



# The American Statistical Association

## San Francisco Bay Area Chapter

Since 1928

May  
March, 1995

### Joint Biostatistics and General Applications Program

#### An Application of Ordered Probit Analysis

**Farhad Sabetan**

Director of Quantitative Economic Analysis  
Pacific Bell

Regression analysis and conjoint analysis have been used to analyze ordered response data from surveys examining consumers' interest. Due to a variety of problems, regression based specifications are inappropriate. Recently, Pacific Bell conducted a survey to examine the intensity of consumer preferences using ordered responses. This analysis presents the application of the ordered probit model to this data eliminating the problems arising from regression analyses.

**Date:** Thursday, May 25, 1995

**Time:** 3:30 - 4:00 Coffee  
4:00 - 5:00 Talk

**Place:** Failure Analysis, Menlo Park  
(See map on reverse.)

Dr. Sabetan received an M.S. in economics from Cal State Hayward and a Ph.D. in economics from the University of California, Davis, and has been with Pacific Bell since 1986. He has also worked two years for the California Public Utilities Commission and has taught economics at Cal State Hayward, San Francisco State University and Golden Gate University.

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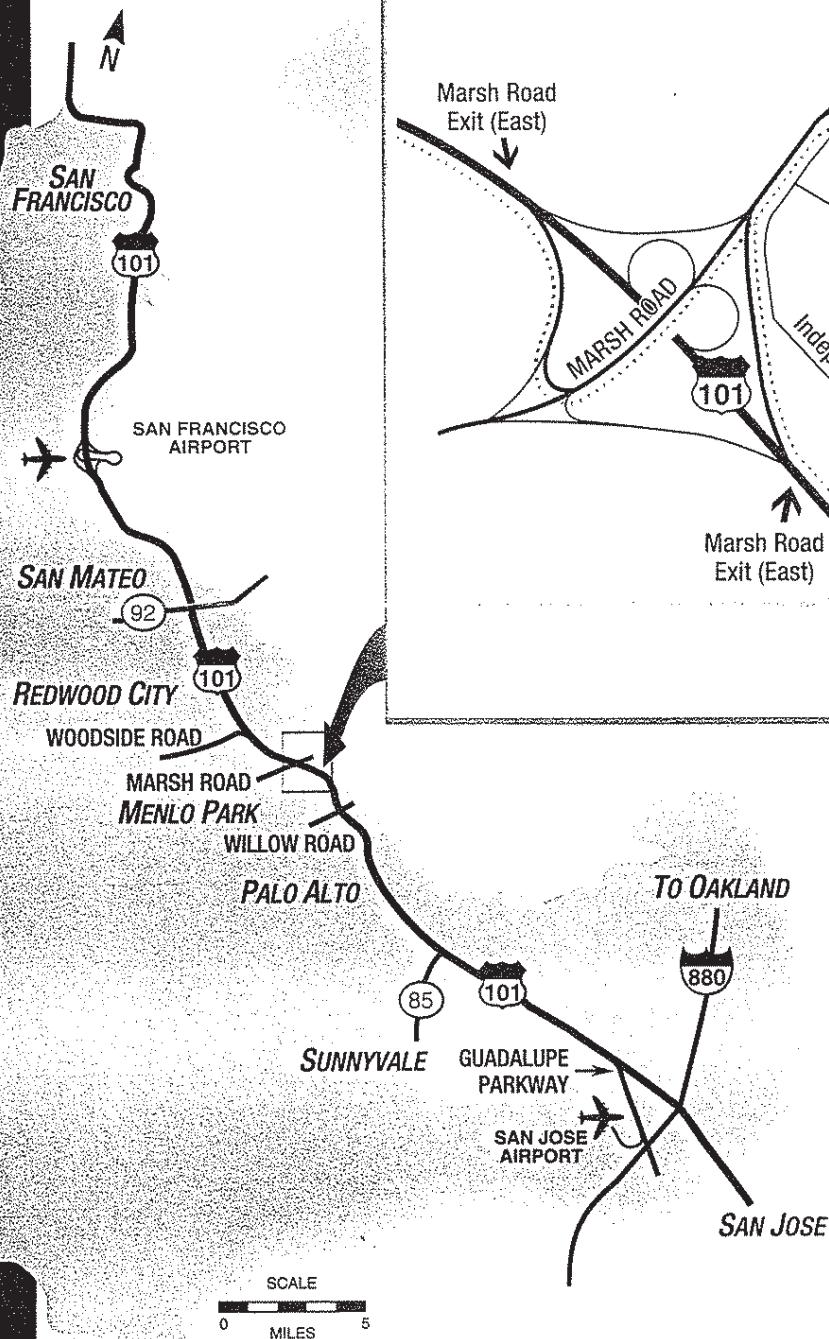
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# The Failure Group



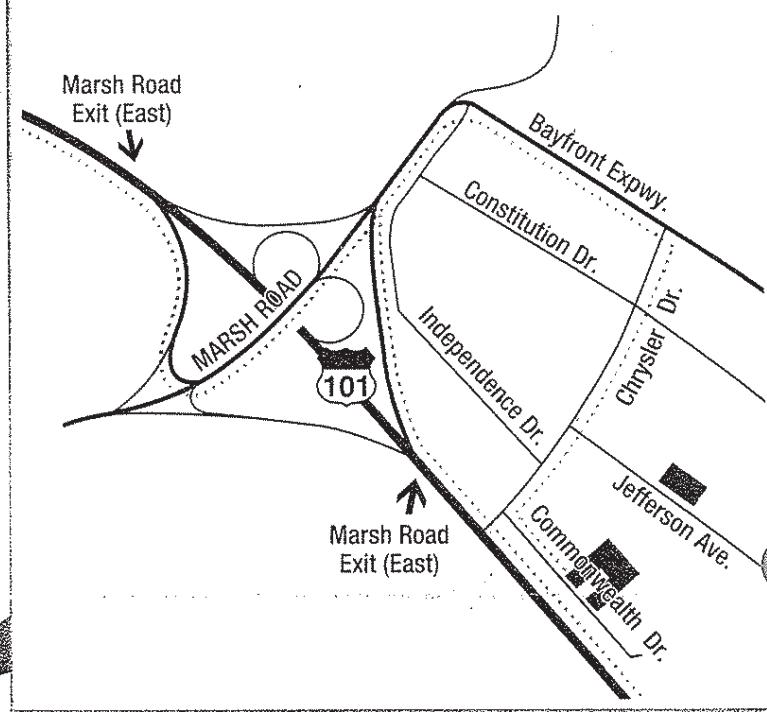
## The Failure Group, Inc.

### Main Office Complex:

149 Commonwealth Drive, Menlo Park, California 94025  
(415) 326-9400

### Additional Facilities:

155 Jefferson Avenue, Menlo Park, California 94025  
(415) 326-9400



## Employment Opportunities

### Statistician

National Semiconductor

This key opportunity requires 5+ years in teaching and consulting engineers in Manufacturing, Research Development and Non-Manufacturing environments. Must have a key understanding of the application of statistics to semiconductor and electronic environment. In-depth knowledge of development, implementation, and promotion of statistical techniques is essential. Requires a minimum MS degree in Statistics or equivalent, and a demonstrated record of success in teaching, consulting and translating theoretical concepts into practical applications.

Please mail or fax your resume to David Apodaca, National Semiconductor Corporation, 1020 Kifer Road, M/S 14-270, Sunnyvale CA 94086; FAX (408) 721-8202. Learn more about National on the Internet's World Wide Web at <http://www.careermosaic.com/cm/ns/home.html>.

National gives preference to current qualified employees for all opportunities and is an equal opportunity employer.

### Statistician/Principal Engineer

National Semiconductor

This multi-faceted position involves assisting in the use of quantitative techniques throughout manufacturing and research organizations and will utilize your in-depth knowledge of development, interpretation, and promotion of statistical techniques. In addition, you will participate in the development of FMEA and control plans, as well as develop models that describe and predict operational performance.

To qualify, you must have an MS in Statistics or equivalent. Also crucial will be your knowledge of DFM, DFT, DOE, MSA, FMEA as well as experience with SAS or RSI.

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### Senior Statistician

LifeScan, Inc. Milpitas

LifeScan, a successful member of the Johnson & Johnson family that researches and manufactures diagnostic products for people with diabetes, has an opportunity for a senior statistician in Milpitas. Responsibilities are to assist departments within LifeScan to design protocols

utilizing appropriate statistical and analytical techniques. Requirements include excellent problem solving skills; an MS or PhD in statistics or equivalent; 5+ years experience in an industrial or pharmaceutical environment; experience in design and analysis of clinical studies, sampling plans, design of experiments, SPC, and the application of SAS; background as a project leader.

If you're a proven team leader who has strong interpersonal and communication skills, please send your resume to: LifeScan, Inc., AMSTATTJP, P.O. Box 54999, Santa Clara, CA 95056-4999. No phone calls please. Equal Opportunity Employer.

### Statistician/Programmer

Medronic Interventional Vascular. Milpitas

Medronic Interventional Vascular (MIV) is a premier medical device company that develops, manufactures, and markets angioplasty products, and is located in San Diego. MIV is looking for a statistician to provide programming and statistical support for clinical programs.

Candidates must have a four year degree in biostatistics, statistics or computer science; experience managing data bases in a PC/networking environment; working knowledge of statistical programs such as SAS, SPSS or BMDP and data base programs such as Microsoft Access, RBASE, Clinical or FoxPro.

Please send resume to Janice Miller, Staffing Consultant, Medtronic/1387, 9410 Carroll Park Drive, San Diego, CA 92121. Or fax resume to Janice Miller, Staffing Consultant/1387 (619) 453-0637.

### Associate Director, Technology: Statistics

A consumer products company

Reporting to the vice president, Global Product Safety, Regulatory and Information Technology, will be responsible for leading and directing the application and implementation of statistical programs in support of product development.

Requirements include: Ph.D. statistics or related degree; 10+ years experience, emphasizing the practical application of statistics as a problem solving tool in the product development process; 3+ years of supervisory/management experience; excellent communication skills, including the ability to promote the use of statistics to internal customers; and exceptional professional and personal presence demonstrating the ability to represent the company to regulatory and professional agencies.

Salary range: \$90-105K (+ bonus). Excellent company supported relocation to attractive, suburban Technology Center Location. Please submit resume in strict confidence to Josh Marcus, Marcus & Associates, 345 Kear St, Yorktown Heights, N.Y. 10598.

## Employment Opportunities

### Biostatistician

McLaren/Hart Environmental Engineering Corporation, Alameda

The ChemRisk division of McLaren/Hart Environmental Engineering Corporation is seeking two MS-level biostatisticians/statisticians with 0-5 years of experience for our Alameda, CA office. Responsibilities include providing statistical and SAS support for the analysis of epidemiologic and environmental data. The preferred candidate will have an undergraduate degree in math/stat; MS in biostat/stat and course work or experience in the analysis of epidemiologic and environmental data. Course work or experience in the following areas is desirable: linear models, survival analysis, categorical analysis, epidemiologic methods, survey sampling. Requires knowledge of SAS and familiarity with IBM PC systems. Experience with FORTRAN is desired. For more information, please contact Deborah Quinlan, BridgeGate Group, (415) 788-7800; fax (415) 788-7710, dquinlan@ji.com.

### Newsletter Submissions

Send submissions to Michael Lock, Becton Dickinson, 2350 Qume Drive, San Jose, CA 95131-1807; (408) 954-2583, Fax: (408) 435-7346, sfasa@stat.berkeley.edu.

## Call for Media Spokespersons

The chapter has begun to compile a list of Bay Area statisticians who are willing and qualified to contribute expert commentary on the statistical aspects of current events to members of the local news media. Examples might include estimating the prevalence of HIV, the effectiveness of cancer treatments, the odds of winning the lottery, the interpretation of crime statistics and the validity of DNA evidence. The list will be distributed to local news outlets and reporters will be encouraged to contact one or more statisticians when a pertinent story arises.

If you feel you have an expertise in area of interest to the public or the media and would like to volunteer as a potential spokesperson, please drop a note to Dr. Rose Ray at Failure Analysis Associates, 149 Commonwealth Drive, P.O. Box 3015, Menlo Park, CA 94025, or call her at (415) 688-7264.

## Join the SF Bay Area ASA Chapter

To join the local chapter of the ASA, send a note with your name and address to Jim Lenihan, 1 Appian Way #702-2, South San Francisco, CA 94080. Please enclose a check for one year's membership, \$9 (\$3 for students), payable to "ASA, Bay Area Chapter". You may also join the chapter when paying dues to the national organization.



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**American Statistical Association**  
1096 Karen Way  
Mountain View, CA 94040