



NEWSLETTER

Highlights

WED. OCTOBER 17th, 2018



161 N. Clark Street
Suite 1700
Chicago, IL 60601

PRE-REGISTER for October Meeting by
Friday October 12th, 2018

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column entitled

“MEETING PRE-REGISTRATION”



October Meeting Sponsors.

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 |
|---------------------|-----------------------------|--|
| December 12th, 2018 | SEARS HOLDING, Hoffman Est. | TBD |
| February 20th, 2019 | TBD | San Holcman, Data Architecture Paul Moxon, Data Virtualization & Data Integration |

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

As one of the people who evaluates presentations for the EDW conference, people ask me if there is a secret is to being selected for a presentation. Because we can only choose 100 out of the 400 submissions we receive, what you write in your submission is very important. Likewise, what you write to your manager or director can affect your career. Here are some tips for writing effective emails or for giving presentations. Remember, the average person receives 80 emails a day so you need to make your message worthy of reading and remembering.

1. Make good use of the title or subject line to grab the audience or reader’s attention.
2. Keep message clear, brief and focused.
3. Be polite and check the tone of the communication.
4. Proofread, nothing makes a worse impression than misspelled words.
5. If offering a new idea, devote the majority of the presentation or email to the solution, not an overview of common problems.

Recently I wrote a blog on Buzzword Bingo and how, although we might think we look intelligent by using the latest jargon, often it has the opposite effect. This is particularly evident when the word or phrase is overused and the buzzword becomes a cliché. Here are some of the most overused business buzzwords--avoid them if you can. Synergy; Empowerment; Bandwidth; Best-practices; Value-added; Sustainability; Client-centric; Paradigm-shift; Win-win; Bleeding edge; Deep-dive; Thought-leader; Real-time; and the most detested, Low-hanging fruit! Just for fun, keep track of how many of these buzzwords you hear in presentations and then decide if you want to continue to use them.

DAMA Chicago Meeting—October 17th, 2018

Agenda & Speakers

Morning Presentation

Solving Enterprise Data Integration: The Operational Data Hub presented by **Ken Krupa, Enterprise CTO, Mark Logic**

The concept of Enterprise data integration is not a new one. From the first Enterprise Data Warehouse, through to SOA, EAI, Data Lakes and Microservices, there have been no shortage of approaches brought forth in an attempt to solve the ever expanding challenges of integrating data at an enterprise scale. Despite this, it seems many decades-old problems still persist. MDM initiatives still fail more often than they succeed. Data quality and governance problems have multiplied. And even the so-called newer approaches such as data lakes have created as many – or more – problems than they have solved. However there is a newer pattern that is changing that trajectory called the Operational Data Hub (ODH). The ODH is a pattern that has been hiding in plain sight for at least a decade, but only recently given a name. Unlike certain conceptual patterns that are dreamed up without prior evidence of success, the ODH came about from observing successful integration outcomes and distilling them into a common set of best practices. In this session, we will describe the ODH pattern, how it came about, and cover the many problems it solves based on real-world examples.

ABOUT SPEAKER: With over 25 years of professional IT experience, Ken Krupa has a breadth and depth of expertise within nearly all aspects of Information Technology. Prior to joining MarkLogic, Ken worked at and consulted for some of the largest Global Financial institutions delivering technology solutions and advising senior and C-level executives on technology strategy. In his role at MarkLogic, Ken leads a team of global industry-aligned CTOs who are responsible for leading MarkLogic's growth strategies within specific industry verticals. Although his work primarily involves high-level technology strategy, Ken remains active with technology in a hands-on way. Ken holds a B.S. Degree in Computer Science from the State University of New York, Albany.

Data Science & Data Analysis, with Illustrations Using Chicago Crime Data presented by **Steve Miller**

This talk will be both conceptual and technical/analytical, tracing concepts of Exploratory Data Analysis and Data Science in the academic world over 50 years, followed by my ongoing work with Chicago crime data. The presentation medium will be a Jupyter Notebook, which combines PowerPoint-like capabilities with comprehensive support for full-blown statistical computation in a unified development environment. After introducing the important EDA ideas, I will review the code and results of an analysis of the crime data through a week prior to the DAMA meeting. Participants will have access to the html export of the notebook and, if interested, the notebook itself.

ABOUT SPEAKER: Steve Miller is semi-Retired data scientist/data and analytics consulting leader who held positions of Principal with Oracle Consulting, Executive Vice President with Braun Consulting, Executive Vice President with Piocon Consulting, and President with Inquidia Consulting, over the last 30 years. He has strong professional services management and staff building skills and a capable technologist in data management, data programming, data analysis, and statistics with a long resume in relational databases, C, SAS, Python, R, and Jupyter Notebook. He is currently an active blogger for [DataScienceCentral](#) and [DataVersity](#) and can be contacted via email: steve.miller@jhu.edu

- 8:30a.m. Registration and Continental Breakfast
- 9:00a.m. Business Meeting
- 9:15a.m. Coffee Break & Networking
- 9:30a.m. **Solving Enterprise Data Integration: The Operational Data Hub** by Ken Krupa
- 10:45a.m. **Data Science & Data Analysis, with Illustrations Using Chicago Crime Data** by Steve Miller
- 11:45a.m. Lunch
- 1:15p.m. **Metadata Management at Northern Trust** by Marvin Melville
- 2:30p.m. **Mark Logic Presentation & Demo** by Paul O'Neill
- 3:00p.m. Door Prize Drawing & Adjournment

Afternoon Presentation

Metadata Management at Northern Trust presented by **Marvin Melville**

A glimpse into the data management and governance journey of one of the largest banks in the United States by assets and one of the world oldest banks in continuous operation. In this presentation Marvin will be speaking on the undermentioned topics.

1. Metadata is an interpolation. What is metadata, what is the ROI on creating a metadata program?
2. Deciding on and structuring for a metadata management program
3. Metadata collection, building a catalog.
4. Making sense of it all, stewardship and maintenance.
5. The transition from application focused to being data focused for project planning and execution in a highly regulated environment.

ABOUT SPEAKER: Marvin likes to live life on a high, which kind of doesn't fit the mold for a stereotypical data guy. Marvin started his career at Discover Financial Services. At Discover he wore many hats throughout his career, as a data analyst, DBA and a database architect. He worked on some of Discover's most critical and challenging data systems. He joined Northern Trust for a short stint in 2014-2015 as a Data Architect in the MDM group. It was there he got parachuted into Wealth Management's data profiling and quality exercises for their Salesforce adoption project. He then went on to work for American Express and Forsythe's Oracle consulting arm Meta7, riding the information management tidal wave. In 2016, he came back to Northern to lead their metadata management and their data tools efforts. Since then he has been forging their path into a central understanding of Northern's data classification, provenance and lineage.

MarkLogic presentation & Demo by **Paul O'Neill, Sr Sales Engg**

ABOUT SPEAKER: Paul O'Neill joined MarkLogic in 2014 as a sales engineer in Chicago. He came to MarkLogic after 15 years taking on innovation and change in the publishing industry. His products have been featured in the New York Times, TED Talks, The Today Show, IBT and Apple's WWDC. His field expertise in delivering solutions to customers started with building workflow systems for newsrooms and publishers. His perspective helps him appreciate what businesses need to solve critical challenges. Paul holds a Bachelor's of Arts Degree in English from Syracuse University.

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 October newsletter is **Graph Data Modeling for NoSQL and SQL**, by **Thomas Frisendal**

Do we really need another book on data modeling? Over 40 years ago the foundation of the Data Modeling we now take for granted, was laid out by the likes of Peter Chen, Chris Date, and Ted Codd. COBOL copy books were replaced by entity relationship diagrams. Imagine that! Data has relationships that can be drawn like an architect’s blueprint for a skyscraper or a civil engineer’s drawings of underground electrical, water, and sanitation piping in a city. And then along came Ralph Kimball’s idea to extend and slightly twist relational data modeling to be dimensional data modeling of facts and dimensions. All was well.

But wait. In 2016, there’s this Dane over in Copenhagen named Thomas Frisendal who can’t leave well enough alone and goes around stating “Rather than modeling data architecture on complex mathematics, I believe we should focus on the psychology of the end user.” Wait, what?! Data has psychology instead of cardinality?

And our very own DAMA celebrity and Data Chick (as she self-describes) Karen Lopez catches wind of Mr. Frisendal’s thinking about data modeling and states “He points out – quite contentiously – where he feels we have gone wrong and a few places where we got it right.”

Thomas states “For years, relational modeling and normalization have been the name of the game. However, there’s something upside-down in that approach, as we will see in this book.”

Folks it appears the data modeling cheese may be moving.

OK Michael. Calm down. If Karen and Data Modeling guru Steve Hoberman are giving a nod to Graph Data Modeling, then perhaps there may be something to this. So I turn to chapter 2 titled Why Model? Paging through it I get misty eyed at an excellent and fair summary of data modeling. Thomas mentions Charles Bachman (that was a great conference he led in Dallas in 1988) and Information Engineering which I cut my Data Modeling on back in the day. So he is showing respect for data modeling’s roots. And the timelines of data modeling on pages 51 and 53 should be a poster on the wall of every Business Analyst and Data Modeler. Maybe Thomas is not a bad apple after all.

Remember the line from the movie Jerry McGuire “You had me at Hello”? The data modeler’s equivalent for that may be what Thomas stated at the end of the book “Data today is highly dimensional; in the context of data modeling, this means that it is full of relationships. That is where graphs excel.”

Maybe, just maybe, data modeling has reached the summit. But then again I’m given to hyperbole and drama, so take that with a grain of salt. Or maybe not, and Thomas’s insights are something that you can take to the bank (a.k.a career development and paychecks).



Denodo invites **DAMA Chicago** to [Join a free hands-on lab](#) on **October 10, 2018** to learn how to create a logical data model, using data virtualization to:

- Quickly and easily integrate and provision data
- Expose data as “data services” for consumption by a variety of users and tools
- Improve data governance and security

This hands-on workshop will give you skills necessary to efficiently use data virtualization with connectivity to Amazon Redshift data warehouse in the cloud, then publish targeted data to a business intelligence tool to visualize the data.

Just bring your laptop and our experts will guide you through the entire process and teach you this valuable skill. No homework required! . And, if you’re attending the Data Architecture Summit, the Renaissance is just across the river from the conference. [Register today](#) for this free hands-on lab!

7:00 p.m. - 9:00 p.m. Hands-on lab (food will be served)
 9:00 p.m. - 10:00 p.m. Social hour / discussion

Renaissance Chicago Downtown Hotel, Michigan Room
1 West Wacker Drive, Chicago

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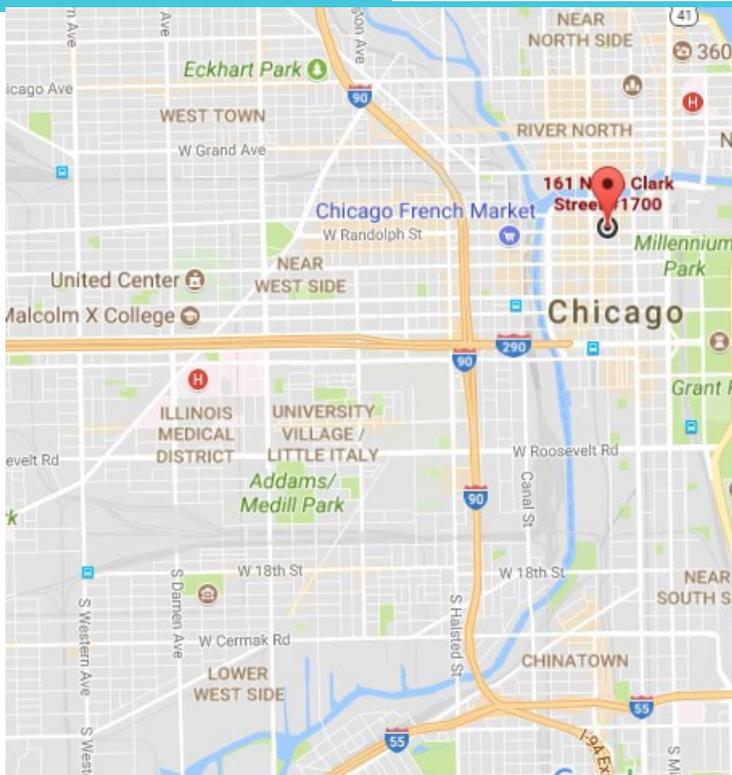


161 N. Clark Street
Suite 1700
Chicago, IL 60601

Pre-Register for October Meeting by Friday October 12th

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

Enter your information the right hand column entitled
“MEETING PRE-REGISTRATION”



From I-94 E

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.
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.
Turn right at first crosswalk onto N. Clark St.

From I-94 W

Continue on I-94 Express/Interstate 90 Express.
Follow signs for I-55 S/I-90 W/I-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

October 8-11, 2018 | Chicago, Illinois



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



DebTech International and DATAVERSITY are pleased to announce Data Governance Winter Conference, Dec. 3-7, 2018, Delray Beach, Florida.

The Data Governance Winter Conference has been approved by DAMA for awarding recertification credits for the CDMP. **Special offers for DAMA Members:** Save 10% when registering for the conference or a 2-day seminar. Enter code **DAMA10** when registering. Register 2 members from the same organization and get 3rd member FREE. This group offer expires on Nov. 2nd. Register by Nov. 2nd and save an additional \$100

Please visit **The Data Governance Winter Conference website for more information** <http://www.dgwinter.com>

DAMA Chicago Meeting—October 17th, 2018



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 **DMZDAMACHicago**.

THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE

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BOSTON, MASSACHUSETTS
MARCH 17-22, 2019

EDW Topics

- Artificial Intelligence
- Big Data
- Blockchain & Distributed Ledger Technology
- CDMP
- DMBOK
- Data & Information Quality
- Data Architecture
- Data Engineering
- Data Lakes
- Data Modeling
- Data Science
- Data Security, Privacy & Protection
- Data Strategy
- Data Centre Architectures
- Enterprise Information Management (EIM)
- Graph & Ontologies
- Machine Learning
- Master Data Management
- Metadata & Governance
- NoSQL
- Organization Structure & Roles
- Stewardship

View Program

For more information

edw2019.dataversity.net

EDW 2019 – Super Early Bird Discount of \$400 PLUS DAMA Discount of 15%

Use code EDW15

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 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.

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|--------------------|------------------|
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