



# NEWSLETTER

## Highlights

Wed, August 19th 2015



**McDONALD'S CORPORATION**

2715 Jorie Boulevard  
Oak Brook, IL 60523

Hamburger University (HU) Room 222

**Pre-Register for August Meeting by  
Monday August 17th, 2015**

Go to

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

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

### VOLUNTEER TRANSLATION DMBOK

We're currently working to translate the DMBok and are seeking volunteers to verify the content after it is professionally translated. If you are interested in helping please click [volunteer-translation-](#)

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

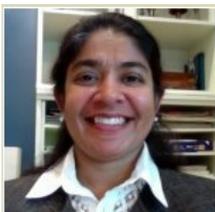
Corporate Memberships — Provides Unlimited attendees for your company — \$200,  
Individual Memberships — \$50 Students — \$10.

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](mailto:vpmembership@damachicago.org)

### Upcoming Meetings

Date	Location	Speakers
October 21st, 2015	Sears	Dr. Yaw Anning : Enterprise Data Model; A Roadmap for Implementation Dave Wormald, "BBC Case Study of the London Olympics"
December	TBA	

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



#### Good Systems

I came across an interesting [article](#) that compared the efficacy of having good systems vs relying on a few geniuses. The author, Wally Bock, uses the Roman Army as the classic example of how a group of individual warriors were transformed into a formidable force by creating a system that blended processes, training, standardizations, and consistent middle management. Considering that the Western Roman Empire lasted half a millennium and the Eastern Roman Empire (a.k.a. Byzantine) chugged along mightily till the Ottomans knocked them out in the 1400s, it is a remarkable testament to the power of good systems.

Why was it that the Romans managed to create a good, consistent system spanning generations, enduring Caesars and Emperors of myriad fickle, egotistic, and autocratic flavors? Possibly because the Roman rulers realized the urgency of having a robust military backing their whims. In other words, unwavering "Executive Backing" to let the army do its thing, the right way!

We know that an effective Data Governance program requires Executive sponsorship. We also know that these programs tend to deteriorate when the Executive changes and is replaced with one with a myopic view of Data Management. Somehow, we have to figure out a way to make Data Governance the "formidable military" that every Executive is reliant upon to pursue their choice fantasies (a.k.a. Strategy, Mission, Vision, etc.).

We are trending in that direction!

## Morning Presentation

**Topic: Using Hadoop to solve the problems with big data and analytics in larger organizations.**

**Speaker: Dr. Phil Shelley**

The now mature capabilities of the Hadoop ecosystem have created new opportunities to manage and leverage data. There has long been the need, but not the capability, to leverage granular, full history data, in near real-time. Analytics efforts have been previously hampered by technology limitations and the cost restrictions associated with Enterprise Data Warehouses or traditional solutions. In recent years, a growing number of companies have begun to build an Enterprise Data Hub (EDH) based on Hadoop, augmenting and in some cases gradually replacing legacy Data Warehouses. Traditional ETL processes, along with the associated latency and costs, are collapsed by the EDH concept, bringing near real-time analytics to full-depth data. Batch analytics are gradually giving way to real-time streaming, driven in part by mobile solutions and the need for business to more quickly react and be agile. Governance and security implications will also be discussed.

**Bio: Dr. Phil Shelley**

As a former SVP, CIO and recently CTO of Sears Holdings, Dr. Phil Shelley pioneered the move to near real-time digital customer engagement, migrating people, process and systems to align with business and collapsing systems into single points of truth. In addition to the CTO role, in 2012 Phil was founder and CEO of a Sears startup in Big Data technologies. Phil left Sears to form NPP, a Big Data advisory firm, ([www.consultnpp.com](http://www.consultnpp.com)) and Datametica for off-shore service delivery. ([www.datametica.com](http://www.datametica.com))

**Topic: High Performance Development for Effective Leadership**

**Speaker: Scott Robinson**

“57% of all employees surveyed (16,000) say that they are either disengaged or are very little engaged in their current jobs.”

This is a Leadership Issue not a Data issue.

Our discussion will center on Leadership Development. We will focus on the competencies most required by effective leaders, the importance of personal awareness, and how to develop these competencies. We will also analyze the Six Dimensions of Effective Leadership and how we can use these to our advantage in gaining additional employee engagement, reduce turnover, and develop those around us.

**Bio: Scott Robinson**

Scott has 35 years of experience in the human capital industry. He has successfully lead the Human Resource function for two large corporations and has been responsible for driving the successful completion of over 2000 retained searches with more than 300 clients. After Scott founded, grew, and lead the largest full service human resources firm

## AGENDA

- 8:30 a.m Registration & Coffee  
(Sponsored by Embarcadero)
- 9:00 a.m Business Meeting
- 9:30 a.m Break
- 9:45 a.m Dr. Phil Shelley, “Using Hadoop to Solve the Problems with Big Data and Analytics in Larger Organizations”
- 11:15 a.m Scott Robinson, “High Performance Development for Effective Leadership”
- 12:15 p.m Lunch
- 1:30 p.m Dr. Bob Conway, “The ROI of Business Intelligence”
- 3:00 p.m Embarcadero and Prize Drawing

in the Midwest with 25 years serving as a trusted advisor to executives in the C-Suite, Scott chose a transition of his own, returning to his entrepreneurial roots to launch Robinson Resource Group LLC, a premier boutique executive search and coaching company.

## Afternoon Presentation

**Topic: The ROI of Business Intelligence**

**Speaker: Dr. Bob Conway**

Data warehouse/business intelligence (DW/BI) technology and resources are a multi-million dollar investment for even modest size companies. Senior management certainly concedes that timely, reliable information is essential to business operations but are challenged to demonstrate real cost savings or revenue creation directly attributable to DW/BI investment.

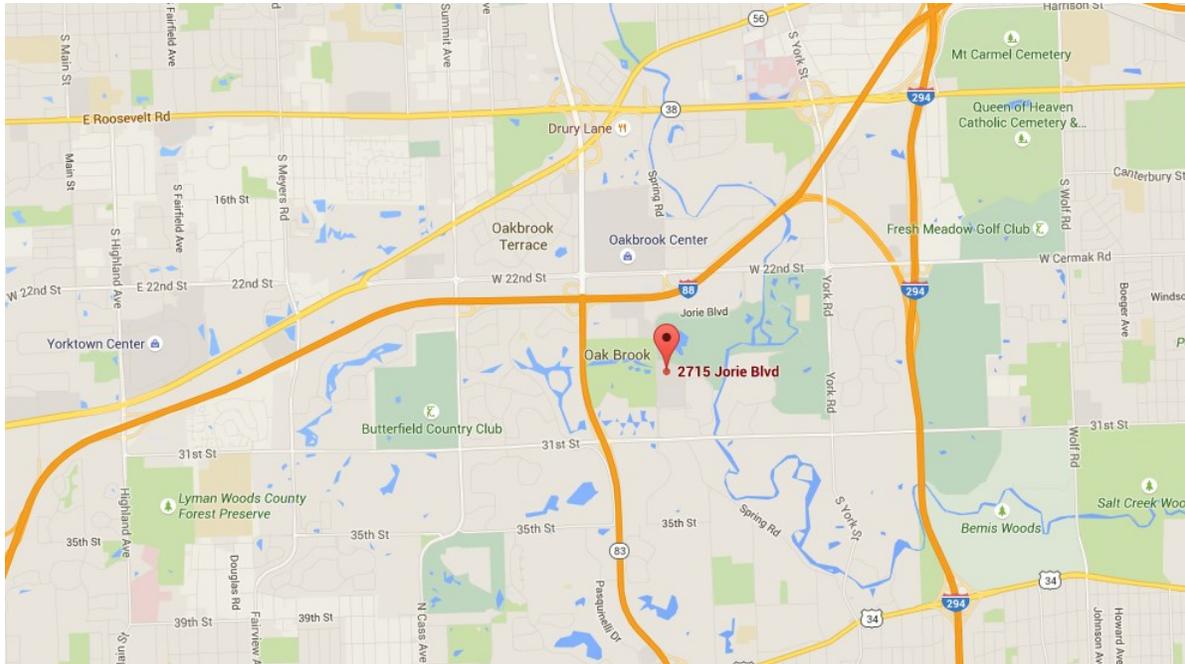
This presentation will use two DW/BI case studies to show a measurable financial return that far exceeds the initial investment. These two specific examples will be used to illustrate a general protocol for scoping and managing DW/BI projects to ensure that the value proposition is quantitative and demonstrable.

**Bio: Dr. Bob Conway**

Bob Conway is the founder of and Principal with Information Engineering Associates, a Colorado-based consulting firm focused on training and development of data management best practices. His twenty-five year consulting experience spans diverse industries. Bob has implemented successful data warehouses for numerous clients from small start-ups to Fortune 500 firms. As an adjunct faculty member Bob has taught graduate level Information Management at two major universities. Bob is a frequent speaker at local and national conferences. He brings his rich business and technical experience into presentations with real world examples. His delivery style is informative and entertaining.

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 2715 Jorie Boulevard  
 Oak Brook, IL 60523  
 Hamburger University (HU) Room 222

**From South Suburbs (I-294)**

I-294 North to I-88 (West to Aurora). Exit I-88 at 83 North (Cermak Road) – 1<sup>st</sup> exit after toll booth. At stoplight (22<sup>nd</sup> Street/Cermak Road), turn right. See Continuation.

**From Downtown Chicago**

I-290 West (Eisenhower Expressway) to I-88 (East-West Tollway to Aurora). Exit I-88 at 83 North (Cermak Road) – 1<sup>st</sup> exit after toll booth. At stoplight (22<sup>nd</sup> Street/Cermak Road), turn right. See Continuation.

**From West Suburbs (I-355 North or South or I-88 West)**

From either direction take I-88 exit (East to Chicago). Take I-88 to Midwest Road Exit. At stoplight, turn right. Take Midwest Road to 22<sup>nd</sup> Street (next light). Follow 22<sup>nd</sup> past the Oak Brook Mall. See Continuation.

**Continuation:**

**Plaza:**

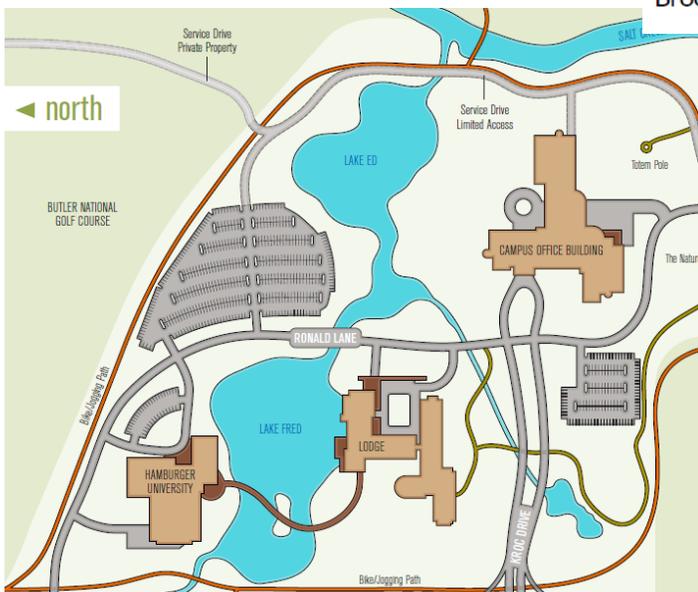
1<sup>st</sup> stoplight is McDonald's Drive, turn left. Plaza building is on your right.

**711:**

Go two stoplights to Jorie Boulevard. The 711 Building is at the Southeast corner of 22<sup>nd</sup> and Jorie Blvd. First available left turn is the parking lot.

**COB/HU/Lodge:**

Go two stoplights to Jorie Boulevard. Turn right on Jorie Blvd. to the third stoplight (Kroc Drive). Turn left. At stop sign turn right on Ronald Lane for COB and park in the Visitor Parking. At the stop sign left on Ronald Lane. Lodge & HU are on the left and parking is on the right.





### DAMA I entrusted with MIKE 2.0

MIKE2.0 Governance Association (MGA) is pleased to announce an agreement with DAMA-International commencing the transition of the MIKE2.0 community to DAMA-International.

With 869 articles and 29,675 members contributing their knowledge and experience, Method for an Integrated Knowledge Environment (MIKE2.0) is an online community providing a comprehensive methodology that can be applied across a number of different projects within the Information Management space. It was released under open source in 2006 although earlier efforts of the project date back to 2003.

Under the transition, the [MIKE2.0](#) community will now be provided by the existing DAMA-I Chapter structure and related member services and activities for the continued development and extension of the MIKE2.0 framework

*It's simple really...without a proper Data Strategy, organizations are at greater risk of making bad business decisions about their information assets.*

Enterprise DATAVERSITY will provide you and your team a program that includes in-depth tutorials and sessions that cover every stage of Enterprise Data Strategy, including:

- How to Develop a Modern Enterprise Data Strategy • EIM Organization, Structure and Roles
  - Strategy Data Framework Based on Governance Best Practices • Tactics to Achieve Your Data Strategy
  - Adapting Data Strategy for Emerging Technology and Business Needs • Human Factors in Information Strategy: 5 Inevitable Scenarios • Reviving a Stagnant Enterprise Data Strategy
  - An Economic Cause of Data Strategy Failures • Success Stories in Building a Global Data Strategy
- [Click Here for Details and AGENDA](#)

**DAMA Members Discount - \$200 for the whole event or \$50 for the conference only. Discount code for DATAVERSITY— DAMA112**

### 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**

### 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](mailto: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