

Letter from the President

Ray Coffman, President, DAMA Chicago



I am writing this letter on Thanksgiving morning, reflecting on this holiday and also others coming this season which we will be celebrating regardless of our religious affiliation. I was fortunate as a youth growing up in Hammond IN to have friends of many ethnic and religious persuasions. I looked forward to the holidays and spending time with my family and my friend's families. Kosher, Greek, Latin, and Soul food cuisines were but a few that I enjoyed as well as sharing in many family and ethic traditions.

Last evening I baked four carrot cakes with black walnuts, golden raisin and orange glaze, one of my specialties. I learned to bake from my mother and great aunt; and, baking for the holidays is a cherished tradition and I love sharing with my family, friends and neighbors.

Later this afternoon, I will be sharing dinner with the family of a dear friend, Evelyn, who passed last year. I have a mix of emotions. However, my primary feeling is love and appreciation for her friendship and being able to share my love and caring for her and her family, my family and friends. And, embracing gratitude for this beautiful day for tomorrow is not promised.

So as you read this letter, I hope you find yourself grateful and preparing to enjoy your holidays with your family and friends. Enjoy! Be grateful! Be Blessed!!

Back to DAMA Chicago business, a friend who is a guidance counselor at the College of DuPage will be working with us to explore a possible meeting at the college or inviting their students to a DAMA meeting. Additionally, at a recent event for another organization, I met the President and the Provost from Roosevelt University. They also expressed an interest in collaborating with DAMA Chicago. Dan Murphy is in the process of putting together an information package to share with them and others. Please, forward any contact information you might have to either Dan or me so that we can get additional education institutions involved with DAMA.

I hope to see you at our next meeting in Hoffman Estates at Sears. Don't forget to stop by and say 'Hi'!!!

Ray Coffman

Mark your calendar

DAMA Chicago Meeting
Wednesday, December 12th, 2012
Sears Holdings,
Hoffman Estates, IL
Details on Page 2 & 3
Location map on Page 4

Pre-register for December Meeting by Friday, December 7th
Susan.Earley@searshc.com

Renew your DAMA membership today

Individual - \$50
Corporate - \$200
Student - \$10

Membership benefits on Page 5

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, December 12th, 2012
8:30 A.M. to 3:15 P.M.

LOCATION

Sears Holdings Corporation
3333 Beverly Road
Hoffman Estates, IL 60179
Phone: (847) 286-2500

AGENDA

- 8:30 a.m. Refreshments
- 9:00 a.m. Business Meeting
- 9:30 a.m. Break
- 9:45 a.m. The Impact of Data Governance and Data Quality on MDM - Peter Benson
- 11:30 a.m. Lunch
- 1:00 p.m. Data Governance: Managing People, Process and Systems towards Regulatory Compliance - Stijn Christiaens
- 3:00 p.m. Door Prize Drawings
- 3:15 p.m. Adjournment

MORE EVENTS IN 2012/2013

DATE	LOCATION	TOPIC & PRESENTER
Wednesday, February 20th, 2013	TBD	Strategic Business Intelligence - A World View - Michael Miller
Wednesday, April 17th, 2013	TBD	TBD
April 28th to May 2nd	Sheraton Hotel and Marina San Diego, CA	Enterprise Data World 2013 Annual gathering of DAMA members world wide. 5 full days of workshops, tutorials, case studies, and discussions - 200 hours of powerful, vendor-neutral content covering the entire range of data management topics.

CONFERENCES IN 2012/2013

3-5 December 2012 Fort Lauderdale, FL	Data Governance Winter Conference www.debtechint.com/dgwinter2012/	The Data Governance Winter Conference will focus on the "how-tos" from starting a data governance and stewardship program to attaining data governance maturity. DAMA Member Discount of \$150 using discount code: DAMA1203
30-31 January, 2013 Las Vegas, NV	Big Data Innovation analytics.theiegroup.com/bigdata-lasvegas	The Big Data Innovation Summit is the largest gathering of Fortune 500 business executives leading Big Data initiatives.

DECEMBER 12TH, 2012 DAMA CHICAGO MEETING

Morning Presentation



The Impact of Data Governance and Data Quality on MDM

- Peter Benson, Executive Director, ECCMA

Pre-register by Friday, Dec. 7th

Susan.Earley@searshc.com

Synopsis

Solving data quality and governance issues requires change and changing a stable system requires motivation. While there is very little doubt that the financial cost of data that does not meet requirements is huge, data errors are also a source of embarrassment, distress, suffering and lost opportunity. Every event, every individual, every organization, as well as goods and services are represented by data. That data may be considered good data but that does not guarantee it is good information. Quality information can only be based on quality data. The data must meet the requirements for which it is intended to be used before we can process and label it in a way that gives it meaning. It is important to remember that data is a business tool and knowing what data to collect, when to collect it, and how to use the data is actually more important than the data itself.

About Peter Benson

Mr. Peter Richard Benson is the Founding and Executive Director of the Electronic Commerce Code Management Association (ECCMA). Peter has enjoyed a long career in data driven systems starting with early work on debugging Vulcan the precursor of what became dBase, one of the very first relational database applications designed for the personal computer market. Peter is recognized as an expert on the creation, maintenance and distribution of master data, and the automatic rendering of high quality multilingual descriptions from master data that are at the heart of today's ERP applications and the high speed and high relevance text search engines that we have come to depend on. Peter is a proponent of open standards for data portability and long term data preservation. Peter works to focus international attention on open metadata and how its use in software applications protects an organization's rights to their own data as well as on the importance of data provenance, the ability to track the origin of data.

Afternoon Presentation



Data Governance: Managing People, Process and Systems towards Regulatory Compliance

- Stijn Christiaens, Co-Founder & Operational Director, Collibra

About Stijn Christiaens

Stijn Christiaens is co-founder and operational director at Collibra (www.collibra.com), a Data Governance enterprise software company. As such he has a global responsibility for implementation and support activities. This allows him to have a front seat view on real customer demands, issues and implementation challenges. Stijn has also published various articles in the field of ontology engineering. He is an active DAMA member and speaker at DAMA events in Europe and was recently one of the best received speakers at the IDC SOA event in London with his presentation on 'Business Driven SOA'.

Synopsis

Growing regulatory compliance pressures is one of the main drivers for Data Governance. The most effective and proactive manner in dealing with current, planned, and any future regulation is an improved and structured way of dealing with your data and increasing your data maturity level. This includes harmonizing both people, processes and technology.

IS YOUR ORGANIZATION WILLING TO HOST A DAMA CHICAGO MEETING?

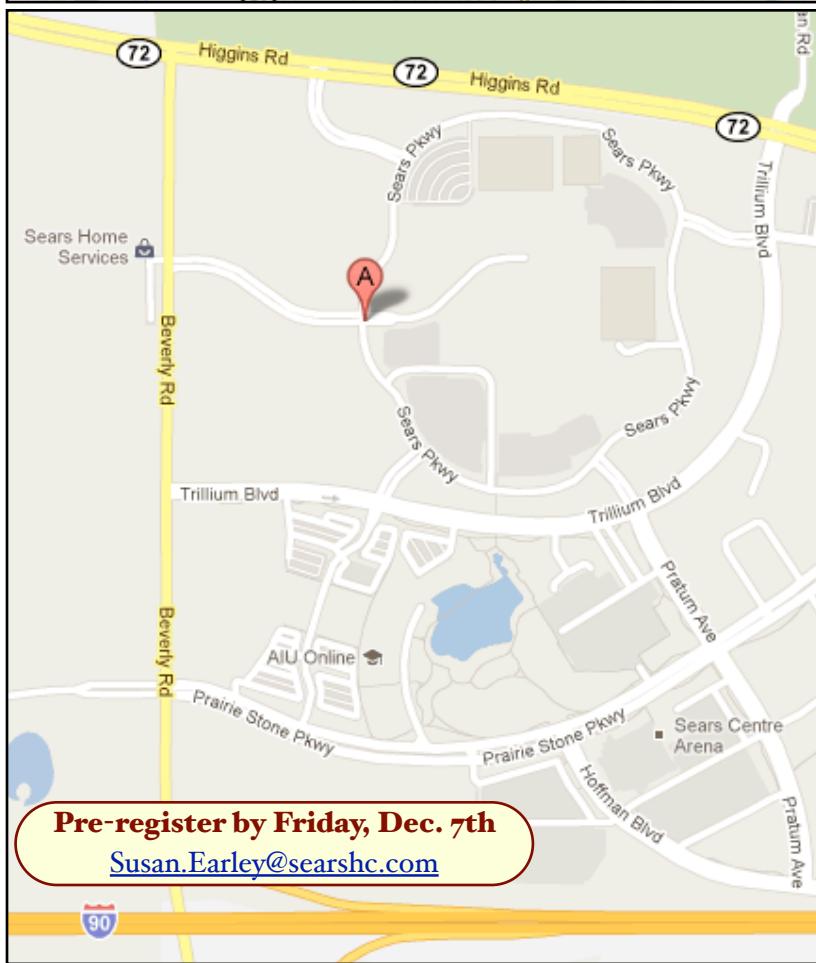
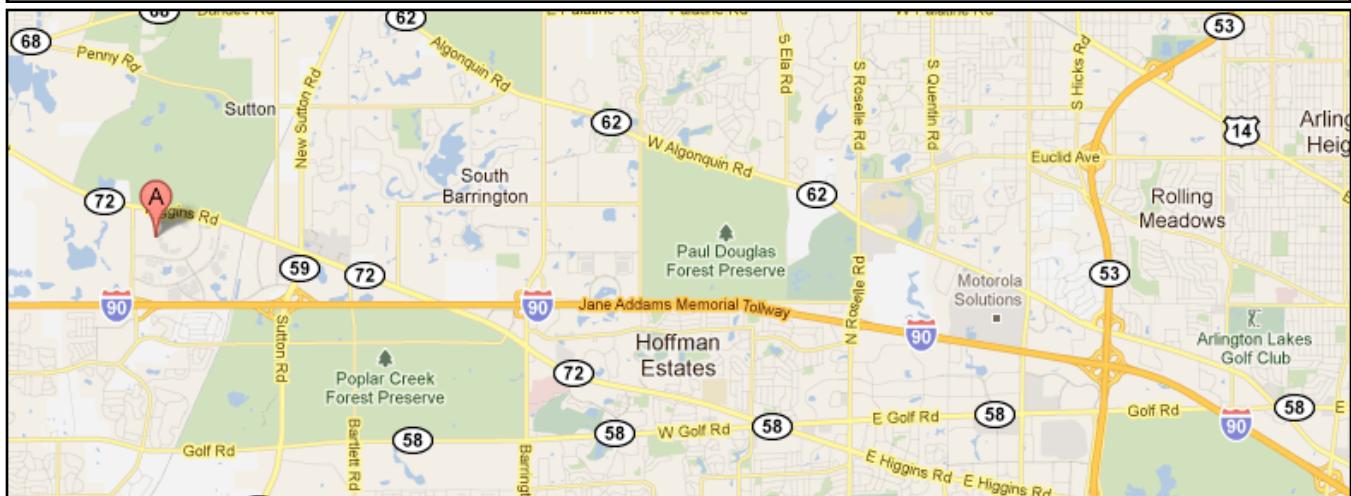
Please email vpprograms@damachicago.org

DIRECTIONS TO THE DECEMBER 12TH, 2012 DAMA CHICAGO MEETING

SEARS HOLDINGS CORPORATION

3333 Beverly Road
Hoffman Estates, IL 60179
Phone: (847) 286-2500

Sears Holdings is located just west of the intersection of Rt. 59 & I-90, on the north side of I-90



Pre-register by Friday, Dec. 7th
Susan.Earley@searshc.com

Directions from South-East

Take I-294 to I-290 West. (I-290 becomes Rt. 53 North appr. 25 miles out of the Loop.) Follow Rt. 53 North. Exit on I-90 West. Stay on I-90 West to the exit of Beverly Road and proceed North (right). Sears Holdings' entrance is on the right. Follow signs to visitor parking.

Directions from South-West

Take I-355 to I-290 West. (I-290 becomes Rt. 53 North appr. 25 miles out of the Loop.) Follow Rt. 53 North. Exit on I-90 West. Stay on I-90 West to the exit of Beverly Road and proceed North (right). Sears Holdings' entrance is on the right. Follow signs to visitor parking.

Directions from the Loop or O'Hare Airport
Take I-90/I-94 West and stay on I-90 West toward Rockford. Exit at Beverly Road and proceed North (right). Sears Holdings' entrance is on the right. Follow signs to visitor parking.

Directions from the West of Route 59

Take I-90 East to Route 59 (first exit after Route 25). Exit and proceed North to Route 72 (Higgins Road). Proceed West (left) to Beverly Road. Proceed South (left). Sears Holdings' entrance is on the left. Follow signs to visitor parking.

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