



HARTFORD AREA SAS® USERS GROUP

Volume 16, Issue 4	Fourth Quarter, November 2004
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Table of Contents

Notes from the Chairman	2
Editorial and Production Staff	2
Calendar of Events	2
Meeting Announcement, Mashantucket Pequot Tribal Nation Museum	3
Highlights of August 2004 HASUG Meeting	4
Continuing with Education	5
Book Review, Analysis of Clinical Trials Using SAS: A Practical Guide	6
HASUG Recruiting Policy	6
Book Review, PROC SQL: Beyond the Basics Using SAS	7
HASUG Sponsorship Policy	7
Consultants Special Interest Group	7
Hyperlinks of Interest	8
HASUG Email Distribution List	8
Tips and Techniques, Disclaimer	9
Tips and Techniques	9
Steering Committee	10
Map and Directions to Mashantucket Pequot Museum, Mashantucket, CT	11

<p>The HASUG Flash is available for reading on the World Wide Web at http://www.hasug.org SAS is a registered trademark of SAS Institute Inc. Cary, North Carolina</p>

Chairman's Notes: Charles Patridge

In case you have not heard, I left The Hartford and am now working for Deloitte Consulting in Hartford as a Senior Consultant doing, what else, SAS Application Development in P&C Insurance Modeling as well as other projects coming down the pike.

Starting a new career with a new employer will be challenging. I am also looking forward to new projects and meeting many new people. However, this will also mean that I will have less time as your Interim Chairperson to run HASUG, but I am sure that the current HASUG Steering Committee will do everything possible to bring you great meetings in the future. Again, I ask (encourage) the membership to step up and become part of our Steering Committee, supply some SAS Tips or Techniques, host a future meeting (if your facilities can accommodate approximately 75 people), review a SAS book, present a topic, or just help out in whatever way you feel you can.

Our upcoming November, 2004 meeting will have the theme of Data Cleansing, Data Mining and Modeling which I am sure will interest many of our members. We will have 3 great speakers so our meeting will run a little longer than usual – estimated to end at 12:30 or so. Our hostess, Bonnie Laudig of Foxwoods Casino, has done a great job in finding a large room at the Pequot Museum that will hold approximately 150 people. We have a great deal of room for this meeting, so we expect to see a great turnout.

I look forward to seeing you at our November meeting. Please use our online registration form to register for a seat. Should the number of registered attendees come close to reaching the room's capacity we will shut off further registrations. If your plans change, please cancel your registration. Failure to do this might prevent someone else from attending this meeting. Finally, HASUG will confirm your registration via email as soon as possible to be sure you know you have a seat to attend. So, please do not attempt to come to the meeting if you have not received a confirmation via email as seating will be limited to those who have registered and been confirmed.

Ms. Bonnie Laudig and the Marketing Dept of Foxwoods Casino has been generous to provide refreshments at 8:30 am and for our 10:30 break. However, no food or drinks will be allowed in the meeting room. Let's please follow these regulations.

At our November meeting you will be able to receive a 20% discount on any SAS book you wish to order. So, determine what new SAS books or manuals you need and come prepared to order them and get a 20% discount! You will need to attend this November meeting in order to be eligible for this 20% discount. Order forms will be available only to

the attendees of the meeting. Just ask for the form if you plan to order any SAS books/manuals. You will have approximately 2-3 weeks following our meeting to order the books. You will need to send the order form directly to SAS Institute Inc.

In addition, HASUG will be asking everyone who attends our future meetings to complete a [feedback form](#) before leaving the meeting so the HASUG Steering Committee can get immediate feedback, suggestions and ideas for future meetings. Please take the time to fill out our new form and be prepared to offer your honest opinions, suggestions and ideas!

Take care and I look forward to seeing the biggest attendance ever in HASUG's 20 plus year history.

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CALENDAR OF EVENTS

Future General Meetings and

Conferences:

Nov. 4, 2004	Mashantucket Pequot Tribal Nation Museum, Ledyard, CT
Nov. 14-17, 2004	NESUG, Baltimore, MD
Feb. 24, 2005	CIGNA, Bloomfield, CT
May 19, 2005	TBD

HASUG Steering Committee Meetings:

Nov. 4, 2004	Immediately after HASUG mtg.
Dec. 2, 2004	Conference call, 11:30-12:30
Feb. 24, 2005	Immediately after HASUG mtg.
Mar. 24, 2005	Conference call, 11:30-12:30

HASUG MEETING ANNOUNCEMENT AND SPEAKERS BIOGRAPHY

The fourth quarter HASUG meeting for 2004 is to be held on Thursday, November 4, 2004, 9:00 a.m. to 12:30 at the Mashantucket Pequot Tribal Nation Museum - <http://www.pequotmuseum.org/>.

Please pre-register by NOON Wednesday, November 3, 2004 for this meeting by completing the short pre-registration form by going to our Registration Page. Beverages and refreshments will be provided by our host, however please note that no refreshments are allowed in the meeting room itself.

At our November meeting you will be able to receive a 20% discount on any SAS book you wish to order. So, determine what new SAS books or manuals you need and come prepared to order them and get a 20% discount! We will also have a couple of SAS books as door prizes! - Thanks to SAS Institute Inc.!!!

Our Presenters and Their Topics are as follows:

Topic/Speaker #1

Topic: SAS Data Quality/Cleanse: Techniques for Merge/Purge on Very Large Datasets
Michael Krumenaker
Sr. Project Manager
Palisades Research, Inc.

Abstract:

The SAS System can perform merge/purge - the process of combining lists and removing duplicates - with the functionality provided by SAS Data Quality-Cleanse ("SAS-DQ"). In developing SAS programs for monthly merge/purge on hundreds of millions of records, we encountered various challenges, including:

- (1) how to significantly decrease processing time, and
- (2) how to combine partially overlapping duplicate groups based on various criteria.

Biography:

Michael has over six years as a full-time programmer in SAS, VBA and C++. Before that he put in seventeen years in corporate finance, including application development in spreadsheet and database software. He is certified in SAS version 8, and has extensive

experience in SAS programming for data warehouse applications, and in Microsoft VBA. He has degrees in business (MBA - Columbia University), law (JD - Vanderbilt, LLM - NYU), and chemistry (BS - Brooklyn), and has completed all courses for MS in Computer Science at the New Jersey Institute of Technology.

Topic/Speaker #2

Topic: Data Mining Galore - For Business Applications
Randy Collica
Sr. Business/Data Mining Analyst
Customer Data and Knowledge Services
Hewlett-Packard Co.

Abstract:

Overview & Structure of our Customer Data Warehouse. Data Mart for Data Mining. Issues for Data Cleansing Necessary for Successful Data Mining.

Case Study Example: Call center notes combined with demographic data (Data & Text Mining combined).

Case Study Example: Customer Retention, Loyalty, Vulnerability & Segmentation (Survival Data Mining).
ROI of Data Mining Projects at HP.

Biography:

Mr. Collica received a B.S. degree in electronic engineering from Northern Arizona University in 1982. He has 16 years experience in the semiconductor manufacturing industry working on yield and product and quality engineering. Since 1998 he has been with Compaq and Hewlett-Packard as a Sr. Business Analyst using Data Mining techniques for targeted marketing and customer analytics in the Enterprise Systems Group of the Business Customer Knowledge Operations department. He has developed customer scoring models and models to estimate corporate IT spending for use in tactical and strategic customer and prospect business intelligence. His current interests are in Ensemble models, knowledge and data engineering, classification models, and text mining techniques for use in business intelligence. He has authored and co-authored 11 articles and is currently writing a book on CRM Segmentation and Clustering for business applications. Mr. Collica has been a member of the IEEE since 1979.

Topic/Speaker #3

Topic: On-Demand SAS Predictive Model Scoring

Robert Chu, SAS Institute, Inc.

Abstract:

Application domains such as call centers, front office, and credit approval are requiring on-demand predictive model scoring. This presentation will review on-demand scoring issues and walk through all the needed steps live to deploy SAS predictive models. Steps include:

- (1) create models in SAS Enterprise Miner,
- (2) register models in a SAS metadata repository,
- (3) score in real-time with registered models,
- (4) score in batch with registered models, and
- (5) summarize and report scoring results.

Software tools used in the presentation include SAS Enterprise Miner, SAS Integration Technologies, messaging queues, and relational databases.

Biography:

Robert Chu is a Software Manager in the SAS Enterprise Miner Research and Development group and has been with SAS for more than 16 years. His focus is on model assessment, model management, and model deployment. He received a Master's degree in Computer Science and a Master's degree in Statistics from North Carolina State University; and a Bachelor's degree in Business Administration from National Cheng Kung University. He also spent one year in the PhD program of Operations Research at North Carolina State University. He represents SAS Institute to serve on the following industrial standards working groups and committees, Data Mining Group (that publishes PMML specifications), JSR-073 Java Data Mining API Specification Expert Group, Data Mining SIG of XML for Analysis Council (currently served as the SIG Lead), and ACM Data Mining Standards Committee.

August Meeting Highlights: Albert Lavoie

Once again The HASUG has held its third quarter meeting at the Yale University Laboratory of Epidemiology and Public Health (LEPH).

Fall in New England was just around the corner and the Freshman were beginning to show up on campus. There was a noticeable energy in the air, and the odds were high that you just might bump into a young, future President as you strolled around campus.

Karol Katz from Yale did a superb job making the arrangements for and hosting this quarter's meeting.

Approximately 55 SAS users, representing a good mix of 20 local companies were on hand for the meeting.

This quarter, The HASUG altered its usual two speaker format and chose instead a survey format featuring five speakers dealing with the following theme: "Surveying a group of Base SAS Procedures whose usefulness and power may be overlooked and therefore under utilized."

The SAS Procedures discussed were:

Proc Forms	Karol Katz (Yale)
Proc Datasets	Karol Katz
Proc Transpose	Chuck Patridge (Deloitte)
Proc Contents	Larry Apuzzo (BMS)
Enhanced SAS Editor	Rob Krajcik (BMS)

The idea was to talk about the basic functionality of these Procedures, but also to explore some unique and creative ways of using the procedures to help solve more challenging programming problems.

Now that SI is relying so heavily on online, interactive documentation such as reference material, users guides and even sources of online help, it is understandable that a SAS user or programmer may be confused about where to go to get a useful answer to a SAS related problem. Our final speaker, Chuck Patridge presented some solutions. Chuck invited the audience to suggest any question they would like answered. Chuck then shared his process for evaluating a question with respect to where an online solution may be found. Using a PC and online connection, he illustrated sources for a solution (including SAS support, SAS-L and even independent users and educational sites that support SAS users). The audience was pleased that they were now aware of a number of helpful resources available and how to access them for answers.

Continuing With Education...

Peter Prause, The Hartford

The SAS Institute Regional Training Center in Glastonbury, CT is offering these courses through June 2005. Course information for these courses and many other non-local courses is available on the Internet at the SAS user support web site: *support.sas.com*. To register for a course or to get more information, phone SAS Institute at 1-800-333-7660.

Destiny Corporation is offering the following courses at their training facility located at 2075 Silas Deane Highway, Rocky Hill, CT. You can reach Destiny at 1-800-787-2464 or at 860-721-1684, or send email to info@destinycorp.com. You can visit their web site at www.destinycorp.com.

Creating Detail and Summary Reports	Oct 26-28	Advanced Macros	Oct 26
SAS Macro Language	Nov 3-4	SQL Processing in SAS Software	Nov 15-16
SAS Programming I: Essentials	Nov 8-10	Creating Static and Dynamic Web Solutions Using SAS/IntrNet Software	Dec 6-8
New Features in SAS V9	Nov 30	Statistics I: Basic ANOVA, Regression, and Logistic Regression	Dec 13-15
SAS Programming II: Manipulating Data with the DATA Step	Dec 1-3		
Querying and Reporting Using Enterprise Guide	Dec 13-14		
SQL Processing with SAS	Dec 15-16		
SAS Programming I: Essentials	Jan 25-27		
SAS Programming II: Manipulating Data with the DATA Step	Mar 1-3		
SAS Programming III: Advanced Techniques	Mar 10-11		
Optimizing SAS Programs	Mar 22-23		
SAS Programming I: Essentials	Mar 29-31		
Intro to Programming Using SAS Software	Apr 13-14		
Creating Detail and Summary Reports	Apr 26-28		
SAS Macro Language	May 4-5		
Macro Programming: Advanced Topics	May 6		
SAS Programming I: Essentials	May 10-12		
SAS Programming II: Manipulating Data with the DATA Step	Jun 1-3		
Querying and Reporting Using SAS Enterprise Guide	Jun 13-14		
SQL Processing with SAS	Jun 15-16		

BOOK REVIEW

Analysis of Clinical Trials Using SAS: A Practical Guide

**By: Alex Dmitrienko,
Walter Offen,
Christy Chuang-Stein,
Geert Molenbergs**

Order Number: 59390

Anticipated publication date: Oct. 2004

**Reviewed by Janet Stuelpner, Left Hand
Computing, Inc.**

Clinical trials data has been the focus of several books from data cleansing to dealing with data in horizontal or vertical formats. The focus of this book is how to analyze clinical data in clinical trials or medical research. The problems that the authors analyze use modern statistical methods and SAS techniques to break down the tasks and offer many options on how to approach the data. There are five chapters that cover how to stratify the data to achieve the most complete study, how to handle multiple endpoints, issues relating to safety and efficacy data and how to deal with data that is incomplete. This book will not teach you how to understand basic statistics; rather it is geared toward statisticians and statistical programmers who are looking for solutions to analyze this specialized type of data. Using real and simulated data, they work through different scenarios to show the various approaches to analyze data.

So, is the book worth reading? The authors take a unique approach to the topics. They show the user many different ways to analyze the data. They break down each task and explain why they are doing it and how to do it. The book contains a great deal of statistics for each analysis method and the SAS code to perform the analysis, including SAS user written macros for repetitive tasks. From the simple use of PROC FREQ to the more complicated PROC MIXED, each procedure is explained along with the options that are appropriate for the analysis.

A particularly good chapter is the last one titled 'Analysis of Incomplete Data'. It goes into details about why data is missing, what needs to be when done when data is missing and methods of data imputation. It seems that the longer a study continues, the greater

the likelihood that there will be dropouts or missed visits. The authors share some case studies and discuss how the data needs to be handled so that the outcome is not affected by the method of imputation.

This book is a complete and thorough analysis of the types of data used in clinical trials, the statistics needed to evaluate the data and the SAS code that can be used to analyze the data. If you have a question about how to approach the data, this book will provide the place to start and break down the task into manageable tasks.

THE HASUG RECRUITING POLICY

HASUG's primary mission is to provide a forum for SAS professionals to meet and share experiences. HASUG also recognizes that searching for new employment opportunities is a normal activity when professionals meet. Since we depend on our respective employers to support HASUG by providing time for members to attend, prepare presentations, and provide meeting facilities, we do not wish to jeopardize those relationships we have all nurtured.

Therefore, when attending any of our quarterly meetings, we request that all parties engaged in recruiting activities be "professional and discreet", and suggest that such activities be carried outside and after our meetings. Those seeking or offering positions may display materials at a location designated by HASUG at each quarterly meeting. The materials may include resumes, job openings, contract opportunities, business cards, etc. None of the materials may include salary information. All such materials left after the meeting will be discarded. Violators of this policy may be asked to leave the meeting.

For other recruiting opportunities, please see the SAS CONSIG article elsewhere in this newsletter or visit www.sconsig.com

BOOK REVIEW

PROC SQL: Beyond the Basics Using SAS:

By: Kirk Lafler

Order Number: 58316

Anticipated publication date: Sept. 2004

Reviewed by Charles Patridge, Deloitte Consulting

As expected, I found his book extremely well written, thorough and thoughtfully organized for a wide range of SAS users: from SQL beginners to Advanced SQL users as well. It contains a number of good examples that are easy to understand and follow. I do hope the tables and data Kirk uses in his book will be made available in some electronic form so readers can practice what they read in this book.

Although I am not as experienced at using SQL as Kirk Lafler, I found his new book very insightful and learned a number of tidbits of very valuable information regarding SQL and using SAS. After reading his book, I will undoubtedly make more of an effort to exploit SQL in my SAS application developments where appropriate.

The Ten Chapters of his new book:

1. Designing Database Tables – excellent write-up and review of database design very useful for beginners to advance users.
2. Working with Data in PROC SQL – excellent introduction to SQL, dictionary tables, and tables – a must for beginners to advance users.
3. Formatting Output – some very useful tips for the beginner to intermediate users.
4. Coding PROC SQL Logic – excellent examples of SQL that were easy to understand and follow, including in the "INTO" clause for creating a macro variable list of values and creating multiple macro variables.
5. Creating, Populating and Deleting Tables – again, great examples of a variety of tasks when dealing with Tables.
6. Modifying and Updating Tables and Indexes – good explanations of when to use and NOT use indexes.
7. Coding Complex Queries – Easy to follow examples of using a wide variety of JOINS – equijoins, non-equijoins, reflexive, left,

right, full and union outer joins, including Sub queries.

8. Working with Views – an excellent write-up on what VIEWS are and how to exploit them in your SAS application development – a must read section of his book.
9. Troubleshooting and Debugging – as with any new tools, there are bound to be errors as you learn to use them, and Kirk does an excellent job to explain how to troubleshoot and debug your SQL code.
10. Tuning for Performance and Efficiency – since many Databases are very large, Kirk does a very good job at defining ways to increase your SQL coding techniques to increase application performance and efficiency.

I am very pleased I was asked to review Kirk's new book and look forward to getting a copy of it to place it next to my "SAS Guide to the SQL Procedure" so I can exploit the power of SQL more fully than I have thus far. I strongly recommend to those SAS users who may be afraid or hesitant to use SQL to acquire Kirk Lafler's new book and read it cover to cover. As a result, I am sure you will feel more confident to incorporate SQL in your future SAS application development.

THE HASUG SPONSORSHIP POLICY

All parties are encouraged and welcome to attend our quarterly HASUG meetings scheduled during the months of February, May, August, and November of each year. Usually these meetings are scheduled the 3rd Thursday from 9:00 am to noon at various locations throughout Connecticut. Past locations have included Hartford, Meriden, Middletown, Norwalk, Glastonbury, Stamford and New Haven. We are always looking for new hosts within the state of Connecticut. If you feel your organization can host a meeting of up to 70 or so people, please contact one of the Steering committee members.

CONSULTANTS' SPECIAL INTEREST GROUP(SCONSIG)

The SAS Consultants' Special Interest Group (SCONSIG) operates and maintains a web site located at www.sconsig.com. The site lists employment opportunities, contracts, vitas, resumes, and companies seeking SAS professional talent. It is updated weekly. You are encouraged to visit that web site or to

HYPERLINKS OF INTEREST

SAS Users often ask, "How can I find any recent SUGI papers that deal with a particular subject?" Lex Jansen has put up the following link that lets one search the online SUGI proceeds using the Google search engine:

<http://www.lexjansen.com/sugi/>

Similarly, to search the SAS-L archives, one can use the following two links:

<http://www.axomsoftware.com/sas-l.php>

<http://groups.google.com/groups?hl=en&lr=&ie=UTF-8&group=comp.soft-sys.sas>

The SAS Consultants Special Interest Group's web site URL is:

<http://www.sconsig.com>

Read Past SUGI Proceedings Online at:
(link supplied by Curtis Smith):

<http://support.sas.com/usergroups/sugi/proceedings/index.html>

Information about the North East SAS Users Group (NESUG), including information about the 2004 conference in Baltimore can be found at:

<http://www.nesug.org>

SAS OnlineDoc is available from SAS on the World-Wide Web. To register to view SAS Version 8 OnlineDoc on the web, register at the following URL:

<http://www.sas.com/v8doc>.

To register to view SAS Version 9 Online Doc on the web, register at the following URL:

<http://www.sas.com/v9doc>.

Some of the papers and other handouts distributed at recent HASUG meetings can be found at the following two web sites:

<http://www.hasug.org>

<http://www.bassettconsulting.com>

HASUG2-L DISTRIBUTION LIST

This service is provided free of charge to all who wish to subscribe the email notification process. In order to sign up for this service, you need only point your browser to the HASUG web site, <http://www.hasug.org>, and click the hyperlink

[Join HASUG Email Distribution List](#)

Or go directly to

<http://listserv.pace.edu/archives/hasug2-l.html>

then click on

[Join or leave the list \(or change settings\)](#)

You will see:

All you need to do is to:

1. type in your email address and name
2. click on "Join the List" button to Join
3. or, if you wish to unsubscribe click on "Leave the list" (still need to type in your email address and name)

If you know and understand the various options, feel free to alter them as desired. However, HASUG suggests you leave them "as is".

Your name and email address are not displayed nor given out to any party, including members of the HASUG steering committee. Only the list administrators have access to subscription information.

If you should change your email address under which you subscribed, you will need to unsubscribe with your old email address, and then re-subscribe using your new email address.

Typically, a notice is sent approximately 3 weeks before meetings, as well as a couple of days beforehand to remind people of the date, time, location and topics to be presented.

Only List administrators will be able to send out email messages to the HASUG2-L members.

TIPS AND TECHNIQUES FROM SCONSIG

Disclaimer:

"Each tip included here addresses a problem, and presents a use of one or more SAS concepts. Use it to stimulate your thinking and help you on your way to solving your own problem. Some tips may or may not work in your environment or with your version of the SAS Software, and you should use these tips with this in mind. Neither HASUG nor contributing Author(s) should be held responsible for any direct and/or indirect damage to you or your applications from using these free tips."

***SAS, SAS/ACCESS, SAS/CONNECT,
SAS/FSP, SAS/GRAPH, SAS/IntrNet,
and SAS/STAT are registered
trademarks of SAS Institute Inc.,
Cary, North Carolina***

Tips and Techniques

SN-004115

How to retrieve the contents of the Program Editor and the Enhanced Editor if SAS ends unexpectedly:

<http://support.sas.com/techsup/notes/SN/004/004115.html>

Creating links to other pages from within a PDF file created by ODS:

<http://support.sas.com/techsup/notes/SN/012/012660.html>

PROC FORMAT with PICTURE statement gives flexibility for date, time, and datetime formats:

<http://support.sas.com/techsup/notes/SN/008/008510.html>

Quick Tip: Exporting Comma Delimited Files for Use in MS Access or Excel

If you ever need to write data out to comma delimited files for importing into MS Access or Excel, Nina Werner, a SAS user at Dean Health Plan, provides a helpful routine. Her tech tip checks every non-numeric field for commas and substitutes blank spaces by using the TRANSLATE function.

Read More at: <http://support.sas.com/sasamples/quicktips/04jul/commadelimited.html?ETS=1792&PID=44951>

IO Performance Tuning Techniques by Kirk Paul Lafler can be found at

http://www.sconsig.com/sastips/io_performance_tuning_techniques.pdf

THE HASUG STEERING COMMITTEE

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Museum Address

Mashantucket Pequot Museum & Research Center
110 Pequot Trail
P.O. Box 3180
Mashantucket, CT 06338-3180
1-800-411-9671
web: <http://www.pequotmuseum.org>



Getting to the Museum:

From Hartford

Follow Route 2 East, take Exit 28 South to Route 395 South.

From Route 395 South, take Exit 79A to Route 2A East, crossing the Mohegan-Pequot Bridge.

Continue along Route 2A East, which leads into Route 2 East.

Continue past the main entrance to Foxwoods Resort Casino on the right, and take a right at the next traffic light onto Route 214.

Drive 3/10 mile and turn right onto the Pequot Trail.

The Public Safety Building will be on the left. Continue until you reach the museum parking lot.

From NYC/New Haven

Follow Route 95 North, at Exit 92, take a left onto Route 2 West.

Stay on Route 2 West for 8 miles.

At Route 214 turn left, drive 3/10 mile, then turn right onto Pequot Trail. The Public Safety Building will be on the left. Continue until you reach the museum parking lot.

From Rhode Island and Points North

Follow Route 95 South to Exit 92. At the Exit, go to the second stop sign and take a right onto Route 2 West.

Stay on Route 2 West for 8 miles.

Turn left onto Route 214, drive 3/10 mile, turn right onto Pequot Trail.

The Public Safety Building will be on the left. Continue until you reach the museum parking lot.