sabiha Khan](#) (+679 926 5171) or [Ramneek Goundar](#) (+679 3233255) for more information.

CHAPTER REPORTS

Rochester Chapter Report

The Rochester, NY ASA Chapter has had a busy spring and looks to have an equally busy summer. The 2nd Annual Joint ASA Upstate New York Mini Conference, “UP-STAT 2013”, was held this past April 6th in the Xerox Auditorium on the Rochester Institute of Technology campus. The conference featured a truly magnificent keynote lecture from Professor George Michailidis, of The University of Michigan, on statistical methods and issues in the analysis of network data. Additional presentations covered a wide range of statistical fields and topics such as: sports statistics, theoretical statistics, computational statistics, biostatistics, design of experiments, and experiences as a practitioner of statistics in the real world. With the wide range of topics and fields covered, this year’s conference was a great

testament to 2013 as the “International Year of Statistics” and the idea that statistics are integral to the many activities of our daily lives. The [conference website](#) has a full listing of presentations as well as general information regarding the annual ASA Upstate New York Mini Conference.

In addition to hosting a rewarding conference for the 2nd straight year the Rochester ASA Chapter also announced the first data analytics tournament of upstate New York: “DAT-UP 2013”. Tentatively set for the end of August, teams of 3 or 4 (along with a faculty mentor) will compete in specific data analysis tasks (both qualitative and quantitative) that directly relate to real world processes with the winning team providing the optimal and most pragmatic solution to the given task. Prizes include a coveted Data Analytics Champion trophy along with prize

money. This tournament, co-hosted with the Journal of Unified Statistical Techniques (JUST), is open to undergraduate and master's level students from any university or college in upstate New York. For more information please contact the Rochester ASA Chapter President, Dr. Ernest Fokoué through the above ASA Upstate Conference website.

Lastly, the Rochester chapter is pleased to announce that plans are underway for the 3rd annual UP-STAT mini conference. The main goal for the 2014 conference is to continue the spread of statistics with a strong focus on reaching out towards younger, undergraduate and high school level, audiences so that our discipline may grow stronger, deeper roots within society. With two healthy conference showings already we are looking not only to present on the many facets of statistics, but to also help educate and drive the curiosity of others, whom are less versed in statistics, forward. To this end we are seeking any individuals wishing to participate or volunteer their help in coordinating with educational institutions throughout the upstate New York area to make UP-STAT 2014 a truly

remarkable and rewarding experience. Any inquires may, again, be directed to Dr. Ernest Fokoué through the ASA Upstate Conference website.

Alaska Chapter Report

The Alaska chapter held its annual conference in Anchorage, Alaska on August 15 – 17, 2012 at the University of Alaska Anchorage and more than twenty people attended the meeting. A short course on “Probability Sampling for Spatial Domains” was given by Dr. Don L. Stevens. Dr. Stevens is a Senior Research Professor (retired) from Oregon State University and Principal Statistician, Stevens Environmental Statistics, LLC. The course was oriented toward sampling environmental populations (lakes, rivers, streams, forests, wetlands, and the associated flora & fauna).

We will hold our next annual conference (23rd) in Anchorage, Alaska on June 10-14, 2013 at the Hilton Hotel Anchorage. The conference will be jointly held by ASA AK chapter and The International Environmetrics Society (TIES). The theme of the meeting is Quantitative Methods, Applications, and Issues in

Natural Resources: assessment, regulation, development, use and conservation. This joint event will be likely to draw a large group of environmental researchers worldwide. A two-day short course will be given together by Dr. Jay Ver Hoef (statistician of NOAA/NMFS), Dr. Steve Buckland (professor of University of St. Andrews in Scotland), Dr. Gary White (professor of Colorado State University), and Dr. Don Stevens (retired senior research professor of Oregon State University) on the topic of “Statistical Methods for Estimating Abundance of Natural Resources”.

Finally, the chapter website has finished its migration from the old site to its new [website](#).

Mid-Michigan Chapter Report

In celebration of the 2013 International Year of Statistics, the Mid-Michigan Chapter held its 2013 spring meeting on April 4, 2013 on the campus of Central Michigan University, Mount Pleasant, Michigan. Our guest speaker was Professor Ravi Khattree of Oakland University, Rochester, Michigan. He gave a talk on “Anti-eigenvalues and anti-eigenvectors in Applied Statistics”.

There was a social hour and a meeting from 7:00 – 7:30 pm. The invited guest speaker’s presentation was from 7:30 – 8:30 pm. The meeting was attended by over 40 participants from within and outside Mount Pleasant, Michigan.

Please visit the [Chapter’s website](#) for more information about its activities.

San Francisco and Bay Area Chapter Report

The SFBA Chapter has been extremely active over the past several months and has several plans for activities in the near future, including:

Short Courses: In mid-October 2012, the Chapter sponsored a one-day short course on causal inference taught by Professor Don Rubin of Harvard University. It was well attended by over 45 participants. The lecturer focused on concepts rather than mathematical details. Causal inference as missing data problem and the idea of propensity score were among the major concepts introduced. The audience was very engaged and asked many insightful questions. They even helped to replace a broken projector so the course could start.

In January 2013, eBay organized a 10-day course on Bayesian statistics taught by Professor David Draper from UC Santa Cruz. They invited SFASA as a co-organizer. The Chapter enrolled 15 people among a class of 60 and participated in the coordination work. SFASA also hosted a party in Biltmore Hotel after the first class. About 30 course participants and 5 Chapter Officers had a good time to mingle with each other.

Seminars: SFASA organized five seminars between November 2012 and May 2013. They were interesting seminars with attendance ranging from 15 to 60 people.

In November 2012, Professor Alexandra Piryatinska of Department of Mathematics in San Francisco State University talked about mathematical techniques in detecting change point for non-stationary time series via complexity of function and its application to EEG data.

In January 2013, a seminar by Dr. Xavier Amatriain, Director of Personalization and Engineering, in Netflix attracted almost 60 participants.

In his talk, Xavier gave an overview of the different data mining and machine learning techniques they currently use to personalize Netflix. These methods include a great variety of approaches: From the Matrix Factorization and Restricted Boltzmann Machines they learned during the one-million dollar Netflix Prize to advanced Learning to Rank approaches.

In February 2013, Dr. Jing Huang, Biostatistics Senior Manager in Amgen, gave a seminar on a simulation study about power enhancement for early detection of cardiovascular signals by comparing different statistical tests.

In March 2013, Professor Nick Jewell of UC Berkeley, taught the audience about probability of survival as a function of burial time in avalanche.

In May 2013, Vijay Mehrotra, Professor in University of San Francisco, will present a seminar on quantitative analysis challenges in modern call center management.

Statistics Education: The Chapter made a donation to StatFest 2012, a career day to encourage minority undergraduate and high school students

to engage in the profession of statistics. The ASA Minority Section sponsored event was held in early October 2012 in San Francisco. Two past presidents of SFASA, Kelly Fan and Chris Barker, were among a great panel of speakers. Kit Lau, the current president, attended the event.

Chris Barker of SFASA visited the AP statistics class in Lincoln High School in April 2013 to share with students of a career in biostatistics in industry. Such visits to the classroom were welcomed by the AP statistics teachers and students.

Upcoming Activities: On June 1, 2013, a half-day BioStatistics Symposium is going to be held in Stanford University. Mike Crager, Ph.D., Genomic Health, Adam Olshen, Ph.D., UCSF, Elizabeth Purdom, Ph.D., UC Berkeley, Hua Tang, Ph.D., Stanford, Yining Ye, Ph.D., Amgen and Houston Gilbert, Ph.D., Genentech are going to talk about statistical genomics, DNA sequencing and its application in drug discovery, DNA copy number variation, protein variation and multiple comparison adjustment.

Also in June, a student seminar by the winners of JSM travel awards by the Chapter will be held. This year, the award winners are Miles Lopes, Michael Higgins and Stephan Ritter, all from UC Berkeley.

North Texas Chapter Report

The activities of the North Texas Chapter of the ASA (NoTxASA) include 4 meetings a year and participation in a Science Fair in the spring.

At our last meeting in November, Dr. Cindy Ford was the featured speaker; she talked about the value of a statistical consultant in marketing research. Her talk provided insights for effective communication and a summary of the types of issues faced by marketing researchers along with example solutions for select marketing problems.

As in the past 15 plus years, the North Texas Chapter sponsored a pair of special awards at the Beal Bank Dallas Regional Science and Engineering Fair. Started in 1957, the DRSEF is one of the largest regional science fairs in the country. This year's fair had nearly a thousand student participants from over

one hundred public and private schools from the North Texas region. The regional winners will participate in the Exxon Mobil Texas State Science Fair and the Intel International Science and Engineering Fair (ISEF).

John Blankenbaker, NoTxASA Chapter secretary/treasurer, served as the judge and awarded both \$100 prizes to Krithika Iyer, an eighth grader at Rice Middle School in Plano for her project "Bayesian Inference Model to Reduce False Positives in Mammography". Krithika showed an impressive level of scientific maturity, reaching out to nationally known radiologists and leveraging publically available software to create Bayesian network models that performed as well on the mammogram classification task as existing tools.

Along with the Houston and San Antonio Chapters, the Chapter was awarded the 2013 Council of Chapters Traveling Course to be presented by Dr. Douglas Montgomery; the topic of his presentation is "Recent Developments in Designed Experiments". The Chapters are currently working with Dr. Montgomery to determine the dates this course will be offered.

Chicago Chapter Report

The International Year of Statistics has been a big one for the Chicago Chapter of the ASA so far. In addition to the organization's regular monthly luncheons, the CCASA has been fortunate enough to host its annual Statistician of the Year award dinner where they honored Jay Kadane, as well the Statistical Advocate of the Year award that was given to Roger Hoerl. The chapter has fully embraced the year of statistics as a way to reach out to the statistical community and offer lectures and events relevant to the growing interest in this field.

The biggest event of the year was held in January when over one hundred business professionals, academics, and government workers attended the Big Data Applications Conference. While the annual conference is always a highlight for the CCASA, this year the overwhelming participation certainly reiterated what everyone already knew – Big Data is a big issue. Speakers at this well received event included John D. Corbett talking about the use of Big Data in global economic development, a representative from ComScore who

emphasized the importance of data analytics in business, as well as a fascinating presentation by Raymond Fu from Northeastern University who gave guests a glimpse of how data is being used in facial recognition technologies. Board member John VanderPloeg did an excellent job organizing and promoting the conference and membership increased significantly in the days prior to and after the event.

The Chicago chapter's April Workshop was a great success as well as Tony Babinec spearheaded this full day event on probability models for customer analytics. With over 50 attendees, the workshop featured Pete Fader of the Wharton School at the University of Pennsylvania whose research focuses on customer lifetime value and sales forecasting for new products. Bruce Hardie, Professor of Marketing at the London Business School also spoke about the development of data-based models to support marketing analysts and decision makers.

Chapter president Linda Burtch and the entire board of directors have had an exciting eight months planning the 2012-2013 chapter activities and are thrilled

with the record attendance at monthly luncheons. Topics have been varied and touched on everything from data analytics in city government to Google's Greg Green addressing advanced analytics issues at one of the biggest and most recognizable firms in the world. As there have been far too many great events this year to mention, please visit the [chapter's website](#) for more details.

Mrs. Burtch and the board are honored to represent the Chicago chapter that has consistently remained committed to the values of the American Statistical Association and are looking forward to many more great years.

Southwest Michigan Chapter Report

The Southwest Michigan Chapter of the ASA held a Membership Social on April 4, 2013. The event was held in conjunction with a seminar hosted by the Grand Valley State University (GVSU) Statistics Department, and took place on the Allendale campus of GVSU. From noon to 1pm, students enjoyed free pizza and heard about the benefits of ASA membership. Brochures and other promotional materials were utilized, including a PowerPoint

presentation supplied by the ASA. Several free student memberships and free issues of Significance magazine were raffled. From 1:00-2:00 p.m., Dr. Christy Chuang-Stein, Vice President of the Statistical Research and Consulting Center at Pfizer Inc., gave a talk titled “What I Have Learned in 33 Years as a Professional Statistician.”



Christy Chuang-Stein addresses the Southwest Michigan Chapter

Her talk was especially pertinent to the 50 or so students in attendance. Due to several questions from the audience, the talk went over the allotted time and was very well-received. The GVSU Statistics Department and Southwest Michigan Chapter of the ASA were honored to have such a distinguished Statistician address the large gathering students, and were happy to add a few new student members to the ranks of

the ASA as well.

Southern Ontario Regional Association Report

SORA (Southern Ontario Regional Association) organized a free analytics seminar series in Toronto that provides educational and networking opportunities for analytics professionals, students and academics. The chapter established its LinkedIn group and welcomes everyone to visit our web page to find out about our next [seminar](#)! This seminar series organizer is Eric Cai from Predictum, Inc.

SORA and its colleagues in Buffalo-Niagara chapters are organizing an annual workshop hosted in the School of public health at University of Toronto on May 21, 2013. The topic of this year's workshop is on data mining and this workshop is one of the series of travel courses sponsored by ASA.

Furthermore, SORA is maintaining its online [wiki site](#) promoting interactions among local statisticians. Please visit our wiki site to see our recent events and join our discussions online. The Wiki site webmaster is Professor Georges Monette from York University.

South Carolina Chapter Report

The South Carolina chapter held its 43rd annual meeting in conjunction with the Statistics2013 Palmetto Symposium on March 29, 2013 at the University of South Carolina-Columbia. There were around 50 attendees including members and nonmembers from Clemson, Charleston, and Columbia, SC. Dr. Frank Samaniego from the University of California, Davis provided the keynote address about network reliability.



Dr. Frank Samaniego gives his keynote address about network reliability

Meanwhile seven students gave presentations during the meeting. Two students, AKM Fazlur Rahman and Dewei Wang, won the best presentation awards. The next meeting of the SC-ASA will occur on October 25, 2013 in

Clemson, SC where Dr. Ron Wasserstein will be the invited speaker.

Syracuse Chapter Report

The 2012- 2013 academic year was active for the Syracuse Chapter. In November 2012, the chapter organized a panel discussion at Le Moyne College on the topic, “Strategies and Challenges in the Teaching and Learning of Statistics”. Panelists included Dr. Caitlin Cunningham (Le Moyne College), Dr. Trijya Singh (Le Moyne College), Dr. Diane Kiernan (SUNY ESF), Georgette Nicolaidis (Syracuse University) and Jennifer Bergamo (OCC). The event was well attended by educators from other arenas such as psychology, biology, and sociology, and a fruitful and interesting discussion followed. The chapter plans to organize another such panel discussion next year.

In March 2013, the Syracuse Chapter and the Department of Mathematics at Syracuse University invited Dr. Caitlin Cunningham from Le Moyne College to deliver a talk at Carnegie Hall (SU). Her talk was based on the use of hidden Markov models in the analysis of gene data. The talk was well attended, even

by biologists from Upstate Medical University in Syracuse.

North Carolina Chapter Report

The North Carolina Chapter organizing a one day symposium to bring together local researchers and students to celebrate statistics in N.C. and IYOS 2013. The symposium will feature plenary talks that look at the history of statistics in North Carolina and future directions for our field. Confirmed speakers include Dr. Marie Davidian (NCSU) and Dr. Ross Leadbetter

(UNC). Students will be a special focus of the symposium as there will be a poster competition for high school students and contributed speaking sessions for undergraduate and graduate students working on both theoretical and applied data problems. We ask members local to NC to hold the date of October 12, 2013 for the symposium, which will be held on the NC State University campus. Details are still being worked on and the chapter hopes to have more information available soon.

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