



NEWSLETTER

Highlights

Wed, June 17th 2015



**BlueCross BlueShield
of Illinois**

Blue Cross Blue Shield
225 N. Michigan Avenue
Corner of Lake & Michigan
(Downtown Chicago)

**Pre-Register for June Meeting by
Monday June 15th, 2015**

Go to

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

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

DAMA BY-LAWS

Take a few minutes to examine the updated [Bylaws document](#) on our website. The Board of DAMA Chicago Chapter will be requesting members to approve the Bylaws at the June meeting.

DAMA Members!!! Renew Your DAMA Membership for the 2015 year

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

Membership is yearly and 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
August 19th, 2015	McDonalds	Dr. Phil Shelley :Hadoop Scott Robinson : High Performance Development
October 21st, 2015	Sears	Dr. Yaw Anning : Enterprise Data Model; A Roadmap for Implementation

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



A BIT OF DATA THIS AND THAT

I spend so much time rummaging through data, it makes the world seems like a swirl of alphanumeric characters in various shades of black. But once in a while a few bits spring to my attention that are worth a smile.

Fitbits on Cows: Fujitsu’s [GYUHO](#) SaaS allows dairy farmers to keep an eye on their herd’s health with Wi-Fi connected pedometers. Farmers can be alerted when a cow’s nighttime movement spikes indicating she is going into estrus (“heat” in the common parlance).

If a cow is artificially inseminated within the first sixteen hours she is most likely to produce female calves. Ladies first!

Metric for Beauty: A Millihelen is the amount of beauty needed to launch a single ship. Inspired by Helen of Troy, whose beauty purportedly launched a thousand ships. To be precise, Helen had a beauty rating of 1.186 helens (per The Illiad, 1,186 ships came to fight the Trojan War). On the other side of the beauty scale, there is -1 helen; the amount of negative beauty needed to beach a thousand ships. Do paper boats count?

DAMA Matters

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Morning Presentation

Speakers : PETER AIKEN & LEWIS BROOME
Implementing a Data-Centric Strategy & Roadmap –
Focus on what Really Matters

Data is the lifeblood of just about every organization and functional area today. As businesses struggle to come to grips with the data tsunami, it is even more critical to focus on data as an asset that directly supports business imperatives as other organizational assets do. Organizations across most industries attempt to address data opportunities (e.g. Big Data) and data challenges (e.g. data quality) to enhance business unit performance. Unfortunately however, the results of these efforts frequently fall far below expectations due to haphazard approaches. Overall, poor organizational data management (OM) capabilities are the root cause of many of these failures. This workshop will cover three lessons as illustrated in examples, which will help you to establish realistic OM plans and expectations, and help demonstrate the value of such actions to both internal and external decision makers.

Bio: Peter Aiken, Founding Director, Data Blueprint

Peter Aiken, Ph.D., is widely acclaimed as one of the top ten data management authorities worldwide. As a practicing data consultant, author and researcher, he has been actively performing in and studying data management for more than 30 years. Throughout his career, he has held leadership positions and consulted with more than 50 organizations in 20 countries across numerous industries, including defense, banking, healthcare, telecommunications and manufacturing. He is a highly sought-after keynote speaker and author of multiple publications, including his latest book "Monetizing Data Management". Peter is the Founding Director of Data Blueprint, a data management consulting firm that puts organizations on the right path to leverage data for competitive advantage and operational efficiency. He is also past President of the DAMA-I.

Bio: Lewis Broome, CEO, Data Blueprint

An innovative and practiced thought-leader in data management, Lewis Broome has more than 20 years of experience successfully designing, managing, implementing and leading global data management and information technology solutions. His successful track record is marked by strong leadership coupled with a passion for driving data and technology solutions from a clear business-value proposition. As an executive in the global financial industry, Lewis led the development of globally integrated data solutions for two of the largest banks in the world. He designed and delivered data solutions (conceptual, logical and physical) and was able to drive standards and deliver timely, cost-effective solutions that were aligned to business objectives. In his current role as CEO, Lewis, in partnership with Peter Aiken, Ph.D., has developed a tier-1 consulting organization that effectively combines data management, management consulting and technology into a unique professional services offering.

AGENDA

- 9:00a.m. Business Meeting & Vote on New By- Laws**
- 9:30a.m. Implementing a Data-Centric Strategy & Roadmap –Peter Aiken & Lewis Broome**
- 11:30a.m Lunch (not provided)**
- 1:00p.m. Data Modeling with Big data - Karen Lopez**
- 2:30p.m. Our Sponsor—Embarcadero**
- 2:45p.m Door Prize Drawing**
- 3:00p.m. Adjournment**

Afternoon Presentation

Speaker : KAREN LOPEZ
Data Modeling with Big Data, NoSQL
& other Modern Data Platforms – The Process

Big data and NoSQL have led to big changes in the data environment, but are they all in the best interest of data? Are they technologies that "free us from the harsh limitations of relational databases?" as I recently blogged about at Dataversity.net? In this session, I will be answering questions like these, plus:

- Have we managed to free organizations from having to do data modeling?
- Is there a need for a data modeler on NoSQL projects? If we build data models, which types will work?
- What are these Big Data, NoSQL and freaky new things?
- If we build data models, how, when, will they be used?
- Where does data quality happen?
- Are there NoSQL technologies for which data modeling will never apply?

Finally, I wrap with 10 tips for modelers in organizations incorporating NoSQL in their modern data architectures.

Bio: Karen Lopez

Karen Lopez is a Senior Project Manager and Architect at InfoAdvisors. She has 20+ years of experience in project and data management on large, multi-project programs. Karen is a popular speaker known for her highly interactive, practical and sometimes irreverent presentation style. She is a Microsoft SQL Server MVP, a Dun and Bradstreet MVP, an advisory committee member at Zachman International and an Advisory Board member of DAMA International. She wants you to love your data.



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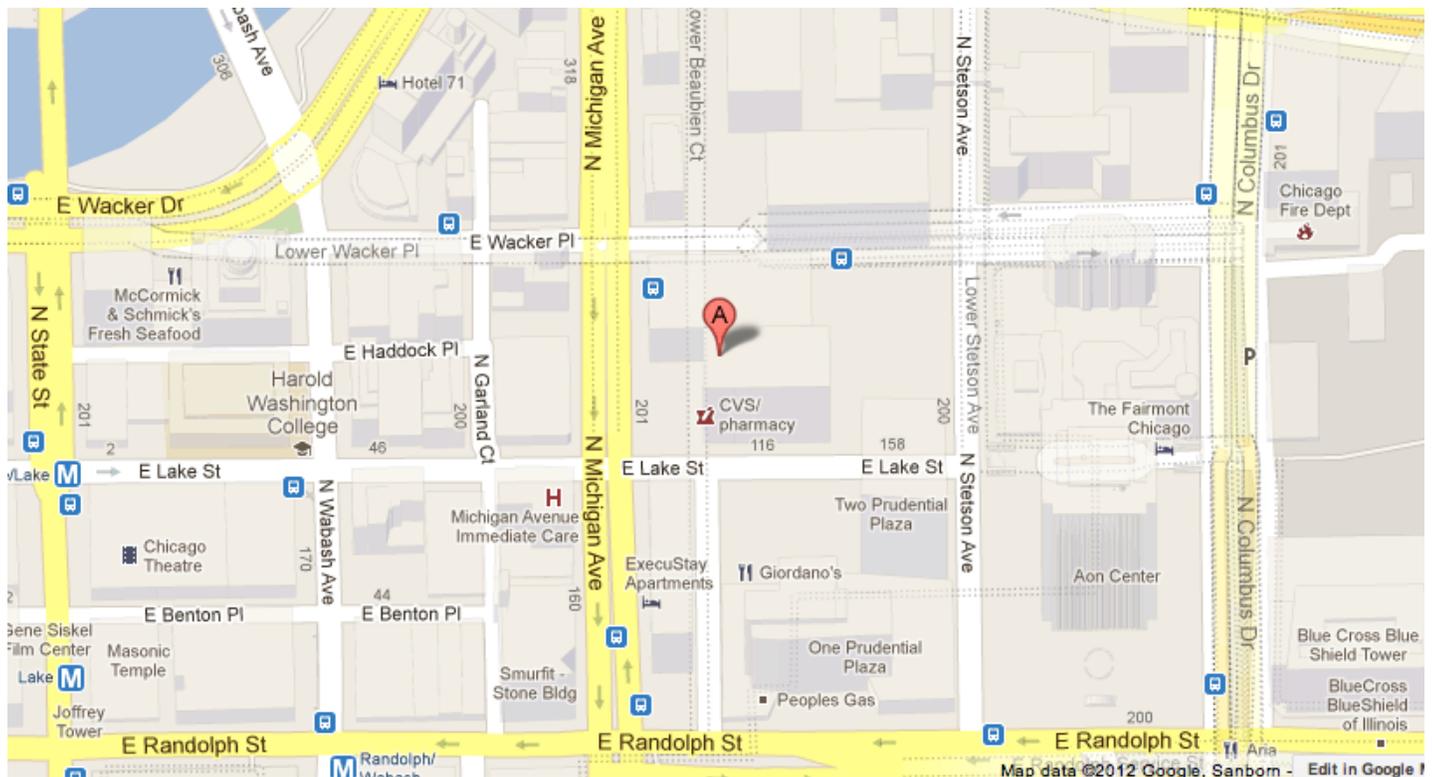
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Note that the Meeting is in the Blue Cross Blue Shield Building on the Corner of Lake and Michigan

Ride up the escalator and check in at the reception desk.

IT IS VITAL THAT YOU ARE PRE-REGISTERED.

data modeling zone

OCTOBER 5th to 7th, 2015

Carolina Inn: 211 Pittsboro Street ; Chapel Hill, NC 27516

[CLICK HERE TO REGISTER ONLINE](#)

DAMA Members: Enter Code **NOLAN** at Checkout for 20% Discount

Data Modeling Zone (DMZ) is the conference where attendees can sharpen their data modeling skills and share experiences with other data modelers, analysts, architects, and database experts.

Our organizations are more successful and make better business decisions when data is properly modeled – that is, when data is correctly and consistently named, defined, understood, and documented in a precise language to foster communication within and across teams. Data Modeling Zone (DMZ), is the conference where attendees can sharpen their data modeling skills and share experiences with other data modelers, analysts, architects, and database experts

CDMP CERTIFICATE HOLDERS

DAMA-I has started a database of all DAMA Chapter CDMP certificate holders .

CDMP Certificate Holders—If you have not done so already , please provide the following info to info@dama.org

- First Name:
- Last Name:
- DAMA Chapter:
- Work Email:
- Personal Email:
- Certificate Received:
- Certificate #:
- Issue Date:
- Expiration Date:

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 management concepts and to broaden the skills of professionals who work in this field.

GOALS

- To promote and develop data management concepts and practices.
- To be a focal point for issues relating to data management practices.
- To further the professional development of data management professionals.
- To enhance Corporate Management’s understanding of how data 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

OFFICERS

Chapter President	Latha Nair
Treasurer	Susan Earley
Secretary	Alan D. Arico
VP Membership	John Grage
VP Programs	Cathy Nolan
Asst. VP Programs	Diane Voyles
VP Marketing	Emmanuel Kuenyefu
Librarian	Michael Ryan
VP Info. Services	Michael Miller
VP Online Services	Dan Murphy
Past President	Ray Coffman
DAMA Int. Liaison	Cathy Nolan
VP Education Services	Diane Voyles