



NEWSLETTER

Highlights

WED. AUGUST 15th, 2018

**University of Illinois Chicago
750 S. Halsted St.,
Chicago, IL 60607**

PRE-REGISTER for August Meeting by
Friday August 10th, 2018

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

Enter your information in the right hand
column entitled

“MEETING PRE-REGISTRATION”

**The 2nd edition of the DMBOK
is now available**

DAMA Members!!! Renew Your DAMA Membership for the 2018 year

- Corporate Memberships — \$200 (Provides Unlimited attendees for your company)
- Individual Memberships — \$50
- Student Memberships — \$10.

Membership is yearly. Please renew 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 us at vpmembership@damachicago.org

Upcoming Meetings

DATE	LOCATION	SPEAKERS
October 17th, 2018	Catalina Marketing, Chicago	Marvin Melville (Experiences with Infosphere at Northern Trust)
December 12th, 2018	SEARS HOLDING, Hoffman Est.	TBD

From the Desk of Catherine Nolan, President, DAMA Chicago Chapter

Instead of the usual President’s letter I thought I would list ten fun facts about UIC, the campus where we are having our August meeting. If you would like DAMA to meet at your facility we love to visit new places. Remember, if we meet at your facility, you and your corporation will get FREE membership in DAMA Chicago the following year. Contact Diane Voyles or Cathy Nolan.

1. UIC was founded as a junior (2-year) college in 1946 by State Senator Daley (later Chicago’s mayor) and was housed at Navy Pier which earned it the nickname of “Harvard on the Rocks” for its location. Three-quarters of its early students were veterans on the G.I. Bill.
2. In 1965 it was established as a University and is the biggest University in the Chicago area with nearly 30,000 students.
3. One in ten Chicagoans with a college degree is a UIC alumnus.
4. UIC operates the largest medical school in the United States. Approximately one in eight Illinois doctors is a graduate of the UIC College of Medicine.
5. The University of Illinois at Chicago traces its origins to several private health colleges founded during the late 19th century, including the Chicago College of Pharmacy, which opened in 1859, the College of Physicians and Surgeons (1882), and the Columbian College of Dentistry (1893).
6. One in three Illinois pharmacists is a graduate of the College of Pharmacy. Half of all the dentists in Illinois are graduates of UIC’s College of Dentistry.
7. UIC is a public research university and spends over \$412 million a year on research.
8. The University is composed of three campuses covering 311 acres in the Little Italy and the University Village section of Chicago.
9. The Student Recreation Facility features a three-story climbing wall and a pool with adjoining lazy river.
10. UIC’s team name is the Flames, a reference to the Great Chicago Fire which started a few blocks east of campus. Their mascot is Sparky D. Dragon!

DAMA Chicago Meeting—August 15th, 2018

Agenda & Speakers

Morning Presentation

TOPIC: Exorcising the seven deadly data sins — Peter Aiken

The difficulty of implementing a new data initiatives often goes under-appreciated, particularly the challenges facing most organizations. Deficiencies in organizational readiness and core competence represent clearly visible problems faced by data professional, but beyond that there are common cultural and structural barriers that must be eliminated in order to leverage data effectively. This talk will discuss these barriers—the titular “Seven Deadly Data Sins”—and in the process will also:

- Elaborate upon the three critical factors that lead to data initiative failure
- Demonstrate a two-phase data strategy implementation process
- Explore the sources and rationales behind the “Seven Deadly Data Sins,” and recommend solutions and alternative approaches.

In this manner data investments can be more accurately focused on your organization's strategic priorities. Only when past the prerequisites, can organizations develop a disciplined, repeatable means of improving the data literacy, processes, and supply - the three key elements required to improve data support for strategy. Think of it as a repeatable process for identifying and removing data constraints.

ABOUT SPEAKER: Peter Aiken is an acknowledged Data Management (DM) authority. As a practicing data consultant, professor, author and researcher, he has studied DM for more than 30 years. International recognition has come from assisting more than 150 organizations in 30 countries including some of the world's most important. He is a dynamic presence at events and author of 10 books and multiple publications, including his latest on Data Strategy. Peter also hosts the longest running and most successful webinar series dedicated to DM (hosted by dataversity.net). In 1999, he founded Data Blueprint Inc, a consulting firm that helps organizations leverage data for profit, improvement, competitive advantage and operational efficiencies. He is also Associate Professor of Information Systems at Virginia Commonwealth University (VCU), past President of the International Data Management Association (DAMA-I) and Associate Director of the MIT International Society of Chief Data Officers.

- 8:30 A.M. Registration & Continental Breakfast
- 9:00 A.M. Business Meeting
- 9:20 A.M. Coffee Break & Networking
- 9:40 A.M. **Exorcising The Seven Deadly Data Sins** - Peter Aiken
- 11:30 A.M. LUNCH (on your own)
- 1:30 P.M. **Myths & Realities of Building a Data Analytics Program** – Kasu Sista
- 2:15 P.M. **Sponsor Presentation**
- 3:00 P.M. Door Prize Drawing & Adjournment

Afternoon Presentation

TOPIC: Myths and realities of building a data analytics platform—Kasu Sista

When setting out build a data analytics platform, most companies do not quite think about all the issues that must be dealt with in delivering a platform. There are always new tools and technologies that entice you with awesome demos and success stories. The realities of building a data analytics platform on the other hand are anything but awesome. It is a labor of love. In this talk, I go over some of the issues that we had to deal with in building a data analytics platform over a period of 4 years.

You will learn about:

- Common mis-conceptions about Planning, Building, Operationalizing
- How to build in metadata capture mechanisms, and why it is important for your sanity
- Why governance is not an umbrella, and customers really don't care
- Why testing data is much different proposition from application testing
- Operationalizing Warehouse operations
- Why you must worry about regulations
- Why change management is key to the success of warehouse and analytics in general

ABOUT SPEAKER: Kasu Sista is a CEO at The Wisdom Chain, LLC. He has more than thirty-five years of experience in information technology, strategic/solution alignment, and project/program management spanning many industries and technologies. As CIO of Health Information Technology company, he led the effort focused on acquiring, cleaning, blending, securing and distributing healthcare data for the purposes of population health management and patient engagement. Prior to that Kasu has worked on various aspects of data such as Governance, Metadata, Data Quality, BI and Analytics. He has a Master of Science degree in Computer Science and a Bachelor's degree in Electrical Engineering. He has contributed to numerous industry publications, spoken at national conferences, conducted boot camps, authored a book and several white papers.

DAMA Chicago Library Spotlight

DAMA Chicago chapter is different from other chapters in one unique way—we have our own library for many years which is currently being managed by Michael Ryan for past several years. Members can borrow a book or two till next meeting. Going forward, we will be sharing information about new books added to our library and if possible book summaries. We encourage members to submit additional book summaries.

New Library Books.

Several new books were purchased for the Book Library. A big thank you to Steve Hoberman's **Technics Publications** for providing DAMA Chicago a substantial price discount! The new books include the following topics:

- Blockchain technology
- Enterprise Architecture
- Machine Learning
- Data Science
- Graph Data Modeling

Book Summary by Michael Ryan

The book highlighted for the August newsletter is Blockchainopoloy by longtime master data modeler Steve Hoberman. Steve has been a great friend to DAMA over the years. He taught a Data Modeling class in Schaumburg several years ago and it was great: Dove Bar treats thrown to each person who asked a question. I'm an introvert, but I gained 5 pounds and lots of knowledge to boot. Will do almost anything for a Dove Bar.

Steve states "As you begin to understand the immense power and potential of blockchain, you'll come to recognize it as a truly disruptive technology – just like the wheel, printing press, computer, web, smartphone, or cloud. And just like these other groundbreaking technologies, once you understand the underlying principles and use them to build a solid foundation, the opportunities are endless." Wow! Really? Steve has cred, so read on.

Remember playing the board game Monopoly. One person was designated as the banker, and was handed total control over the Monopoly money. For better or worse, he or she was the central power authority. Hopefully you fully trusted the Monopoly banker, otherwise that person may not give you \$200 each time you passed Go or some of the bank's money mysteriously ended up in that person's stack of bills. "Blockchain is all about sharing responsibility and removing the monopoly on the central power authority. Our goal here is to go from a monopoly to a "blockchainopoly".

"Blockchain changes the rules of the game."

Steve goes on to explain that a major technology emerges once per decade that is a game changer, and sites mainframes in the 1970s, PCs in the 1980s, the web in the 1990s, and mobile devices after 2000. "Blockchain emerges as the next big game changer. It revolutionizes the rules of the game because it allows us to "get the right information to the right people at the right time using shared responsibility instead of the central power authority."

Steve defines blockchain in three words: "immutable shared ledger." Sounds boring doesn't it. But if blockchain is truly a disruptive game changer, it may be worth your while (think job security, salary, opportunities, and rewards) to understand those three words.

There is a phrase that everything old is new again. Sort of like what goes around comes around. Many of the illustrations Steve uses to explain blockchain are the old Input, Process, Output that many of us or your older peers cut our data processing teeth on in the 1970s and 1980s. It apparently has stood the test of time and is back and is key in implementing blockchain. As Steve continues diving into the details, he blends the DMBOK and Data Modeling into the blockchain architecture. In other words, blockchain fits into our existing data and programming world.

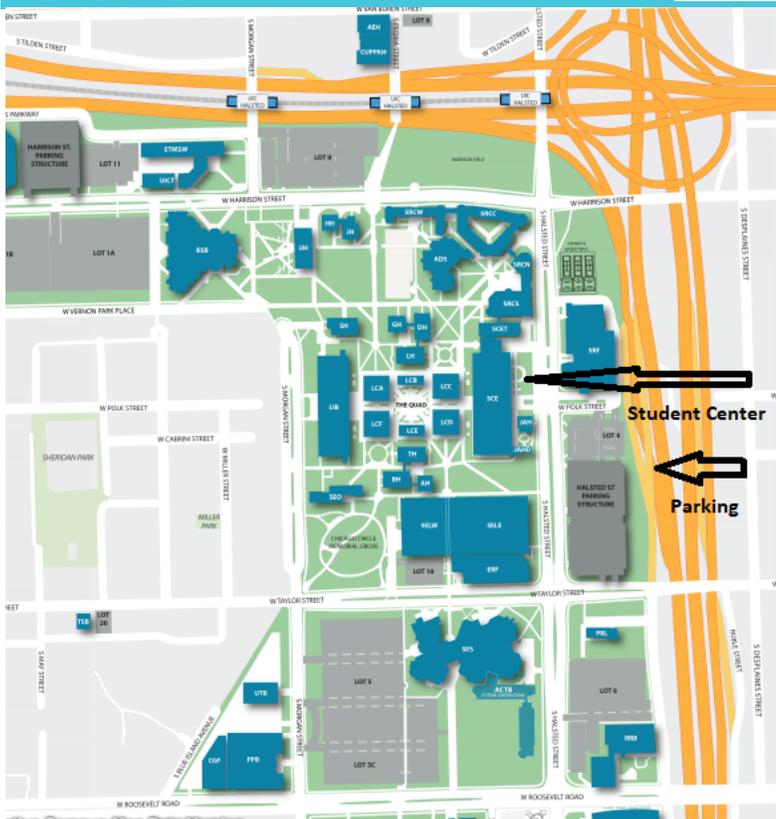
Maybe start reading on page 211 and the four page chapter named Conclusion. Then go back and start on page 1.

Remember to Register for August meeting on damachicago.org

DAMA Chicago Meeting—August 15th, 2018

**University of Illinois Chicago
Student Center East
750 S. Halsted St.
Chicago, IL 60607**

Pre-Register for August Meeting by Friday August 10th
Go to <http://www.damachicago.org/>
Enter your information the right hand column entitled
“MEETING PRE-REGISTRATION”



From North

From I-94 southbound, exit at Adams St. west.
Turn left on Halsted St. and go south.
Cross the Stevenson Expressway and Harrison St
Look for the parking facilities on the left.

From West

From I-290 eastbound, exit at Racine Ave. south.
Turn left on Harrison St. and go east.
Turn right on Halsted St. and go south.
Look for the parking facilities on the left.

From South

From I-94 northbound, exit at Roosevelt Rd west.
Turn right on Halsted St. and go north.
Look for the parking facilities on the right.

Parking Information (PAID Parking)

Visitor parking is available in the Halsted St. Parking Structure at 760 S. Halsted St. This is on the east side of Halsted St. between Polk and Taylor Sts. Student Center East is on the west side of Halsted across from the parking. **Parking fees will be \$10 - \$12 for the day.**

Meeting Room information

The meeting will be in Room 302 in the north tower wing. Enter at the main east entrance at Halsted and Polk. On the right will be elevators and stairs. Go to the second floor. Follow the hallway north to the tower section. Take the stairs or elevator to the third floor. Room 302 will be marked by signage.

CTA

The UIC-Halsted stop on the CTA Blue line is a short walk north of Student Center East.

October 8-11, 2018 | Chicago, Illinois

DATA ARCHITECTURE SUMMIT

DATE: October 8-11, 2018

LOCATION: Chicago, Illinois

VENUE: Westin Chicago River North

320 N. Dearborn St., Chicago, IL 60654

WEBSITE: <https://das2018.dataversity.net/index.cfm>

The Data Architecture Summit will cover the most important issues and technologies enabling the design and management of a modern Data Architecture . You will Learn and understand the essential elements of a modern Data Architecture, and how to create yours from world-class experts DAS instructors , battle-tested practitioners, and experienced classroom leaders.Be better informed about your options, reduce the risk of experimenting with new technologies, validate your current strategies against best practices

EARLYBIRD DISCOUNT - Save your seat in Chicago by July 27th to take advantage of our Super Early Bird discounts (up to \$300 in savings!), and register three or more team members together for an additional 33% off for everyone

DAMA Chicago Meeting—August 15th, 2018

data modeling zone

October 15-19, 2018 - Madison, Wisconsin.

World experts in our industry will be presenting, including Roger Burlington, Kent Graziano, Steve Hoberman, Bill Inmon, Mark Madsen, Gary Rush, and Len Silverston. Case studies from over a dozen organizations will be shared, the latest technologies will be explored, and there will be many opportunities for networking. Pre- and post-conference tutorials along with CDMP certification testing will be offered

Learn more about DMZ and register at <https://datamodelingzone.com/>

Take 20% off registration using the DAMA Chicago promo code **DMZDAMChicago**.

2nd Annual Data Management Conference- USA (Chicago)

Sept 26 - Sept 28 at Holiday Inn & Suites, O'Hare-Rosemont.

The Data Management Conference is an exciting multi-day learning opportunity comprised of two days of industry expert speakers and hands-on education-focused workshops and Certification opportunities for Business, Data, and Computing Professionals. This year the workshops provide a pre-conference workshop featuring both lecture based and hands on learning opportunities on subject matter including methodology, professional certification, and software. It covers many topics including: Data Science, Business Analytics, Internet of Things, Streaming Data Analytics, Business Intelligence, Data Management, Data Modeling, Data Architecture, Blockchain and Cryptography, Data Governance, Data Stewardship, Machine Learning, Artificial Intelligence & Cyber Security. A few of the well-known speakers are Kim Brown (Women in Big Data), David Marco (Metadata Management), and Peter Aiken (Data Strategy).

visit: <http://www.cvent.com/d/bggwhw>

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 bi-monthly 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.

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.
- To enhance Corporate Management's understanding of how data management affects the bottom line.

DAMA CHICAGO OFFICERS

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AVP Membership	Frank Cerwin
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VP Online Services	Van Nguyen
Past President	Latha Nair
DAMA Int. Liaison	Catherine Nolan

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.