Economic Forecasting in a Challenging Environment

The International Symposium on Forecasting (ISF) is the premier forecasting conference, attracting the world’s leading forecasting researchers, practitioners, and students. Through a combination of keynote speaker presentations, academic sessions, workshops, and social programs, the ISF provides many excellent opportunities for networking, learning, and fun.

Keynote Speakers:
Greg Allenby, Ohio University
Tim Bollerslev, Duke University
Mark Watson, Princeton University

Featured Speakers:
William Cotton, Colorado State University
James Hamilton, Univ. of CA-San Diego
David Orrell, Scientist and Author
Allan Timmermann, Univ. of CA-San Diego

For more information on the speakers and their presentations, visit: http://www.forecasters.org/isf/speakers.html

Important Dates:
March 1 Abstract Submission Deadline
March 31 Notification of Abstract Acceptance
May 14 Early, discounted registration ends
February 26 Travel Grant Awards application deadline

IIF Elections—Director Nominations

There will be an election of directors of the IIF in March 2010. The retiring directors are Dilek Onkal, Nada Sanders and Len Tashman. Len is not eligible and Nada does not wish to stand for re-election. Accordingly, the list of candidates proposed by the Nominating Committee are: Kesten Green, Stephan Kolassa, Dilek Onkal, and Haiyan Song.

As required by Bylaw 3, clause 4, of the Institute’s bylaws, I am informing you of the list of candidates and invite you to submit petitions for additional nominations within the next four weeks. Any nominee must be a member of the Institute and the Bylaw further states that "Such petitions should be supported by at least ten signatures of current members, and a brief biography". For the purposes of this bylaw, an email message from a member nominating a candidate will be regarded as a signature on a petition. After March 8, I will send you information on how to vote in the election and biographies of the final candidates.

To view the candidates biographies, visit http://www.forecasters.org/elections.html
Send all nominations to the IIF Secretary, Moira Hughes

ISF 2010 Sponsors

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www.forecasters.org
www.forecastingprinciples.com

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Save the Date!
ISF 2011
June 26—29th *
Prague
* subject to change
From the IIF Business Manager

Whatever the season you find yourself enjoying, skiing in the Alps or swimming in the Pacific, I wish all of you a happy and healthy start to the New Year! Here are just some of the activities happening in the IIF:

ISF 2010 – San Diego USA, June 20-23
Deadlines are approaching! Abstracts are due March 1st, early registration is May 14th, and hotel rooms are filling quickly in San Diego! Visit the ISF 2010 website for all of the latest news, deadline dates and registration information.

We have an amazing roster of speakers this year including Mark Watson, Greg Allenby, Tim Bollerslev, Allan Timmermann, James Hamilton, David Orrell and Bill Cotton.

Networking
We are continuously searching for improvements on our website! We are actively reviewing options to provide a user friendly tool to allow our members and the forecasting community to discuss areas of interest in the forecasting world. I welcome your thoughts on possible discussion groups that would fit our needs. In the meantime, we are on LinkedIn – search: International Institute of Forecasters group!

Membership Renewals
Feel free to contact me to check your membership status: pam.stroud@forecasters.org. To renew a membership, visit http://www.forecasters.org/join.html.

Foresight
The FORESIGHT Team is changing and expanding to meet the needs of our diverse forecasting community! We have a new Marketing Director, Kim Leonard and Advertising Manager, Phyllis Aldrich. Take a moment to read about what’s new at Foresight on page 3 to learn about the exciting changes happening at Foresight! If you are interested in contributing an article to FORESIGHT, contact Len Tashman at lentashman@forecasters.org or visit our web site. I welcome and encourage your feedback and suggestions about the IIF including ideas for The Oracle, additions to the website, and membership issues. Please feel free to share your ideas and thoughts for continued improvement at, forecasters@forecasters.org

Pam Stroud
IIF Business Manager

IJF News

The first issue of the International Journal of Forecasting for 2010 is notable for several reasons. First, Professor Paul Goodwin is listed as an editor, and Fred Collopy is not. Fred has been an editor of the IJF since 2005 (and Associate Editor before that). We will miss Fred’s extensive knowledge of forecasting, his editorial insight and his leadership. He has chosen to step down to take up some new challenges, which we hope are as successful as his work with the IJF.

Paul is Professor of Management Science at the University of Bath. His research interests are concerned with the role of management judgment in forecasting and decision making and he has advised a large number of companies and public sector organizations on forecasting. Paul will be well-known to our readers as an Associate Editor of the journal with particular expertise in the use of judgement in forecasting and the design of forecasting support systems. I am delighted to have Paul join the team of editors.

The issue is also notable for the special section on European election forecasting, guest edited by Michael Lewis-Beck and Bruno Jérôme. It is the first time we have highlighted this important area of forecasting, and the nine papers provide an excellent range of contributions providing new methods and insights for election forecasting.

There is also a short section on replications and reproducible research. This is an area to which the journal has long given lip-service. Now we are trying to be more proactive in encouraging authors to make their research easier to replicate, and in publishing papers that attempt to replicate previous work. There is also an invited paper by Heiner Evanschitzky and Scott Armstrong on replications in forecasting research. I hope everyone working in forecasting research will soon come to see replication studies as an important part of the research process.

Finally, the issue is notable as it contains an interview with Herman Stekler, a long-serving associate editor of the journal and well-known for his work in economic forecasting. All regular attendees of the ISF will know Herman, and it is interesting to read his reflections on his career and research. Thanks to Fred Joutz for doing the interview.

Look out for lots more exciting articles appearing in the IJF in 2010!

Rob J Hyndman
(IJF Editor-in-Chief)
Why Did You Become a Forecaster?

Our second contributor to this new section in the Oracle as to why you became a forecaster (and why you’ve stayed involved) is Professor Robert Fildes. If you would like to share your experiences with other IIF members and contribute to this section then please contact me at m.hughes@napier.ac.uk

As I finished up a PhD in Applied Probability at University of California, Davis my thoughts naturally turned to the question of employment. California in the 1960s had many attractions so my first inclination was to stay there, although the threat of the Vietnam draft hung in the air. But a visit to my family in Manchester, England opened up the opportunity I was looking for. Despite my years as a mathematician working in renewal theory, I had also managed to do some applied statistical work – I enjoyed it thoroughly and thought I was likely to prove better at it than pure mathematics. The visit home included meeting up with an old Oxford friend, Laurence Wolsey (now a famous integer programmer), then working at the newly formed Manchester Business School. It turned out that Manchester was looking for a statistician, would I be interested? But “no”, I said, Manchester was not for me, too many memories of childhood, miserable weather and a cultural climate that seemed hardly to have escaped the 1950s. But I agreed to an informal interview. The job offer a few months later was too good to turn down – it gave me the opportunity to move out of mathematics into applied statistics within a business context. (I discovered years later that on an application form for a scholarship in the US I had put this down as a career objective, an intention long forgotten, or a Delphic like prediction.)

But I knew nothing of business. These were undemanding days for junior faculty, I was allowed to drift, reading widely, attending lectures including econometrics, in short giving myself the beginnings of a management science education. It was only after a couple of years that the senior economics professor, Sir Douglas Hague, asked, perhaps not too casually, whether I was managing to keep myself busy. I took this as a hint so when another economist, the late Doug Wood, asked whether I would help him make his draft forecasting text more rigorous, I was happy to accept. At least it gave me an answer to any who doubted I had settled into my business school post. The book was published to good reviews in 1976 and even now, it compares favourably in its choice of content, with many of the more recent text books. While the various techniques of forecasting, exponential smoothing, regression, even ARIMA modelling were all included as well as judgmental methods applied to technological forecasting my knowledge was still theoretical; I still hadn’t seen any action on live forecasting projects. A consulting project on construction for the UK government gave me additional insights, in particular techniques, it turned out, were not everything. You have to remember the client’s expectations and keep him on board (we didn’t). Secondly, if the data’s useless (it was) you can’t build useful models.

The work I did on the forecasting text and my lack of knowledge of econometrics and time series statistics had again stimulated me to read widely. All these techniques – how should we choose between them, what guidance could I offer the reader? At that time it was still possible to believe in model based solutions to forecasting problems – Gwilym Jenkins packed audiences in to listen to expositions on ARIMA model building and what it offered. At about the same time, in 1975, I met up with Scott Armstrong for the first time as he was working on draft of his book, Long Range Forecasting: from Crystal Ball to Computer. I got to see a copy and I was quickly hooked into a broad, critical view of forecasting as much more than a subject only for statisticians. An IFORS meeting in Greece in 1977 introduced me to Spyros Makridakis. The rest is history!

Foresight News

The striking “2010” beaming from the lighthouse on the cover of the Winter FORESIGHT signals the journal’s whole new look. Our new Design Editor, Liza Woodruff, put it all together, and we’re excited to be delivering you a more readable, current looking journal. We’ve also updated our website to match the journal’s new look, and will continue to enhance it to make it more dynamic and usable.

We recently bid farewell to our long-time colleague, Managing Editor Bill Wicker. We wish Bill all the best in his retirement, and thank him for walking us through a smooth transition. Picking up the ball on advertising sales and co-marketing ventures will be Phyllis Aldrich, our new Advertising Director (paldrich@forecasters.org), and Kim Leonard (kimleonard@forecasters.org), our new Marketing Director.

The Spring issue is shaping up to be a strong one, with articles on the important issues of change management, synchronizing market forecasts with manufacturing, open source software for forecasting, a look at Pharmer’s Market, and more. You won’t want to miss it, so be sure your Winter subscription label didn’t say “Last Issue Alert”. (Or if it did, click here to renew with your IIF membership, or here for FORESIGHT renewals!)

Our FORESIGHT Anthology: How to Evaluate, Manage, and Improve your Forecasting Process pulls the best articles from FORESIGHT on this important topic together into a thorough, easy-reading resource. You can use it to bring yourself and your team up to speed, share it with clients, or adopt it as a classroom teaching tool. IIF Members and FORESIGHT subscribers pay just $19 (all others, $45). View Anthology contents or order your copy now.

We’d love to hear what you think about all the changes -- drop us a note at kimleonard@forecasters.org.
What is your current student status? What is your area of study and your particular area of forecasting interest?

I’m a PhD student in the Technical University of Lisbon under supervision of Full Professor M. Manuela Neves. I have a particular interest in the resampling technique Bootstrap and its applications in others fields, like in forecasting time series with exponential smoothing methods.

What attracted you to the forecasting field?

It started with a flying data…In my Master thesis I had a data set from the air traffic in the Flight Information Region (FIR) of Lisbon (Portugal Navigation-NAV Portugal, E.P.E.). The objective of this study was to obtain monthly air traffic forecast intervals for one year to help the air traffic controllers to make plans and use strategies through a given period.

Other than your studies, are there other projects or organizations in which you are involved?

I find the marketing and publicity area very interesting. In fact, I had explored the use of the Bootstrap technique in a market survey conducted for a mobile telecommunication sector in Portugal.

You attended the ISF 2008 in Nice. What were your impressions? Was it valuable to you as a student?

It was my first ISF participation. I have been given a travel award from the International Institute of Forecasters (IIF), thanks to that I managed to participate in the Symposium. My experience was of extreme relevance to my ongoing research plans. The attendance to such a conference was important because I need to become more up to date with the most recent forecasting techniques. Following my interest in forecasting, time series and bootstrap, I had the opportunity to talk with other people and exchange ideas about their experience in this field. I remember that when I arrived at home I started working in order to participate in the next ISF. I reached my objective last year.

What is your anticipated completion date of your studies? And what are your plans for the future?

I’m planning to finish my PhD thesis this year. Concerning the future, my plans are the use of Bootstrap in others fields, like in structural equation modeling and neural networks.

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The following papers may be of interest to our readers:


“The Problem of Spatial Autocorrelation”, Keith Ord and Andrew Cliff, Geographical Analysis, October 2009 issue. According to Daniel Griffith, editor of Geographical Analysis, the article was revolutionary in the statistical analysis of spatial data and set forth a research agenda that continues to be relevant 40 years later.
Having broken the 2 million mark on 11 December, the Forecasting Principles site (ForPrin.com) has been getting visits at a rate of more than 140,000 per month and increasing. ForPrin.com is sponsored by the International Institute of Forecasters with the aim of furthering the Institute's overarching objective of developing and furthering the generation, distribution, and use of knowledge on forecasting.

The Tourism Forecasting Special Interest Group, sponsored by The Hong Kong Tourism Demand Forecasting System (HKTDFS), was launched on November 26 on ForPrin.com.

Full text chapters from Principles of Forecasting: A handbook for researchers and practitioners are now available on the ForPrin.com site.

The Forecasting Methodology Tree and the Forecasting Method Selection Tree on the ForPrin.com site have been revised to better represent the current state of forecasting knowledge and to help practitioners.

ForPrin.com co-directors Scott Armstrong and Kesten Green have had their paper with their colleagues Randy Jones and Malcolm Wright titled “Predicting elections from politicians’ faces” accepted by the International Journal of Public Opinion Research subject to minor revisions.

Kesten Green presented a paper titled “Forecasting for competitors and regulators” at an event organized by the Victoria University of Wellington based New Zealand Institute for the Study of Competition and Regulation on 11 November.

As part of Scott Armstrong and Kesten Green's global warming analogies project, Scott presented a paper titled “Forecasting climate change: Application of evidence-based forecasting methods” at the DuPont Summit in Washington D.C. on 4 December and another titled “Structured analogies to predict the effects of the global warming alarm movement: A method for learning from history,” at Re-Thinking the Foundations of Climate Change Law and Policy: Penn Workshops on Markets and the Environment series, hosted by the University of Pennsylvania Law School. The workshop was held on 23 October.

Kesten Green has been appointed Senior Lecturer in the International Graduate School of Business and Senior Research Associate of the Ehrenberg-Bass Institute for Marketing Science, both at the University of South Australia. He took up his appointments on 30 November 2010.

As always, proposals for new Special Interest Groups or offers to help manage existing ones on ForPrin.com are welcome.

If you would like a large readership of people who are interested in forecasting, send Kesten your forecasting related news and announcements for posting on the ForPrin.com site.

For the eight year, the IIF, in collaboration with SAS®, is proud to announce financial support for research on how to improve forecasting methods and business forecasting practice. The awards will be two $5,000 grants.

Applications should be submitted to the IIF Office by September 30, 2010. The application must include:

- Description of the project (at most 4 pages)
- Letter of support from the home institution where the researcher is based.
- Brief (4 page) c.v.
- Budget and work-plan for the project.

Criteria for the award of the grant will include likely impact on forecasting methods and business applications. Although funding is not exclusively reserved for the topics found in the link below, please review for description of primary research needs: www.forecastingprinciples.com/researchers.html

Consideration will be given to the track record of the researcher (thus, students must have an experienced researcher as a co-writer in order to be considered) and whether supplementary funding is likely to be gained. It is also expected that the research supported by the SAS/IIF grant be presented in an International Symposium on Forecasting (ISF) organized by the IIF.

Applications should be submitted in electronic format to: Pamela Stroud / IIF Business Manager / pamstroud@forecasters.org
Forecasting for Inventories

Many inventory systems cater for uncertain demand. The inventory parameters in these systems require estimates of the demand and forecast error distributions. The two stages of these systems, forecasting and stock control, are often examined independently. Most studies tend to look at demand forecasting as if this were an end in itself, or at stock control models as if there were no preceding stages of computation. Nevertheless, it is important to understand the interaction between demand forecasting and inventory control, since the performance of the inventory system is not only determined by the two components separately.

We are organising the ‘Forecasting for Inventories’ section in the forthcoming 16th International Symposium on Inventories, August 2010, and we would like to invite theoretical and/or empirical contributions that consider this interface. Potential topics include, but are not limited to:

- Accuracy and performance measures
- Bullwhip effect
- Case studies
- Demand categorisation
- Distributional assumptions
- Hierarchical forecasting
- Multi echelon systems
- Serial systems
- Service level in the supply chain
- System Dynamics in forecasting and stock control.

If you wish to present a paper in this section, please send us an extended abstract (400-500 words) before March 15, 2010. Decisions regarding acceptance will be made by April 30, 2010. Abstracts can be submitted as an attachment via e-mail to either John Boylan or Aris Syntetos (see details below), copying also to ISIR (info@isir.hu).

Proceedings - A selection of the submitted papers will be published in a Special Issue of the International Journal of Production Economics (Elsevier). The selection will be based on a refereeing procedure after the symposium. Those who wish to have their papers published will be requested to submit their paper (approximately 25,000 characters) by email before July 31, 2010.

We look forward to seeing you at the conference!

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Educational Webinar on Modeling the Impact of Events

A free educational Webinar entitled “How to Improve Your Forecasts by Modeling the Impact of Promotions, Business Interruptions and Event” is being held on Tuesday, April 13, 2010 at 2:00 PM ET. When faced with product promotions, strikes and other irregular events, many organizations find that forecasting accuracy suffers. In this one-hour session you will learn how and when to use models to capture the impact of these events, how event models work and how to build customized event variables that suit the needs of your business. Click here to register for this session which will be presented by Eric Stellwagen, Vice President of Business Forecast Systems.
Management and Control of Production and Logistics

5th International Conference on
Management and Control of Production and Logistics
University of Coimbra
Portugal, September 8-10, 2010.

The conference aims to bring together researchers and engineers from different areas, to promote a synergy among different disciplines in order to explore new solutions for complex scientific and technical challenges.

The objectives of the conference are to provide high quality research and professional interactions for the advancement of science, technology, and fellowship. It also provides the participants the opportunity to present their research papers and experience reports, and to take part in open discussions.

Topics
Relevant topics include (but are not limited to):
- Factory Automation, Robotics and Man
- Process, Manufacturing and Logistics: Modeling and Control
- Decision-Support Systems: Concepts, Methods and Algorithms
- Industrial Engineering, Process Control and Applications
- Management of Organizations
- Information Technology in Control, Production, Logistics and Management

MCPL
MCPL’10 is the 5th in a very successful series of events, previously held in Campinas (Brazil), Grenoble (France), Santiago (Chile) and Sibiu (Romania). This fifth edition will be organized by the University of Coimbra, Portugal. The University of Coimbra (http://www.uc.pt/en) is one of the oldest in Europe and is known by its characteristic academic ambiance and life. Coimbra is a city in the Center of Portugal (http://en.wikipedia.org/wiki/Coimbra).

Important Dates
- Paper submissions: February 28 2010
- Notification of acceptance: May 30 2010
- Camera ready copies: June 30 2010
- Conference: September 8-10 2010

Committees
- General Chair: António Dourado, University of Coimbra, Portugal
- IPC Chair: Fiorin Filho, Academy of Science of Romania, Romania
- IPC Vice-Chair: Luis Camarinha-Matos, New University of Lisbon, Portugal
- IPC Vice-Chair for Industry: José Almeida, Portucal-Scorocel SA, Portugal

Secretariat
MCPL 2010 Conference Secretariat
Informatics Engineering Department, University of Coimbra
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Tel: +351 239 790000 / Fax: +351 239701266
E-mail: mcpl2010@dei.uc.pt
http://mcpl2010.uc.pt

The Conference is organized under the auspices of APCA- Associação Portuguesa de Controlo Autómático
the IFAC National Member Organization
CALL FOR PAPERS for the Special issue on:
FORECASTING IN MANAGEMENT SCIENCE: A SURVEY OF DEVELOPMENTS OVER THE LAST 40 YEARS

Special issue theme
Sales forecasting is critical for many aspects of business planning (strategic, financial, marketing and logistics). This is an area that has benefited, over many years, from Management Science (MS) interventions. Traditionally, MS improvements have been algorithmic, and work in this area continues to flourish. However, more recently, MS work has broadened to include whole system planning and a re-discovery of the role of System Thinking/Dynamics. There has been increased interest, too, in the role of human judgement in forecasting and the scope for organisational learning. Related research into information systems to support forecasting and planning is becoming increasingly important.

Papers are invited for a special issue on ‘Forecasting in Management Science: A survey of developments over the last 40 years’ of OMEGA: The International Journal of Management Science. We are looking at publishing about 10 papers that collectively will capture the most significant developments in the field and set the agenda for further research in this area. Ideally, the papers should present a critical review of the relevant literature, followed by a state-of-the-art original application in the form of an organisational case study/empirical intervention or experimentation with real-world data, and culminate with the natural next steps of research in the respective areas.

Potential topics include, but are not limited to:

- Forecasting and Planning Systems;
- Forecasting Processes;
- Forecasting Support Systems (FSS);
- Hierarchical Forecasting Systems;
- Integration of System Dynamics and Forecasting Models;
- Judgemental Forecasting;
- Knowledge Sharing and Organisational Learning;
- Performance Measurement;
- Product Classification for Forecasting.

Manuscript preparation and submission
To prepare their manuscripts, authors are asked to closely follow the ‘Instructions to Authors’ available at: http://www.omegajournal.org/authors.html. Authors should submit their papers via the EES http://www.ees.elsevier.com/omega/ and indicate in the title ‘Special Issue: Forecasting in Management Science: A survey of developments over the last 40 years’. Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. Manuscripts will be refereed according to the standards of OMEGA.

Publication schedule
We are interested in papers that currently constitute work-in-progress but we would also like to encourage new research to be developed as a result of the call. Consequently, the submission deadline is May 31st 2010.

- Manuscript submission: May 31, 2010
- Reviewer reports: August 31, 2010
- Revised paper submission: November 30, 2010
- Final manuscript submission to publishers: February 28, 2011

Special issue guest editors
For any enquiries please contact either of the special issue guest editors:

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+44 (0) 1494 605130

Certified Professional Demand Forecaster (CPDF) Workshops
In 2010, Certified Professional Demand Forecaster (CPDF) Workshops will be conducted on all continents except Africa and Australia. The workshop focuses on hands-on computer sessions (about 50%), standards, checklists and best (and ‘worst’) practices for enhancing professionalism in demand forecasting performance. Besides the US, sessions are being scheduled for Amsterdam, Sao Paulo, Acapulco, Shanghai, Buenos Aires and Abu Dhabi. (Full schedule available from www.cpdftraining.org/registration.html) Participants are also completing the full 90-hour curriculum for the BASIC designation thorough self-paced online learning. As part of the workshop, participants are receiving a significant discount to a first-year subscription of IIF’s FORESIGHT journal. The exponential smoothing/ARIMA Excel Add-in from Monash U (PhiCast) is used for the hands-on learning portion of the workshop. Participants and practitioners can use it free of charge by downloading the software from www.peerforecaster.com.

It may be interesting, but not surprising that the greatest interest in learning about demand forecasting in supply organizations comes from the Far East, followed by the EU and lastly the US. This is similar to the quality initiatives of 60 years ago when the statistical quality control programs took hold in Japan before finally being recognized and adopted in the country of origin.
Job Opportunity

Lancaster Centre for Forecasting
Lancaster University Management School are seeking a Lecturer (Assistant Professor)/ Senior Lecturer (Associate Professor) in Management Science: Forecasting

Salary range: £38K to £65 (approx including pension contribution)

The Forecasting, Marketing and Data Mining group seeks a management scientist or statistician with a substantial research interest in any aspect of forecasting and predictive modelling including econometric methods, time series, market modelling and forecast evaluation. The successful candidate will contribute to the work of the department, educating students in all aspects of forecasting and supervising masters and PhD projects with public or corporate businesses and engaging in corporate research projects. He/she will also be expected to contribute to the range of activities carried out by Lancaster Centre for Forecasting (http://www.lums.lancs.ac.uk/Research/Centres/forecasting) which hosts the largest research unit dedicated to Forecasting in Europe.

SAS News

SAS Company News
SAS has been ranked #1 on the FORTUNE 100 Best Companies to Work For 2010 list.
SAS announced 2009 global revenue of US$2.31 billion, up 2.2% from 2008. Despite poor economic conditions, SAS maintained its unbroken chain of growth and profitability for 34 years since the company was founded. “Our continued growth in 2009 is further proof that investing in long-term relationships with customers and employees and maintaining a deep commitment to R&D pays,” said CEO Jim Goodnight. A new SAS Analytics interactive tour is now available for on-demand review.

Registration is open for SAS Global Forum, to be held April 11-14 in Seattle, WA. SAS Global Forum is an annual event planned and sponsored by the SAS Global Users Group, a non-profit organization that is open to all SAS software users throughout the world. KSFE, the German SAS conference, will be held in Berlin, February 25-26. SAS

Personnel News
Tonya Balan, Manager of the SAS Analytics Product Management team, has published “Understanding Analytics” in sascom magazine. She has also recorded an audio seminar “Analytics 101” that is available for free on-demand replay on BetterManagement.com.

Forecasting Events
Registration is now open for the F2010 Business Forecasting Conference being held June 7-8 at SAS world headquarters in Cary, NC.
F2010
BUSINESS FORECASTING CONFERENCE

June 7-8 | Cary, NC
www.sas.com/f2010

Come to F2010 and learn how better forecasting can create a clear view of your organization’s future. F2010 promises to bring you the latest research and up-to-date information in the field of forecasting.

Conference highlights include:
- Four keynote speakers.
- Twelve sessions talks.
- Pre- and post-conference training.
- Countless networking opportunities.
- And more!

Streamline forecasts you can trust.

Save the Date for the M2010 Data Mining Conference!

M2010
DATA MINING CONFERENCE

October 25-26 | Caesars Palace, Las Vegas
Six keynote speakers and 36 session talks on the latest data mining research and methodologies. Learn more at www.sas.com/m2010.

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Transform your business planning with new strategic forecasting

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  VP Global Insight
- L’Oréal
  Operations Director
- Google
  Senior Statistical Analyst – Global Revenue Analytics
- McDonald’s
  Director Corporate Strategy

“FORESIGHT” READERS BENEFIT FROM A SPECIAL $300 DISCOUNT

Use discount code “Foresight” when you register here:
www.forecastfocus.com/business10
The Oracle, February 2010

IIF Certificate in Forecasting Practice

Now Fully Online

The MA in Applied Economics Program at Johns Hopkins University, Washington, D.C., is pleased to announce that the International Institute of Forecasters will award the Certificate in Forecasting Practice to those who have successfully completed our courses in Statistics, Econometrics, Macroeconomic Forecasting, and either Macroeconometrics or Microeconometrics, and who also have participated in a seminar session on “Forecasting in Organizations.”

Prerequisites are either an intermediate theory course in Macroeconomics or both Microeconomics and Macroeconomics. JHU offers the prerequisites online as well.

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SCHEDULE: Repeats Annually

Learn more at applied-economics.jhu.edu
CONTACT: Frank D. Weiss, Associate Program Chair; fdweiss@jhu.edu

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