



# NEWSLETTER

## Highlights

Wed. April 19th, 2017



75 Tri-State International  
Lincolnshire, IL 60069

**PRE-REGISTER** for April Meeting by  
Monday April 17th, 2017

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

Enter your information in the right hand  
column entitled  
"MEETING PRE-REGISTRATION"

Have you noticed our new logo?



### DAMA Members!!! Renew Your DAMA Membership for the 2017 year

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

Membership is yearly. Please renew by going to our website at [DAMACHicago.org](http://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 us at [vpmembership@damachicago.org](mailto:vpmembership@damachicago.org)

### Upcoming Meetings

DATE	LOCATION	SPEAKERS
June 21st, 2017	Zurich Insurance (Schaumburg)	Sneha Jain : "Social Data Analytics" Lori Hurley: "Data Science for the Data Professional"

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



#### An American Icon

The news that Sears had "substantial doubts" about future sent a shock wave across the country and in Chicagoland. For us at DAMA Chicago, Sears has a special place in our hearts. Two of our board

members, Michael Ryan and Susan Earley are Sears employees. Many of our members are former Sears employees. Sears hosts our meeting at least once a year.

Here are some key milestones in its long journey:

- ◆ When Sears was born as a watch company in 1886, there were only 38 States in US
- ◆ Sears moved to Chicago from Minneapolis in 1887
- ◆ In 1895, Sears catalogue had 532 pages
- ◆ Sears goes public in 1906 with \$40 million in stock
- ◆ In 1906, Sears' mail-order plant on Chicago's west side was the largest business building in the world with 3 million square feet of space
- ◆ Henry Ford visited the mail-order plant to study its time-scheduling system's assembly line techniques.
- ◆ Kenmore brand was launched in 1913
- ◆ Sears took ownership of Encyclopedia Britannica in 1920 (donated to University of Chicago in 1943)
- ◆ Craftsman brand was born in 1927
- ◆ Allstate insurance was launched as a fully owned subsidiary in 1931.
- ◆ Sales crossed \$1 billion in 1945
- ◆ In 1957, its first mainframe, Datatron was installed
- ◆ Barbie doll debuted in the 1960 Christmas Book
- ◆ The world's tallest building in 1973 was Sears tower in downtown Chicago
- ◆ In 1975, Sears became the exclusive supplier of Pong
- ◆ Discover Card was introduced in 1985
- ◆ In 1989, Walmart surpassed Sears as the largest retailer
- ◆ In 1992, Sears moved to Hoffman Estates
- ◆ Sears became a founding sponsor of WNBA in 1997
- ◆ In 2003, Sears stopped publishing its iconic catalog

**Sears has been on the brink many times in its 130-year history. Here's to hoping it ain't over yet!**

DAMA Chicago Meeting—April 19th, 2017

Agenda & Speakers

Morning Presentation

**Topic: Data Visualization**

The easiest way to understand large volumes of raw data is to employ data visualization techniques, even in their simplest forms. Two major personal advantages stem from having command of visualization techniques:

1. You can manage the data asset for quality, growth, and meaning.
2. To the extent that the data describes the enterprise and its environment, your mining of the information gives you the potential to be an expert on the business.

You have an opportunity to have insights, and share those insights with executives. This tool-neutral presentation covers the basics of the charting of common metrics, as well as introducing us to more advanced charting and visualization techniques for non-quantitative information.

**About Speaker: Michael Scofield**

Michael has been an Assistant Professor in Health Information Management at Loma Linda University in the Department of Health Information Management. He is a frequent speaker to a variety of professional and general audiences on topics of data management, data quality, data warehouse design, and data visualization. Michael Scofield's career has included education and private industries in the areas of data quality, decision-support systems, data warehousing, and data management. His articles appear in DM Review, the B-Eye Newsletter, InformationWeek magazine, the IBI Systems Journal, and other professional journals.

9:00	CDW Presentation - Jenn Pyle – Executive Briefing Manager
9:45	Business Meeting
10:15	Michael Scofield – Data Visualization
12:30	Lunch
1:30	ASG Presentation
2:15	Chicago Data Management Conference Overview
2:30	Member Presentations
3:00	Raffle & Adjournment

Afternoon Presentation

**ASG Presentation : by Scott Snively**

Corporations today face incredible pressures to perform by increasing revenue and reducing costs to enhance profits. Understanding data, no matter where it is stored or what transformations it goes through, is paramount to establishing the policies, processes and business rules to ensure all are on the same page, reports are consistent across lines of business and regulations are complied with. ASG's Data Intelligence platform houses enterprise metadata and combines the business glossaries, Policies, Processes and Business Rules, with the Technical lineage, snapshots in time and version control to ensure control over the data. Join us to see how Data Intelligence accomplishes the ultimate goal of enhancing corporate profitability.

**About ASG:**

Gaining Deep Insights into Critical Business Data Enterprise Data Intelligence.

The people that drive your business need accurate information. Decision makers depend on the information - but it has to be timely. Can you provide correct information when it's needed? Can you focus on certifying critical data elements first to prioritize your data management activities, and prevent risk and exposure? With proven solutions for information access, management and control, ASG Technologies enables greater insight to drive intelligent decisions from legacy to leading edge environments.

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**75 Tri-State International  
Lincolnshire, IL 60069**



**CDW Office**



**From Loop**

Follow I-94 W to IL-22W/Half Day Rd in Vernon Township. Take the IL-22/Half Day Rd exit from I-94W

Follow IL-22 W/Half Day Rd and Westminster Way to TriState International in Lincolnshire

**From North**

Get on I-294N

Follow I-294 N and I-94 W to IL-22 W/Half Day Rd in Vernon Township.

Take the IL-22/Half Day Rd exit from I-94 W

Follow IL-22 W/Half Day Rd and Westminster Way to Tri State International in Lincolnshire  
(This Route has tolls)

**Alternate Route**

Get onto Milwaukee Ave ,Turn onto Half Day Rd ,

Turn right onto Westminster Way and drive about 0.4 miles ,Make a U-turn

Turn onto Tri State International (No tolls)

Parking available directly in front and on surrounding lots on CDW premise

Remember to Register for April conference on [damachicago.org](http://damachicago.org)

**DATA MANAGEMENT & INTELLIGENCE CONFERENCE (DMC-CHICAGO)**

Date :June 2-3 2017 @ O’Hare Lake Office Plaza  
2400 East Devon Avenue, Des Plaines , IL 60018

**DAMA Chicago** is partnering with the ICCP to host the Data Management and Intelligence Conference. The conference offers a nice lineup of well-known speakers and local presenters.

Register & View the Conference Details <http://usa.dmc-conf.com/index.html>

Also use this is your opportunity to obtain your CDP (Certified Data Professional) certification. There will be a certification workshop on Friday, free for Chicago DAMA members.

**Test Date : JUNE 3rd, 2017**

For detailed explanation on testing, visit [www.iccp.org](http://www.iccp.org) or Email [dianvoy@cdw.com](mailto:dianvoy@cdw.com)



**The Drake Hotel,  
140 E. Walton Place, Chicago, IL 60611**

**Thursday, April 13th 2017; 8:15—5:00pm**

[Click here to register for your free VIP pass](#)

**Your FREE pass includes:**

- Continental breakfast and full lunch
- Entrance into the main exhibit hall
  - All conference materials

**Check out our agenda at the link below-**

<http://www.dataconnectors.com/event/chicago-4-13-17/>



June 12-16, 2017 • San Diego, California

The Data Governance and Information Quality Conference (DGIQ2017) is the world’s largest event dedicated entirely to data governance and information quality. [For details visit DGIQ Website](#)

**Thanks To ASG—April Meeting Sponsors**



More than 70 percent of global Fortune 500 companies trust asg to optimize their existing IT investments. ASG have worked with the world's most successful companies, such as American Express, Coca-Cola, Daimler, General Electric, IBM, Lockheed Martin, Merrill Lynch. With proven solutions for information access, management and control, ASG Technologies enables greater insight to drive intelligent decisions from legacy to leading edge environments.

**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 roundtable 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.

(DAMA), Chicago 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**

- Promote and develop data management concepts and practices.
- Be a focal point for issues relating to data management practices.
- Further the professional development of data management professionals.

**DAMA CHICAGO OFFICERS**

Chapter President	Latha Nair
Treasurer	Susan Earley
Secretary	<a href="#">Open</a>
VP Membership	Nusrath Mohammed
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

**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).