



NEWSLETTER

Highlights

Wednesday, April 16th 2014
Meeting



150 N. MARTINGALE RD.
SCHAUMBURG, IL

**Pre-Register for April Meeting by
Monday April 14th, 2014**

Go to

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

**and enter your information in the right
hand column entitled
“MEETING PRE-REGISTRATION”**

Enterprise Data & Business Intelligence
Conference

Radisson Blu Portman, 4 - 6 Nov. 2014,
London, UK.

Call for Speakers Presentation proposals
are now being accepted

(See Details on Page 4)

**DAMA CHICAGO MEMBERSHIP—[Click Here to JOIN](#) or [Renew Your Membership For 2014](#)
For Questions About Membership, Please Contact John Grage at vpmembership@damachicago.org
Corporate Memberships — \$200, Individual Memberships — \$50 , Students — \$10**

Upcoming Meeting

June 11th, 2014	Blue Cross Blue Shield Downtown, Chicago	“Enterprise Architecture” - John Zachman “Understanding UML” - Michael Blaha
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YOU DON'T WANT TO MISS OUR JUNE 11 MEETING!

A rare opportunity to hear John Zachman, the father of Data Management and the author of the "Framework for Information Systems Architecture" . His book has received broad acceptance throughout the world as an integrative framework for managing change in Enterprises and in the systems that support them. He travels nationally and internationally, teaching and consulting, and has facilitated innumerable executive team planning sessions. As a conference speaker, John is known for motivating messages on information issues. Our second speaker is Michael Blaha who's last appearance in Chicago inspired him to write a book about "Understanding UML". We will be enjoying the June flowers on Michigan Ave. as we meet at Blue Cross, Blue Shield.

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



The BIG Picture

Big data, apparently, is not a new concept! Neither is our need to present data in insightful, colorful ways. The British Library, in its [first science exhibition](#), is shedding light on visualization of big data through the years.

What caught my attention was the beautiful rose diagram, a form of pie chart, from 1858 used by Florence Nightingale in the Crimean War to demonstrate that more soldiers died of preventable disease than battle wounds.

John Graunt's The Table of Casualties meticulously tabulates the causes of death in mid-17th century London. He observed that women lived longer than men and quantified the high child mortality rates prevalent at the time. John Graunt was a haberdasher with a love for data!

There are more [exquisite illustrations](#):

- The Great Chain of Being (1617)
- Barometrographia (1847)
- Temperature and Mortality of London (1852)
- Air Currents over British Isles (1863)

We have been grappling with big data for a very long time. We have also been attempting to visualize data for eons. Perhaps, cave drawings were Humanity's first attempt at infographics. In another thousand years, our Excel spreadsheets could become works of art.

The pictures we draw have not changed much; the tools we use to render them have.



150 N. MARTINGALE RD.
SCHAUMBURG, IL
1ST FLOOR AUDITORIUM

Morning Presentation

Speaker : Yacu, Saad



Saad Yacu is a Manager/Delivery Lead at Allstate Insurance and has been a member of the Data Management group for more than 12 years where he is the lead architect and designer of the Allstate metadata repository, Data Guide and the Code Management System. Saad is an experienced developer, and leverages his development skills to oversee the design

of better solutions for managing the enterprise repository and the codes management system for a large insurance company. He was able to position the Code Management System to be an enterprise asset currently used as the system of record by multiple applications for cleansing, verification, or translation of simple and complex codes. Saad will share his knowledge, experience, challenges & successes gained from designing and building these enterprise data management solutions.

TOPIC: LINEAGE A NECESSITY OR EXAGGERATED BENEFIT

With the current emphasis on governance, interest has evolved in the lineage of the data. This interest is shared between the business and technology side of the operation, yet like in many other situations, the two sides have different expectations of what they can achieve with lineage and sometime they overload the term lineage to mean different things.

The presentation will discuss the various types of lineage (and some non-lineage but referred to by some as lineage) which the enterprise can leverage. It will also discuss the advantages and difficulties in managing these lineage tables or diagrams.

Some of the presented topics are:

- Lineage benefits
- Business Lineage vs. technical Lineage
- As designed vs. As Built
- Enumerated Codes and Codes Mappings
- Metrics and Business Rules
- Metadata Federation
- System of Records and Lineage

AGENDA

- 8:30 a.m. Registration and Refreshments
- 9:00 a.m. DAMA Chicago Business Meeting & Announcements
- 9:30 a.m. Coffee Break
- 9:45 a.m. Saad Yacu, " Lineage: A Necessity or Exaggerated Benefit"
- 11:45 a.m. Lunch Break
- 1:00 p.m. Missy Wittmann, "I Love Data"
- 2:30 p.m. Demo of Tableau
- 3:00 p.m. Door Prize Drawing & Adjournment

CONTINENTAL BREAKFAST SPONSORED BY TABLEAU

Afternoon Presentation

Speaker : Missy Wittmann



Missy Wittmann is an Information Modeling Engineer Specialist at American Family Insurance. Missy has worked in the data modeling field for over fifteen years in various roles. She started out as a business partner on a project that participated in data modeling efforts and enjoyed the process so much that she changed career paths. Missy has facilitated projects for Business Modeling, Logical and Physical Data Modeling. Data Modeling is an exciting place to be in the world of technology. No matter what technology is being used to get the end result, we always need our blue-print!

TOPIC: I LOVE DATA

What an exciting time to be involved in Data Management! Everywhere you turn data is being produced/used (big data, mobile data, location data, etc.).

- *Need to build a successful NFL football team? Look at the data.
- *Want to see the growth and opportunities for your business? Look at the data.
- *Learn interesting facts

Data is all around us. Technology is constantly changing, but at the end of the day, we still need to understand the data we need and are using. Let's talk about the positives and what we can do to promote value to our peers and management.

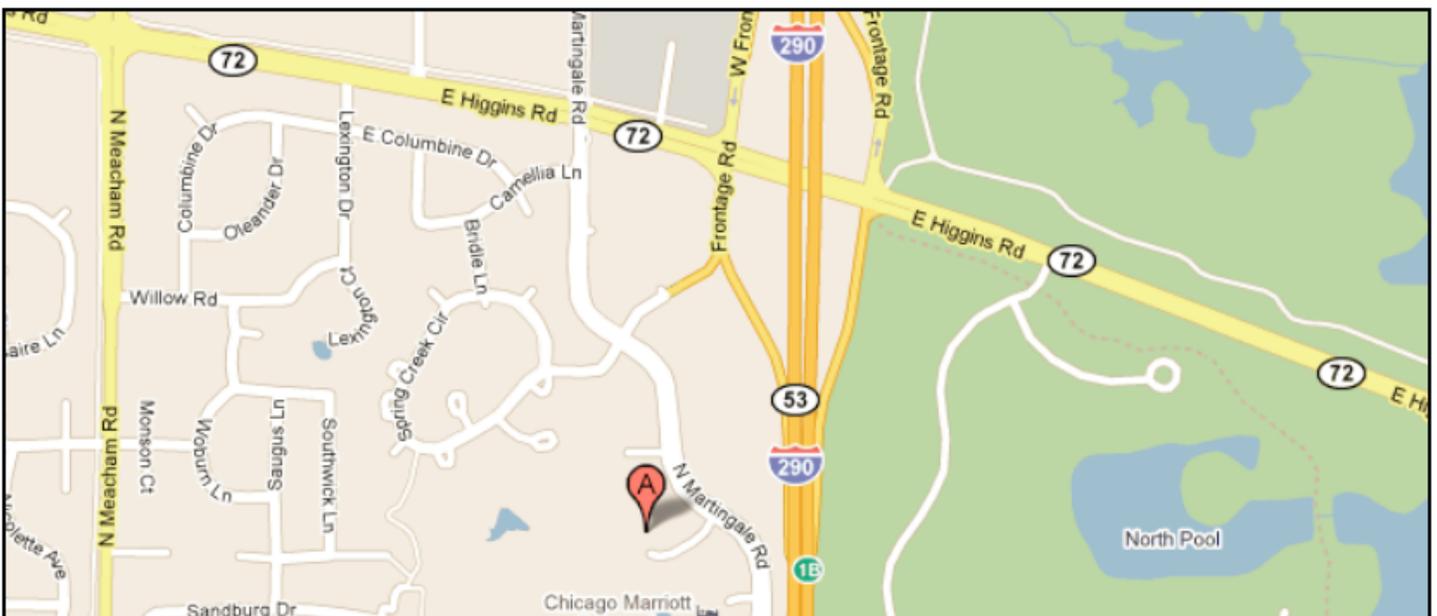
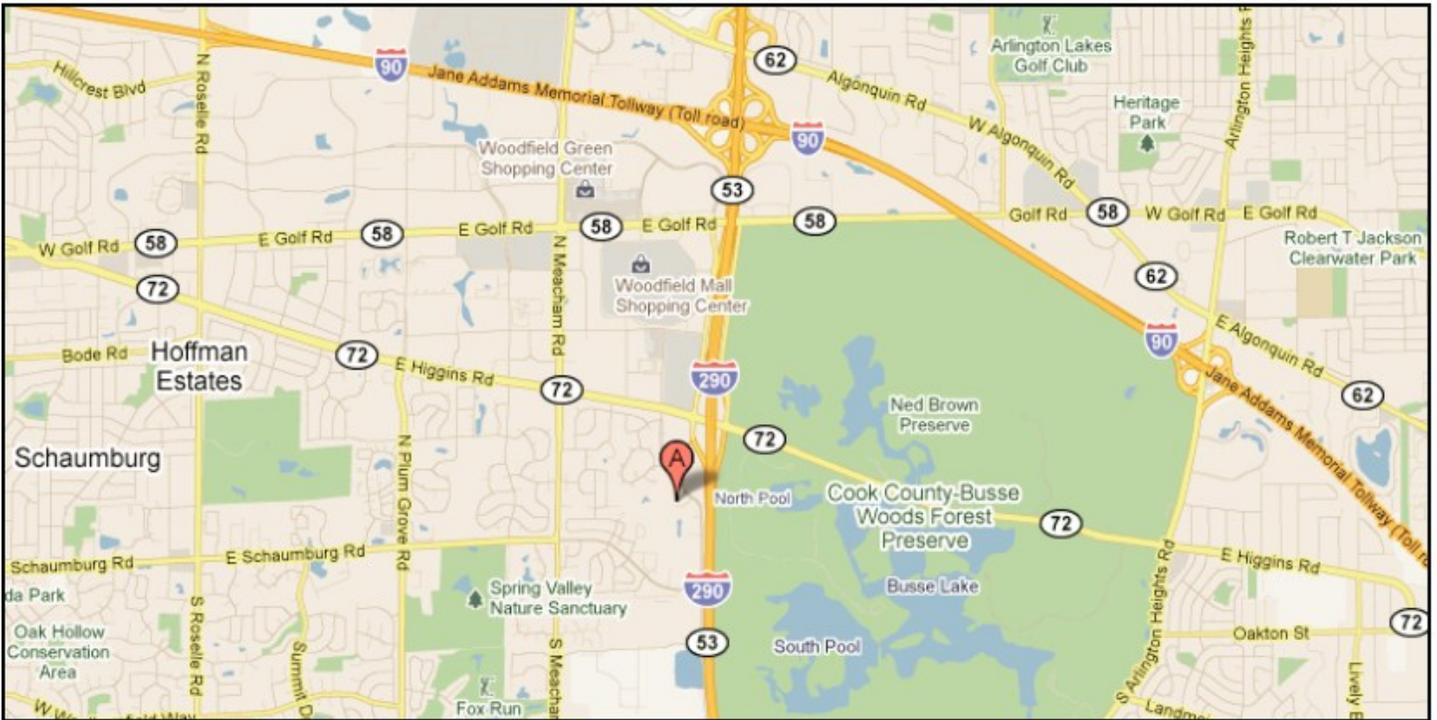
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Nielsen
150 N. Martingale Road, Schaumburg, IL
Location: Auditorium on 1st Floor





Enterprise Data & BI Conference Europe 2014

In Association with DAMA International

**CALL FOR SPEAKERS & PRESENTATION PROPOSALS—Now Being Accepted
Radisson Blu Portman, 4 - 6 November 2014, London, UK.**

Submissions may be made by accessing <http://www.irmuk.co.uk/edbi2014/callforspeakers.cfm>

All selected speakers will be entitled to attend the entire event free of charge. The Deadline to submit is 22 April 2014.

Presentations may be submitted for a half-day tutorial, a one-hour keynote address, or a one-hour conference presentation.

DAMA International is interested in presentations that focus on "real world" applications, new solutions for data challenges, the latest technology trends, and forward-thinking strategies.

other areas of interest to our attendees are: Information Quality ,Data Governance & Data Stewardship,, Managing Big Data , Developing a Global Data Management Strategy ,Social Media’s Effect on Business & Technology ,Cloud Based Data ,Dimensional Data Modelling ,Enterprise Data Integration ,Communication and Facilitation Techniques ,Effectively Managing Meta Data in Your Organization ,Best Practices for Master Data Management, Agile Data Modelling ,Implementing and Using the DMBOK

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.

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 Web-site](#)) — 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. DAMA members get discounts on conferences from DATAVERSITY, IRM UK, and TDWI.

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

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