

## Letter from the President

*Ray Coffman, President, DAMA Chicago*



This month's letter will be short, yet highlight three, significant events.

I'm sorry to have to share that one of DAMA Chicago's original members, **Dan Festin**, passed away on February 26, 2012 after a two year battle with lung cancer. His career included the development and promotion of Data Administration / Architecture / Warehouse initiatives at many major Chicago area businesses including; CBOE, First Chicago Bank, United Airlines, Washington Mutual, Wachovia Securities, Allstate Insurance, and Abbot Labs. Dan helped lay the foundation of DAMA Chicago. On occasion, Dan even attended our meetings during his chemotherapy. His passion for data management and contributions to our organization are much appreciated.

### **Our new DAMA Chicago website is up and running!!**

**Dan Murphy** has done an excellent job in updating both site's look and content. Check out his article for details. And go to the site and explore for yourself.

Finally, the EDW (Enterprise Data World) Conference is April 29 through May 3 in Atlanta, GA. The conference includes over 200 hours of cutting-edge content in a vendor-neutral environment, with specialized tracks that allow you to focus on the data management topics most pertinent to your needs, including all-new tracks on Unstructured Data and Data-driven Business. Take advantage of your DAMA Discount. And if you see me, say, "HI"!!

*Ray Coffman*

### **Mark your calendar**

DAMA Chicago Meeting  
 Wednesday,

April 18th, 2012

Computer Associates,  
 Lisle, IL

**Details on Page 2 & 3**

**Location map on Page 4**

**Pre-register for  
 April Meeting by  
 Friday, April 13th**  
[cnolan@allstate.com](mailto:cnolan@allstate.com)

EDW Conference

April 29-May 3, 2012

Omni Hotel at CNN  
 Center, Atlanta, GA

**Renew your DAMA  
 membership today**

Individual - \$50  
 Corporate - \$200

Membership benefits on  
 Page 6

**Group discount at  
 EDW 2012**

Send 4 team members and the 5th is FREE! Additional registrations over 5 will receive a 20% discount. To qualify, the group members must be with the same organization and register at the same time.

LEVERAGE INFORMATION TO ITS FULL POTENTIAL

# ENTERPRISE DATA WORLD

THE TRANSFORMATION  
TO DATA-DRIVEN BUSINESS  
STARTS HERE

APRIL 29-MAY 3, 2012 • ATLANTA, GEORGIA • OMNI HOTEL AT CNN CENTER

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## 2012 DAMA CHICAGO MEETINGS

### DAMA Chicago Chapter Meeting

Wednesday, April 18th, 2012  
 8:30 A.M. to 3:30 P.M

#### LOCATION

**New Facility**

CA Technologies Central Park  
 3333 Warrenville Road  
 Main floor, Rm 125  
 Lisle, IL 60532-1157

#### AGENDA

- 8:30 a.m. Refreshments
- 9:00 a.m. Business Meeting
- 9:30 a.m. Break
- 9:45 a.m. Big Data and Analytics - Krish Krishnan
- 11:30 a.m. Lunch
- 12:45 p.m. Information Exchange
- 1:15 p.m. Under The Hood of a Metadata Repository - Saad Yacu
- 2:30 p.m. Visualizing the Power of your Data though the ERwin Web Portal - Antonio Amorin
- 3:30 p.m. Adjournment

**Many thanks to CA for providing continental breakfast for DAMA Chicago Meeting attendees.**

## MORE EVENTS IN 2012

DATE	LOCATION	TOPIC & PRESENTER
April 29th to May 3rd, 2012	Omni Hotel at CNN Center 100 CNN Center Atlanta, GA	<b>Enterprise Data World 2012</b> The business world's most comprehensive educational event for data and information management. Offering more than 200 hours of programming over five days, the conference includes sessions on every aspect of the world of data management, with specialized tracks that enable you to focus on the topics most vital to your organization.
Wednesday June 20th, 2012	Allstate	TBD
Wednesday, August 15th, 2012	IBM	TBD



## NEW BOOK IN THE LIBRARY

**Data & Reality** - Steve Hoberman  
 Third Edition (First Edition published 1978)

We have made amazing progress in the last four decades in terms of portable music, mobile communication, and entertainment., making devices such as the original Sony Walkman and suitcase-sized mobile phones museum pieces today. Yet remarkably, the book Data and Reality is just as relevant to the field of data management today as it was in 1978.

Go to <http://www.damachicago.org/library/> for a complete list of the books.

## APRIL 18TH, 2012 DAMA CHICAGO MEETING

### Morning Presentation

#### Sixth Sense Advisors, Inc.

Big Data and Analytics

- *Krish Krishnan, President & CEO, Sixth Sense Advisors, Inc.*

#### About Krish Krishnan

Mr. Krishnan is a recognized expert worldwide in the strategy, architecture and implementation of high performance data warehousing solutions. He is a visionary data warehouse thought leader, ranked as one of the top data warehouse consultants in the world, and an independent analyst, writing and speaking at industry leading conferences, user groups and trade publications. He has co-authored "Building the Unstructured Datawarehouse" along with Bill Inmon. Additionally he has authored three eBooks, over 100 plus articles, viewpoints and case studies in Business Intelligence, Data Warehousing and Data Warehouse Appliances and High Performance Architectures.

A recognized authority on Unstructured data integration, text mining and text analytics, Mr. Krishnan currently is promoting the next generation of data warehousing, focusing on Big Data, Semantic Technologies, Crowdsourcing, Analytics, and Platform Engineering.

Mr. Krishnan is the president of Sixth Sense Advisors Inc., a Chicago-based company providing Independent Analyst consulting services in Data Warehouse and Business Intelligence.

#### Synopsis

The market is abuzz with a lot of excitement over Big Data. But there exists a lot of uncertainty and confusion on this subject, ranging from basic definition of the topic to its impact on Data Management, Data Warehousing and Business Intelligence. This interactive session is focused on addressing the subject of Big Data, the opportunities, challenges, technologies and the emerging roles in the industry to address the same. We will discuss case studies of organizations that have started a Big Data journey and their ROI in the first of a multi year journey. We will also address the multiple realms of technology and what each one will bring to the infrastructure ecosystem.

### Afternoon Presentation



Under The Hood of a Metadata Repository

- *Saad Yacu, Data Management COE, Allstate Insurance Company*

#### Synopsis

The presentation will discuss the architecture behind the metadata repository supporting the data warehouse implementation of a large insurance company. It will explain the meta-model behind the metadata repository and the details and metadata collected for each of the meta-model blocks. The presentation will also discuss the different processes which enable the collection of the metadata from the disparate systems and trace the lineage across the different applications in the enterprise. Presented topics are:

- Logical Data Models & Physical Data Stores Metadata
- Reports and Reporting Models Metadata
- Data Mapping and ETL Documents
- Enumerated Codes and Codes Mappings
- Metrics and Business Rules
- Metadata Federation
- System of Records and Lineage

#### About Saad Yacu

At Allstate Insurance, Saad Yacu has been a member of the Data Management group for more than 10 years where he is the lead architect and designer of the Allstate metadata repository, Data Guide and the Code Management System. Saad is an experienced developer, and leverages his development skills to design better solutions for managing the enterprise repository and the codes management system for a large insurance company. Saad was able to position the Code Management System to be an enterprise tool currently used as the system of record by multiple applications for cleansing, verification, or translation of simple and complex codes.

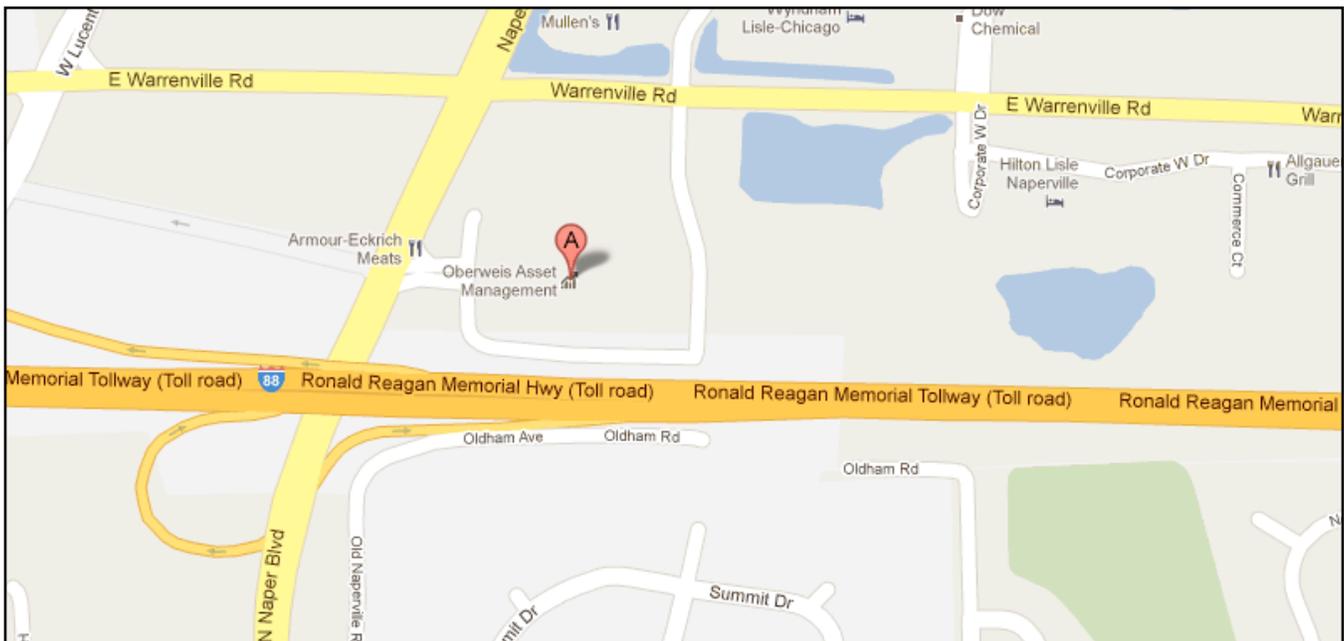
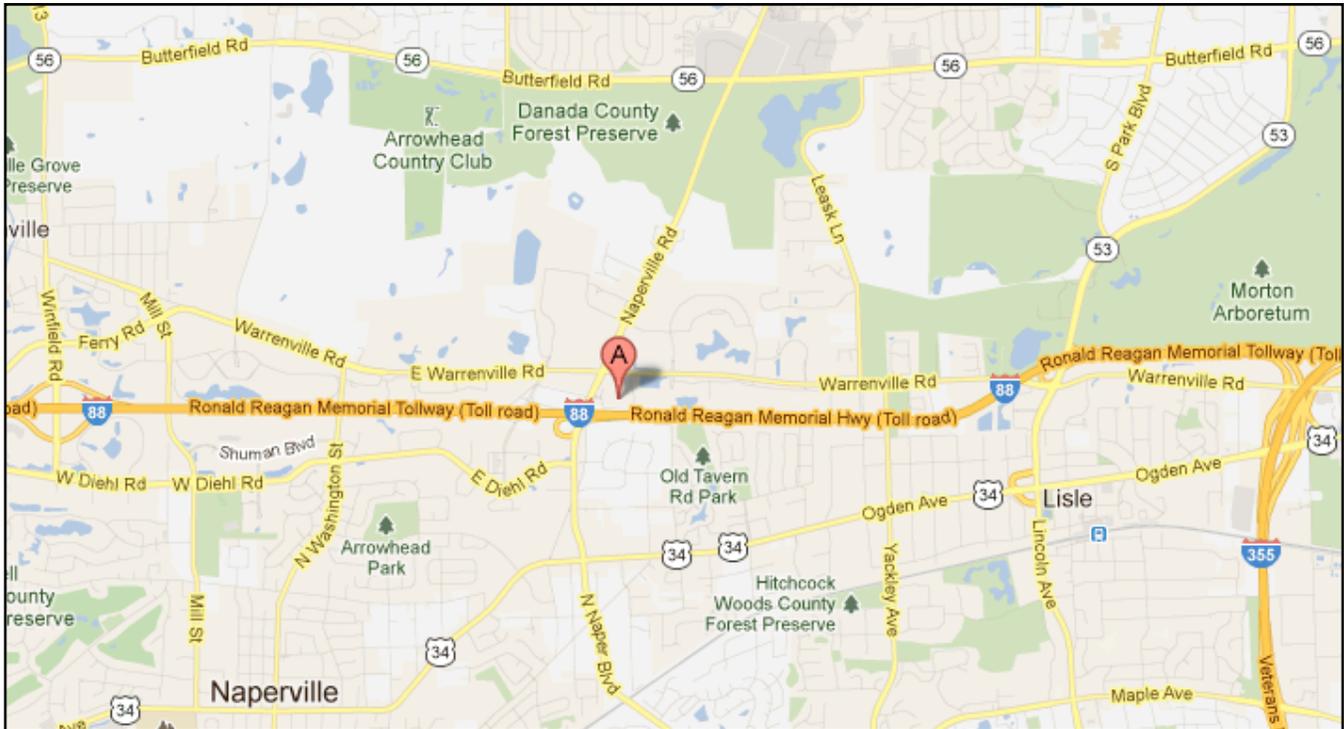
## DIRECTIONS TO THE APRIL 18TH, 2012 DAMA CHICAGO MEETING

agility  
made possible™



CA Technologies Central Park  
3333 Warrenville Road  
Main floor, Rm 125  
Lisle, IL 60532-1157

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[cnolan@allstate.com](mailto:cnolan@allstate.com)



## FROM DAN MURPHY, VP ONLINE SERVICES, DAMA CHICAGO CHAPTER

I am happy to announce that our new site is currently up and running! Feel free to take a look around and check out some of the site's new functionality. The domain is the same: [www.damachicago.org](http://www.damachicago.org).

First and foremost, I would not have this site up and running without the help and support of many of our chapter officers, you know who you are! Your research and added interest in the site has helped move things forward in a timely matter. Without your appreciated efforts, our site would not be where it is today.

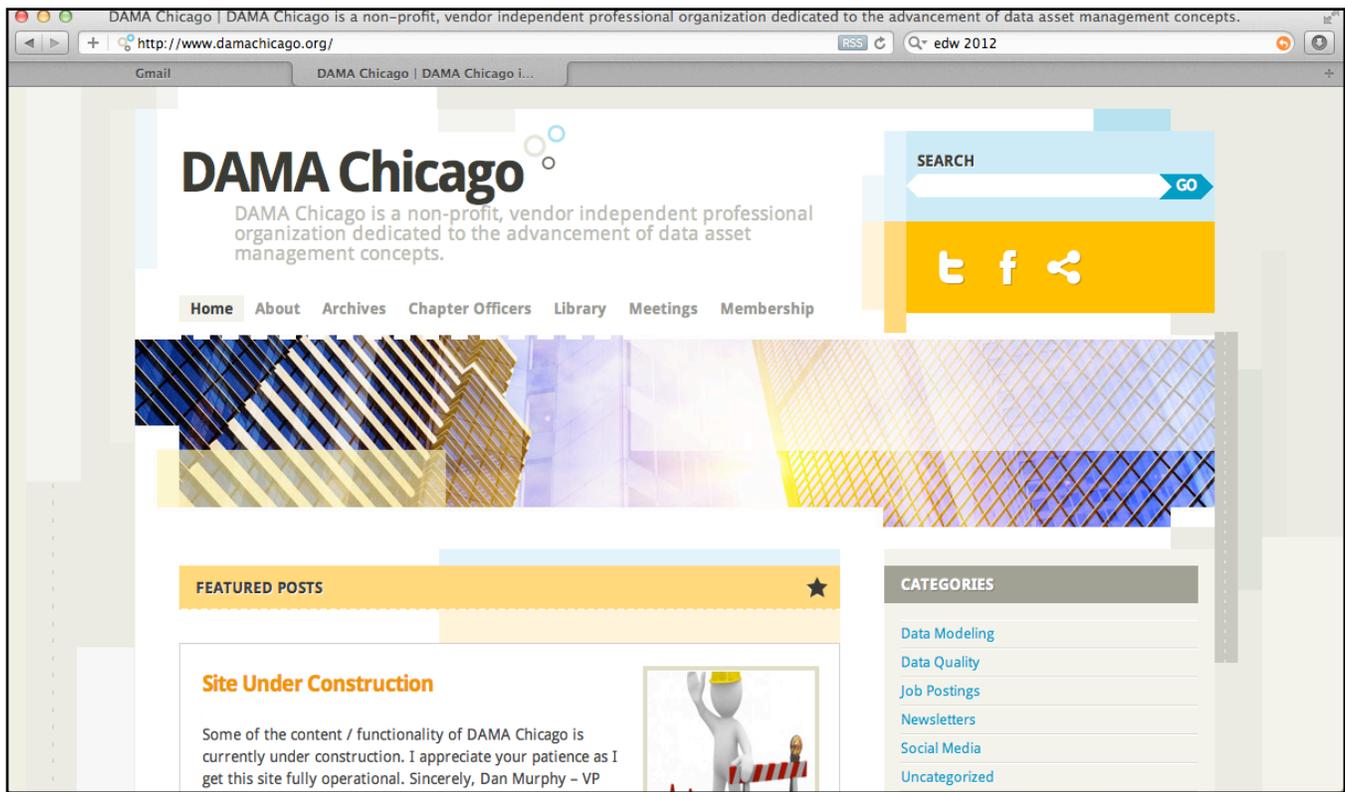
Listed below are some new features of our website:

- Contemporary look and feel
- Added Search bar
- Clean navigation menu
- Re-designed home page
- Presentations now viewable online
- Link to DAMA International
- 'New Job Postings' capabilities
- Posts archived and categorized
- Links to our social media pages - Facebook, Twitter and Linked-In
- Live Twitter feed

There are still some milestones ahead in terms of getting the site fully operational, but I am happy with the progress made so far. That being said, I am always looking for input towards improvement. If you have any questions / comments / ideas for the site feel free to send me an e-mail at [vponlineservices@damachicago.org](mailto:vponlineservices@damachicago.org).

Thanks again for the position and I hope you enjoy the new site!

*Dan Murphy*



## ABOUT DAMA CHICAGO

DAMA Chicago was founded in the Fall of 1986 with the first meeting in December of that year. DAMA Chicago holds six bimonthly meetings annually on topics pursuant to DAMA's goals. These meetings include informal round-table discussions, featured presenters, invaluable sharing through association with professionals in our field, two Special Interest Groups, and much more. The Chicago Chapter has attained broad appeal in the Midwest as a resource for Information Resource Management.

## PURPOSE

The Data Management International (DAMA), Chicago Chapter is a non-profit, vendor independent professional organization dedicated to the advancement of data asset management concepts. DAMA Chicago's mission is to engage in activities that promote data asset management concepts and to broaden the skills of professionals who work in this field.

## GOALS

- To promote and develop data asset management concepts and practices.
- To be a focal point for issues relating to data asset management practices.
- To further the professional development of data asset management professionals.
- To enhance Corporate Management's understanding of how data asset management affects the bottom line.

## MEMBERSHIP BENEFITS

- Bi-monthly meetings
- Member Newsletter
- Information Exchange Forums and Special Interest Groups
- Heavily discounted training targeted to the DM Professional
- Lending Library of top DRM books
- Corporate discount on dues
- Annual member directory
- Automatic membership in DAMA International

**Come  
join us  
for a  
meeting  
and  
see for  
yourself**

## Officers

### **Chapter President**

Ray Coffman

### **Treasurer**

Susan Earley

### **Secretary**

Olena Dikina

### **Co-Secretary**

Alan D. Arico

### **VP Membership**

John Grage

### **VP Programs**

Cathy Nolan

### **AVP Programs**

Lucy Hubrich

### **Librarian**

Michael Ryan

### **VP Information Services**

Michael Miller

### **VP Online Services**

Dan Murphy

### **VP Marketing**

Latha Nair

### **Information Exchange Coordinator**

Mike Smilg

### **DAMA International Liaison**

Cathy Nolan

### **Past President**

Jeff Lawyer



Join our LinkedIn Group at [www.Linkedin.com](http://www.Linkedin.com). Keep up-to-date with DAMA happenings between published newsletters by joining our group.

You can start or join in a discussion, make announcements of interest to other DAMA Chicago members, post jobs, let other members know of other professional meetings or classes in the area, or just keep informed. This is an easy way to network with your peers so join today!!

## GIVE US YOUR FEEDBACK

Please forward any questions, comments, or ideas regarding this newsletter to [vpmarketing@damachicago.org](mailto:vpmarketing@damachicago.org)