



Newsletter

At First Glance

April 17th Meeting
Nielsen
150 N. Martingale Rd.
Schaumburg, IL

EDW2013
April 28th - May 2nd
Sheraton Hotel and Marina,
San Diego, CA

DAMA Chicago Membership
Individual - \$50
Student - \$10
Corporate - \$200
[Click here to join](#)

Details on Page 2 and 3

\$250 Off with DAMA Discount Code - [DAMA428](#)

More in 2013

Thurs, April 4, 2013	2013 Chicago Tech-Security Conference Hyatt Regency McCormick Place, 2233 South Martin L. King Drive Chicago, IL 60616	Free VIP Pass for DAMA Chicago Members. Click here: http://www.dataconnectors.com/events/2013/04Chicago/inv_np.asp
April 10 - 12, 2013	PASS Business Analytics Conference Sheraton Chicago Hotel & Towers 301 East North Water Street Chicago, IL 60611-4300	DAMA Chicago Member discount of \$300 using code BACDAMA http://passbaconference.com
April 28 - May 2, 2013	Enterprise Data World, San Diego, CA	Over five days of workshops, tutorials, case studies, and discussions.
Wed, June 19, 2013	C.A., Lisle, IL	Data Governance - Janet Lichtenberger
Wed, August 21, 2013	Walgreens	Content Management - Joe Shepley Data Management - Michael Jennings

From the Desk of Ray Coffman, President, DAMA Chicago Chapter



I thought retiring was supposed to be relaxing under a shady palm tree without a care in the world. OMG! How far from the truth could that be! This first month has been full of “Now-That-You-Are-Retired- You-Have-To-Do Tasks”, i.e., Medicare choices, IRA rollover, Social Security forms, etc. A neighbor left me a message saying it was easier to get in touch with me when I was working.

LOL! Just kidding! There are a few bureaucratic tasks to complete. However, I am getting used to the after-lunch naps and am planning a few trips to visit family and friends. Soon it will be warm enough to ride my bike lazily along the lakefront with no particular destination in mind. I am truly grateful to be in this position and this would not have been possible without my paying attention to my great-aunt Winnie’s advice to ‘Save your money and have that rainy-day fund’. She got me my first job - cutting grass at age 14 and mentored me in the basics of money management. That I am able to retire now is a direct result of her guidance.

During our annual board meeting I expressed my desire to step down from as chapter president. My decision was not just a result of my retiring. I thought that after three years as president it is time for change; some ‘new blood’. After some discussion the board decided that DAMA would have a VP position with the intent that the VP would step up to President over a transition period. During a vote during our February meeting, Latha Nair was elected as VP DAMA Chicago. During the transition period I will mentor Latha regarding the President’s responsibilities. Additionally, Lucy Hubrich was elected VP Marketing and Latha will mentor Lucy and transition the newsletter and other responsibilities to Lucy.

I was fortunate to have Jeff Lawyer, our Past President, and other board members to mentor me when I became chapter president. Our chapter has a proud history of supporting our board and ensuring that we remain a leading DAMA chapter. Please, continue your support of DAMA Chicago thru you or your organization’s membership; and, by attending and participating in our bi-monthly meetings. I look forward to seeing you at our next meeting at Nielson. Don’t forget to stop by and say “Hi”.

DAMA Chicago Meeting - April 17th, 2013

Location



Nielsen

150 N. Martingale Rd.
Schaumburg, IL 60015

www.nielsen.com

Location: Auditorium on 1st Floor

Agenda

8:30 AM	Refreshments
9:00 AM	Business Meeting
9:30 AM	The Business Value of Semantic Technology - William Mancuso
11:30 AM	Lunch
1:00 PM	MDM & Data Governance - Tina McCoppin
3:00 PM	Door Prize Drawing
3:15 PM	Adjournment

Morning Presentation

The Business Value of Semantic Technology

-William Mancuso, President and CEO, Information Management Solutions Consultants

The technology is different. The capabilities are different. The value to business isn't just a measure of efficiency; it is a way of building systems that is changing the way business is done and the way business consumes and uses information. It is a change to the business landscape in which those systems run and a change to the way in which business competes. This talk will focus on the essential question, "What is the business value of semantic technology?"

About William Mancuso

William Mancuso is the President and CEO of Information Management Solutions Consultants Inc. (IMSC). He is an internationally recognized expert in the field of Enterprise Data Strategy, SOA, Ontology / Semantic Technologies and Enterprise Information Management. He spent over 20 years in industry utilizing technology and information to integrate disparate business capabilities and transform business processes execution. Most recently, he has utilized his healthcare, logistics, and manufacturing industry expertise to provided consulting leadership at the DoD, Veterans Affairs, and other large organizations.

Mr. Mancuso brings a strong commercial perspective to the Federal government in enterprise systems deployment. He was an early developer of EAI technology and continues to lead in the deployment of Enterprise SOA, BPMN, Semantic Mediation, and Ontologies at both Federal and Commercial clients. He is the recipient of many awards including Business Intelligence, Data Management and Best Industry Service-Oriented Architecture (SOA).

Afternoon Presentation

MDM and Data Governance

-Tina McCoppin, Partner and Founder, LaunchPoint

Data Governance without Master Data Management (MDM) is like planning a long and difficult journey without any means to get there. MDM without Data Governance is like having a great set of wheels with nowhere to go. For best results, MDM initiatives need to be closely aligned with Data Governance programs. McCoppin will discuss best practices and offer a case study about an initiative she is currently working on with the vision and planning provided by a formalized Data Governance program for a set of data/process domains and implemented by means of MDM.

Lessons learned include:

- Positioning Data Governance and Master Data Governance across the enterprise
- Aligning MDM with Data Governance
- Partnering for success
- Overcoming skepticism

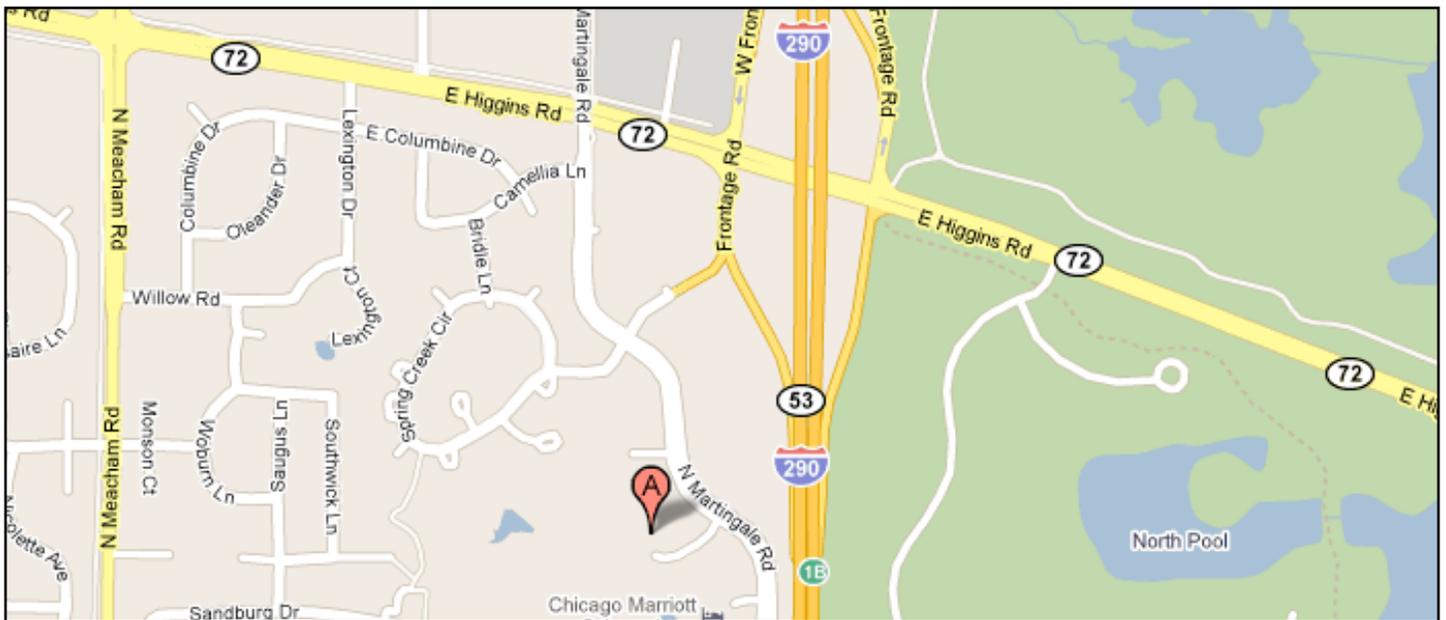
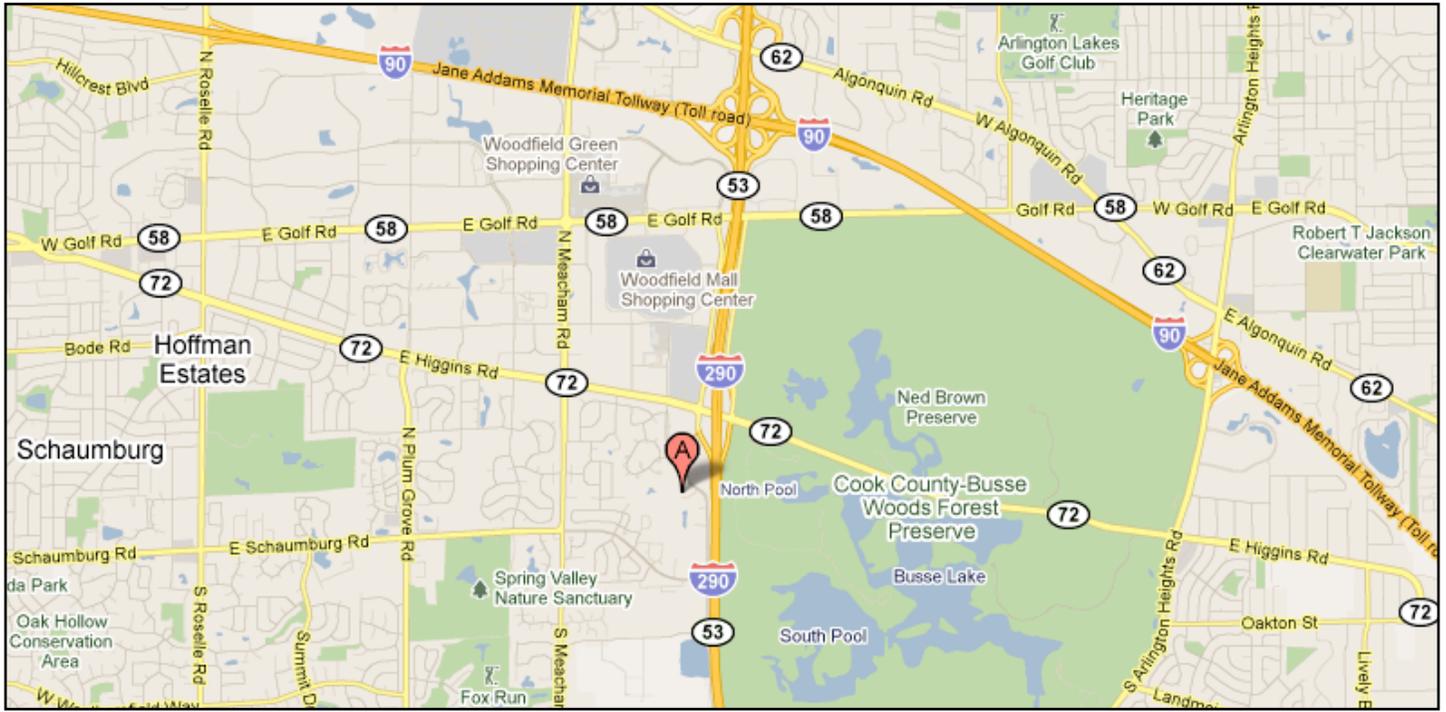
About Tina McCoppin

With 25+ years of information technology integration experience, Tina has managed multiple delivery teams with 100+ members, coordinating and managing the efforts of client staff and consultants in locations both onshore and offshore. Tina's business intelligence and data integration projects include: global "single customer view;" customer call center tracking; householding; campaign tracking and feedback; insurance cross-sell and up-sell data warehouse; data governance and stewardship framework.

Tina also has led strategic analyses at multiple clients to define an enterprise master plan and multi-year roadmap for the implementation of cross-lines of business KPIs and requirements.



Nielsen
150 N. Martingale Road, Schaumburg, IL
Location: Auditorium on 1st Floor



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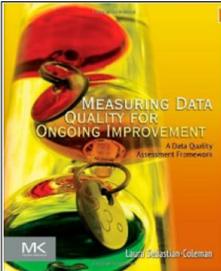
DAMA members enjoy a \$250 discount off registration fees.

Click: http://edw2013.dataversity.net/DAMA_reg.htm

Enter coupon code - **DAMA428**.

From the Desk of Michael Ryan, Librarian - New Books in the Library

For 2013, we added six books to the library covering Data Quality, MDM, Data Resource Design, Data Integration via an ODS, a Data Warehouse classic and still very relevant and useful publication by Claudia Imhoff, and techniques for Agile Data Warehousing. Below are four of the books.



Data Quality (2013)

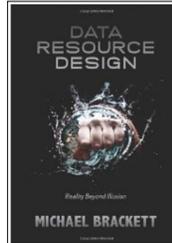
Shows you how to measure and monitor data quality, ensuring quality over time. You will start with general concepts of measurement and work your way through a detailed framework of more than three dozen measurement types related to five objective dimensions of quality: completeness, timeliness, consistency, validity, and integrity. This plain-language

approach to measuring data can be understood by both business and IT and provides practical guidance on how to apply the DQAF within any organization enabling you to prioritize measurements and effectively report on results.



Connecting The Data (2012)

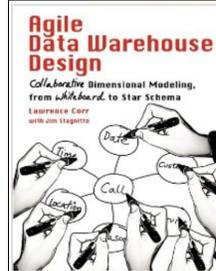
Business data integration is a complex problem that must be solved when organizations change or enhance their internal structures. The goal of this book is to present a simple yet thorough resource that describes the challenges of business data integration and the solutions to these challenges such as schema integration, illustrated through an Operational Data Store (ODS) case study.



Data Resource Design (2012)

Are you struggling with the formal design of your organization's data resource? Do you find yourself forced into generic data architectures and universal data models? Do you find yourself warping the business to fit a purchased application? Do you find yourself pushed into developing physical databases without formal logical design? Do you find disparate data

throughout the organization? If the answer to any of these questions is Yes, then you need to read Data Resource Design to help guide you through a formal design process that produces a high quality data resource within a single common data architecture.



Agile Data Warehouse Design (2011)

A guide for capturing data warehousing/business intelligence (DW/BI) requirements and creating high performance dimensional models by modelstorming (data modeling + brainstorming) with BI stakeholders. BEAM is an agile approach to dimensional modeling, for improving communication between data warehouse designers, BI stakeholders and the whole DW/BI development team.

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.

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.

DAMA Chicago on LinkedIn

Join our [LinkedIn](#) Group. 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.

Membership Benefits

- Bi-monthly meetings
- Member Newsletter
- Heavily discounted training targeted to the DM Professional
- Lending Library of top DRM books
- Corporate discount on dues
- Automatic membership in DAMA International

Officers

Chapter President	Ray Coffman
Vice President	Latha Nair
Treasurer	Susan Earley
Secretary	Alan D. Arico
VP Membership	John Grage
VP Programs	Cathy Nolan
VP Marketing	Lucy Hubrich
Librarian	Michael Ryan
VP Information Services	Michael Miller
VP Online Services	Dan Murphy
DAMA International Liaison	Cathy Nolan
Past President	Jeff Lawyer

Please forward any questions, comments, or ideas regarding this newsletter to vpmarketing@damachicago.org.