



# The Southern California STATISTICIAN

\* Meeting Memo and Newsletter \*

Volume 20 Number 4 SOUTHERN CALIFORNIA CHAPTER AMERICAN STATISTICAL ASSOCIATION

LOS ANGELES AREA MEETING - JANUARY 1983

WHO: Daniel Yankelovich,  
founder and chairman of Yankelovich,  
Skelly and White

WHEN: Thursday, January 20, 1983  
6:00 pm - Social Hour  
7:00 pm - Dinner  
8:00 pm - Speaker

WHERE: University Club, U.C. Riverside

PRICE: \$9.25  
\$7.50 for full-time students

DINNER RESERVATIONS: Please place your  
dinner reservations by Monday,  
January 17, 1983 at one of the  
following numbers:  
ORANGE COUNTY AREA:  
Bob Newcomb (714)833-5979  
833-6806

LOS ANGELES AREA:  
Marge Lebsock (BMDP Stat Software)  
(213)475-5700

RIVERSIDE AREA:  
Virginia Broach  
(787-3776)

DIRECTIONS: FROM LOS ANGELES: Take Rte. 60  
directly to UC Riverside. Exit on the  
University offramp.

FROM ORANGE COUNTY: Take Rte 91  
to Rte. 60 I/15 offramp. Exit on the  
University offramp from Rte. 60.

NOTE: DO NOT TAKE the University offramp  
from Rte. 91.

FROM SAN DIEGO: Take Rte 395  
to Riverside. Exit on the University Avenue  
offramp.

## WORKSHOP IN APPLIED STATISTICS:

Enclosed with this month's newsletter is an  
announcement of our second annual one-day  
workshop in applied statistics that is  
being presented by the Chapter on April 29,  
1983.

We hope you will encourage your professional  
colleagues to join you in attending what  
we believe will be a repeat of last year's  
successful event. Please feel free to make  
as many copies of the announcement as you  
wish, and distribute them to your colleagues  
who might be interested in attending the  
event. Additional announcements are avail-  
able from :

Janet Williams  
Math Dept., UCI  
Irvine, CA 92717

## EMPLOYMENT NOTICES

As a service to employers and chapter members,  
the Newsletter is inviting employers to  
submit employment opportunities for statis-  
ticians for publication. Because this News-  
letter is sent monthly to nearly 900 statis-  
ticians and students in the Southern Calif-  
ornia area it should be a convenient and  
effective forum for publicizing job opportu-  
nities in statistics. Notices should be sent  
to the Newsletter editor, Steve Colome.

Call for papers and participation:  
SECOND INTERNATIONAL WORKSHOP ON STATISTICAL  
DATABASE MANAGEMENT

27-29 September 1983 Los Altos, CA  
For further information contact:

Peggy Little  
Lawrence Berkeley Laboratory  
Bldg 80C  
Berkeley, CA 94720  
(415) 486-6386

Quality Enhancement Seminars, Inc.  
presents A.W. EDWARDS DEMING SEMINAR  
with WORKSHOP - Japanese Methods for  
Quality and Productivity

January 18-21 Los Angeles  
For further information call (213)477-6394

SOUTHERN CALIFORNIA CHAPTER

**American  
Statistical  
Association**

University of California  
Program in Social Ecology  
Irvine, CA 92717  
Steve Colome



# The Southern California STATISTICIAN

❖ Meeting Memo and Newsletter ❖

Volume 20 Number 5

SOUTHERN CALIFORNIA CHAPTER AMERICAN STATISTICAL ASSOCIATION

LOS ANGELES AREA MEETING - February 1983

**WHO:** Kuang-Ho Chen  
Professor, Biomedicine/Applied  
Mathematics, and Adjunct Professor  
of Microbiology, California State  
University, Long Beach

**TOPIC:** Migration History Reconstruction-  
Genetics Study of Surnames in  
Taiwan

**WHEN:** Thursday, February 24, 1983  
6:00 p.m. - Social Hour  
7:00 p.m. - Dinner  
8:00 p.m. - Speaker

**WHERE:** USC Faculty Club  
USC (Entrance on Figueroa between  
Exposition and Jefferson Blvds.)

**PRICE:** \$12.00 - Regular members  
\$10.00 - Full-time students

**DINNER RESERVATIONS:** Please place your  
dinner reservations by NOON,  
Tuesday, February 22 at one of  
the following numbers:  
**ORANGE COUNTY AREA:**  
Bob Newcomb (714) 833-5979  
833-6806  
**LOS ANGELES AREA:**  
Marge Lebsock (BMDP Stat. Soft-  
ware) (213) 475-5700

## THE SPEAKER AND HIS TOPIC

KUANG-HO CHEN received his Ph.D. in Mathematics from Northwestern University in 1970. Since then he has taught mathematics at the University of New Orleans and biomathematics at the University of Alabama in Birmingham and has been a staff member of the SIAM INSTITUTE for Mathematics and Society (SIMS) under the SIMS Transplant Program and a consulting Associate Professor of Genetics at Stanford University School of Medicine where he collaborated with Dr. L. L. Cavalli-Sforza on the project which is the subject of his talk.

In this project the geographic distribution of surnames in Taiwan, published by S. H. Chen and M. H. Fried in 1968, based on the census data in 1956, is studied as a potential source of information on the migrational history of the population in Taiwan. Isonymies between counties showed little, if any, correlation with geographic distance, and showed only correlation with distance by sea routes. Tree analysis with average linkage and principal component analysis showed a clustering which was difficult to interpret on the basis of geographic considerations, but could be entirely explained on the basis of historical information on settlements of the island from mainland China in the last three centuries, and major later internal migrations.

The migration rates of hsians/chiens, the basic administration units, are being estimated in order to obtain a better understanding of major later internal migration in the island. The theories applied are the following: R. A. Fisher's application (1958) of the logarithmic distribution to the species-abundance relationship in animal samples, S. Karlin and J. McGregor's theory (1966) of the distribution of neutral alleles, and the W. J. Ewens' (1979) discrete stochastic models. There is no major discrepancy in the magnitude order among the rates estimated based on the three theories.

## CAREER DAY

Career Day will be held on TUESDAY, April 26, 1983. This annual event will provide an opportunity for students to visit non-academic statisticians at their place of business. Following the day's activities there will be an evening dinner program devoted to the topic of the day.

**PROFESSIONAL MEMBERS:** If you are interested in hosting students at your place of employment, please contact Etan Markowitz at (714) 732-7246 or leave message at (213) 835-4181.

**FACULTY MEMBERS:** We encourage all faculty members to solicit participation of students. If you would like to help organize students on your campus, please contact Herb Rutenmiller at (714) 773-2284 or 2221 (messages).

IF YOU ARE INTERESTED IN SERVING ON THE CAREER DAY PANEL, PLEASE CONTACT JANET WILLIAMS at (714) 833-5424 or 833-5503 (messages).

## WORKSHOP IN APPLIED STATISTICS:

Enclosed with last month's newsletter was an announcement of our second annual one-day workshop in applied statistics that is being presented by the Chapter on April 29, 1983. Early reservations may insure a free lunch. We hope you will encourage your professional colleagues to join you in attending what we believe will be a repeat of last year's successful event. Additional announcements are available from:

Janet Williams (714) 833-5424  
or 833-5503

Noel Wheeler (213) 825-3296

SOUTHERN CALIFORNIA CHAPTER

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University of California  
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Steve Colome

NEWCOMB, ROBERT L.  
SOCIAL SCIENCES  
UNIVERSITY OF CALIF  
IRVINE CA

92717



# The Southern California STATISTICIAN

❖ Meeting Memo and Newsletter ❖

vol 20 no 6 SOUTHERN CALIFORNIA CHAPTER AMERICAN STATISTICAL ASSOCIATION

LOS ANGELES AREA MEETING - March 1983  
JOINT MEETING WITH JOINT SOUTHERN CALIFORNIA CHAPTER OF TMS/ORSA

**WHO:** Bernard Hanes  
Professor of Health Sciences  
California State University,  
Northridge

**TOPIC:** Research and Consulting Experiences  
in Risk Analysis and Quality Assurance

**WHEN:** Thursday, March 24, 1983  
6:30 - Social Hour  
7:30 - Dinner  
8:30 - Speaker

**WHERE:** Lobster House  
4211 Admiralty Way, Marina del Rey  
(Restaurant is at the intersection of  
Via Maria-Ocean Avenue and Washington  
Blvd. Park in coffee shop lot next  
door to avoid tipping doorman at  
restaurant.)

**PRICE:** \$12.50 - Regular members  
\$11.00 - Full-time students

**DINNER RESERVATIONS:** Please place your dinner  
reservations by NOON, Tuesday, March  
22 at one of the following numbers:  
**ORANGE COUNTY AREA:**  
Bob Newcomb (714) 833-5979  
833-6806  
**LOS ANGELES AREA:**  
Betty Kohn, Southern California Gas  
Company (213) 689-3276

Dr. Leone is visiting Chapters of ASA on the West Coast and will discuss with us activities of ASA on the national level as well as Chapter activities. This is an informal meeting, i.e., no lectures. Come and input your thinking about what ASA and SCASA should be doing. (The February, 1983 "Amstat News" contains Dr. Leone's 1983 Report on ASA.)

#### THE SPEAKER AND HIS TOPIC

Risk Analysis, especially Assurance, has received a great deal of attention and publicity lately. The quality of American goods and services has been seriously questioned. Dr. Bernard Hanes will discuss his recent experiences in Quality Assurance with respect to: (1) Areas of recent research; (2) Consulting experience; (3) Communication with Practitioners; (4) Careers in that area.

Dr. Hanes received a Ph.D. in Industrial Psychology in 1952 from Ohio State. He started work with a personnel selection firm in the insurance and paper industries. He then slowly migrated to quantitative approaches in business and health. Dr. Hanes has received four fellowships in Computer Science and Mathematics at UCLA, Carnegie-Mellon, University of Wyoming, and the University of Minnesota. Since 1956, he has been consulting in Quality Assurance, production management, work standards, and risk analysis. Dr. Hanes has written about 40 articles and owns his own consulting business. When bored, he got a Master's degree in Toxicology. How did he become an expert in R.A. and Q.A.? We want him to tell us that.

#### SPECIAL LUNCHEON MEETING with

Dr. Fred Leone, Executive Director ASA and  
Officers of SCASA

**WHERE:** The University Club, U.C. Irvine

**WHEN:** Thursday, April 14, 1983 at Noon

**PRICE:** \$5.00

**RESERVATIONS:** By Monday, April 11, 1983 with  
Bob Newcomb (714) 833-5979  
833-6806

## CAREER DAY

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**PROFESSIONAL MEMBERS:** If you are interested in hosting students at your place of employment, please contact Etan Markowitz at (714) 732-7246 or leave message at (213) 835-4181.

**FACULTY MEMBERS:** We encourage all faculty members to solicit participation of students. If you would like to help organize students on your campus, please contact Herb Rutemiller at (714) 773-2284 or 2221 (messages).

Contact Jeff Lea, Management Recruiters, 1040 Marsh Rd., Suite B-240, Menlo Park, CA 94025 (415) 328-8024 about the following jobs:

Orange Co. Pharmaceutical Co.

Manager of Biostatistics - Ph.D. w/ 3-5 yrs. experience. Supervise a group of 16. Knowledge in clinical trials, pre-clinical trials, & computer knowledge. Strong in verbal & written skills.

Senior Biostatistician - Ph.D. w/ 1-3 yrs. exp. or M.S. w/ 5-7 yrs. exp. Clinical trials, protocols, develop statistical design, work w/ technical writing group; pre-clinical trials w/ toxicology & pharmacology groups.

Biostatistician - M.S. or Ph.D. Similar to Senior Biostat., only less responsibility. Entry level.

IF YOU ARE INTERESTED IN SERVING ON THE CAREER DAY PANEL, PLEASE CONTACT JANET WILLIAMS at (714) 833-5424 or 833-5503 (messages).

### WORKSHOP IN APPLIED STATISTICS:

Enclosed with January's newsletter was an announcement of our second annual one-day workshop in applied statistics that is being presented by the Chapter on April 29, 1983. Early reservations may insure a free lunch. We hope you will encourage your professional colleagues to join you in attending what we believe will be a repeat of last year's successful event. Additional announcements are available from:

Janet Williams (714) 833-5424  
or 833-5503

Noel Wheeler (213) 825-3296

Senior Biostatistician, Mid-West Pharmaceutical Co. - Ph.D. w/ 3-5 yrs. exp. Clinical trials & pre-clinical trials. Strong educational background in biostatistics. Support NAD's.

Senior Statistician, Bay Area Diagnostic Equipment Co. - M.S. or equivalent. Develop statistical design. Use software programs for quality control & R & D divisions. Act as the primary statistical resource to biochemists & senior scientists.

SOUTHERN CALIFORNIA CHAPTER

# American Statistical Association

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Program in Social Ecology  
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NEWCOMB, ROBERT L.  
SOCIAL SCIENCES  
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IRVINE CA 92717



# The Southern California STATISTICIAN

✧ Meeting Memo and Newsletter ✧

vol 20 no 7

SOUTHERN CALIFORNIA CHAPTER AMERICAN STATISTICAL ASSOCIATION

## APRIL MEETING ANNOUNCEMENT

### LOS ANGELES AREA MEETING CAREER DAY

The panel will address the topic of the day.

#### PANEL

WILFRID DIXON - Professor in the  
Department of Biomathematics at UCLA -  
Moderator

JEWEL ALDERTON - Vice President -  
Director of Research at Facts Consolidated

ETAN MARKOWITZ - Computing specialist at  
Hughes Aircraft Company, Fullerton

JUDY HOPKINS - Project coordinator at the  
Hemophilia Rehabilitation Center of the  
Orthopaedic Hospital

GEORGE YEN - Chief of the Rate Administration  
Bureau at the State of California Department  
of Insurance

TOPIC: Careers in Statistics  
WHERE: UCLA Faculty Center  
WHEN: Tuesday, April 26  
6:00 Cocktails  
7:00 Dinner  
8:00 Panel Discussion  
PRICE: \$9.00 - Regular members  
\$7.00 - Students

DINNER RESERVATIONS: Please place your dinner  
reservations by Friday, April 22 at one of the  
following numbers:

ORANGE COUNTY AREA:  
Bob Newcomb (714) 833-5979  
833-6806

LOS ANGELES AREA:  
Marge Lebsack (BMDP Stat. Software)  
(213) 475-5700

### CAREER DAY - A LAST MINUTE INVITATION TO STUDENTS

Students who have not yet registered for  
site visits during Career Day, contact  
Herb Rutenmiller at (714) 773-2284 or  
2221 (messages)  
or Bob Newcomb at (714) 833-5979 or  
6806

### SAN DIEGO AREA MEETING

WHEN: Friday, May 6, 1983

For more information call Eugene Sibbald at  
(619) 263-3216 or  
John Chambers at (619) 291-6480, x4482.

### CALL FOR NOMINATIONS

Suggestions, including self-nominations, for  
Chapter officers and a Vice Chairman of the  
San Diego subgroup, who would become the  
chair of that group in 1984-85 academic year,  
for the 1983-84 academic year should be for-  
warded by 1 May to:

Bruce Hodge, 23771 Mariner Drive #127  
Laguna Niguel, CA 92677 (714) 850-5312

Bob Newcomb, School of Social Science,  
U.C.I., Irvine, CA 92717 (714) 833-5979 or

Eugene Sibbald, 1272 Bittern St.,  
San Diego, CA 92114 (619) 263-3216.

Additional nominations will be taken from the  
floor during the May meeting.

### LOS ANGELES AREA MAY MEETING

The May meeting is on May 26, at Irvine.  
The speakers will be Barbara G.  
Tabachnick and Linda S. Fidell, authors  
of the text, Using Multivariate  
Statistics.

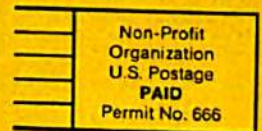
WORKSHOP IN APPLIED STATISTICS: WHAT'S NEW

Again this month, we are enclosing an announcement of the one-day workshop in applied statistics being presented by the Chapter . It includes the complete program. If you have already registered, please pass this form on to a colleague and encourage its use. Planning for the program is now complete and we can promise an interesting and productive day for all participants. Please help to make this event a success by attending. For more info. contact Janet Williams (714) 833-5424 or 5503, or Noel Wheeler (213) 825-3296.

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SOCIAL SCIENCES  
UNIVERSITY OF CALIF  
IRVINE CA 92717



# The Southern California STATISTICIAN

✱ Meeting Memo and Newsletter ✱

vol 20 no 8 SOUTHERN CALIFORNIA CHAPTER AMERICAN STATISTICAL ASSOCIATION

## MAY MEETING ANNOUNCEMENT

### LOS ANGELES AREA MEETING

- WHO: Linda Fidell and Barbara Tabachnick,  
Professors of Psychology  
California State University  
Northridge
- TOPIC: Applications of Multivariate Analysis
- WHEN: Thursday, May 19, 1983  
6:00 - Social Hour  
7:00 - Dinner  
8:00 - Speakers
- PRICE: \$9.00 - Regular Members  
\$7.50 - Students
- WHERE: The University Club, U.C. Irvine  
Take 405 south to Corona del Mar Free-  
way Exit (Route 73). Continue until  
intersection with MacArthur Blvd. Turn  
right onto MacArthur and then first  
right onto University, first right onto  
California Ave. At second stop sign  
turn left onto South Circle View Drive.  
Follow South Circle Drive which makes a  
right angle turn after Parking Lot 16.  
Pass two parking lots on your left and  
park in the third one (Parking Lot 18A).  
See Map, back of page.

DINNER RESERVATIONS: Please place your dinner  
reservations by Tuesday, May 17 at one of the  
following numbers:

ORANGE COUNTY AREA:  
Bob Newcomb (714) 833-5979  
833-6806

LOS ANGELES AREA:  
Marge Lebsock (BMDP Stat. Software)  
(213) 475-5700

### THE SPEAKERS AND THEIR TOPIC

Multivariate statistics have a longstand-  
ing tradition in psychology. With the  
advent of readily available canned com-  
puter packages such as SPSS and BMDP,  
their use has expanded greatly. Linda  
Fidell and Barbara Tabachnick will present  
examples of multivariate applications  
from their own and their students' research.  
They will focus on solution of problems  
related to real world "dirty" data, and  
choice of analyses to answer relevant  
questions. A variety of content areas  
will be described, such as learning dis-  
abilities, novel methods of conception,  
stress and coping, romantic attraction,  
use of medication, occupational status  
associated with gender, and blanket attach-  
ment in infants. Multivariate techniques  
used to investigate these areas include  
standard and hierarchical multiple regres-  
sion, multivariate analysis of variance,  
discriminant function analysis, cluster  
analysis, factor analysis, and profile  
analysis.

The presenters have recently co-authored  
a book, "Using Multivariate Statistics,"  
published this year by Harper & Row.

Linda S. Fidell received her Ph.D. at the  
University of Michigan. She is currently  
professor of psychology at California  
State University, Northridge. Articles  
by Professor Fidell have appeared in  
Social Science and Medicine, American  
Psychologist, American Behavioral Scientist,  
Psychology of Women Quarterly, Journal of  
Professional Psychology, Sex Roles: A  
Journal of Research, and other journals.

## CALL FOR NOMINATIONS

Barbara G. Tabachnick (Ph.D., University of California at Los Angeles) is professor of psychology at California State University, Northridge, and director of research at the California Center for Educational Therapy. Professor Tabachnick's articles have appeared in the Journal of Learning Disabilities, Improving Human Performance Quarterly, Memory & Cognition, and the Bulletin of the Psychonomic Society. She has also provided statistical consultation for various public and private agencies.

### REPORT ON CAREER DAY

A total of 109 students visited 27 host statisticians during this year's SCASA Career Day. The Chapter thanks the hosts and the participating students for making this the most successful Career Day we have had. It also sends a big round of applause to the Career Day organizers--Herb Rutimiller, Etan Markowitz and Bob Newcomb.

Suggestions, including self-nominations, for Chapter officers and a Vice Chairman of the San Diego subgroup, who would become the chair of that group in 1984-85 academic year, for the 1983-84 academic year should be forwarded by 13 May to:

Bruce Hodge, 23771 Mariner Drive #127  
Laguna Niguel, CA 92677 (714) 850-5312

Bob Newcomb, School of Social Science,  
U.C.I., Irvine, CA 92717 (714) 833-5979 or

Eugene Sibbald, 1272 Bittern St.,  
San Diego, CA 92114 (619) 263-3216.

Additional nominations will be taken from the floor during the May meeting.

4 DAY SEMINAR ON QUALITY AND PRODUCTIVITY  
featuring  
W. EDWARDS DEMING

August 2,3,4,5

UCLA Faculty Center

For more information phone or write  
Nancy Mann  
UCLA Bio math Department  
213 825-5283  
213 477-6394

SOUTHERN CALIFORNIA CHAPTER

# American Statistical Association

NEWCOMB, ROBERT L.  
SOCIAL SCIENCES  
UNIVERSITY OF CALIF  
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# The Southern California STATISTICIAN

✧ Meeting Memo and Newsletter ✧

vol. 20 no. 9 SOUTHERN CALIFORNIA CHAPTER AMERICAN STATISTICAL ASSOCIATION

## JUNE MEETING ANNOUNCEMENT

### Los Angeles Area Meeting

- Who:** Ken Gross, President  
California Survey Research
- Topic:** Random Digit Dialing Sampling Methods
- When:** Thursday, June 23, 1983  
6:00 - Social Hour  
7:00 - Dinner  
8:00 - Speaker
- Price:** \$13.00 - Regular Members  
\$11.00 - Students
- Where:** General Lee's  
Man Jen Low  
475 Gin Ling Way  
Los Angeles

The restaurant is located in China Town between Hill and Broadway Streets. Park in a big lot on Hill Street near the entrance to the Pasadena Freeway (Rt. 11) going North. The restaurant is behind this lot.

**Dinner Reservations:** Please place your dinner reservations by Tuesday, June 21 at one of the following numbers:

#### **Orange County Area:**

Bob Newcomb (714) 833-5979  
833-6806

#### **Los Angeles Area:**

Marge Lebsock (213) 475-5700  
(BMDP Stat Software)

### The Speaker and His Topic

Market research companies are ever more frequently using modified forms of random digit dialing sampling for telephone surveys. Ken Gross will review the present methodology for these telephone samples and discuss the cost/benefit and non-coverage issues raised by the various forms of random digit dialing now in use. A comparison will be made between simple random digit dialing, Waksberg random digit dialing, Clusfone random digit dialing, and directory N+1 dialing. Mr. Gross will also share his views on future trends in telephone survey methodology.

Ken Gross is President of California Survey Research, a market research and data collection company. He has served as a survey statistician and program supervisor for the United States Bureau of the Census.

### Job Opening

A position is available at Battelle North West in the state of Washington for a senior level statistician with a background in applications in the physical sciences. The applicant should also have a strong background in linear models and time series and in statistical theory. Must have a master's degree and/or a doctorate and be able to get a security clearance. This person would be joining a group of 24 statisticians and 16 computer scientists. For further information call:

Mrs. Judy Mahaffery, (509) 376-4402  
Manager of the Statistics Group  
Battelle North West  
P.O. Box 999  
Richland, Washington 99352

SOUTHERN CALIFORNIA CHAPTER

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SOCIAL SCIENCES  
UNIVERSITY OF CALIF  
IRVINE CA

92717

ORANGE COUNTY AREA CHAPTER MEETING

**WHO:** Thomas P. Grant  
Regional Sales Manager  
(Western Region)  
Donnelly Marketing Information  
Services

**TITLE:** Two Nationwide Cluster Analyses  
for Market Segmentation

**WHEN:** Thursday, November 17, 1983  
6:00 p.m. - Social Hour  
7:00 p.m. - Dinner  
8:00 p.m. - Speaker

**WHERE:** The Terrace Room, located in the  
Dining Commons at the University  
of California, Irvine

Directions: The UCI Dining  
Commons is located next to the  
Main Library and near the  
Administration Building. One-day  
parking permits can be obtained  
from dispensers on Bridge Road.  
Otherwise visitors must park in a  
metered parking stall. Parking  
lots 1, 2, 3, and 4 are close to  
the Commons.

**PRICE:** Dinner will cost \$7.00 (\$6.00 for  
full-time students). There is no  
charge for the after-dinner  
program.

**RESERVATIONS:** For planning purposes, we need to  
know if you are coming to this  
meeting by TUESDAY, NOVEMBER 15.

Place your reservation by calling  
one of the following numbers:

[714] 856-5366 Bob Newcomb:  
[714] 856-6806  
[213] 475-5700 Marge Lebsock

**ABSTRACT:** The 1970 Census data presented the first opportunity to apply cluster analysis to the task of a nationwide market segmentation. With the release of the 1980 Census, the data required for a more refined, neighborhood level cluster analysis became available. Responding to this opportunity, Donnelly Marketing Information Services joined with Simmons Market Research Bureau to conduct a cluster analysis of the 240,000 block group Enumeration Districts of the 1980 Census. This was followed by a related cluster analysis of the nation's 37,500 zip code areas. In each case these analyses produced 47 clusters which were then rank ordered using socio-economic criteria, thereby forming two parallel models. The methods and results of these two cluster analyses are presented together with a discussion of the procedures being employed to periodically revise and validate the clusters. Finally, several marketing applications of the two cluster models will be discussed.

**THE SPEAKER:** This month's speaker is Thomas P. Grant, Regional Sales Manager (Western Region), Donnelly Marketing Information Services. In 1976 Tom received his B.A. in Business Administration from Michigan State University and took a position with Marriott Hotels as a research analyst. He was employed as Director of Marketing with National Decision Systems before joining the Donnelly firm.

\*\*\*\*\*

**THE CHAPTER NEEDS YOUR HELP**

Volunteers are needed to work on arranging the programs for our monthly meetings, planning and executing our 1984 Careers Day, and a variety of other tasks. If you are interested in taking a more active role in Chapter affairs please let us know. Call Bob Newcomb at [714] 856-5366 and get involved.

\*\*\*\*\*

**THE NEXT CHAPTER MEETING**

The next Chapter meeting will be held in the Los Angeles area on Thursday, December 15.



# The Southern California STATISTICIAN

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vol. 21 no. 2 SOUTHERN CALIFORNIA CHAPTER AMERICAN STATISTICAL ASSOCIATION

## DECEMBER MEETING ANNOUNCEMENT

### Los Angeles Area Meeting

- Who:** Dr. Maryann Hill, Vice President  
BMDP Statistical Software
- Topic:** Statistical Consulting Minus the Statistics:  
Problems Encountered While Consulting
- When:** Thursday, December 15, 1983  
6:00 - Social Hour  
7:00 - Dinner  
8:00 - Speaker
- Price:** \$11.00 - Regular Members  
\$9.00 - Students  
Prime Rib (Holiday Special)
- Where:** UCLA Faculty Center  
SEQUOIA #1  
University of California  
Los Angeles

**Dinner Reservations:** Please place your dinner reservations by Tuesday, December 13 at one of the following numbers:

#### **Orange County Area:**

Bob Newcomb (714) 856-5366  
856-6807

#### **Los Angeles Area:**

Marge Lebsock (213) 475-5700  
(BMDP Stat Software)

### Next Meeting

The next meeting of the Chapter will be held on January 26, 1984. Please reserve this evening on your calendar!

### The Speaker

Dr. Maryann Hill is currently the Vice President of BMDP Statistical Software in Los Angeles. She holds a Ph.D. in Biostatistics from UCLA with minors in Mathematics and Epidemiology. In 1982, Dr. Hill was elected Secretary of the Southern California Chapter of the American Statistical Association and in 1983 she was elected Secretary-Treasurer of the Statistical Computing Section of the American Statistical Association. Her professional interests are in the areas of application of robust statistics, missing value procedures and research design.

### Abstract

Statistical Consulting Minus the Statistics:  
Problems Encountered While Consulting

Classical Statistics as taught in standard college statistics courses often is not the major emphasis or effort involved in statistical consulting. The consultant spends much time communicating or trying to communicate such things as:

- o In a large study, 95% of the money and staff time will be spent in data cleaning and screening; and only 5% for the analyses and final report.
- o The hiring of staff with low hourly rates often does not result in minimal total job cost.
- o An hour spent with a good consulting statistician before the data are collected may save much time and grief.

When it comes to the actual analyses more communication skills and creativity are required. For example, the study P.I.'s emotional involvement with the effort expended to collect data may cloud the path to a clear analysis. The P.I. may feel that it took time and money to collect the data, therefore all variables should be used in the model.

How does the consultant convince the P.I. that more is not necessarily better. The ingenuity of the consultant is also tested when he or she must be a detective ferreting out anomalous responses—e.g., a small subset of the cases may respond differently than the majority. Missing data, repeated measures, and censored data are also problems that consultants may face. Examples drawn from consulting experience will be used to illustrate these problems and the solutions open to consultants.

#### Notice 1984

#### **California Mathematics Project Funds Available**

The California Mathematics Project Advisory Committee has announced that funds again are available for mathematics education project proposals.

Proposal guidelines will be mailed November 1. A tentative deadline for submitting proposals to the Committee is January 15, 1984. A tentative date of award is February 15, 1984. Specific deadlines and details for submission will be available with the guidelines, November 1. For further information before that date, call Marie Collins, (415) 642-7800.

#### Under Graduate Paper Session at Philadelphia

A session of contributed papers for undergraduate students is planned for the ASA Annual Meeting in Philadelphia August 13-16, 1984, sponsored by the Section on Statistical Education.

Abstracts from undergraduate students should be submitted in the same manner and using the same submission form as for other contributed papers, but marked "Undergraduate Session" on the form under "Type" and "Section." (See Amstat News for September-October and November 1983 for the forms and other details.) It is requested that the undergraduate status of the author be attested to by an ASA/member-sponsor of the paper. Please note the March 9 deadline and the other requirements.

This is ASA's first experience with such a venture. It opens a number of opportunities for professors and students: local contests, with the prizes being travel expenses for winners to present the papers at the national meeting; car-pooling a group of students, especially for those within driving distance of Philadelphia; personal attention to outstanding students in suggesting topics suitable for undergraduate investigation; possible support from the local Chapter of ASA for student travel expenses; presentation of "trial runs" at local meetings, etc.

For further information, please contact Dr. John Hewett (Program Chair of the Section on Statistical Education), Department of Statistics, University of Missouri, Columbia, MO 65211; or Dr. Paul Minton, Institute of Statistics, Virginia Commonwealth University, Richmond, VA 23284.

SOUTHERN CALIFORNIA CHAPTER

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