



NEWSLETTER

Highlights

Wed, Dec 10th 2014



Walgreens

2 Overlook Point
Lincolnshire, IL 60069
1st Floor 20P

**Pre-Register for December Meeting by
Monday Dec 8th, 2014**

Go to

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

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



THE AUDACITY TO SPY

[“The Audacity To Spy” a Book on
Personal Data Privacy by
DAMA Chicago's own Cathy Nolan-
Out NOW!!!](#)

DAMA Members!!! Renew Your DAMA Membership for 2014

Corporate Memberships — Provides Unlimited attendees for your company — \$200,
Individual Memberships — \$50 Students — \$10.

Memberships can be renewed by going to our website at DAMACHicago.org and clicking on 'Pay Your Dues'.

Prospective members, now would be a great time to join DAMA. Just follow the above instructions. If you have any questions about membership please contact John Grage at vpmembership@damachicago.org

Upcoming Meetings

Date	Location	Speakers
February 18th, 2015	NIELSEN	To be Announced

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



Hunters and Gatherers

Once upon a time, many eons ago, our ancestors survived as hunters and gatherers. A natural cave with a well-tended fire was a good place to hoard whatever food could be gathered or killed. As humankind mastered agriculture, we continued to hoard. Grain stored in silos, fruits made into preserves, vegetables pickled, meat smoked. Land was the resource to hoard and fight over. With the Industrial Revolution came hunting and gathering of a new form of wealth – stocks, bonds, and contracts with hopes that sufficient quantities of real property and gold backed them up. Vaults were needed to guard sheaves of valuable paper.

The Digital Revolution of our present time has rendered data as the precious resource to be hunted, gathered, and hoarded. Not surprisingly, we use some of the same terminology to describe our modern hunting and gathering pursuits. Mining (of data), silos (of information), fire walls (to protect), warehouses (of data), trees of all kinds (binary, binomial, decision), heaps and hives (of data, what else).

Like in previous ages, wealthy are the men and women who lord over the precious resource of their time. We are indeed fortunate to be part of the hunting, gathering, hoarding marauders of bits and bytes. If you are feeling slightly impoverished, take heart and peruse the [2015 Salary Guide](#) prepared by Robert Half Technology. Things are quite bright for us data folks.

What boggles the mind is that we were cave dwellers for several millennia; we were agriculturalists for a few thousand years; yet in less than 300 years we’ve leaped through two revolutions – Industrial and Digital. Dare not blink lest the next revolution zoom past!



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Morning Presentation

Speaker : CATHY NOLAN
Managing Your Personal Data

Cathy writes that rather than worrying about the NSA having your phone calls and emails, you should worry more about the insidious data brokers that are collecting information about you every time you log on to your laptop, use your cell phone, access an app or use your GPS. Cathy reveals ways in which your identity and personal data have been stolen and used by various sources. But more than warning you, she will give ways in which you can limit the amount of personal data that is being snatched and then divulged to whoever has a few dollars to buy it. Can you completely cut off the flow of information about yourself? The answer is no, not completely--there is too much data already out there and increasingly sophisticated ways to obtain bits and pieces. But knowing how it is collected gives you the power to limit the information on sites over which you do have control.

About Cathy Nolan

Cathy Nolan is a Data Analyst at Allstate Insurance and the co-author of the book "The Audacity to Spy" about personal data privacy. She wrote the book with her attorney granddaughter after she became a victim of identity fraud through the hacking of her credit card information. Because law enforcement was of little help, she began extensive investigation into credit card and identity theft. Her research led to this book which describes the many ways personal information is being compromised and how the average person can protect themselves and their digital assets. Cathy has an MBA in Business Administration and 30 years' experience as an Information Analyst.

Speaker : CAROLINE BUDDÉ
Incorporating Privacy into your Data Management Strategy

An effective privacy program not only reduces risk but is a critical component of any data strategy. This presentation will explore how state, federal and international privacy laws and regulations govern the use, disclosure and protection of personal information. We will discuss recent changes in privacy regulations and recent enforcement actions.

About Caroline Budde

Caroline Budde, Esq. is the Chief Privacy Officer of the Walgreens Family of Companies. In that role, she is responsible for the strategy and development of the Privacy Department at Walgreens as well as advising Walgreens business teams on privacy matters. Caroline has over a decade of experience in the privacy area as well as an extensive background in health law. Prior to joining Walgreens, Caroline was in private practice at Foley & Lardner.

AGENDA

- 9:00 a.m. Business Meeting
- 9:30 a.m. Introduction from Meeting Sponsor - Semarchy
- 9:45 a.m. Break
- 10:00 a.m. Managing Your Personal Data – Cathy Nolan- Allstate
- 11:15 a.m. Data Privacy – Caroline Budde – Chief Privacy Officer - Walgreens
- 12:15 p.m. Lunch
- 1:30 p.m. Master Data as a Service – Frank Cerwin- Director, Data & Information Architecture, McDonalds
- 2:30 p.m. Door Prize Drawing and Adjournment

Afternoon Presentation

Speaker : Frank Cerwin
Master Data as a Service

So, what's new about the McDonald's multi-domain MDM implementation that you may not have heard before? MDM is offered as a self-sustaining master data marketplace whereby data subscribers and contributors are charged for the subscriptions received based on content and/or the value-added data management services provided.

This case study will include:

- *Lessons learned from the implementations of customer, product, location, and party MDM solutions.
- *Insights into how a multi-domain MDM was created quickly and cost effectively.
- *By leveraging ITIL and e-commerce concepts, how MDM can be offered as a self-sustaining service.
- *How data governance can be addressed in a global, federated, and franchised business model.

Frank Cerwin holds the position Director of Data & Information Architecture at McDonald's with responsibilities for data management functions including MDM, data transport/messaging, and DBMS standards. He has 36 years of IT experience with architecture and leadership roles in application development, IT security, data management, and e-commerce. Frank designed the customer MDM solution that has been operational at JPMorgan Chase for over 20 years and launched Master Data as a Service at McDonald's.



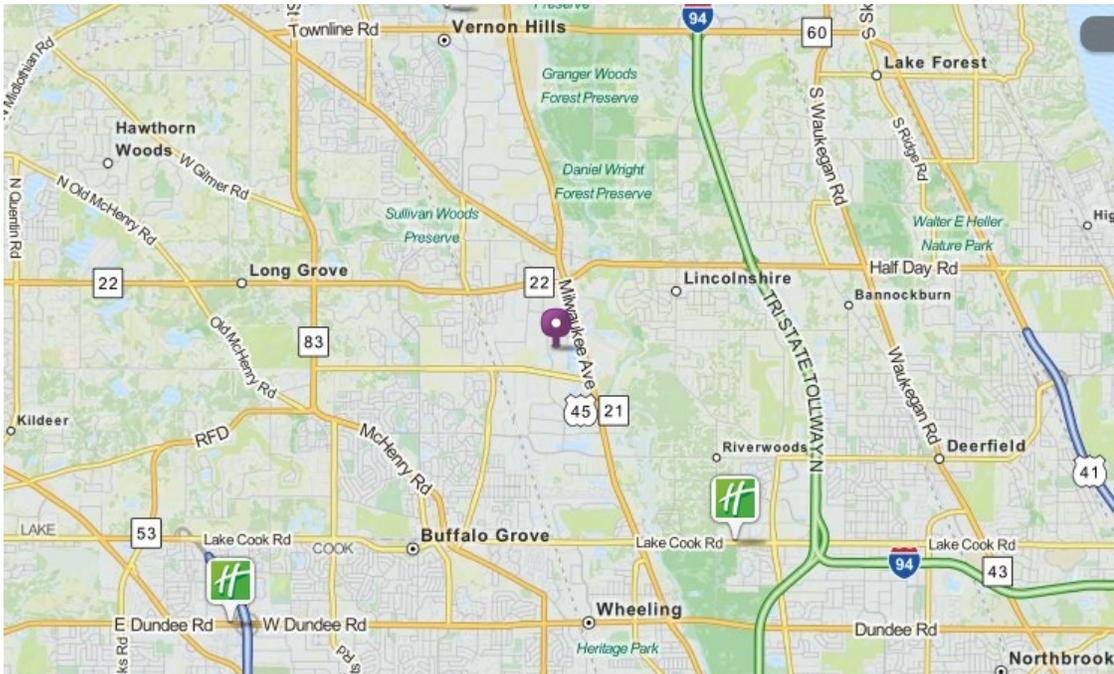
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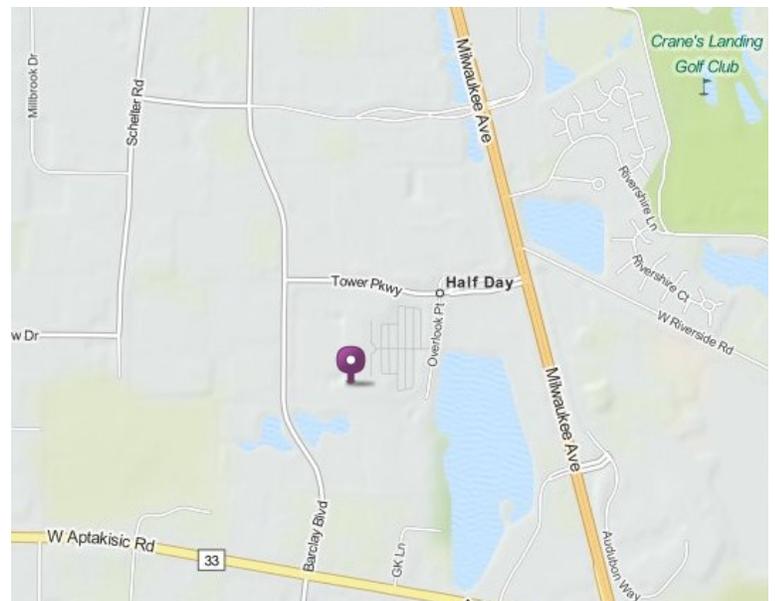
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- 1) Take the I-90 W/I-94 W exit toward Wisconsin
- 2) Merge onto I-90 W/I-94 W
- 3) Keep right to continue on I-94 W, follow signs for Milwaukee/Edens Expressway
- 4) Keep right to stay on I-94 W, follow signs for I-94 W/Milwaukee
- 5) Take the Deerfield Rd exit
- 6) Turn left onto Deerfield Rd
- 7) Turn right onto IL-21 N/US-45 N/N Milwaukee Ave
- 8) Turn left onto Tower Pkwy
- 9) Turn left onto Overlook Point
- 10) Destination will be on the right



DAMA MEMBERS SAVE UP TO \$550! Save up to \$550 when you use this DAMA coupon to register for the 2015 EDW Conference. **ENTERPRISE DATA WORLD**

Use the coupon code **DAMA15** when registering (Expires after March 26). Additional \$100 onsite fee applies starting March 26.

	Standard Price	DAMA Early-Early Price (If paid by January 23)	DAMA Early Price (If paid by February 27)	DAMA Price (If paid by March 26)	Save up to
Full Event (Sunday, 3/29 - Friday, 4/3)	\$2595	\$2045 	\$2145	\$2345	\$550
Conference + Tutorials (Sunday, 3/29 - Thursday AM, 4/2)	\$2095	\$1545	\$1645	\$1845	\$550
Conference + Seminar (Tuesday, 3/31 - Friday, 4/3)	\$2295	\$1745	\$1845	\$2045	\$550
Conference (Tuesday, 3/31 - Thursday AM, 4/2)	\$1795	\$1245	\$1345	\$1545	\$550
Tutorials Only (Sunday, 3/29 - Monday, 3/30)	\$995	\$745	\$845	\$945	\$250
Seminar Only (Thursday, 4/2 - Friday, 4/3)	\$995	\$745	\$845	\$945	\$250
Video + Proceedings Only Post-conference access	\$895	\$645	\$745	\$845	\$250

To register, visit <http://edw2015.dataversity.net/reg.cfm>

Data Governance Winter Conference

DEC 8th—12th 2014

Ft. Lauderdale, FL

- **DAMA Benefit: \$150 off two or more days**
 - **Discount Code: DAMA128)**
 - **Tutorials, workshops, a two day data stewardship seminar and case studies**
 - **Sessions designed for the experienced data governance and data quality professional as well as for beginners**
- Email: events@dataversity.net

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 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. 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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Asst. VP Programs	Diane Voyles
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