



Newsletter

At First Glance

**Wednesday, December 11th
2013 Meeting**



3100 Sanders Road
Northbrook, IL 60062
West Plaza Auditorium

**Pre-register for December
meeting by**

Monday, December 9th, 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

Upcoming Meetings

February 19, 2014	Discover	“Master Data Management” - Jennifer McGinn “Big Data” – Krish Krishnan
April 16, 2014	Nielsen	” I Love Data” - Missy Wittman, President DAMA Wisconsin “Metadata for the Enterprise”- Saad Yacu, Allstate Insurance
June 18, 2014	TBD	“Enterprise Architecture” - John Zachman “Understanding UML” - Michael Blaha

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



Measuring Happiness

I recently read an interesting article about Google's HR department going to enormous lengths to measure the happiness of its employees. POPS (People Operations) as they are called, aims to make all people decisions based on data. They meticulously collect data about nearly all aspects of their employees to answer questions like:

1. How to reward an employee in a way that maximizes his/her happiness – a bonus or a raise or more time off? A raise! It signals long-term certainty.
2. Do middle managers matter? They do! The better managers have lower turnover in their teams. Ergo, less recruitment costs.
3. How long should a lunch line be? Three or four minutes; short enough to not waste time but long enough to meet new people.

(Read the full article here – [The Happiness Machine](#))

Of course, Google has been number one on Fortune's best companies to work for four years in a row. Now we know it is all data driven!

In the good old days, we were merely customer numbers or employee IDs in a database somewhere, impersonal and cold. Now we have patterns and behaviors that can predict what we might do next, very personal and dare I say, intrusive. Pessimism aside, we are only at the beginning stages of the Information Revolution. We are collecting data, lots of it. As visualization tools get better we can ponder the true meaning of Happiness and other such vexing notions in novel ways.

Move over Philosophers; it is the age of the Social Scientist!

I hope to see you at the next meeting at Allstate. We will be happily talking about visualization and data of the big kind.

DAMA Chicago Meeting – December 11th 2013

Location



Allstate Insurance
3100 Sanders Road
Northbrook, IL 60062
West Plaza Auditorium

Morning Presentation

Data Governance at Allstate

- Michael Stege, Data Governance Director

Our first morning speaker will be Michael Stege, Director of Data Governance at Allstate. He will be explaining how Allstate is moving toward Enterprise Data Governance. Business Data SMEs appointed within various areas of the company have made significant enhancements to the data quality of shared data.

About Michael Stege

Michael has been at Allstate for 15 years, the last year as the Data Governance Director. Prior to that he was the Risk and Compliance Director for Allstate Protection for 5 years. Over his career, he has spent 13 years in Accounting, is a CPA, and has his MBA in Finance.

Big Content: The Unsung Hero of BI & Big Data Analytics

- Phil Smith / Dave Voutila, Attivio

This hidden world of “Big Content” includes clinical notes, claims data, chat logs, email, sales & service notes, contracts, and a wide range of corporate records and other documents. There is a tremendous amount of value captured in these textual artifacts that can provide critical context to structured data analytics through advanced text analytics and sentiment analysis. This session will focus on a new breed of Big Content analytics that is delivering significant value across multiple industry sectors.

About Phil Smith and Dave Voutila

Phil is the Midwest Regional Director and brings over 20 years of experience working with clients on enhancing their Big Data, business intelligence, analytics and visualization investments with next generation solutions and technology.

Dave is the Lead Architect and is responsible for overseeing Attivio’s Solutions Architects working with Attivio’s largest clients across all solutions and verticals.

Agenda

8:30 a.m.	Morning Coffee and Rolls, Courtesy of BitWise, Inc.
9:00 a.m.	DAMA Chicago Business Meeting
9:30 a.m.	“Data Governance at Allstate “– Michael Stege, Data Governance Director
10:30 a.m.	“Big Content: The Unsung Hero of BI & Big Data Analytics” - Phil Smith/ Dave Voutila
12:00 p.m.	Lunch Break
1:15 p.m.	“Big Data”- Dr. Phil Shelley, Newton Park Partners
2:45 p.m.	BitWise Presentation
3:15 p.m.	Prize Drawing and Conclusion

Afternoon Presentation

Big Data

- Dr. Phil Shelley, Newton Park Partners

The afternoon speaker will be Dr. Phil Shelley with a presentation on Big Data. As former CTO of Sears Holdings, Dr. Phil Shelley has several years experience in helping move a large iconic brand into a near real-time model where digital engagement with customers has become the norm. Like many companies, Sears IT landscape was fragmented, duplicative, heavy use of ETL and batch-oriented. Moving the people, process and systems to align with faster delivery of services, solutions and collapsing systems into single points of truth was a major focus of the CTO role. The use of Open-Source and Big Data technologies was a major enabler for the transformation, along with re-alignment of teams, new skills and data governance. The establishment of an enterprise data architecture was critical and is pivotal to successful Big Data initiatives. Sears enjoyed significant recognition for the innovations in these areas, with many articles using Sears as an example.

About Dr. Phil Shelley

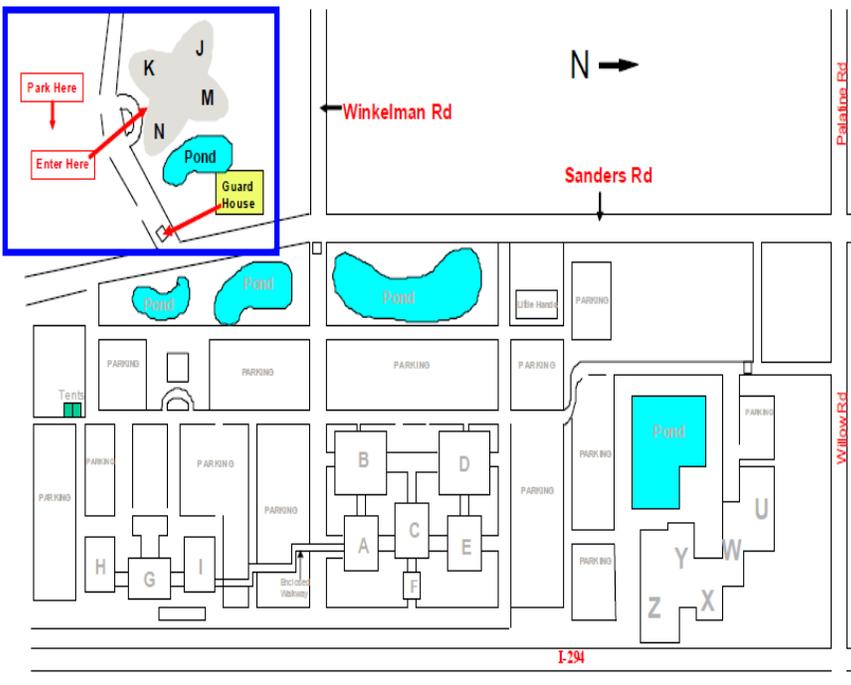
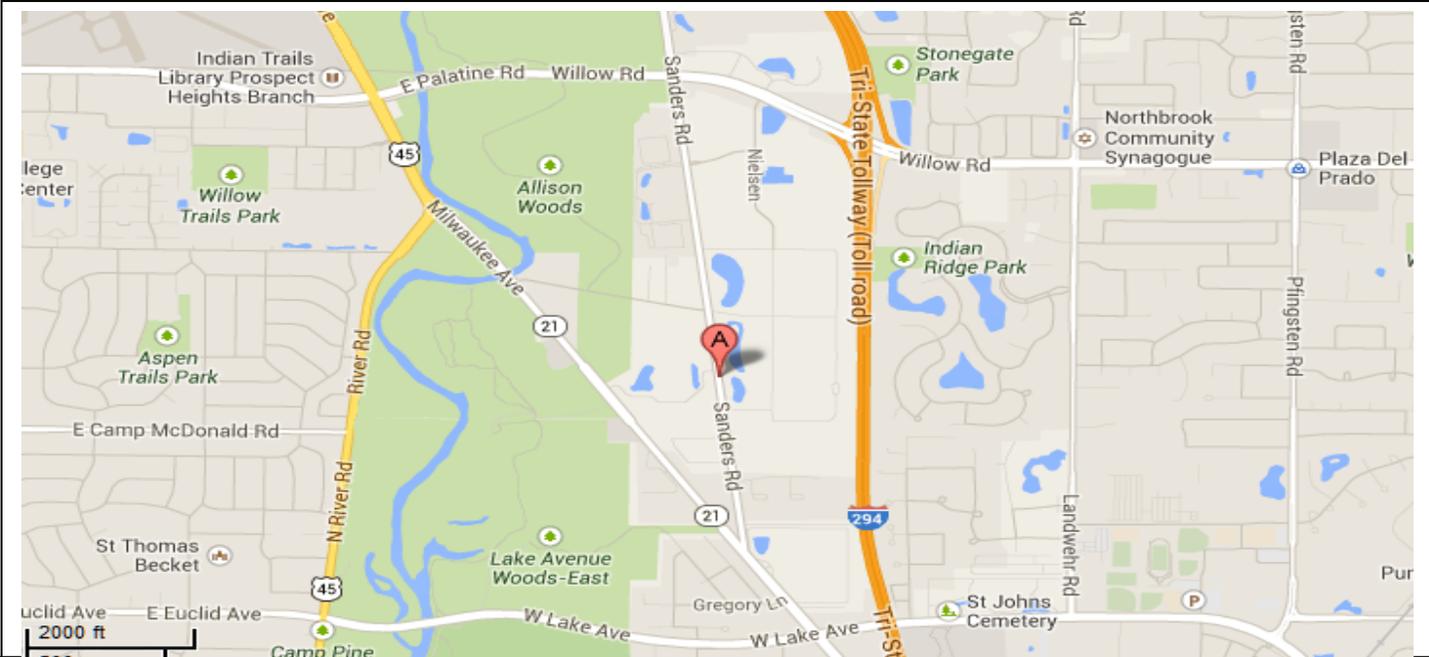
In addition to the CTO role at Sears Holdings, in 2012 Phil was appointed CEO of a Sears startup in Big Data technologies. Phil recently left Sears to form NPP, a Big Data advisory firm, helping companies design and implement Big Data initiatives, where Phil can use his significant experience to speed similar efforts in client companies.

Dr. Shelley has a PhD in bio-medical engineering, has worked in the UK, Germany and USA. He has led Research and Development, Quality and IT organizations and held positions in various technical and business leadership roles including CEO, CIO and Chief Technology Officer.



Allstate Insurance
3100 Sanders Road
Northbrook, IL 60062
West Plaza Auditorium

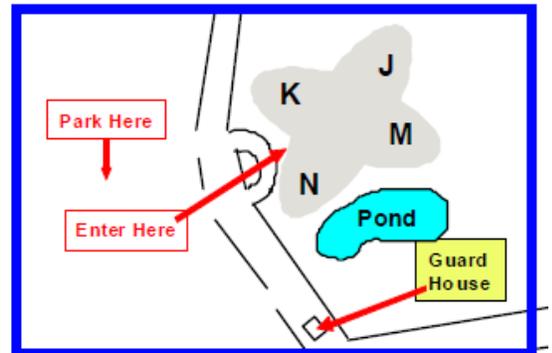
Pre-register for December meeting by
Monday, December 9th, 2013
Go to:
<http://www.damachicago.org/>
and enter your information in the right hand column entitled "MEETING PRE-REGISTRATION".



Take the TriState Tollway, I-294, to Willow Road West. The second controlled intersection after the tollway is Sanders Road.

Turn left on Sanders and **go past** Allstate's main entrance which will be on your left.

Proceed one block to the West Plaza entrance which will be on your **right**. After stopping at the Guard House, please park in the above ground parking.



DAMA International



Did you know if you are a member of the Chicago Chapter of DAMA, you are also a member of DAMA International? Remember to visit their website regularly ([DAMA International Website](#)) — it is loaded with information and resources for the Data Professional, including data-related events and conferences.

The website also contains many discounts for which DAMA members qualify. To see the discounts and offers available to DAMA members - [click here](#).

DAMA members get discounts on conferences from DATAVERSITY, Debtech, IRM UK, and TDWI.

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.

Give Us Your Feedback

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

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