

## Letter from the President

*Ray Coffman, President, DAMA Chicago*



Fall is here. No constant hum from the air conditioner. Leaves will be changing color soon. Kids are back in school. The bike trails along the lakefront will be less crowded. I like early fall although I don't look forward to what follows, winter snow and icy roads. But all I can do about the weather is accept it and prepare for the change. Rotate the short-sleeved shirts for the sweaters. Get the furnace ready. Buy some snow salt. And keep going!

These are subtle reminders of other changes looming for me in the next couple of years as I approach retirement, that are both threatening and welcome changes we all must adjust to and accept, which leads to a concern I have about DAMA and our attracting new members. But there is a solution; we can prepare for change. We need to extend our reach and invite some 'new blood', maintaining and growing our organization.

I had a discussion with Dan Murphy, VP Online Services, yesterday about the possibilities of his spearheading an effort to introduce DAMA Chicago to IT students at local colleges and universities. We have always offered student memberships but few have joined. Nor have many taken advantage of DAMA's offer to allow free attendance at their first meeting. Dan, a 2011 graduate from ISU and member of DSP Professional Business fraternity will reach out to his former school and fraternity as well as other colleges and universities and be DAMA Chicago's face and voice in recruiting some new DAMA student members.

Please, assist Dan in this effort by emailing Dan at [vponlineservices@damachicago.org](mailto:vponlineservices@damachicago.org) with information regarding contacts you might have at local colleges and universities. Dan will contact them and invite them to join us at an upcoming meeting. I wish Dan as much success in this effort as he had with revitalizing our DAMA Chicago website. Please, do what you can to assist Dan.

Please, forward any other suggestions for membership recruitment to me at [president@damachicago.org](mailto:president@damachicago.org).

See you at our October 17th meeting at Blue Cross Blue Shield. Don't forget to stop and say 'Hi'.

*Ray Coffman*

### Mark your calendar

DAMA Chicago Meeting  
Wednesday,

October 17th, 2012  
Blue Cross Blue Shield,  
Chicago

[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  
Page 5](#)

### Renew your DAMA membership today

Individual - \$50

Corporate - \$200

Student - \$10

[Membership benefits on  
Page 6](#)

### 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.

**Pre-register for October Meeting by Friday, October 12th** [diane.rollinson@bcbsa.com](mailto:diane.rollinson@bcbsa.com)

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## 2012 DAMA CHICAGO MEETINGS

### **DAMA Chicago Chapter Meeting**

Wednesday, October 17th, 2012  
 8:30 A.M. to 3:15 P.M

#### **LOCATION**

Blue Cross Blue Shield Association  
 225 N. Michigan Ave  
 Chicago, Illinois 60601  
 Room 905

#### **AGENDA**

- 8:30 a.m. Refreshments
- 9:00 a.m. Business Meeting
- 9:30 a.m. Break
- 9:45 a.m. Yes, You can Create an Architectural Data Model in UML - David Hay
- 11:30 a.m. Lunch
- 1:00 p.m. Case study on a home-grown metadata repository - Jay Smith
- 2:00 p.m. Case study on developing a master data reference solution - Diane Rollinson
- 3:00 p.m. Door Prize Drawings
- 3:15 p.m. Adjournment

## MORE EVENTS IN 2012

<i>DATE</i>	<i>LOCATION</i>	<i>TOPIC &amp; PRESENTER</i>
Wednesday December 12th, 2012	Sears Holdings Hoffman Estates	The Impact of Data Governance and Data Quality on MDM - <b>Peter Benson</b>  Data Governance: Managing People, Process and Systems towards Regulatory Compliance - <b>Stijn Christiaens</b>
Wednesday, February 20th, 2013	TBD	Strategic Business Intelligence - A World View - <b>Michael Miller</b>

## INTERNATIONAL EVENTS IN 2012

5-7 November 2012, London, UK	Data Management & Information Quality Europe 2012  Data Warehouse & Business Intelligence, Europe 2012  <a href="http://www.irmuk.co.uk/dm2012">www.irmuk.co.uk/dm2012</a>	2 Conferences in 1, Over 70 sessions to choose from!  DAMA Member Discount of 10% off the full conference price. Discount code: DAMAI10
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### **New Membership Benefit - eLearningCurve Discount**

eLearningCurve offers online education and certification in many information management disciplines including information management foundations, data quality, data governance, data stewardship, MDM, business intelligence, and data modeling & metadata management.

**DAMA Members can receive 10% off on any online course.**

## OCTOBER 17TH, 2012 DAMA CHICAGO MEETING

### Morning Presentation



Yes, You can Create an Architectural Data Model in UML  
- *David Hay, Essential Strategies, Inc*

#### **About David Hay**

Dave Hay has been producing data models to support strategic and requirements planning for more than twenty-five years. He has worked in a variety of industries, including, among others, banking, clinical pharmaceutical research, and all aspects of oil production and processing. For 19 years he has been President of Essential Strategies, Inc., a consulting firm dedicated to helping clients define corporate information architecture, identify requirements, and plan strategies for the implementation of new systems. Dave is the author of the original data model patterns book, *Data Model Patterns: Conventions of Thought*, as well as books on requirements analysis and metadata after that. Last year, he published the successor book, *Enterprise Model Patterns: Describing the World*. Since he took the unusual step of producing model patterns in UML, a follow-on book, *UML and Data Modeling: A Reconciliation* was published a few months ago.

#### **Synopsis**

Traditionally, the object-oriented community and the data modeling and design community have found it difficult to understand each other. The premises are completely different. The entity/relationship model, which is the “data” people’s tool of choice, is not readily supported by UML, the object-oriented community’s tool of choice. This presentation is an attempt to make peace between the two groups.

Yes, it is possible to create a serviceable entity/relationship model with the UML notation. Because UML was designed to support object-oriented design, and entity/relationship modeling is intended to produce models of the business for review by non-technical business people, some tinkering with the notation and a lot of tinkering with “best practices” are required to pull this off. This presentation will describe what is required to do it. It will describe how to constrain both the assignment and the parts of UML to use, in order to make it all work. Along with that, it will present important aspects of business modeling that even many data modelers neglect - at their cost.

### Afternoon Presentation



BlueCross BlueShield Association

Case Studies from BCBSA

- *Jay Smith, Managing Director of Data Architecture, BCBSA*  
- *Diane Rollinson, Enterprise Data Architect, BCBSA*

#### **About Jay Smith**

Jay Smith has 27 years of experience in data architecture, applications development, object technology and consulting while developing applications in the insurance, manufacturing, financial services, transportation and telecommunication industries. He has worked for a variety of organizations including Accenture, American Century Mutual Funds, SunGard and CrossLogic Corporation. Jay has also authored and taught numerous courses in systems development, Object-Oriented Analysis and Design, and Java programming.

#### **Synopsis**

Jay Smith will present a case study on a home-grown metadata repository used as the single source of truth for:

- Generating DDL for all database changes
- Building web pages to communicate the data structures used by 37 organizations to validate and exchange medical claim transactions

Our experience includes designing the repository tables themselves, integrating with ERwin, and loading data from semi-structured documents. The technologies include Java, J2EE, XML and HTML plus blood, sweat and tears.

#### **Synopsis**

Diane Rollinson will present a case study on developing a master data reference solution at BCBSA. This has been a three year project with limited upper management support, but high expectations for accuracy. Diane will review the home-grown approach that uses an Oracle database coupled with a front-end GUI using JAVA and scriptella code. She will also provide lessons learned from the effort.

#### **About Diane Rollinson**

Diane Rollinson is an experienced and practiced data practitioner. She has studied and worked with data for the past 25 years. Diane designed logical and physical data models and managed the evolution of systems for SPSS, American Hospital Association, ACNielsen, Discover Financial Services, University HealthSystem Consortium, and Experian. She is currently an Enterprise Data Architect for the Blue Cross Blue Shield Association.

## DIRECTIONS TO THE OCTOBER 17TH, 2012 DAMA CHICAGO MEETING



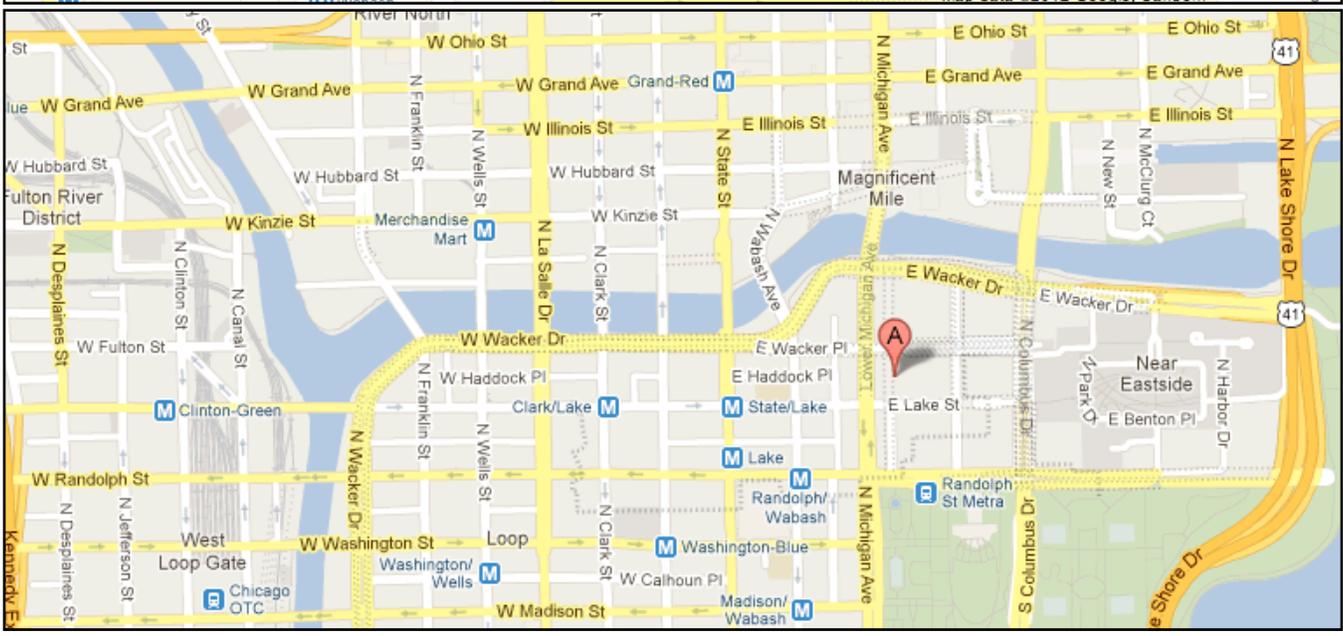
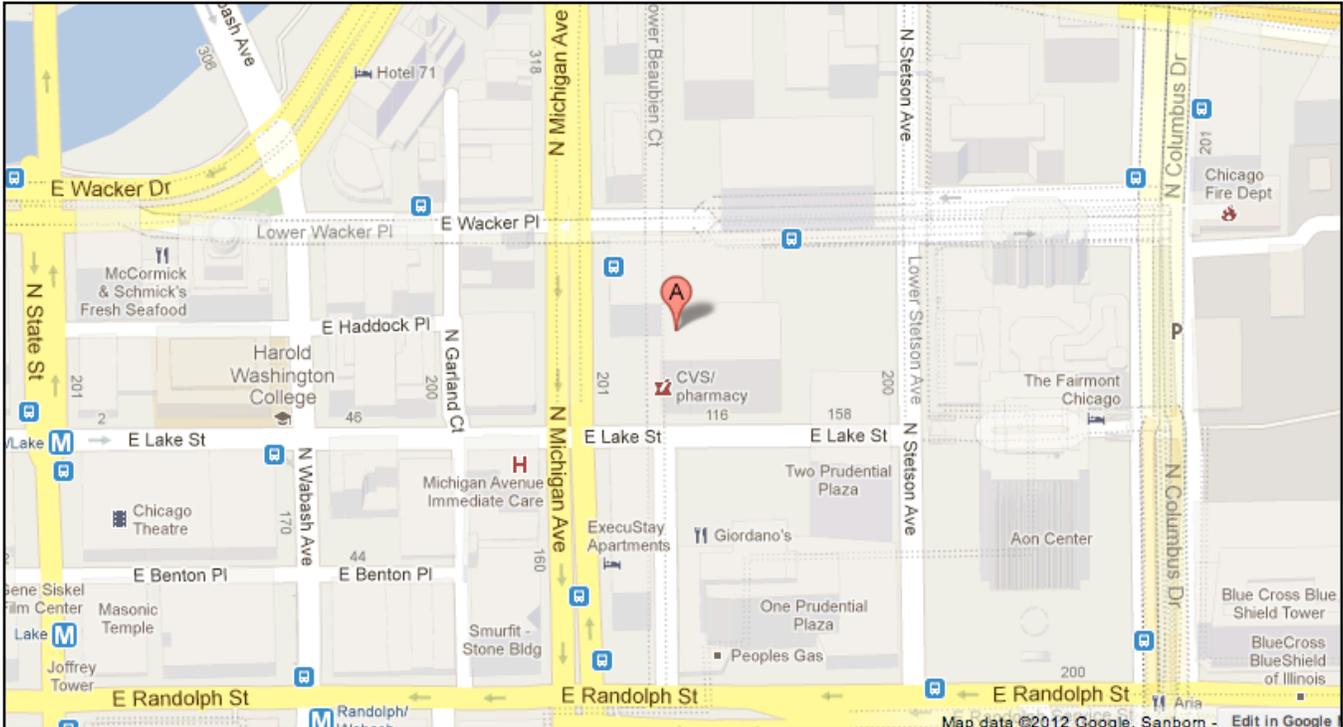
**BlueCross BlueShield Association**

Blue Cross Blue Shield Association  
225 N. Michigan Ave Chicago, Illinois 60601  
Room 905  
<http://www.bcbs.com>

**Upon arrival please register at the main desk located 1 floor up the escalator from the Michigan Ave entrance.**

**Pre-register for October Meeting by Friday, October 12th [diane.rollinson@bcbsa.com](mailto:diane.rollinson@bcbsa.com)**

**Maps are informational only**



## 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**  
DAMA members 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**

## 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)