

The March 27, 2006 presentation by Kathy Morrissey, Strategy 2 Market, Inc.

Statistics and New Product Innovation

The Chicago Chapter of the American Statistical Association is pleased to welcome **Kathy Morrissey**, a principal with Strategy 2 Market, Inc., to speak at our April luncheon.

Today, innovation is a hot topic in the executive suites of most companies, but what does it mean? Sometimes the word is used to describe new product development, sometimes it is used to describe anything new or novel, and sometimes it is used to describe the function of entrepreneurship.

Surveys show that companies are spending increasing amounts on innovation in order to achieve organic growth in their businesses, but many are unhappy with the return on their investment. In fact, with the new product failure rate over 90% there has been intense focus in the literature on best practices – what is it that the successful companies do that their unsuccessful counterparts do not do? Although these best practices are not guarantees of success, many executives look to these practices as possible solutions to their new product woes.

One of the strongest recommendations is an intense focus on Voice of the Customer and other market research techniques to understand the market, competitive position, and customer needs before starting the new product development process. Related is the use of market research techniques for concept, product and market testing.

This recommendation is based on studies that find a strong market orientation is neglected by most companies, particularly in the early stages where a market orientation is crucial for guiding ideation, and product design. Failure to gain this market orientation is one of the traits most commonly associated with product failure. Statisticians are in a superb position to help their companies develop better new products through the application of statistical and market research techniques.

April's luncheon presentation will look at various frameworks for classifying and categorizing innovation. Then the presentation will focus on the process of innovation in new product development, the various statistical and market research tools used in the process and the role quantitative professionals can play in helping their companies achieve new product success.

Kathy Morrissey is a principal with Strategy 2 Market, Inc., an innovation strategy firm that helps companies improve their new product development success. In addition to consulting services, the firm is licensed by the PDMA (Product Development and Management Association) to provide training in new product development. Kathy is also a past President and current board member of the Chicago Chapter, and active in the PDMA and the University of Chicago Innovation Roundtable. She has an MS in Statistics from Carnegie-Mellon and an MBA from the University of Chicago. (www.strategy2market.com)

The talk will be given at the **East Bank Club, 500 North Kingsbury Street**, Chicago on **Tuesday, April 25, 2006 at 12 noon**. Registration begins at 11:45 am. The luncheons usually go from noon to approximately 1 to 1:30 pm. The cost is \$30 for Chicago Chapter ASA members, \$35 for nonmembers. Visa and MasterCard are accepted. Reservations for the luncheon can be made before Saturday, April 22, by contacting Steve Maguire at 847-286-0453 or via e-mail at smagui3@sears.com. Please include your name and telephone number in all messages. If you make a reservation but are unable to attend, Steve must receive your cancellation by 9 am Monday, April 24. Otherwise, we must ask that you pay, as the Chapter is liable for all meals ordered. As usual, the Lucile Derrick Fund will purchase a limited number of tickets for students who wish to attend.

*The American Statistical Association Chicago Chapter presents**
**Cost Benefit and Cost Effectiveness Analysis:
Theory and Practice**

Friday May 5, 2006 8:30am - 5:00pm
Rubloff Auditorium, Loyola Univ. of Chicago, Water Tower Campus
25 E. Pearson St. Chicago IL USA

Conference Program

8:30 a.m. - 9:00 a.m.	Registration	1:00 p.m. - 1:55 p.m.	Applying CBCE to Environmental Law. Richard Zerbe, University of Washington
9:00 a.m. - 9:30 a.m.	Conference Welcome by Lou Fogg, Conference VP (with a little help from a friend). A Short History of Cost Benefit and Cost Effectiveness Analysis.	1:55 p.m. - 2:50 p.m.	New Applications of Cost-effectiveness Analysis to Healthcare. David Meltzer, University of Chicago
9:30 a.m. - 10:25 a.m.	The Nuts and Bolts of Performing Cost Benefit and Cost Effectiveness Analysis. Jerry Klopfer, Managing Director, KPMG LLP	2:50 p.m. - 3:05 p.m.	Afternoon Coffee Break
10:25 a.m. - 10:40 a.m.	Morning Coffee break.	3:05 p.m. - 4:00 p.m.	Cost - effectiveness Analysis in Healthcare: Barriers to Its Use. Philip Jacobs, University of Alberta
10:40 a.m. - 11:35 a.m.	Governmental Requirements for Cost Benefit and Cost Effectiveness Analysis. Brian Shea, KPMG LLP	4:00 p.m. - 5:00 p.m.	Panel Discussion on Cost Benefit and Cost Effectiveness Analysis Moderator: David Weimer, University of Wisconsin
11:35 a.m. - 1:00 p.m.	Lunch		

* co-sponsored by **Loyola University's** Mathematics and Statistics Department, **Smith Hanley Incorporated** and **AgentHR**.

Registration for Conference

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- _____ \$165: Standard Fee for Chicago ASA Chapter Members
_____ \$180: Standard Fee for non-Chicago ASA Chapter Members
_____ \$140: Fee for members' early registration, applications postmarked before April 21, 2006
_____ \$155: Fee for nonmembers' early registration, applications postmarked before April 21, 2006
_____ \$65: Fee for Students who are Chicago ASA Chapter Members
_____ \$71: Fee for Students who are not Chicago ASA Chapter Members

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For additional conference information, please check the Chicago Chapter Website at: www.chicagoasa.org or contact Lou Fogg at louis_fogg@rush.edu



2006-07 Caucus for Women in Statistics Poster Project Competition for Girls in Grades K - 12

Minitab  2006 Sponsor
www.minitab.com

Cosponsored by the Science House (<http://www.science-house.org/>)

Check our 2004-05 winners at <http://www.statwomen.org>.

Who is Eligible? Any girl attending a high school, middle school or elementary school. Home-schooled girls need to provide a verification of grade level. Entries for K-6 students may be submitted by a coed group or a class, but a girl representing the group or class should submit the project. For all grade levels, a teacher-advisor must also sign the submission form.

What is the Prize? The winner of each grade category receives \$100 and a certificate of recognition. Eight additional finalists (two from each grade category) receive certificates of recognition.

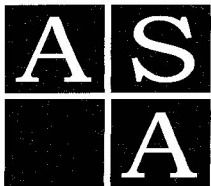
What do I need to do? Submit the application, available at <http://www.statwomen.org> along with your project. E-mail electronic submissions to lapidusj@ohsu.edu or mail paper poster submissions (grades K-6 option) to: Jodi Lapidus, Dept of Public Health and Preventive Medicine, Division of Biostatistics, Oregon Health & Science University, 3181 SW Sam Jackson Park Rd, CB-669 Portland, OR 97239. Canadian entries can be submitted electronically to alison.gibbs@utoronto.ca or mailed to: Alison Gibbs, Dept. of Statistics, University of Toronto, 100 St. George St., 6th floor, Toronto, Ontario M5S 3G3. **Only electronic submissions are accepted for grades 7-12.**

All entries **must be received by January 30th 2007.**

More information about the competition at <http://www.statwomen.org>.

If you would like to become a 2007 sponsor, please contact katsaounis.1@osu.edu.

The Caucus for Women in Statistics was formed in 1970 to focus on specific problems associated with the participation of women in statistically oriented professions. The Caucus is an independent association with membership open to all women and men who support its purposes and objectives.



**AMERICAN STATISTICAL ASSOCIATION
CHICAGO CHAPTER**

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LEAD WITH US

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We have an immediate opening for a Research Statistician. This position, based in our Schaumburg, IL office, is dedicated to:

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- Clearly formulate ideas and develop strategies to investigate research problems, and then complete the necessary research using statistical techniques as appropriate.
- Be a strong team player that fosters collaboration.

The accountabilities of this role include:

- Support statistical research to ensure efficient and accurate implementation of new or existing methodologies regarding sample design, projection design, or fact calculations.
- Support efforts to provide timely and statistically sound resolution to client quality inquiries.
- Provide support to project teams charged with improving operational efficiencies or methodological approaches for statistical procedures.

Required Skills:

- Bachelor's degree in Statistics or related field. Master's degree preferred.

- At least 2 years of industry experience in an applied setting.
- Proficient with statistical methods.
- Experience with large datasets is preferred.
- Some familiarity with UNIX.
- Proficient in SAS and all MS Office products
- Strong communication skills, analytical skills, and attention to detail.
- Experience in project management

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Applicants must show proof of legal authority to work in the U.S.

Editor: Richard Smiley

(312) 525-3606

PARAMETER, newsletter of the Chicago Chapter of the American Statistical Association, is published 10 times a year as a service to its members. To submit material for publication, contact the Editor, Richard Smiley, email: rsmiley@ncsbn.org.

PARAMETER provides a job listing service by publishing Positions Available and Positions Wanted, the latter being free to Chapter members. Contact the Editor for more information.

For additional information about Chicago Chapter ASA, please visit our World Wide Web site www.ChicagoASA.org. Also, visit the National ASA web site www.amstat.org.

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