



NEWSLETTER

Highlights

WED. OCTOBER 18th, 2017



**161 N Clark Street
Suite 1700
Chicago, IL 60601**

PRE-REGISTER for October Meeting by
Monday October 16th, 2017
Visit <http://www.damachicago.org/>
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column entitled
"MEETING PRE-REGISTRATION"

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www.damachicago.org



ELECTION OF OFFICERS – DAMA CHICAGO

At the October 18 DAMA Chicago meeting we will be taking nominations for the 2018 Board of Directors. If you wish to be nominated for a Board Position, please either nominate yourself (or someone else) at the meeting, or let one of the officers know you wish to be considered. Board positions include, PRESIDENT, SECRETARY, TREASURER, VP PROGRAMS, AVP PROGRAMS, VP MEMBERSHIP, VP INFORMATION SERVICES, VP EDUCATION SERVICES, VP MARKETING, & LIBRARIAN. The vote will take place at the December DAMA meeting which will be held at Sears in Hoffman Estates. Members may also vote by email if they cannot attend the meeting.

Upcoming Meetings

DATE	LOCATION	SPEAKERS
Dec 13th 2017	Sears	Gene Boomer : Master Data in the Data Lake

DMBOK 2 NOW AVAILABLE

The second edition of DAMA International’s Guide to the Data Management Body of Knowledge (DAMA-DMBOK2) updates and augments the highly successful DMBOK1. An accessible, authoritative reference book written by leading thinkers in the field and extensively reviewed by DAMA members, DMBOK2 brings together materials that comprehensively describe the challenges of data management and how to meet them by: Defining a set of guiding principles for data management and describing how these principles can be applied within data management functional areas; Providing a functional framework for the implementation of enterprise data management, including widely adopted practices, methods and techniques, functions, roles, deliverables and metrics; Establishing a common vocabulary for data management concepts and serving as the basis for best practices for data management professionals.

Things have changed since 2007 or 2008 [when the first edition was written]. What the DMBOK2 is doing is to show those changes and to add in information and material where it didn't exist before, or where it was still in its very infancy and wasn't ready to be put into the book -- things like big data.

A section on data ethics , data privacy and a complete section on integration and interoperability have been added.

DAMA Chicago is proud to announce that we have copies of the DMBOK 2 in our library for your rental !!!

DAMA Chicago Meeting—October 18th, 2017

Agenda & Speakers

Morning Presentation

TOPIC: DATA AND ANALYTICS MODERNIZATION TO CLOUD — CONSIDERATIONS AND REASONS TO CONSIDER

The adoption of cloud implementations for data management, storage and analytics have grown in two years from a minority to a considerable majority today. Today we see about 80% of new initiatives selecting cloud rather than traditional on-premise data warehouses or Hadoop. This presentation will discuss the reasons that cloud is becoming the default approach, considerations that must be taken, challenges, issues to avoid and benefits. We will also review one recent implementation and one planned migration from on-premise to cloud.

ABOUT SPEAKER: DR. PHIL SHELLEY

As former CTO of Sears Holdings, Dr. Phil Shelley has several years of experience in helping move a large iconic brand into a near real-time model where digital engagement with customers has become the norm. Like many companies, Sears IT landscape was fragmented duplicative, heavy use of ETL and batchoriented.

Moving people, process and systems to align with faster delivery of services, solutions and collapsing systems into single points of truth was a major focus of the CTO role. The establishment of an enterprise data architecture was critical and is pivotal to successful Big Data initiatives.

Phil has led IT Operations for one of the largest retailers in the world, including Data

Centers, Data Warehousing, Data Integration, Enterprise Architecture and System

In 2013, Phil left Sears to form Datametica a Big Data solutions and advisory firm, helping companies design and implement Big Data initiatives. Datametica (<http://datametica.com>).

Dr. Shelley has a PhD in biomedical engineering, and is an industry expert speaker on Big Data, noSQL and advanced analytics.

TOPIC 2:HADOOP & ENTERPRISE DATA HUB IMPLEMENTATION

ABOUT SPEAKER: BRYAM D. TABIADON

Bryan D. Tabiadon has an extensive 20-year background in creating and implementing data management strategies, building big data platforms and managing people, processes and technologies around Enterprise Data Platforms.

Bryan is currently Vice President, Data Technologies and Solutions at Catalina, Bryan is leading a team to design & build a Global Big Data service platform.

Recently, Bryan was at Angie’s List where he served as Senior Director, Data Management, where he built an Enterprise Data Hub using Hadoop, and a Marketing DMP that was able to deliver highly available, high quality data for Business Intelligence (BI), Reporting, Analytics and for use in Digital Marketing Campaigns.

Bryan has a degree in Finance from Northern Illinois University, and a M.S. from Northwestern University-McCormick School of Engineering.

- 8:30 a.m.** Registration and Continental Breakfast
- 9:00 a.m.** Business Meeting
- 9:30 a.m.** Break
- 9:45 a.m.** Dr. Phil Shelley: Cloud-Reasons to Consider
Bryan Tabiadon : Hadoop & Enterprise Data Hub Implementation
- 11:30 a.m.** Lunch
- 1:00 p.m.** Lori Hurley: Data Science for the Data Management Professional
- 2:15 p.m.** John Broshar, Datametica: Industry Trends in Big Data
- 2:45 p.m.** Raffle & Adjournment

Afternoon Presentation

TOPIC: DATA SCIENCE FOR THE DATA MANAGEMENT PROFESSIONAL

Data professionals will find value in understanding the data science cycle, benefiting from lessons learned by a layman who navigated the path from pre-processing to publication.

With the explosive growth of big data and data science capabilities, data professionals will find themselves increasingly interacting with data scientists and the models they produce, as data management is critical in the data science lifecycle. The objective of this session is to deliver an overview of that cycle, from the perspective of a non-data scientist who tackled a real-world data science application in the field of bibliometrics. Lessons learned from pre-processing through publication will be shared

- An understanding of the data science cycle
- Discussion of the criticality of data management
- An introduction to types of models and their business applications
- An introduction to Weka, an open source data exploration science tool for non programmers.

ABOUT SPEAKER: LORI HURLEY

Lori Hurley is a Mastery level Certified Data Management Professional. As an Information Architect for Allstate Insurance, she focuses on metadata management, reference data, and data governance, and is a member of the Model Center of Excellence. In her role, Lori enjoys the many opportunities to explore new technologies, as well as the occasional mind-bending taxonomy challenge.

She holds a Master's degree in Library and Information Science (specialization in Data Curation) from the University of Illinois at Urbana-Champaign and was awarded the 2014 Anne M. Boyd award for excellence. Lori co-authored "Deconstructing the Collaborative Impact: Article and Author Characteristics that Influence Citation Count" (ASIS&T, 2013) and "Catching Up to Corporate: A Shift towards Academic Data Governance" (SLA, 2014).

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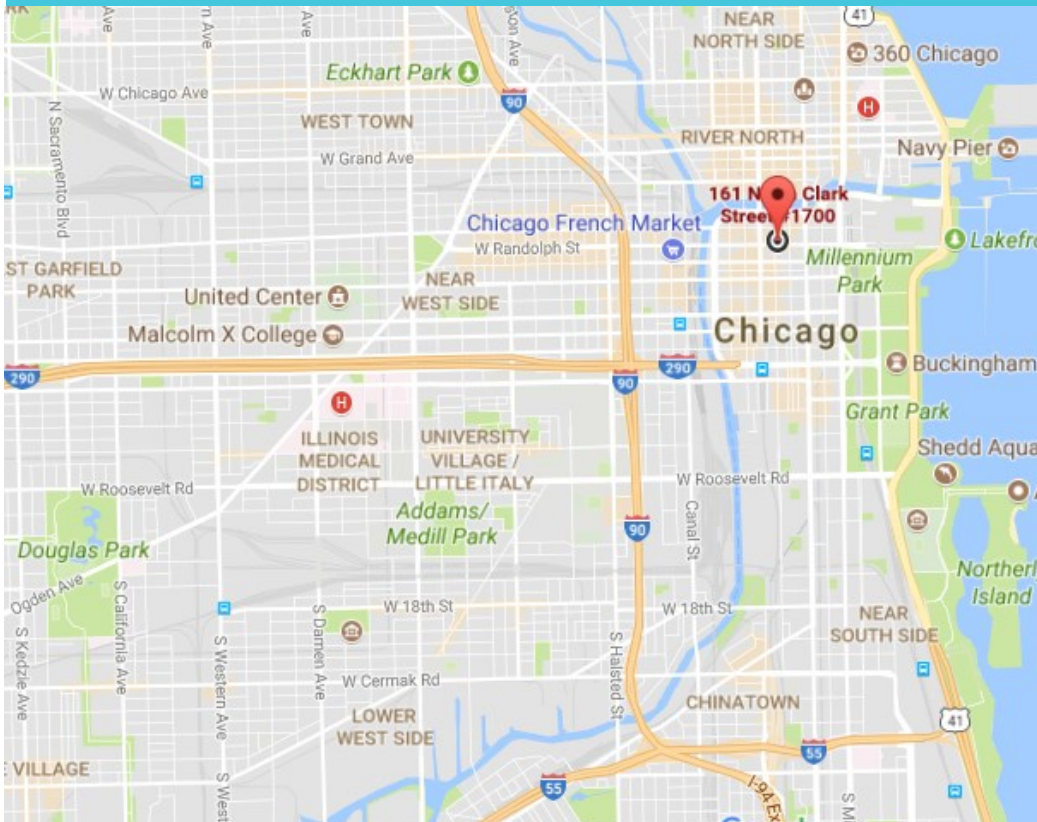
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From I-94E

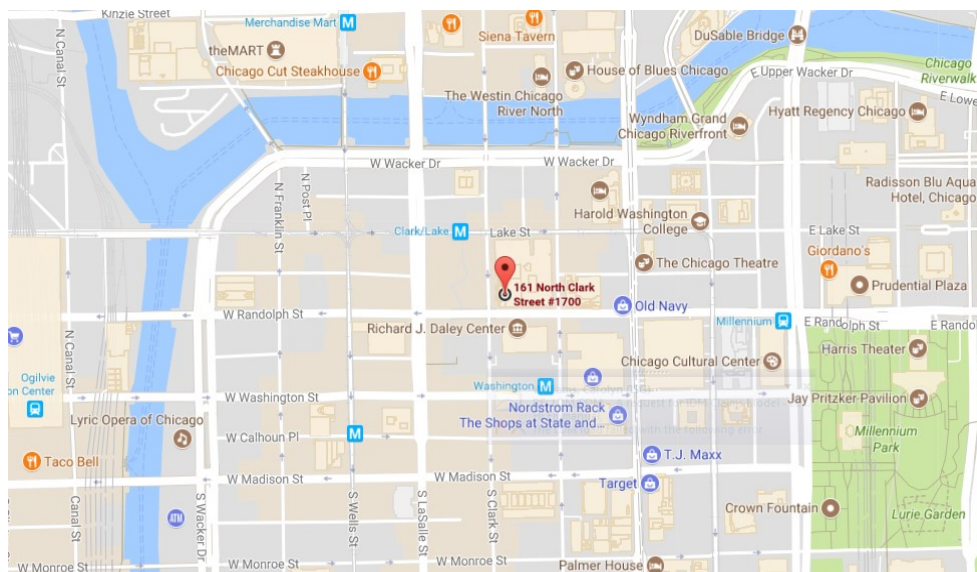
Follow I-94E to Chicago. Take exit 50B towards Ohio St E Continue onto W. Ohio St. & turn right to take N. LaSalle Dr. Turn left onto Lake St and turn right at first crosswalk onto N. Clark St.

From I-294 S

Follow I-294S, to take Interstate 90E towards Kennedy Expressway/ Chicago Use left lane to take exit toward Armitage Ave. Merge onto I-90/I-94 Continue onto W. Ohio St. & turn right to take N. LaSalle Dr. Turn left onto Lake St and turn right at first crosswalk onto N. Clark St.

From I-94W

continue on I-94 Express/Interstate 90 Express, follow signs for Interstate 55 S/Interstate 90 W/Interstate 94 W/Ryan Expressway Keep left to stay on I-90 W/I-94 W Take exit 51A for Lake Street Turn right onto Lake St Turn right onto N Clark St



DATA ARCHITECTURE SUMMIT

NOVEMBER 13 –16, 2017, CHICAGO, IL

The Data Architecture Summit will cover the most important issues and technologies enabling the design and management of a modern Data Architecture.

SUMMIT TOPICS

- ◆ Information Architecture [Click here for](#)
- ◆ Data Platforms [AGENDA](#)
- ◆ New Databases and Tools [REGISTRATION](#)
- ◆ Data Lakes [SPEAKERS](#)
- ◆ Governance [TRANSPORT & ACCOMODATION](#)
- ◆ Fast Analytics

THANKS TO DATAMETICA– OUR OCTOBER MEETING SPONSOR



DataMetica is recognized throughout the world as the knowledgeable team with the most mature and reliable architecture and implementation methods. DataMetica is the leader in Big Data architecture, Advanced Analytics and Big Data Operations focused on serving large global companies.

provide a fast and reliable integration of Hadoop and related technologies into enterprise operations. Our team is comprised of highly experienced Hadoop, noSQL and Spark solutions architects, engineers and thought leaders.

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.



DATE: DECEMBER 4-8, 2017
DELRAY BEACH, FLORIDA

Data Governance Winter Conference will focus on the "how-tos" from starting a data governance and stewardship program to attaining data governance maturity and how to address and improve your organization's information quality.

Learn and network from the experts and your peers at other organizations:

- Interactive in-depth tutorials and workshops
- Real world case studies
- 2 Day Data Stewardship Seminar
- 2 Day Seminar on Ten Steps to Quality Data and Trusted Information
- Sessions designed for the experienced data governance and data quality professional as well as for beginners

[CLICK HERE FOR DETAILS ON AGENDA, REGISTRATION, SPEAKERS](#)

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