



NEWSLETTER

Highlights

Wed, Apr. 15th 2015



150 N. MARTINGALE RD.

SCHAUMBURG, IL

LOCATION : FORUM CONFERENCE ROOM

**Pre-Register for April Meeting by
Monday Apr. 13th, 2015**

Go to

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

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

Please mark your calendar for our June 17th meeting when your approval of DAMA Chicago Charter will be requested during our morning business meeting.

The Charter and By-Laws will be up on our website very soon for our membership to review.

DAMA Members!!! Renew Your DAMA Membership for 2015

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
June 17th, 2015	Blue Cross Blue Shield Hq.	Peter Aiken :Implementing a Data-Centric Strategy & Roadmap Scott Robinson: High Performance Development Karen Lopez: Reference Data
August 19th, 2015	McDonalds	Dr. Phil Shelley :Hadoop John Brochard : BBC Case Study Use of Semantics in 2012 Olympics

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



Feast For The Mind

Nevertheless, I look forward to EDW with a glee rivaling that of a child heading to Disney World. It is a feast for the mind! Everything is set aside; work, house, kid, cat. Just my brain and I soaking in gluttonous, decadence of rich, voluminous, variegated data!

When this newsletter comes out, I will be at EDW 2015 in Washington, D.C.

In a span of five days, my brain will be over-stimulated with information most of which will evaporate by the time I go through security at Reagan National Airport on my way back. I will bask in a blistering glare of ideas that will keep me hyper and sleep-deprived during the conference. I will harbor inklings of possibilities, data related (of course), most of which will come to naught as reality twitches an eyebrow back in my cubicle.

And in other news...

Our Secretary, Alan Arico, with generous input from the rest of the Board of DAMA Chicago has been hard at work updating the Charter and By-laws. This document will be up on our website very soon for our membership to review. Please mark your calendar for our June 17th meeting when your approval will be requested during our morning business meeting.



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Morning Presentation

Speaker : ANTHONY ALGMIN
Strategic Data Quality—Everybody’s Business

Organizations are rightfully concerned about the quality of their data and the ability to create business value by performing data analytics. This presentation will explore why businesses need to deliberately build their data capabilities to remain competitive and explains commonly held misconceptions about data quality.

BIO: ANTHONY ALGMIN

Anthony J. Algin is focused on leading businesses with data-driven strategy and execution. As the first Chief Data Officer for the Chicago Transit Authority, he is charged with developing data analytics capabilities to help the CTA improve transit services for millions of Chicagoans. Prior to joining the CTA, Anthony spent several years as a data strategy and management consulting professional with experience across many industries. Earlier in his career, he was in the capital markets industry serving in technical and management roles, always with an emphasis on delivering data and analytics to improve business performance. Anthony frequently speaks at national and local events, and contributes thought leadership to the data governance and data management communities. He has a BA in Business Administration from Illinois Wesleyan University and an MBA from the J.L. Kellogg School of Management at Northwestern University.

AGENDA

- 9:00a.m. **Business Meeting**
- 9:30a.m. **Intro to Orchestra Networks – Our April Sponsor**
- 9:45a.m. **Strategic Data Quality is Everybody’s Business –Anthony Algin**
- 11:30a.m **Lunch (not provided)**
- 1:00p.m. **Data-as-a-Service Capability - Scott Lee**
- 2:30p.m. **Door Prize Drawing**
- 3:00p.m **Adjournment**

Afternoon Presentation

Speaker : SCOTT LEE
Data-as-a-Service Capability

The pressures we associate with Big Data – exponential data growth, increasing data asset complexity and variety, and drastically heightened consumer expectations on information availability – are pressuring corporate Enterprise Information Management (EIM) capabilities and frameworks to extend significantly, and even to overhaul. The modern Informatics platform is being asked to do so many things including

- Quickly discover any type and large numbers of data assets;
- Provide thorough and deep metadata transparency;
- Comprise a flexible meta-model / taxonomy to support arbitrary business integration points;
- Enable trustworthy access to well-stewarded data;
- Deliver all of these features self-service, with limited to no IT involvement.

Informatics futurist Scott Lee has taken concepts from the framework for Big Data Governance and integrated them into a solution that owes half its inspiration to Platform-aaS provisioning workflow and the remainder to commercial shopping cart check-out user experience.

BIO : SCOTT LEE

Scott Lee is an Information Strategist at EMC Corporation. Working in the intersecting fields of data asset management and enterprise information management (EIM), Mr. Lee works with clients worldwide on their most challenging data monetization, advanced analytics, and information value chain projects. His career spans 17+ years of consulting experience, with a focus in ensuring information value, availability, and quality in challenging climates such as post-merger integration and global IT / process change programs.



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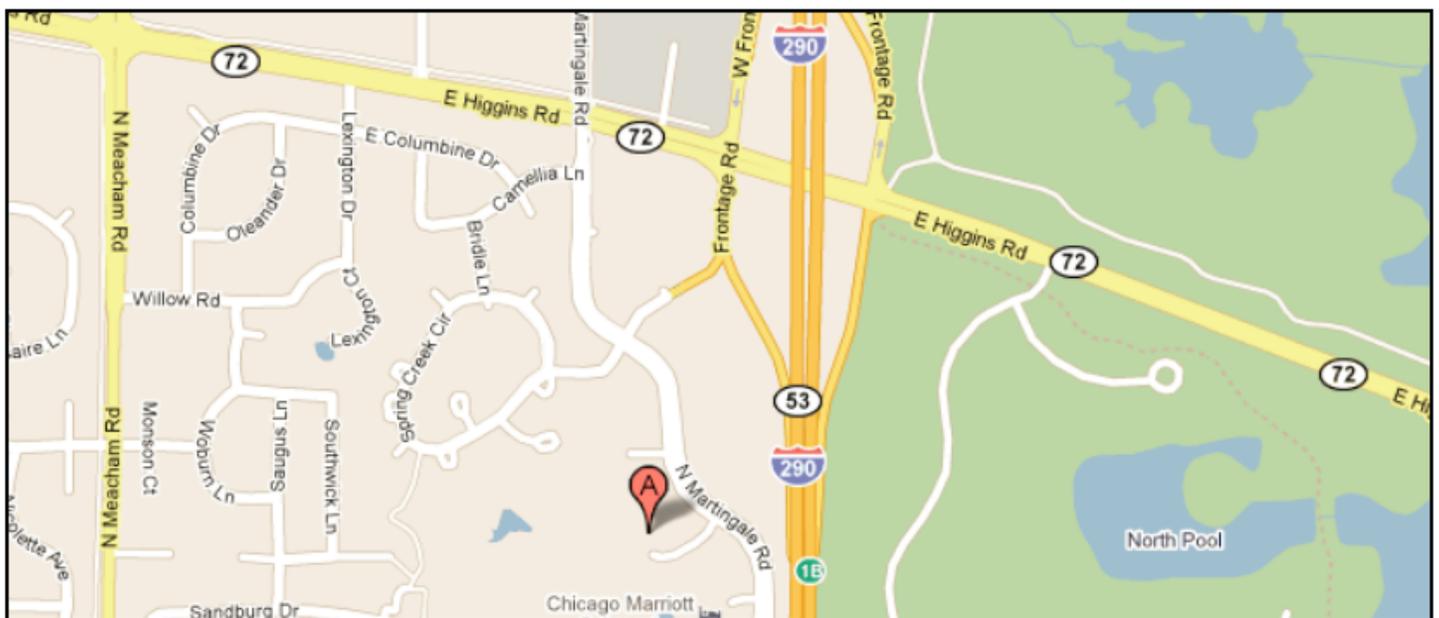
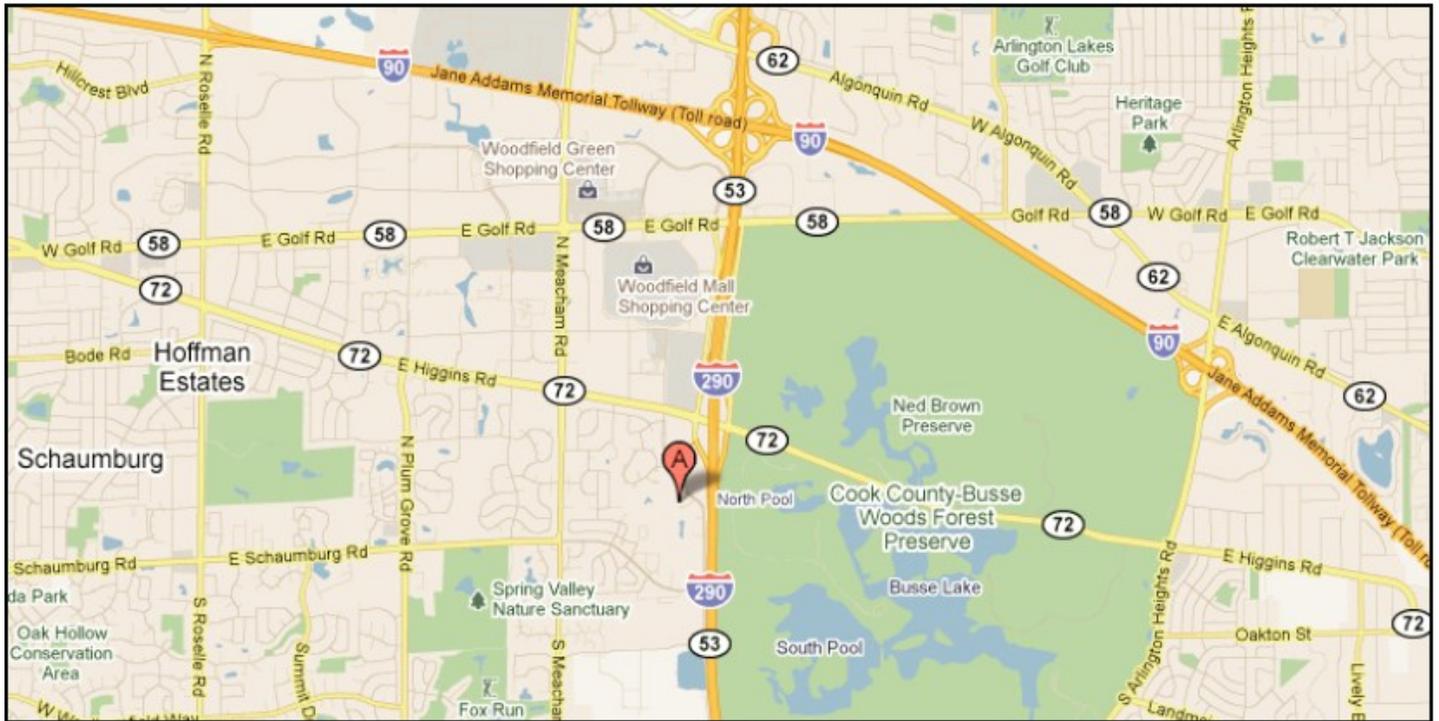
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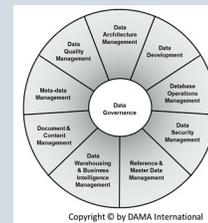
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ABOUT DAMA CHICAGO

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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