



Newsletter

At First Glance

August 21st 2013 Meeting

Walgreens

2 Overlook Point
Lincolnshire, IL 60069

Pre-register for August meeting by

Monday, August 19, 2013

Go to:

<http://www.damachicago.org/>

and enter your information in the right hand column entitled "MEETING PRE-REGISTRATION".

Membership Renewal

If you haven't already done so, please renew your membership today.

Individual - \$50

Student - \$10

Corporate - \$200

Details on Page 2 and 3

More in 2013

Wed, October 16, 2013	Sears	Speaker – Tableau Software - Data Visualization Speaker – Krish Krishnan – Big Data
Wed, December 11, 2013	TBD	TBD

From the Desk of Latha Nair, President, DAMA Chicago Chapter



Once upon a time, I used to develop web applications without data. Well, not quite without data, it was dummy data. My immaculately indented code would sail through QA testing only to fail spectacularly in Production. The proverbial rubber (the code) had hit the road (Production data) and perished. With my bruised ego whimpering, I would painstakingly try to fix the bugs with some more dummy data. In those days data lived in the Production bubble, carefully guarded by vigilant DBAs.

Flash-forward to present day and the business units are clamoring to get closer to their data. They want to integrate data more

tightly into their processes. Data is in the spotlight, along with a host of sticky issues like quality, governance, master data, metadata, semantics, etc.

At our Chicago chapter, we are also trying out new ideas to integrate member data into our processes such as pre-registration, meeting attendance, and newsletter distribution. Starting with the August meeting, members are requested to fill out the pre-registration form on the main page. This will allow us to generate an attendee list for our host with just a few clicks instead of manually keeping track of email responses. Other ideas to streamline newsletter distribution are also in the works.

Hope you can join us at Walgreens.

DAMA Chicago Meeting – August 21st 2013

Location



Walgreens

2 Overlook Point
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Morning Presentation

Essentials to Starting an Enterprise Information Program

- Mike Jennings, Walgreens

Organizations need a guided approach to managing their information to obtain the maximum business value for success in a challenging business environment. An Enterprise Information Management (EIM) initiative provides the framework for an organization to deliver real information knowledge and provide true business impact. However, starting an Enterprise Information Management program can be a daunting task. This presentation will show the importance of determining where to start, finding business impact opportunities, and defining what EIM means in your organization.

About Mike Jennings

Michael Jennings is a recognized industry expert in enterprise information management. He has more than twenty-five years of information management experience in various industries. Mike speaks frequently on enterprise information management concepts and practices at major industry conferences. He is a co-author of the book "Universal Meta Data Models" (2004) and a contributing author to the books "Building and Managing the Meta Data Repository" (2000) and "The DAMA Guide to the Data Management Body of Knowledge - DMBOK" (2009). Mike was recognized in Information Management Magazine's 25 Top Information Managers for 2012.

Agenda

8:30 AM	Registration, Coffee and Rolls
9:00 AM	Business Meeting
9:45 AM	“Essentials to Starting an Enterprise Information Program”, MIKE JENNINGS , Director, Data Governance-Enterprise Architecture, Walgreens
11:30 AM	STEVE HOBERMAN –WEBCAST on the DMZ CONFERENCE
11:45 AM	Lunch
1:15 PM	“When Worlds Collide: Thoughts on the Structured and Unstructured Future of Enterprise Information Management” JOE SHEPLEY – V.P. & Practice Leader, Doculabs
2:45 PM	Door Prize Drawings & Adjournment

Afternoon Presentation

When Worlds Collide: Thoughts on the Structured and Unstructured Future of Enterprise Information Management”

- Joe Shepley, Doculabs

Since we first had to deal with electronically stored information (ESI), there’s been a sharp divide between structured and unstructured data. Rows and columns in mainframe databases, enterprise data warehouses, or transactional line of business systems versus the Office docs, PDFs and other “slop” found on shared drives, c drives, email servers, SharePoint, and traditional ECM systems—it seemed impossible that these two worlds could ever have even the slightest thing in common...let alone collide in ways that would strategically align them.

We will look at the ways that organizations are attempting to bridge the gap between structured and unstructured data to realize business benefits and explore what the (mostly uncertain) future of the coordination between structured and unstructured data might look like.

About Joe Shepley

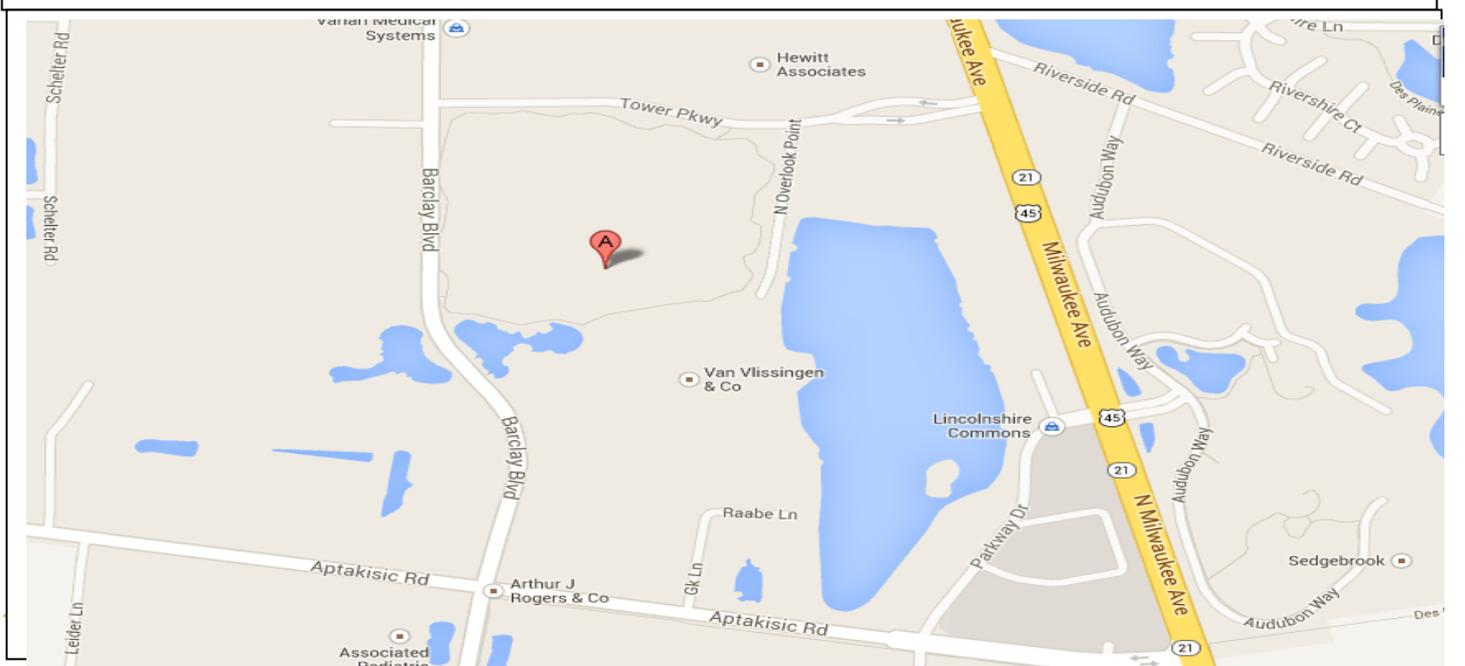
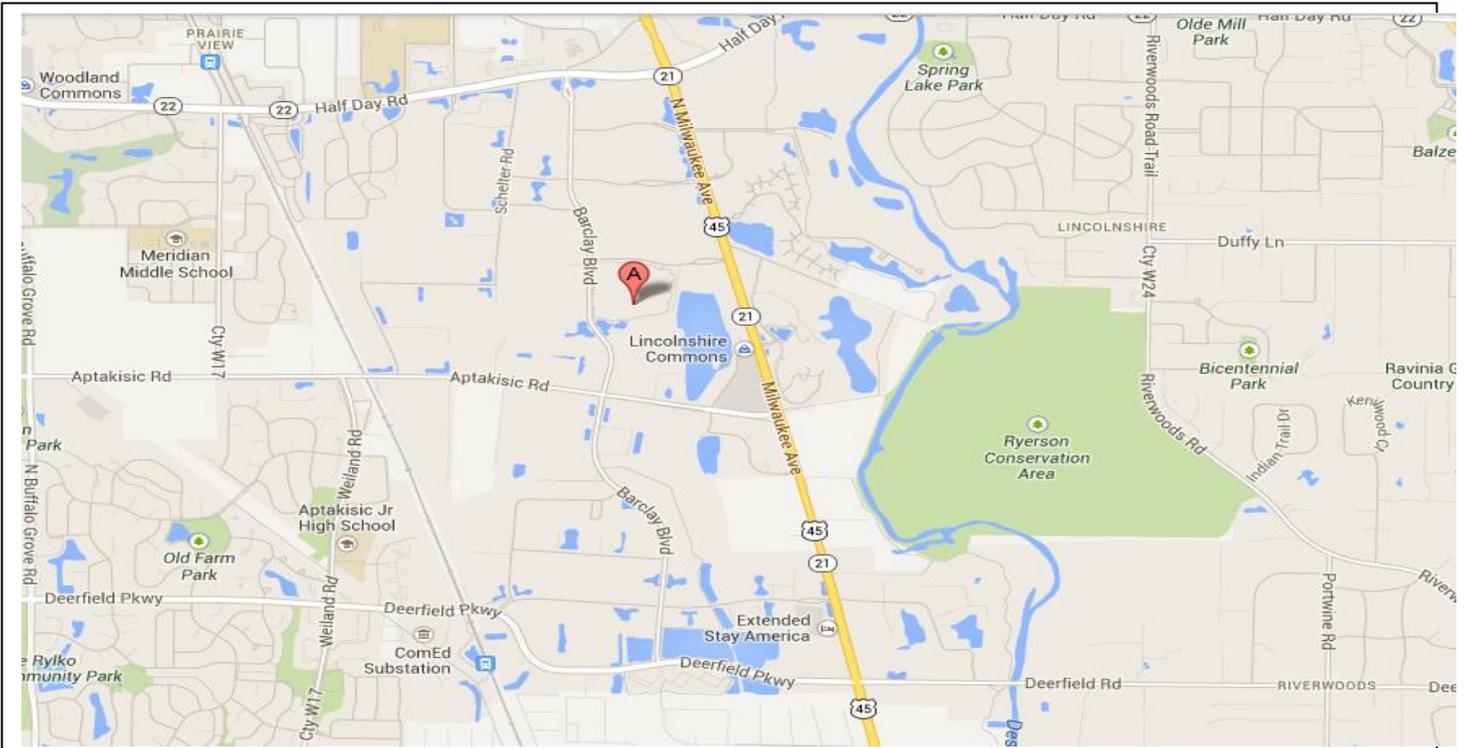
Joe Shepley has expertise in a number of areas. He has helped clients across a range of industries build enterprise programs to support their content management and enterprise collaboration efforts, from designing and building the organizational structure of the program; to creating policies, procedures, communication, and training materials; to planning for the organizational change management required for a successful program launch. Joe also has deep information architecture experience, helping clients organize their information better to enhance findability, enable more effective records management, lower the cost and risk of e-discovery, and reduce storage costs. Finally, he has broad experience with IT operations, from business analysis and project management, application development and quality, to networking and infrastructure.

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DAMA Discounts on Conferences

Data Modeling Zone (DMZ) October 8 – 10th, Baltimore, MD

DMZ will be held at the Pier 5 on the Baltimore Harborfront October 8-10th, 2013.

<http://datamodelingzone.com/>

Enter coupon code DAMA2013 at checkout to receive \$100 off, plus for every three people that register, the fourth is free!

Not only will you learn new data modeling concepts, techniques and approaches, but you will enjoy special events and networking opportunities at DMZ.

The conference contains four tracks and a combination of half-day, one hour sessions, keynotes, and Special Interest Groups (SIGs). 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, Anne Marie Smith, David Hay, Michael M. Gorman, Dan Linstedt, Lars Rönnbäck, Michael Blaha and others will be presenting.

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
- 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
- Automatic membership in DAMA International

Officers

Chapter 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
Past President	Ray Coffman
DAMA International Liaison	Cathy Nolan