

IASUG

Iowa SAS Users Group



Iowa SAS® Users Group The 15th One-Day Conference

Monday, May 19, 2025

Carver Conference and Learning Center

Corteva Agriscience





John Xu



Simon Geletta



Jeremy Mitchell

Message from Conference Chairs

Dear fellow SAS® Users, This year's annual Iowa SAS® Users Group conference will be held on May 19th, 2025. Our in-person conference is a great opportunity for Iowa SAS® users and their colleagues and friends to get together for team building, to network and meet or get reacquainted with other fellow SAS® users, exchange ideas, and potentially discover and/or share job/contracting opportunities.

The program will allow you to choose from 3 concurrent presentation sessions that will be held in separate rooms. Presentation sessions are scheduled to allow for 10 minute breaks in between sessions. This year, we have invited SAS® Institute speakers, Danny Modlin, Jacqueline (Jackie) Johnson, Steve Sebastian and Mark Jordan. We are happy to welcome Walker Armistead, who will be delivering our keynote session. The topic this year, is "AI Strategies for a Competitive Advantage". We also welcome back professional trainer/"SASNerd" Kirk Paul Lafler along with Walter Yu. We will also have local SAS® gurus Simon Geletta, Robin High and Jeff LaMar joining us to share some of their knowledge with us as well.

During morning registration time and lunch break, you will have a valuable opportunity to share concepts and ideas, and for networking, to expand your familiarity with your fellow SAS® users within the community here in the Des Moines Metro area. We encourage you to bring your business cards and expand your network within the SAS® community. We also encourage hiring managers and consultants seeking contracts to bring your job requirements in hard copy for distribution.

We'll end the conference by holding a closing session where door-prizes (which include a laptop computer and much, much more) are given away before we wrap up the conference. You don't want to miss the closing session, so stick around!

Your Conference Chairs,

John Xu, Jeremy Mitchell and Simon Geletta
Iowa SAS® Users Group

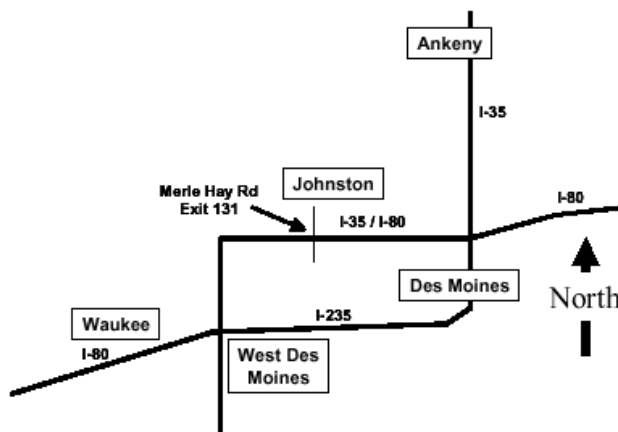
Conference Committee

?	Section Chair #1,
John Xu	Section Chair #2, 1ST Consulting LLC
Alexander Ollerton	Section Chair #3, Wells Fargo & Company
Abebe Hassen	Registrar, Corteva Agriscience
Simon Geletta	Web Master, Knowledge Delivery Services, LLC

Conference Information

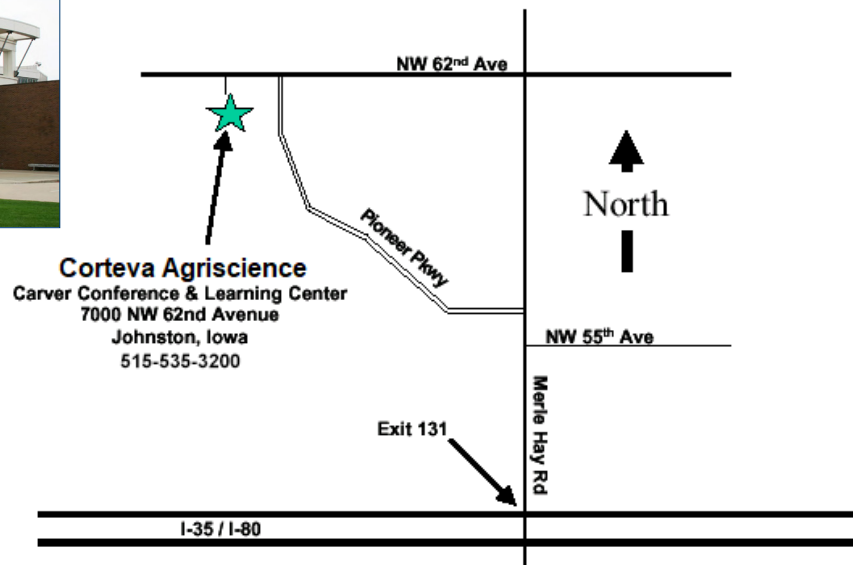
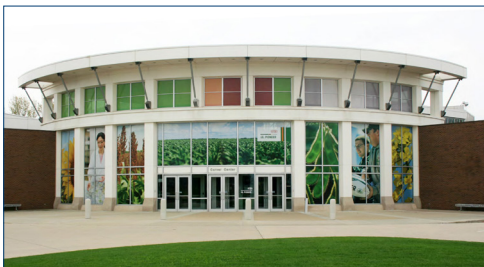
Our one-day conference provides opportunities to enhance your SAS® skills and improve your understanding of the SAS® System. There will be 3 concurrent sessions throughout the day! We've invited speakers from SAS® Institute, as well as other industry experts to join us to share their SAS® knowledge. Online Registration will start one month prior to the conference. Thanks to SAS® Institute's generous sponsorship, we are again able to offer free registration!

- **Free Registration - Again!!**
- **Network with Fellow SAS® Users**
- **Learn from the SAS® Pro's**
- **3 Concurrent Sessions**



Directions to Corteva Agriscience Carver Conference and Learning Center

From I-80/35 take the Merle Hay Road exit #131. At the exit ramp, go north onto Merle Hay Road. Take Merle Hay Road north about 1 mile to Pioneer Parkway and turn west (left). Follow this divided boulevard all the way to its end at NW 62nd Avenue. Turn left to head west on NW 62nd Avenue. Continue to the main Corteva Agriscience entrance. Turn left onto the main driveway. Park in the designated spaces in front of the building or in the lot across the drive.



Conference Schedule

05/13	Session 1 (Room A: Auditorium) SAS Presents	Session 2 (Room D) Programming	Session 3 (Room E) Viya
7:30 - 8:30 a.m.	Check In & Network 		
8:30 - 8:50 a.m.	Opening Session		
9:00 - 9:50 a.m.	A Review of "Free" Massive Open Online Content (MOOC) for SAS® Learners Kirk Paul Lafler (1)	Bayesian Generalized Linear Mixed Models Danny Modlin SAS Institute (2)	Give it a ReST! Working with APIs in SAS® Mark Jordan SAS Institute(3)
10:00 - 10:50 a.m.	Best Tips, Tricks, and Code Snippets from 30 Years Programming in SAS Jeff LaMar (4)	Graphical Displays of Results from Statistical Procedures Robin High (5)	Interfacing with SAS 9.4 using Jupyter A Notebook Simon Geletta (6)
11:00 a.m. - 11:50 p.m.	Under the Hood: The Mechanics of SQL Query Optimization Techniques Kirk Paul Lafler (7)	Bayesian Time Series in PROC MCMC Danny Modlin (8)	A Brief Introduction to DS2 Mark Jordan, SAS Inst (9)
12:00 - 1:30 p.m.	Lunch & More Sponsored by  AI Strategies for a Competitive Advantage Walker Armistead, SAS Institute		
1:30 - 2:20 p.m.	Dashboards Made Easy Using SAS® Software Kirk Paul Lafler (10)	Fitting Machine Learning Models: The Basics Jackie Johnson, SAS Institute (11)	The SAS Platform: Unlocking Value with Results that Matter Walker Armistead, SAS Institute (12)
2:30 - 3:20 p.m.	Data Literacy 101 Kirk Paul Lafler & Walter (13)	Data Cleaning Techniques Jackie Johnson SAS Institute (14)	SAS Solutions Walker Armistead, (15)
3:30 - 4:20 p.m.	SAS® Macro Programming: The Basics and Beyond Kirk Paul Lafler & Walter (16)	Creating a Custom SAS Studio Task Jackie Johnson, SAS Inst (17)	AI-powered Risk Solutions Steve Sebastian SAS Institute (18)
4:30 - 5:00 p.m.	Closing Session/Door Prize (Laptop computer and More) 		

Presentation Abstracts

Lunch Session Keynote Speech

AI Strategies for a Competitive Advantage

By Mr. Walker Armistead, SAS Manufacturing

Abstract

Artificial Intelligence is top of mind for a lot of reasons. It's powerful. It's compelling. It's controversial. SAS has been in the AI space all along. Enjoy your lunch while Walker provides a guided tour of SAS' core focus areas in Generative AI.



Presentation Abstracts

(1) A Review of "Free" Massive Open Online Content (MOOC) for SAS®

Kirk Paul Lafler, SASNerd

Leading online providers are now offering SAS® users with “free” access to content for learning how to use and program in SAS. This content is available to anyone in the form of massive open online content (or courses) (MOOC). Not only is all the content offered for “free”, but it is designed with the distance learner in mind, empowering users to learn using a flexible and self-directed approach. A MOOC represents online content such as a PDF document, course, video or other resources and content that is freely available to the masses using the web. Topics include the various ways anyone who wants to learn SAS programming techniques can access “free” learning technologies including SAS On-Demand for Academics and SAS Studio software, SAS technical support, published PDF “white” papers, code examples, comprehensive notes, instructor lesson plans, hands-on exercises, data files, webinars, videos, audio files, and other content.

(2) Bayesian Generalized Linear Mixed Models

Danny Modlin, SAS Institute

This presentation will feature the new BGLIMM procedure available in SAS/STAT 15.1. This will allow the participant to model non-normal responses and include random effects within their Bayesian approach.

(3) Give it a ReST! Working with APIs in SAS®

Mark Jordan, SAS Institute

Application programming interfaces, or APIs, provide a way for diverse computer programs and systems to reliably communicate with each other. Representative State Transfer (ReST) APIs are the most common type of API used for communication via hypertext transfer protocol (HTTP). Base SAS has robust tools baked in for working with ReST APIs.

(4) Best Tips, Tricks, and Code Snippets from 30 Years Programming in SAS

Jeff LaMar, Wells Fargo

In this presentation, Jeff will cover SAS tips, tricks and tidbits that he has learned over the last 30 years performing analytics for American Greetings, Citicards, H&R Block and Wells Fargo. Don't be afraid, there will be NO deep discussions on heteroscedasticity, multi-collinearity challenges or brain exploding statistics. The presentation is designed to cover the most practical SAS learnings gleaned through years of experience. The presentation will cover areas such as the “best tips and secrets” on Enterprise Guide. It will also cover extremely useful code snippets Jeff has used over and over in his different positions. The objective is for everyone to walk away with at least one idea/tidbit/code snippet they can implement immediately in their current role.

(5) Graphical Displays of Results from Statistical Procedures

Robin High, University of Nebraska Medical Center

The visual display of output in a graph is a helpful and necessary aid for the interpretation of statistical results. Through ODS graphics, many SAS statistical procedures display output with default layouts for their contents. However, storing output from statistical procedures into SAS datasets with the Output Delivery System and producing graphs with the SGPLOT or SG PANEL procedures with these data offer much flexibility to organize and place personal emphasis on interpretation. Utilizing various options and statements contained in the SG procedures and even structuring the input data set can improve the display of graphical content and its interpretation. In addition, options entered from external data sets, including annotation and specification of attributes specify contents of effective graphs. The focus of this talk will first summarize the application of graphical options and statements available with most types of statistical graphs, especially techniques to display differences in means and proportions (directly connected to p-values from contrasts of interest) along with their confidence intervals. For generalized linear models with numerical covariates, LOESS curves can assist with the identification and implementation of splines in the GLIMMIX procedure. Graphical display of adjusted confidence intervals for differences in means with the interaction of the spline and a discrete variable will be demonstrated.

Presentation Abstracts

(6) Interfacing with SAS® 9.4 using Jupyter Notebook

Simon Geletta, Knowledge Delivery Services, LLC.

This presentation introduces the use of Jupyter Notebooks to interface with and create and submit SAS programs. If you have been curious about “reproducible research” and want to learn how to use markdown language to describe your analytics workflow, this session is for you.

(7) Under the Hood: The Mechanics of SQL Query Optimization Techniques

Kirk Paul Lafler, SASNerd

The SAS® software and SQL procedure provide powerful features and options for users to gain a better understanding of what’s taking place during query processing. This topic explores SQL SELECT query syntax order and order of execution, the fully supported SAS® MSGLEVEL=I system option, and PROC SQL _METHOD option to display valuable informational messages on the SAS® Log about the SQL optimizer’s execution plan as it relates to processing SQL queries; along with an assortment of query optimization techniques.

(8) Bayesian Time Series in PROC MCMC

Danny Modlin, SAS Institute

This presentation incorporates time series components (autoregressive, seasonal, and exogenous) into models using a Bayesian approach in PROC MCMC. Using the benefits of indexing, participants are shown how to easily reference lagged and next values from the series. Presentation ends with a discussion about posterior predictive distributions (Bayesian scoring)

(9) A Brief Introduction to DS2

Mark Jordan, SAS Institute

DS2 is a SAS programming language available in Base SAS 9.4+ and in all versions of SAS Viya. The language is designed for simple, safe parallel processing using an intriguing combination of SQL and traditional DATA step syntax. DS2 is also capable of accessing and processing database high-precision numeric values such as BIGINT and DECIMAL without any loss of precision. The paper discusses the benefits of converting a base SAS DATA step to DS2 when the DATA step process is CPU-bound and shows the amazing boost in processing speed that can be achieved by running the process in CAS on SAS Viya.

(10) Dashboards Made Easy Using SAS® Software

Kirk Paul Lafler, SASNerd

Organizations around the world develop business intelligence and analytics dashboards, sometimes referred to as enterprise dashboards, to display the status of “point-in-time” metrics and key performance indicators. Effectively designed dashboards extract real-time data from multiple sources for the purpose of highlighting important information, numbers, tables, statistics, metrics, performance scorecards and other essential content. This paper explores essential rules for “good” dashboard design, the metrics frequently used in dashboards, and the use of best practice programming techniques in the design of quick and easy dashboards using SAS® software. Learn essential programming techniques to create real-world dashboards using Base-SAS® software including PROC SQL, macro, Output Delivery System (ODS), ODS HTML, ODS Excel, ODS Layout, ODS Statistical Graphics, PROC SGPLOT, PROC SGPIE, and other technologies.

Presentation Abstracts

(11) Fitting Machine Learning Models: The Basics

Jackie Johnson, SAS Institute

Ever wanted to know which SAS Viya tool is the best to use for your particular predictive analytics problem? Join us as we compare use of SAS Visual Analytics, SAS Model Studio, SAS Studio programming, and SAS Studio tasks in fitting different machine learning models. Come learn the advantages of different SAS Viya tools in performing machine learning analyses

(12) The SAS Platform - Unlocking Value with Results that Matter

Walker Armistead, SAS Institute

Modern organizations across industries are increasingly data-driven, using data to guide decisions, provide strategic insights, develop new products, and drive innovation. Accelerating the journey from data to decisions enables companies to bring their products to market more quickly, adapt to market conditions with greater agility, reduce operational costs, and better respond to customer needs. By leveraging data and AI, organizations can ultimately boost competitiveness and drive cost efficiencies. While data serves as a powerful resource for businesses to leverage, turning it into valuable insights is not without its challenges. Join Walker as he discusses how SAS is helping customers lower the total cost of ownership while helping analysts, data scientists, and decision makers get to results faster.

(13) Data Literacy 101: Understanding Data and the Extraction of Insights

Kirk Paul Lafler & Walter Yu

Data is ubiquitous and growing at extraordinary rates, so a solid foundation with data essentials is needed. Topics include the fundamentals of data literacy, how to derive insights from data, and how data can help with decision-making tasks. Attendees learn about the types of data - nominal, ordinal, interval, and ratio; how to assess the quality of data; explore data using visualization techniques; and use selected statistical methods to describe and analyze data.

(14) Data Cleaning Techniques

Jackie Johnson, SAS Institute

Data cleaning is one of the first steps in any data analysis. It can be exciting because it helps you better understand your data! Join us for some programming tips and tricks on how to clean your data using SAS programming.

(15) SAS Solutions

Walker Armistead, SAS Institute

SAS developers are some of the most powerful data scientists and analysts on the planet. They get a lot done with Base, Stat, and Graph. Meanwhile, SAS invests \$1B / year in purpose-built solutions tailored to specific industry use cases like Fraud, Risk, Customer Intelligence, and Manufacturing – just to name a few. To some SAS veterans, this may be a new look to SAS. Join Walker as he provides an overview of SAS solutions and core focus areas in which SAS is investing.

Presentation Abstracts

(16) SAS® Macro Programming: The Basics and Beyond

Kirk Paul Lafler & Walter Yu

The SAS® Macro Language is a powerful tool for extending the capabilities of the SAS System. This presentation teaches essential macro coding concepts, programming techniques, and tips and tricks to help SAS users learn the basics of how the Macro language works. Using a collection of proven Macro Language coding techniques, attendees explore the application of how to write and process macro statements and parameters; replace text strings with macro (symbolic) variables; generate SAS code using macro techniques; manipulate macro variable values with macro functions; create and use global and local macro variables; construct logical expressions; interface the macro language with the SQL procedure; store and reuse macros; troubleshoot and debug macros; and develop efficient and portable macro language code.

(17) Creating a Custom SAS® Studio Task

Jackie Johnson, SAS Institute

Enjoy using SAS Studio Tasks for your analysis but cannot find one that does exactly what you want? Learn how to create your own custom task to display data or analysis the way you want it. Save and share the Task so that it can be easily reused by you and others.

(18) AI-powered Risk Solutions

Steve Sebastian, SAS Institute

SAS has a full range of capabilities and integration built into our Risk environment to support evolving business and regulatory demands. Join Steve, SAS Risk Specialist, as he provides an overview of SAS solutions to help customers conquer Risk.

Thanks to Our Sponsors!



Service Area

- Application Development
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- Data Management
- Reporting
- Risk Management
- SAS® Training Classes
- Statistical Analysis/Modeling
- Technical Support

Industry Experience

- Financial Services
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- Marketing
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For more information, please contact John Xu | 515-778-4093 | johnxu@1st-consulting.com

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Embrace the full potential of your SAS software with Knowledge Delivery Services, LLC. Connect with us today and take the first step towards analytics excellence!

Website: <https://kdsol.com>
SAS Global Partner

Iowa . . . Get ready to plug in to SAS!

Join MWSUG 2025 for a great line-up of formal and informal presentations and discussions, posters, workshops, and social activities.

When: October 5th, 2025

Where: Cincinnati, OH

Website: www.mwsug.org for more information

What's in it for me: Learning (solving SAS problems, tips and tricks as well as advancements in SAS), great food, fun, socialization, and much, much more!!!!

See you in Cincinnati, OH in October 2025!

Training Courses taught by Kirk Paul “sasNerd” Lafler

Although no SAS® classes are currently scheduled for the 2025 IASUG conference, if your company is interested in learning SAS, SQL, Analytics, Python, or Excel techniques in popular training classes, please contact John Xu (515-778-4093, johnxu@1st-consulting.com). We can invite Kirk Paul “sasNerd” Lafler, the professional trainer, to come back to Iowa to teach one or more classes.

Kirk Paul “sasNerd” Lafler teaches dozens of popular cutting-edge SAS®, SQL, Analytics, Python, and Excel® training courses to users around the world. Whether you’re a beginner, intermediate or advanced user, you’ll find quality and affordable training courses to develop and elevate your skills and knowledge in today’s ever-changing technology space. Attendees learn practical, result-oriented techniques and solutions that are designed to enhance skills and elevate knowledge to new levels. Courses are available virtually and in-person and are taught in an instructor-led and hands-on format. Here’s a list of a few popular courses taught by Kirk:

- Data Literacy Masterclass
- SAS Programming Masterclass
- SQL Programming Masterclass
- Analytics Masterclass
- Python Programming Masterclass
- Excel Masterclass
- SAS Programming: The Basics and Beyond
- SQL Programming: The Basics and Beyond
- Analytics: The Basics and Beyond
- Python Programming: The Basics and Beyond
- Excel: The Basics and Beyond
- Introduction to Reporting Using SAS
- Introduction to Reporting Using Python
- Introduction to Reporting Using Excel

And more . . .

Volunteer Signup Form

This conference is made possible by volunteers like you. If you would like to help, please complete the form below and email it to John Xu at johnxu@1st-consulting.com with subject line: IASUG Volunteer. Thanks!

Name _____

Phone _____

Email _____

Please select the volunteer roles you would like to participate in:

- Conference Promotor**
Promote the conference in your company by forwarding announcement to co-workers and coordinating the group registration.

- Registration Coordinator**
Need to come early at 7:15 am on Monday, May 13 to conference site to set up registration table and check attendees in.

- Session Coordinator**
Direct attendees to the proper conference room. Handle out paper if available. Remind speaker about time left. Introduce speaker if asked by Section Chair. Minimum of half day in a session.

- Conference Support**
Provide general support to attendees. For example; assist with Hands-on Workshop set up and close down, help at lunch time...

If you have any questions, please contact John Xu (515-778-4093), johnxu@1st-consulting.com

Biographies



Walker Armistead brings seven years of serving some of SAS' largest manufacturing and financial service organizations in the United States. With a strong background in analytics, Walker has successfully driven sales strategies and fostered client relationships, leveraging data-driven insights to achieve remarkable results.

Before joining SAS, Walker spent 15 years in aerospace & defense, where he served as an analytics practitioner and leader. This experience provided a solid foundation in advanced analytics and strategic leadership, enabling Walker to serve his clients.



Simon Geletta is a professor emeritus in the College of Health Sciences at Des Moines University in Des Moines, Iowa. He is currently retired from his teaching engagements and working to expand his consulting and service business - Knowledge Delivery Services, LLC - a systems consulting and service business focused on data engineering and data science development using SAS® and other vendor platforms.



Robin High has been a biostatistician at the University of Nebraska Medical Center in Omaha, NE since 2008. His prior experience includes statistical consulting with a civil engineering firm in Austin, TX, researchers at Oregon State University, and for nearly 15 years assisted graduate students and faculty at The University of Oregon. He has over 30 years' experience with the SAS System.



Jacqueline (Jackie) Johnson is a principal analytical training consultant in Global Academic Programs at SAS®. In her role at SAS®, she conducts SAS® software training at academic campuses around the country and works with faculty to support efforts to develop the future analytics workforce. She holds a DrPH in Biostatistics from UNC Chapel Hill. Prior to SAS®, Dr. Johnson's career has focused on statistical analyses of clinical trials data and includes working as a biostatistics faculty in an academic medical school and as a biostatistician in the pharmaceutical industry. She has been teaching with SAS® in commercial and academic settings for 15 years.

Biographies



Mark Jordan (a.k.a. SAS Jedi) grew up northeast Brazil as the son of Baptist missionaries. As a retired US Navy submariner, he turned his programming hobby into a dream job as a SAS programmer. Mark writes and teaches a broad spectrum of SAS programming classes, is active on SAS Communities, and frequently presents at SAS user events. His book, "Mastering the SAS® DS2 Procedure: Advanced Data Wrangling Techniques" is in its second edition. Mark lives in historic Williamsburg, VA with his wife Lori and their cat Stella.



Kirk Paul Lafler is a SAS, SQL, RDBMS, Excel, and Python educator, developer, programmer, consultant, and data analyst; and works as an adjunct professor at San Diego State University; an advisor and adjunct professor at the University of California San Diego Extension; and an educator teaching SAS, SQL, Python, Excel, and cloud-based technology courses, workshops, and webinars to users virtually around the world. Kirk has nearly 50 years of programming experience and specializes in SAS software, SQL, RDBMS technologies (Oracle, SQL-Server, Teradata, DB2), Python, and other languages and productivity tools. As an author, Kirk's most recent books include Exploratory Data Analysis (EDA) By Example (PB&J Press, Summer 2023), Python ETL By Example (PB&J Press, Fall 2023), PROC SQL: Beyond the Basics Using SAS, Third Edition (SAS Press, 2019), and other books along with numerous papers and articles on a variety of SAS, SQL, and Python topics. Kirk is actively involved with international, regional, and local SAS, SQL, and Python user groups and conferences as an Invited speaker, educator, keynote, and section leader; and is the recipient of 27 "Best" contributed paper, hands-on workshop (HOW), and poster awards.



Jeff LaMar started using SAS® in 1993 as an Operations Research Analyst for American Greetings. In 2000, Jeff migrated to the financial industry and has worked for Citicards, H&R Block, and Wells Fargo. Jeff is currently working as a Lead Risk Analytics Consultant with the Wells Fargo Corporate Risk Unsecured Lending team where he focuses on Account Management Data Infrastructure Analytics. He holds B.S. and M.S. degrees in Industrial Engineering from Iowa State University.



Danny Modlin has been a Training Consultant at SAS since April 2011. Before SAS, he was a teacher in middle school, high school, as well as Teaching Assistant at the University of North Carolina at Wilmington and North Carolina State University. He has a Bachelors of Science in Mathematics from Elon College, a Masters of Mathematics from UNCW, and a Masters of Statistics from NCSU.

Iowa SAS® Users Group

Iowa SAS® Users Group is a local users group organized to

- Facilitate communications with SAS Institute, Inc., and among users of SAS® in Iowa
- Instruct members how to better use SAS® programming tools
- Keep members informed about new SAS® versions and products
- Inform and educate the public about the value and benefit of SAS® software.

We have had 13 1-day conferences with attendance range from 125 to 340 at Corteva Agriscience's conference center. The one-day conference is typically scheduled in May or June.

Iowa SAS® Users Group maintains a web site at: <http://www.iowasasuser.org>.

The meeting information is e-mailed to the members through Yahoo Group IowaSASUser. It is also posted on the web site. The web site has a local SAS® news section and a local SAS® jobs section. Job postings are free although donations are welcome.

There is no membership fee. To join the group, please join the Yahoo group IowaSASUser. You may also send name, company, U.S. mailing address, email address, and work phone to johnxu@1st-consulting.com. Or call John Xu directly at (515) 778-4093

Current Board of Directors:

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