

ENBIS-11 in Coimbra: Register Now!!!

The final abstract submission deadline for ENBIS-11 is June 25th.



To submit your abstract (maximum of 250 words) go to www.enbis.org.

In your contribution you can address a wide range of applications from industry, manufacturing, public administration, marketing, sales, risk management, logistics and business services, among others. Contributions can consist of review papers, presenting state of the art advances in scientific research, overview and introductory papers, presenting an area of expertise to the uninitiated, and best practice communications, sharing experiences of practitioners. Those of you who are from industry and business are invited to present your problems and current solutions – and challenge the audience to inspire you to look for solutions you haven't previously thought about.

You will be notified about the acceptance of your submission no later than **July 3rd**.

The final submission date for all accepted contributions is **August 1st, 2011**.

The conference will feature several distinguished keynote speakers. **Blanton Godfrey** will give a talk on Six Sigma in healthcare. **Peter Gloor** will address the issue of collective prediction. **Pedro Saraiva** will discuss statistical and quality reasoning in unusual settings. The conference participants will also enjoy the

speech given by this year's Box Medalist, **Henry Wynn**.

The **2011 ENBIS Session** will be dedicated to business and industrial statistics in France.

We also plan an ENBIS Academic Publishing Panel Session, a Commercial Software Session, and – for the first time ever – a special **Managers' Day** on Tuesday, September 6th.

Last but not least, please also note that we are offering an array of interesting **pre- and post-conference workshops** for which you can register separately from the main event.

The list includes Tony Greenfield's »Perfect Presentations?«, Ronald Caulcutt's »Teaching statistics to blackbelts« and the workshop run by Antje Christensen and Christian Ritter entitled »Statistical graphics: How to make them effective, revealing, and beautiful«. The workshops will also be given by Greg Piepel on »Methods for Designing & Analyzing Mixture Experiments«, Irena Ograjenšek on »Qualitative Research in Theory and Practice« and Blanton Godfrey on »Building a Strong Healthcare Quality Management System«.

For further questions do not hesitate to contact enbis11@enbis.org.

2011 ENBIS Special Issue of QREI

The 2011 ENBIS special issue of QREI, edited by Ron S. Kenett (ron@kpa.co.il) is complete and will be published in time for the ENBIS-11 conference in Coimbra.

As always the special issue will be available to ENBIS members free of charge online for a limited period of time. Details on how to access the articles will be announced upon publication.

ENBIS Newsletter

We plan to publish two more *ENBIS News* issues in 2011.

Please send your comments and ideas, reports on conferences, workshops, books and articles, as well as pictorial material to the Editor Shirley Coleman (shirley.coleman@newcastle.ac.uk).

ENBIS Facebook, ENBIS LinkedIn and ENBIS Tweet at Your Disposal

To join, please search for "ENBIS" at the LinkedIn and the Facebook web sites or register as a follower of ENBIS Tweet.

ENBIS Facebook group is intended for sharing ENBIS-related events, photos, discussions, as well as building a social network of ENBIS members.

The ENBIS LinkedIn group is intended for professional discussions related to industrial statistics and for sharing information related to scientific activities, job postings, as well as linking members with joint interest areas.

For any enquiries please contact VP in charge of ENBIS social media, Murat Testik (mtestik@hacettepe.edu.tr).

Member News

In May 2011 the Past President of ENBIS, Ron S. Kenett, got elected as the 19th President of the Israel Statistical Association. We congratulate Ron and look forward to futher fruitful cooperation between our two associations.

Recently the Special Issue to the ENBIS-EMSE 2009 Spring Meeting on Design and Analysis of Computer Experiments at the Ecole Nationale Supérieure des Mines de St-Etienne (France) with David Steinberg and Sonja Kuhnt as Guest Editors has appeared in *ASTA Advances in Statistical Analysis* as Volume 94, Number 4, 2010.

To download the articles please visit
<http://www.springerlink.com/content/r677588855v6/>

Springer recently published a book entitled *Statistics for Non-Statisticians* written by the former Vice President of ENBIS, Birger Stjernholm Madsen.

The book is untraditional, both with respect to the choice of topics and the presentation. The topics were determined by what is most useful for practical statistical work: even experienced statisticians will find new topics or new approaches to traditional topics. The presentation is as non-mathematical as possible. Mathematical formulae are presented only if they are necessary for calculations and/or add to readers' understanding.

For more information and a preview visit
http://www.springer.com/statistics/book/978-3-642-17655-5?cm_mmc=other_-_Enews_-_ECS13666_V3_-_978-3-642-17655-5.

Ron S. Kenett and Silvia Salini edited a book entitled *Modern Analysis of Customer Satisfaction Surveys* which is about to be published by Wiley. On June 14th a workshop with the same title was held at the University of Milano (Italy).

The 2011 ENBIS-DEINDE Spring Meeting

The ENBIS 2011 Spring Meeting was the 10th meeting of DEINDE (DEesign of INDustrial Experiments) held on 16-18th of March 2011 in Torino (Italy).

The 2011 ENBIS-DEINDE Spring Meeting was dedicated to the memory of two ENBIS members who have recently passed away.

Søren Bisgaard initiated the concept of ENBIS in 1999. He organised the first meeting to discuss its launch in Amsterdam in 2000 and Henry Wynn was elected the inaugural President. Søren was a dedicated promoter of ENBIS for many years. He made enormous contributions to industrial and business statistics both in theory and in practice. There is a nice tribute to Søren at <http://engineering.curiouscatblog.net/2009/12/20/soren-bisgaard-1951-2009/>.

Ennio Davide Isaia was an Assistant Professor of Statistics at the University of Torino and an enthusiastic member of ENBIS. He presented papers at each ENBIS conference and was a joint organiser of DEINDE in 2007. More about Ennio can be found at http://research.econ.unito.it/all-cv/alpha_topic_view?b_start:int=19&C.

This year's conference was preceded with a half day workshop on Managing Uncertainty in Complex Models (MUCM) and a practical demonstration of the MUCM wiki at www.mucm.ac.uk.

Professors Grazia Vicario and Roberto Fontana are to be congratulated for organization and implementation of such an excellent scientific meeting.

For information on the abstracts, conference program, etc. please visit:

http://calvino.polito.it/enbis_deinde_2011

ENBIS-DEINDE in Ron S. Kenett's Words

»Grazia Vicario and Roberto Fontana organized an excellent ENBIS-DEINDE 2011 conference in Turin. The conference proved, yet again, that a meeting platform of theory and practice is both productive, enjoyable and stimulates new research and new applications. Participants from business, academia and industry met to discuss experimental design methodology, simulation experiments, risk management, six sigma, scale up and many other interesting topics. The excellent keynote speakers were Peter Goos, who reviewed Split/Strip Plot Designs Theory and Practice, Shirley Coleman who talked about Data Mining and DoE in public service applications and Alistair Forbes who addressed the challenging topic of uncertainty measurement and the design of calibration experiments. The social dinner at E'Cucina was, as expected, also memorable. It's Chef, Cesare Maretto, is very famous and the fixed menu was outstanding (<http://cesaremarretti.com/e-cucina-torino/>). Thank you again, Grazia and Roberto!«



Participants of the 2011 ENBIS-DEINDE Meeting in Torino.

The 2010 and 2011 ENBIS Challenge Sponsored by JMP

Marion Chatfield the 2010 ENBIS Challenge Winner. The 2011 ENBIS Challenge Now Open!

Looking Back: The 2010 ENBIS Challenge

The 2010 ENBIS Challenge, of which **Marion Chatfield** (GlaxoSmithKline Services Unlimited) is the winner, was about optimization, more specifically about maximizing profit when you have limited resources.

Using a simulation of a complex, real-world situation (an LPCVD deposition step from semiconductor manufacturing), the challenge consisted of finding the best process recipe for three responses and nine factors. The hierarchical product structure and the way the responses are measured surfaces some interesting issues of data exploration and the design and analysis of an experiment. But the bigger challenge arises from the choice of a sequential experimental strategy that allows rapid learning and still leaves some resources left over to run production and actually make money.

The simulator requires JMP to run, but software other than JMP can be used for analysis and design.

Looking Forward: The 2011 ENBIS Challenge

The 2011 ENBIS Challenge sponsored by JMP is entitled »Maximising Click Through Rates on Banner Adverts: Predictive Modeling in the On Line World«. The challenge consists of attempting to increase advertising revenues to the portal by dynamically surfacing specific advertisements that particular types of people will find attractive and are more likely to click on. There is a body of observational data that describes both the profile of a user and what free content they have viewed in the past, so the hope is that we can build a useful model that will predict the profile of a user from their viewing habits alone. If we succeed, we can then display appropriate, personalised adverts.

To undertake the challenge, you play the role of a statistical advisor that has been contracted by Content4U to undertake the required predictive modelling using the software of your choice. As is often the case, the consulting brief is a little loose, and, to make matters worse, the database admin who provided the data to you has just gone on holiday, and will not return until after the deadline for your presentation. So you may have to make some informed guesses in terms of what exactly is your client trying to achieve.

For more details and to enter the challenge visit www.enbis.org.

2011 ENBIS Elections

These are the candidates in the 2011 ENBIS elections:

- President Elect: Rainer Göb.
- Vice Presidents: Roland Caulcutt, Antje Christensen, Nigel Marriott, Marco Seabra dos Reis, Murat Testik, Andreas Zemplini.
- Council Members: Jacqueline Asscher, Birger Madson, Yosif Rahim, Gerhard Rappitsch, Christian Ritter, Christian Weiss.

The candidates' CVs shall be uploaded to the ENBIS website shortly. An ENBIS Alert inviting the members to cast their vote shall be e-mailed to the ENBIS membership end of June / beginning of July.

News from the International Association for Statistical Education (IASE)

Registration is open for the IASE satellite conference 2011: Statistics Education and Outreach, 18th-19th August, in Malahide, Dublin (Ireland). The conference website is <http://www.conkerstatistics.co.uk/iase/>.

News from the International Statistical Institute (ISI)

The 58th biennial World Statistics Congress will be held from 21st to 26th August, in Dublin, Ireland. A key feature will be the special Theme Day to be held on Wednesday the 24th August, where papers will be devoted to statistical issues relating to Water and Water Quality. The conference website is at <http://www.isi2011.ie/content/>.

The Greenfield Challenge Sponsored by Wiley

ENBIS is proud to announce the launch of the ongoing **Greenfield Challenge**, named after the Past President of ENBIS and Box Medalist Tony Greenfield.

In his 2009 Box Medal Acceptance Speech Tony Greenfield challenged the members of ENBIS with the following words:

*My **challenge** to **you** is that you will tell some audience about work **you** have done, **and** completed successfully **because** you used a statistical method. But **that** audience must be of people who are **not** statisticians.*

And you will have spoken to those people through publications that are for the wider public, through magazines or newspapers, or from a public platform. You might even write a short story or a play.

...

***That** is my challenge: Tell the world, **outside** your circle, of work **you** have done, and done **successfully** because you used **statistics**.*

With kind support of Wiley ENBIS decided to pick up the glove thrown by Tony.

We would like to encourage you to report **immediately** whenever you had dealings with non-statisticians – in whichever form (face-to-face, in writing, in form of an audio or video recording, in interactive social media ...) or context (interactions with students, educators, managers and employees

of organizations in private and public sectors ...).

What we need to receive from you is the following:

- a) A short (half a page) summary in English (specifying date, venue, target population and topic).
- b) Presentation slides (whatever the language they are in; we are confident that somebody in ENBIS will have some working knowledge of it).
- c) A web link (if applicable).
- d) Other supporting material (e.g. newspaper clippings).

Every submission (go to www.enbis.org to submit) will be announced as a short item in ENBIS News.

Every year the Greenfield Challenge Committee shall review all submissions that came in no later than June 30th. **For practical reasons this year's deadline is August 31st.**

The Committee will choose up to 3 most outstanding submissions to be awarded and presented as the best-practice examples at the annual conference of ENBIS.

ENBIS News Publishing Info

ENBIS News (ISSN 1871-8132) is published for the members of ENBIS and is available to them free of charge by the European Network for Business and Industrial Statistics (ENBIS), c/o A. Di Bucchianico, Eindhoven University of Technology, Department of Mathematics and Computer Science, P.O. Box 513, 5600 MB Eindhoven, The Netherlands; e-mail office@enbis.org; website www.enbis.org.

Editor: Shirley Coleman (shirley.coleman@newcastle.ac.uk). Associate Editor: Irena Ograjenšek (irena.ograjensek@ef.uni-lj.si).

All ENBIS members are invited to send their contributions and news items by e-mail, preferably as an MS Word document to the Editor.