

Letter from the President

Ray Coffman, President, DAMA Chicago



Saturday July 28, 2012: I just got in from a 20 mile bike ride along the Chicago lakefront that included a few stops to exercise. This is a major difference from just a few weeks ago. Friday evening, June 29th, I had a headache which progressively got worse and had me taking it easy for the weekend. However, by Sunday night I was having pains in lots of places. I left a Monday doctor's visit with a prescription; but ended up in U-of-C emergency room Tuesday July 3rd. After a few hours there, I returned home with a few 'bionic

parts.' Without getting into TMI, I ended up bed-ridden and then house-bound for ten days until seeing a specialist and having those parts removed. This Friday I got the "All's OK" from the specialist. Other than the sticker shock from the hospital's and doctor's invoices I'm all good. On reflection I am grateful for my health; for friends and neighbors who helped me; and, to have a job with health insurance.

Which brings me to the main reason for sharing this information; DAMA Chicago's new website has a job posting function. If your organization has a job opening, please, forward that information to either me (president@damachicago.org) or the VP of Online Services (vponlineservices@damachicago.org). The job must be relevant to our members, i.e. IT positions - preferably data/business analyst or architecture positions. Postings for DAMA Chicago member organizations will be given a priority. Hint, if not already a member, please support DAMA Chicago by getting your organization to get a corporate membership which allows any of their associates to attend our meetings. Member organizations can also forward job openings to us the week prior to the meeting and we will have copies available at our library table.

If you are looking for a position, please, bring copies of your resume to our meetings and be ready to introduce yourself during the opening introductions and remarks.

Hope all is well with you and yours. Stop by and say 'Hi' at our next meeting August 15th.

Ray Coffman

Mark your calendar

DAMA Chicago Meeting
Wednesday,

August 15th, 2012

Nielsen,

Schaumburg

[Details on Page 2 & 3](#)

[Location map on Page 4](#)

Data Modeling Zone 2012

November 12-15, 2012

Pier 5 Hotel on the

Baltimore Harbor

Waterfront, Baltimore, MD

[Member discount info on](#)

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Renew your DAMA membership today

Individual - \$50

Corporate - \$200

[Membership benefits on](#)

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DAMA Chicago on LinkedIn

Have you visited us lately on LinkedIn? Sign up now and join the DAMA Chicago group. The latest information about future meetings and other offers are posted here.

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2012 DAMA CHICAGO MEETINGS

DAMA Chicago Chapter Meeting

Wednesday, August 15th, 2012
 8:30 A.M. to 3:30 P.M.

LOCATION



Nielsen
 150 N. Martingale Rd.
 Schaumburg, IL

AGENDA

- 8:30 a.m. Refreshments
- 9:00 a.m. Business Meeting
- 9:30 a.m. Break
- 9:45 a.m. Overcoming the Limitations of E/R Modeling - Dr. Gordon Everest
- 11:45 a.m. Lunch
- 1:00 p.m. Information Exchange
- 1:30 p.m. Metadata Use Cases You Can Use - Bob Dein
- 3:00 p.m. Door Prize Drawings
- 3:30 p.m. Adjournment

MORE EVENTS IN 2012

DATE	LOCATION	TOPIC & PRESENTER
Wednesday, October 17th, 2012	Blue Cross Blue Shield Association 225 N. Michigan Ave Chicago	Yes, You can Create an Architectural Data Model in UML - David Hay A Case Study from Blue Cross Blue Shield - Diane Rollinson
Wednesday December 12th, 2012	Sears Holdings Hoffman Estates	The Impact of Data Governance and Data Quality on MDM - Peter Benson
Wednesday, February 20th, 2013	TBD	TBD

INTERNATIONAL EVENTS IN 2012

24-26 September 2012, London, UK	Business Analysis Conference Europe 2012 www.irmuk.co.uk/ba2012	DAMA Member Discount of 10% off the full conference price. Discount code: DAMAI10 Group Booking Discounts available for 2+ registrations
5-7 November 2012, London, UK	Data Management & Information Quality Europe 2012 Data Warehouse & Business Intelligence, Europe 2012 www.irmuk.co.uk/dm2012	2 Conferences in 1, Over 70 sessions to choose from! DAMA Member Discount of 10% off the full conference price. Discount code: DAMAI10

AUGUST 15TH, 2012 DAMA CHICAGO MEETING

Morning Presentation



Overcoming the Limitations of E/R Modeling

- Dr. Gordon Everest, Professor Emeritus, Carlson School of Management, University of Minnesota

About Gordon Everest

A prominent speaker at many conferences around the world, Dr. Gordon Everest has specialized in teaching Computers and Information Systems; Database Management, Design, and Administration; Data Warehousing; and the Legal Aspects of Computing at the University of Minnesota. Dr. Everest has also appeared as an expert witness in many cases involving data security and data privacy. Gordon earned his Ph.D. in Business and Applied Economics, University of Pennsylvania, Wharton School. His dissertation entitled: "Managing Corporate Data Resources: Objectives and a Conceptual Model of Database Management Systems, became the textbook entitled: "Database Management: Objectives, System Functions, and Administration" published by McGraw Hill.

Synopsis

Current practice in data modeling thinks of attributes in entity tables - relational or the more general ER modeling. Table-think gets us into trouble, thus requiring normalization. An alternative approach thinks in terms of objects playing roles in relationships with other objects. ER/Relational data modeling is dominant today, in practice and in DBMSs. The traditional focus on entity records with descriptive attributes results in confusion in complex design situation. We need a different way of thinking about and doing data modeling that avoids the pitfalls of record-based modeling, one that does not require normalization.

Afternoon Presentation



Metadata Use Cases You Can Use

- Bob Dein, Metadata Solutions Architect, Allen Systems Group

Synopsis

The discussion will center around the critical role of sound use case scenario development in metadata solution cost justification, planning, evaluation, acquisition and implementation. The presentation will include:

- Why Metadata fails and how sound Use Case Scenarios can help prevent failure
- DMBOK Metadata Management 101
- Use Case Scenarios 101
- Sound Metadata Use Case Scenario Examples
- Metadata Use Case Scenario Conclusions
- ASG-Rochade/metaGlossary Use Case Scenario Demonstrations

About Bob Dein

Mr. Dien has been a data management practitioner and member of DAMA for over 25 years working in various capacities such as instructor, developer, DBA and architect on a long list of data solutions engagements in both commercial and government markets. His experiences come from both customer and vendor perspectives, having worked as an employee and consultant for organizations such as Cincom Systems, Cincinnati Public Schools, the US Air Force and Great American Insurance.

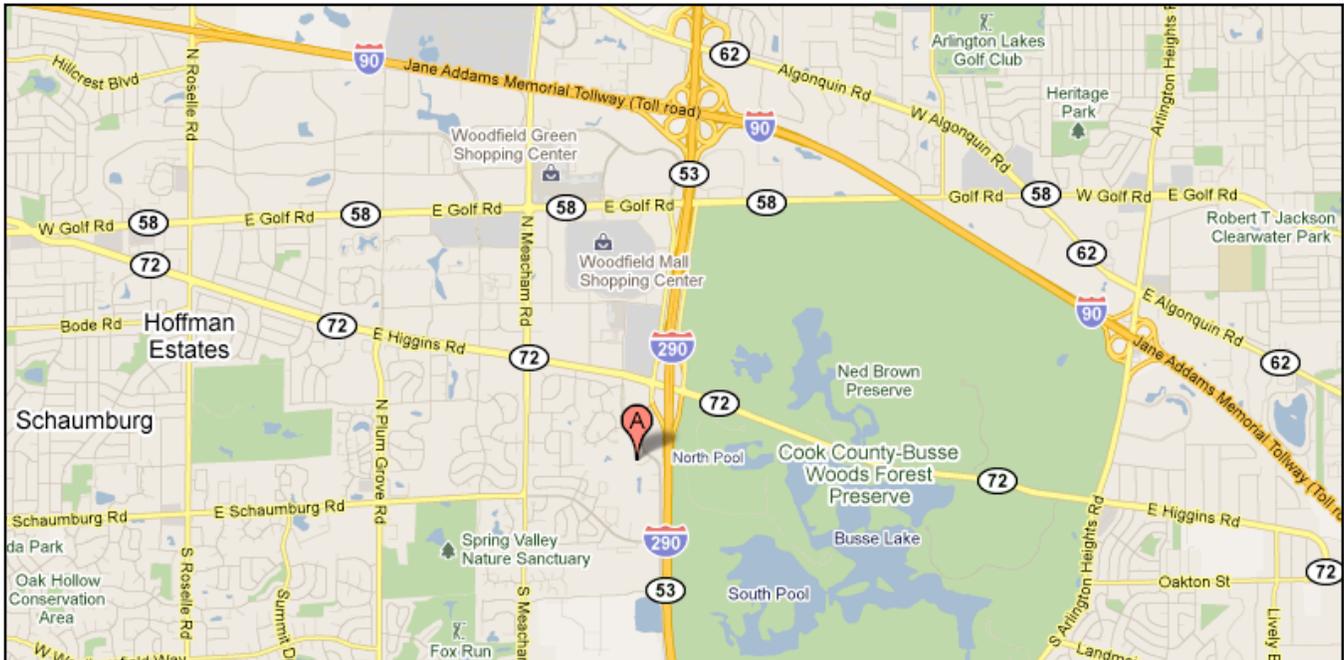
DIRECTIONS TO THE AUGUST 15TH, 2012 DAMA CHICAGO MEETING



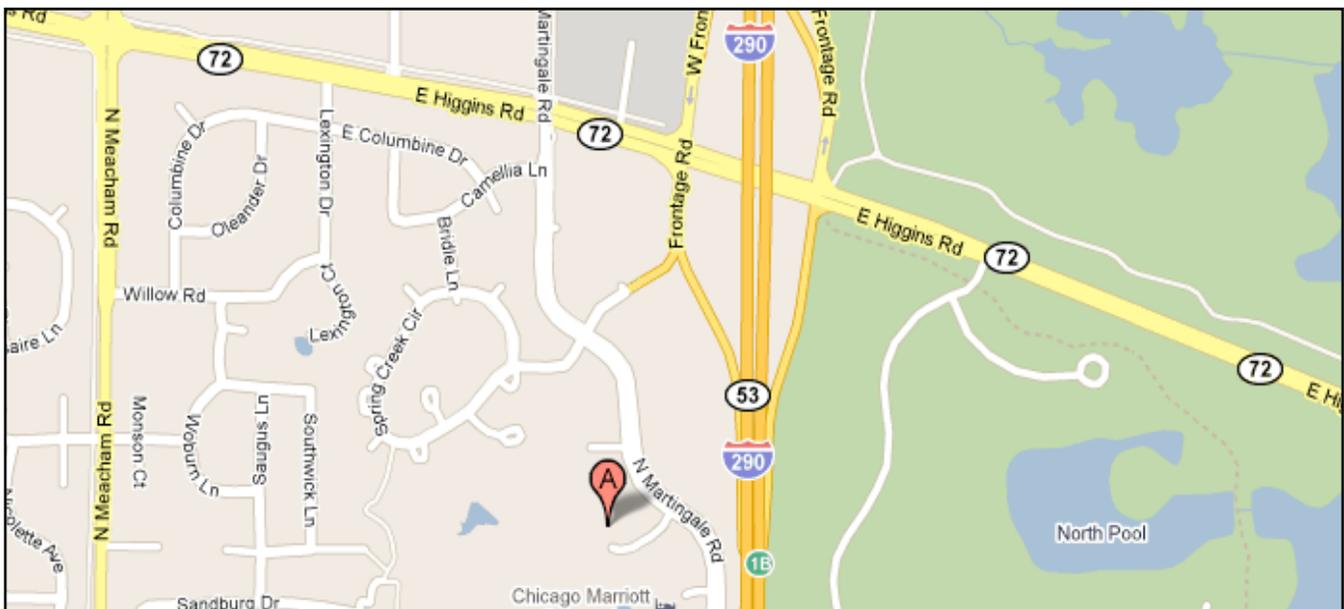
Nielsen
150 N. Martingale Rd.
Schaumburg, IL
www.nielsen.com

Upon arrival please register at the desk to receive your badge

Maps are informational only



Street-level



DATA MODELING ZONE 2012

November 12th-15th 2012 in Baltimore, Maryland

Sharpen your data modeling skills and Connect with the community!

A Conference for Data Modelers! [Data Modeling Zone](#)

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 by **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** will receive a **\$100** discount by using the promotion code DAMA

Keynote Speakers



Tuesday, November 13th

Will Evolving Technology Eliminate the Need for Data Modeling?

- Michael Brackett

The presentation begins with a brief look at the evolution of data modeling over the last 50 years and what it has or has not accomplished. Next, the usefulness of data modeling with its present form, orientation, and attitude will be reviewed. Finally, the future of data modeling will be examined in light of evolving technology and the potential benefits of data modeling.

Wednesday, November 14th

INNOVATION: Pushing The Envelope

- Peter Vidmar, Highest Scoring American Gymnast in Olympic History

One of the reasons gymnastics is the most watched event of the Olympic Games is that the viewer can always expect something new and different from the athletes. Gymnasts are masters at pushing the envelope, as they constantly try to reinvent their athletic art form. Innovation also requires some risk, and Peter discusses and shows how the judging category of ROV: Risk, Originality, and Virtuosity, has become a mandate for constant change in his sport.



Thursday, November 15th

One to Many: Developing the Data Modeler's Influence in the Business and the Boardroom

- Chris Potts, Author of FruITion and RecrEAtion

The Knowledge Economy. The Information Age. The Data Model. How can executives and other business leaders, when exploring the opportunities and risks of the first two of these, truly appreciate the value of the third? To be valued by, and to influence, these people who think about market trends, revenues, profits and costs, the challenge facing many Data Modelers is making the connection between the work that they do and business outcomes. Using the journey of Simon in the books FruITion and RecrEAtion, and hands-on experience of making data modeling relevant in the Boardroom, Chris will highlight how best to connect what sounds like a technical role with a business audience.

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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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