

Letter from the President

Ray Coffman, President, DAMA Chicago



I can't help it; this has got to come out!! Oh No, you can't say it; what will people think about you. You're the President after all!! Control yourself!! Be PROFESSIONAL!! No, YOU JUST GOTTA LET IT OUT, "What the@#\$\$ is BIG DATA!; you're still having a hard enough time with your 'little data' and now you wanna take on something bigger?!?!?" Oh well, I guess I better leave this topic up to our 'Data Scientists (lol)'. There, I said it; now I feel much better.

If you can't tell from my comments above, I have recently returned from our Enterprise Data World (EDW) Conference with information about some new concepts blossoming in our industry. I understand that we are on the cusp of change and part of me wants to embrace this new concept and part of me is comfortable with things just the way they are. I feel a little like the 'horse & buggy' guy first seeing the Model-T. Needless to say things in our industry are changing and EDW is a great venue to stay abreast of the latest trends.

Other highlights at the conference included a celebration of the Zachman Framework's 30-year Anniversary with a presentation and champagne toast which was much appreciated by John Z. Another was a hallway conversation with Dr. Peter Chen, the originator of Entity-Relationship Modeling. At the President's Council meeting, our DAMA Chicago website was reviewed and got kudos for its content and design. As usual, the conference workshops and presentations were varied and informative. Also, the conference is an amazing opportunity to meet and network with industry leaders and practitioners from around the globe including EU, Asia, South America, Africa, Australia and from across the USA. And...

DAMA Chicago meetings are an exceptional opportunity for you to gain knowledge and network. I hope to see you at our next meeting on June 20th at Allstate Insurance in Northbrook. Hope to see you there; and, make sure you come by and say, 'Hi'.

Ray Coffman

Mark your calendar

DAMA Chicago Meeting
 Wednesday,

June 20th, 2012

Allstate Insurance,
 Northbrook

[Details on Page 2 & 3](#)

[Location map on Page 4](#)

Pre-register for June Meeting by

Friday, June 15th

cnolan@allstate.com

Renew your DAMA membership today

Individual - \$50

Corporate - \$200

[Membership benefits on Page 6](#)

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DAMA-DMBOK2 Framework

DAMA International, the sponsors of "The DAMA Guide to the Data Management Body of Knowledge" (DAMA-DMBOK Guide), is now launching the DMBOK2 project.

The Framework2 DRAFT will be open for comment from April 30, 2012 through June 30th 2012. Please visit the DAMA-DMBOK Framework2 [collaboration site](#) to download, view, or comment.

More details will be provided by Susan Earley at the June 20th meeting.

2012 DAMA CHICAGO MEETINGS

DAMA Chicago Chapter Meeting (Data Management Day with IDMA)

Wednesday, June 20th, 2012
 8:30 A.M. to 3:00 P.M

LOCATION

Allstate Insurance Company
 3100 Sanders Road
 Northbrook, Illinois 60062
 Allstate West Auditorium

AGENDA

- 8:30 a.m. Sign-in and Continental Breakfast
- 9:00 a.m. IDMA & DAMA Welcome, Introductions & Announcements
- 9:30 a.m. Managing Data Effectively - Tracy Spadola
- 12:00 p.m. Lunch
- 1:00 p.m. Information Exchange
- 1:30 p.m. DMBOK – The Second Edition - Susan Earley
- 3:00 p.m. Adjournment

We are excited to partner with the [IDMA](#) (Insurance Data Management Association) for Data Management Day at the June Meeting at Allstate Insurance.

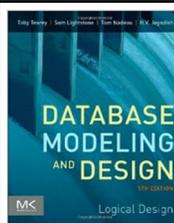
MORE EVENTS IN 2012

<i>DATE</i>	<i>LOCATION</i>	<i>TOPIC & PRESENTER</i>
Wednesday August 15th, 2012	IBM Downtown Chicago	IBM Speakers TBA
Wednesday, October 17th, 2012	McDonalds Hamburger U Oakbrook	Speaker - David Hay
Wednesday December 12th, 2012	Sears Holdings Hoffman Estates	Agile Data Analysis - Steve Peshlo

NEW BOOKS IN THE LIBRARY - MICHAEL RYAN, LIBRARIAN



Recreation - Chris Potts (2010)
 Simon is a seasoned Enterprise Architect who joins a corporation in New York as their first-ever Vice President of Enterprise Architecture. On his very first day, he meets the global Chief Executive Officer (CEO) who asks Simon What do you do? Simon`s reply triggers the CEO to respond in a way that our hero least expects. What follows is a journey across continents and oceans in which Simon uncovers the true meaning of Enterprise Architecture, who is doing it, and how successful they are.



Database Modeling and Design

(2011)
 Database systems and database design technology have undergone significant evolution in recent years. The relational data model and relational database systems dominate business applications; in turn, they are extended by other technologies like data warehousing, OLAP, and data mining. How do you model and design your database application in consideration of new technology or new business needs? In the extensively revised fifth edition, you'll get clear explanations, lots of terrific examples and an illustrative case, and the really practical advice you have come to count on—with design rules that are applicable to any SQL-based system.

JUNE 20TH, 2012 DAMA CHICAGO MEETING

Morning Presentation

TERADATA

Managing Data Effectively

- Tracy Spadola, Practice Lead, Insurance – Industry Consulting, Teradata

About Tracy Spadola

Tracy Spadola, CPCU, CIDM, FIDM, AAM, is a Practice Lead, Insurance – Industry Consulting with Teradata, who is responsible for developing data warehousing business strategy for clients. In addition to data warehouse strategy, she provides consulting services in the area of logical data modeling, data quality, stewardship, data governance, data integration and business value. Tracy has more than twenty years experience in the insurance industry, working at such companies as Continental Insurance Company, CNA and Allstate. She is a frequent speaker at various industry conferences and has authored several articles on the topics of data management, data governance and stewardship in the insurance industry. Tracy is a past president of the Insurance Data Management Association (IDMA) and currently serves on the IDMA board of directors as vice president of business development. Tracy holds a Bachelors degree in Management Information Systems from the State University of New York - Excelsior College and a Masters of Science degree in Organizational Leadership from Quinnipiac University.

Synopsis

This session will highlight some of the advanced data management topics from the Insurance Data Management Association (IDMA) One Day Workshop "Tools for Effective Data Management" such as Content and Document Management, Metadata Management, Data Standards and Architecture, Business Intelligence and Analytics (including Big Data), and Information Governance and Security. Tracy will provide some examples on how these concepts are successfully applied within the insurance industry.

Afternoon Presentation

DMBOK – The Second Edition

- Susan Earley, Production Editor, DAMA-DMBOK2 Framework

Synopsis

Our afternoon speaker, Susan Earley will be speaking about the second edition of DMBOK (Data Management Body of Knowledge) and how you can contribute your expertise to enhancing the latest edition. A revised framework document is available for commentary and the result will be used to structure the DAMA DMBOK2. The first edition was written by over 120 data management practitioners, and is the most impressive compilation of data management principles and best practices ever assembled. DAMA (Data Management Association) is an International, not-for-profit, vendor-independent association of technical and business professionals dedicated to advancing information management principles that support business strategies.

About Susan Earley

Susan Earley has spent the last 20 years working in data management in various ways, starting with application development, data warehouse development and management, data modeling, and into data architecture. She was the Assistant Editor for the DAMA-DMBOK released in 2009, the editor for the 2011 edition of the DAMA Dictionary of Data Management, and is the production editor for DAMA DMBOK2.

DIRECTIONS TO THE JUNE 20TH, 2012 DAMA CHICAGO MEETING

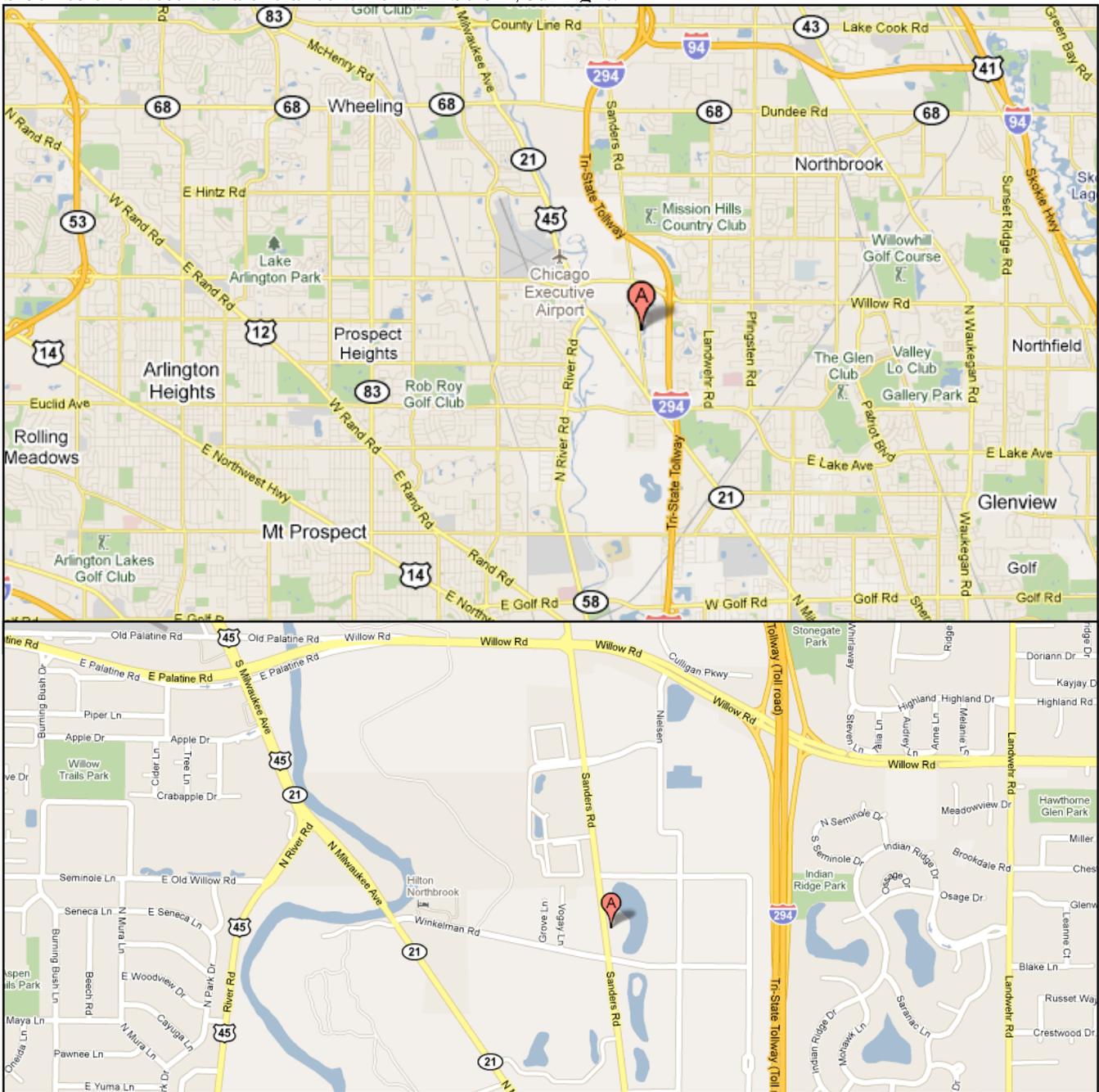


Allstate Insurance
3100 Sanders Road
Northbrook, IL 60062
West Plaza Auditorium

**Pre-register by
Friday, June 15th**
cnolan@allstate.com

www.allstate.com

Take the TriState Tollway, I-294, to Willow Road West. The first intersection after the tollway is Sanders Road. Turn left on Sanders and go past Allstate's main entrance which will be on your left. Proceed one block to the West Plaza entrance which will be on your right.



DATA MODELING ZONE 2012

November 12th-15th 2012 in Baltimore, Maryland

Sharpen your data modeling skills and Connect with the community!

Data Modelers - Here is a new conference just for you! [Data Modeling Zone](#)

Not only will you learn new data modeling concepts, techniques and approaches, but you will enjoy many “extras” including a “Crabby” hour, a chocolate event, group tours of the area, and a keynote by Olympic Medal winner gymnast Peter Vidmar (yes, he is bringing his medals).

The conference contains four tracks and a combination of half-day and 75 minute sessions. No matter what your level of expertise, sessions have been designed to further your knowledge. Data Modeling experts such as Karen Lopez, Steve Hoberman, Donna Burbank, Peter Aiken, Dr. Gordon Everest, Chris Bradley and others will be presenting sessions to help you:

- Learn how data modeling connects to key business initiatives such as compliance, agility, and strategy
- Fine tune your relational and dimensional modeling and data vault skills
- Learn a new data modeling tool
- Master a new modeling notation, such as UML, ORM, and FCO-IM
- Apply techniques such as surrogate keys, subtyping, encoding schemes, abstraction, and visualization
- Leverage enterprise data models, canonical models, and industry data models

Discounts

- Register before **August 1** and receive a free copy of Data and Reality and a **\$200** shopping spree at the conference store.
- First **100** people to register receive pre-conference data modeling primer available for \$35 discounted from \$500
- **DAMA** or **IDMA** members will receive a **\$100** discount by using the promotion code DAMA or IDMA

FROM LATHA NAIR, VP MARKETING, DAMA CHICAGO CHAPTER

From Warehouse to Stockpile – More data than you can shake a stick at

The relentless drone of “Big Data” is not showing any signs of abating. I went to EDW2012 conference not quite sure what to make of it. I returned a bit more chastened.

Metamorphosis

We are witnessing a major shift in paradigm in data management. From organized, neatly laid-out data warehouses, the deluge of data is forcing a move towards a pack-rat mentality where the immediate need is to hold on to as much of it as possible. The organization of the data is a secondary concern.

Business rules? Not now!

Time and resources are not able to keep up with the speed of bytes. The seemingly arcane way of analyzing business needs, modeling the data, designing stars and snowflakes are being challenged. NoSQL and Hadoop are new ways to grab and sift through vast quantities of data. Business rules come later.

Information is still organized, right? It depends.

Reporting and analytics is seeing a brute-force change in attitude. Business could be counted on being SMEs as long as we asked good questions. This time around business has no idea what data exists and where it is coming from. Now the onus is on data analysts to glean patterns in the stockpile, help the Business make sense of it, then dive deep to get even more. Speed is, of course, of the essence.

While the world is fretting over its mega IPO, Facebook along with Google, Amazon, and others have already unleashed a mammoth revolution that promises to change the way we comprehend data.

Navigating this mine for information will need a whole new skill set. Any data scientists out there?

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**

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Mike Smilg

DAMA International Liaison

Cathy Nolan

Past President

Jeff Lawyer



Join our LinkedIn Group at 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