DAMA-CHICAGO NEWS

DAMA CHICAGO

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DAMA-CHICAGO Online ZOOM Meeting in collaboration with DAMA - Philadelphia Chapter

Wednesday Nov 29th, 2023 (9:00 am - 11:00 am CST)
Please register here (at DAMA - Philadelphia link) *Continue as Guest*
AGENDA
09:00 AM - 10:00 AM Steve Hoberman,

"*The Align > Refine > Design Approach to Data Modeling*"

10:00 AM - 11:00 AM Dr. Barry Devlin,
"*Clearing the Skies for Cloud Data Warehousing*"

Join us for a virtual meeting co-presented by 4 of the largest DAMA Chapters

"In a world of more data, the companies with more data-literate people are the ones that are going to win."
- Miro Kazakoff, senior lecturer, MIT Sloan

FINAL PRESIDENT'S NOTE—FROM THE DESK OF MICHAEL G. MILLER, PRESIDENT, DAMA—CHICAGO CHAPTER

I begin this my final president's note with a thank you to all the DAMA Chicago Board members and all their hard work during a difficult year for data practitioners on behalf of our membership. A special note of thanks to Ashwani Malhotra for all his very hard work on the newsletter and notices to our members; I can not thank him enough for all his hard work he put in this year.

I am stepping down as President of DAMA Chicago and leaving it in the most capable hands of Frank Cerwin beginning the New Year 2024. Cathy Nolan will be stepping up to take over as the Vice President of membership. Eniko Ban will be serving as our Vice President of Information Services, as we move to better serve our members in the coming year focusing on overall information management with a priority of online efforts to serve our membership faster and better.

Over the past 3 years of DAMA Chicago presidency, the mantra of many companies has been—'We are data driven." The corporate battle cry "We are Data Driven" was heard from the board room to the boiler room. Many companies attempted to achieve that vision few, very few, achieved that success despite the determine attempts with an onslaught of expenditures on new data technologies that claimed to resolve the ever expanding data problem within organizations with just the flick of a pen to a checkbook. Sign here and all your data problems will be a data thing of the past, a fond data or not so fond—data memory.

In 2023, data generated was 120 zettabytes, that's up by 23 zettabytes over the previous year. The 120 zettabytes created in 2023 is expected to *increase by over 150% in 2025*, hitting 181 zettabytes. I have no idea what a zettabyte* is, but all I know is that's a lot! According to latest estimates, 328.77 million terabytes of data are created every data—Every Day! *

I expect that most of your companies did not increase their data budgets by 23.13%, nor increase their data staffing by 23.13%. Which to me leads to expect a serious data risk - a data management deficit going forward.

"Winter is Coming," quote Game of Thrones, here and Chicago, too! Along with winter, 'AI is Coming,' for all of us, in 2024 and 2025.

Data & AI Literacy is the key to successful Data and AI management, without it, all enterprises will fall short on managing data and its subsequent risk to the enterprise. You will often here the phrase **GIGO** (**G**arbage **I**n = **G**arbage **O**ut), it applies equally to data quality as it does to AI quality.

There is much for us to learn going forward in the coming years, and we at *DAMA—Chicago* will be working with you, to provide very prosperous Data & AI Literate future for us all. *Happy Holidays!!*

For more information, visit damachicago.org

Meeting Details

"The Align > Refine > Design Approach to Data Modeling"

by Steve Hoberman

We welcome back **Steve Hoberman** to DAMA Philadelphia. If you have not had the opportunity to hear Steve at our chapter, perhaps you have a book from his Technics Publications on your bookshelf, or attended the Data Modeling Zone conference, which he produced.

 Data modeling is the process of identifying and documenting the data within our initiatives. As our architectures get more complex, data modeling becomes more important. Our traditional data modeling approach, however, falls short of modeling the full range of data solutions. Without a standard approach, many organizations take extreme positions from avoiding modeling altogether to spending way too much time on modeling.

Instead, what is needed is an approach that gracefully accommodates data modeling principles and goals when applied to any initiative. I call this the Align > Refine > Design approach. That is, the proven principles of modeling applied to our complex data architecture.

You will learn:

The value of Align in capturing a common business vocabulary

The value of Refine in documenting the business requirements

The value of Design in creating an efficient database structure

No data modeling experience necessary.

It will be educational and yes, even fun!

Clearing the Skies for Cloud Data Warehousing"
by Dr. Barry Devlin

Our next speaker, Dr. Barry Devlin is a founder of the data warehousing industry, defining its first architecture in 1985, and a foremost authority on Business Intelligence (BI), author of

"Cloud Data Warehousing earing the Skies for Cloud Data   Warehousing"

The past five years has seen an explosion of innovation and new technical forms as cloud data warehousing has gone mainstream. But confusion has grown too. After all, the business needs are largely unchanged. So, why are there so many options and approaches? How do they differ? Which one may be the best choice? And why?

In this talk, Dr. Barry Devlin—a founder of the entire data warehousing industry—offers high level thoughts on these questions. Drawing lessons from the long history of data warehousing, he defines an all-embracing architecture and draws specific architectural design patterns for each of these modern approaches.

Book Review by Michael G. Miller, President, DAMA Chicago

"Rewired: The McKinsey Guide to Outcompeting in the Age of Digital and AI" by Eric Lamarre, Kate Smaje, & Rodney Zemmel - Jun 13, 2023, 367 pages.

Book review by Michael G. Miller (with assistance from GenAI).

"**Rewired**" is a comprehensive guide for companies looking to stay ahead of the curve in the digital age. The book, written by James Manyika, Jacques Bughin, and Jonathan Woetzel, is a product of McKinsey & Company, a leading management consulting firm. The authors provide a roadmap for companies to transform themselves into digital enterprises that can compete effectively in the age of digital and AI.

The book is well-written and easy to read. The authors use clear and concise language to explain complex concepts. They provide numerous examples of companies that have successfully transformed themselves into digital enterprises. The book is also well-organized, into six sections with each chapter building on the previous one.

The authors provide an abundance of valuable information, insights, and counsel that are carefully organized in the six sections, followed by a section of detailed examples.

1. Create your transformation roadmap
2. Build your talent bench
3. Adopt your new operating model
4. Build your technology environment for speed, scale, and distribution
5. Embed data everywhere
6. Unlock adoption and scaling.

However, the book does have a bias towards digital transformation over AI. While the authors do discuss AI, they do not give it the same emphasis as digital transformation. This is a significant oversight, as AI is becoming increasingly important in the business world. Companies that do not embrace AI risk falling behind their competitors. This bias can be understood as the book was published on June 13, 2023, which is only 6 1/2 months after San Francisco startup OpenAI launched ChatGPT on Nov. 30, 2022, that has fundamentally changed the landscape of AI and, more broadly, technology in general.

Moreover, the book does not address the issue of bias in AI. As you know, AI systems are only as good as the data they are trained on. If the data is biased, the AI system will be biased as well. This is a significant concern for companies that are using AI to make decisions. A company that does not address the issue of bias in its AI systems risks making decisions that are unfair or discriminatory, that can leave a company subject to significant legal liability.

From a data management person's perspective, the book does provide some useful insights. The authors stress the importance of having a data strategy and a data architecture (See Section 5: Embedding Data Everywhere). They also emphasize the need for companies to have a data culture, where data is seen as a strategic asset….

For more information, visit damachicago.org

Book Review by Michael G. Miller, President, DAMA Chicago
"Rewired:"
(Continued)

… These are all important points, as data is becoming increasingly important in the business world, although on this point, I am probably preaching to the choir.

In conclusion, "_Rewired: The McKinsey Guide to Outcompeting in the Age of Digital and AI_" is a very good guide-book for companies looking to transform themselves into digital enterprises. The book is well-written and easy to read, and it provides a digital roadmap for companies to follow through their digital transformation, but a bit shy for AI transformation.

The book does have a bias towards digital transformation over AI, which is a significant oversight. More over, the book does not address the issue of bias in AI, which is a significant concern for companies that are using AI to make decisions. From a data management person's perspective, the book does provide some useful insights, but it could have gone into more detail on this topic. Overall, I would recommend this book to anyone who is interested in digital transformation, but I would caution them to keep in mind the book's bias towards digital transformation over AI. A full and complete guide to AI transformation is yet to be written as in my humble opinion it's too soon from it being un-leashed on the world to have all answers and is changing too fast for a guidebook to remain current and complete for long. Enjoy the book for all that it can provide to assist in your digital journey.

Ref: [There's More to AI Bias Than Biased Data,](#) NIST Report Highlights - Rooting out bias in artificial intelligence will require addressing human and systemic biases as well. - March 16, 2022

Meetings and Conferences 2023/24

Data Governance & Information Quality Conference (DGIQ) is the world's most comprehensive conference dedicated entirely to Data Governance & Information Quality. DGIQ East, is taking place _December 4-8, 2023_ in _Washington, D.C._

[Data Governance & Information Quality Conference (DGIQ)](#)

Enterprise Data World (EDW) is the most comprehensive educational conference on Data Management in the world. This Spring's EDW, taking place _March 25-29, 2024_, in _Orlando, FL_.

[Enterprise Data World (EDW)](#)

HOW TO TAKE THE CDMP

Earning your Certified Data Management Professional - CDMP™ certification is a significant achievement. This credential can help accelerate your career and demonstrate your qualifications to employers, clients, and peers. Answers to Frequently Asked Questions are available on the dama.org website but here are some basics.

- Purchase the DMBoK2. Study hard or take a training course
- Enroll on CDMP website and purchase the exam you first wish to take
- Try the practice exam
- When you feel prepared take the exam

All exams regardless of where they are taken (conference, training or online) cost USD$300. Online proctored exams incur an additional USD$11 proctor fee. Your first exam payment includes 3 year **Individual membership** with DAMA International). The marks you achieve will determine the level of certification you qualify for. If you are aiming for a higher certification and you have not achieved the pass level required then you can retake the exam at the discounted fee of USD$200+ USD$11 proctor fee.

Membership Dues for 2024

Happy New Year to all of our data professional colleagues. The new year promises many new challenges and technology advancements in the world of data. DAMA Chicago will continue to provide you with information and insights to meet those challenges and advance your capabilities. I'm sure you've been receiving value from your participation in DAMA Chicago in years past and will continue to do so in the future.

It's that time again to renew your membership in the chapter. Our corporate annual rate of **$250** allows your **company** to have an unlimited number of employees attend meetings. We also offer a very affordable annual rate of **$50** for named **individuals**. Paid-up membership is required to participate in meetings that you register to attend in 2024. Paid membership also provides you with check-out privileges of our extensive data subject lending library as well as discounts on registration for national data conferences. Your dues also help cover   expenses for the highly-acclaimed national speakers that we have present at our meetings. A benefit that is offered for companies who provide their site to host a meeting in 2024 is a waiver of Corporate dues for 2024. If you are new to DAMA Chicago, you may attend your first meeting to check out the value of being a chapter member without a paid membership commitment.

Dues can be easily paid at the following link: **https://www.damachicago.org/pay-your-dues**

Please contact **Frank Cerwin, VP Membership DAMA Chicago,** with any questions.

Email: **vpmembership@damachicago.org**

For more information, visit damachicago.org

Membership Benefits

There are many benefits to be a DAMA Chicago member in good standing. "Good standing". What exactly does that mean? It means that your membership dues are fully paid up for the current year which entitles you to the following membership benefits:

- Participation in the Chicago DAMA full-day meetings with in-depth tutorials from leading data professionals and networking opportunities with fellow data professionals across industries and roles.
- Access to our library of books with check-out privileges
- Selective discounts on conferences

Membership dues are used to reimburse speaker expenses, purchase books for our library, and cover other expenses that allow the DAMA Chicago Board to offer the quality program that you enjoy. We allow a prospective member to attend one meeting at no charge. It is extremely important that membership dues are kept current on an annual basis for us to continue to deliver a high quality program. (VP Membership) will be reaching out to attendees who have outstanding membership dues either as a corporate or individual member. Current membership status will also be verified following online registration for future meetings. Please keep in mind that if your organization does not pay for a corporate membership, our individual membership is very affordable. If you have any questions, please feel free to contact **Frank Cerwin**.

DAMA Chicago Benefits

Individual Level

- Ability to network with other data management professionals in the Chicago area

- Professional development and education

- Learn about new data management techniques at meetings from experts in the fields of data quality, data architecture, data governance, metadata management, master data management, big data, data warehousing, business intelligence (BI), artificial intelligence (AI), machine learning, and more

- Access to Certified Data Management Professional (CDMP) certification

- Learn about open job opportunities at other members' organizations and advertise job opportunities at your organization

- Join a professional group with international reach

- Take advantage of member discounts at various conferences and seminars, including Enterprise Data World (EDW), Data Governance Information Quality Conference (DGIQ), Data Architecture Summit, and more

- Gain access to DAMA Chicago library and gain access to the latest in-depth books about data management, including Data Management Body of Knowledge (DMBOK) version 2.

- Membership covers admittance to all DAMA Chicago chapter meetings

Corporate Level

Corporate Central Standard Membership allows corporations to purchase DAMA International Standard membership in bulk covering an unlimited number of members for a company. In addition, corporate membership dues are waved if the company hosts one of the chapter meetings during the membership year.

Please direct any queries regarding DAMA International membership to **Frank Cerwin**

DAMA International Benefits

There are multiple membership tiers available from DAMA International.

Please note that these memberships are for DAMA International Central membership only and DOES NOT include membership to a DAMA Local Chapter. DAMA Local chapter membership is managed by each local chapter.

Individual Central Standard Membership Benefits (Tier One)

- Member Login to the DAMA International Website
- MyDAMA Member Resource Page
- Online access to the DAMA-I Dictionary of Data Management Terms V2 *(find those pesky DM terms and make use of the correct definition)*
- Downloadable DMBOK V1 IMAGES
- 10% or higher discount on any   education/ training program recommended by DAMA International
- 10% or higher discount on any books purchased from approved publishers
- Discounts (per applicable code) to all DAMA endorsed conferences
- The Learning Channel
- CDMP® Self Administration (Manage your CDMP)
- Event List for CDMP® Workshops and Proctoring
- Job Board *(coming soon)*
- Data Management Profession Forum *(coming soon)*

Individual Central Bundle Membership

This membership is for DAMA International Central Standard Membership **AND** includes electronic access to the DAMA-DMBOK® V2. You receive all of the benefits of Tier One. You will receive via email a code to use at technicspub.com within 10 business days of your membership registration.
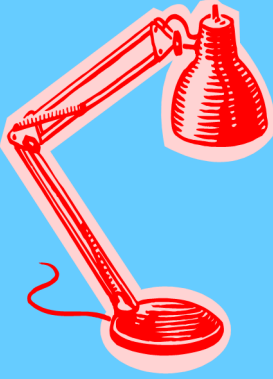
Corporate Central Standard Membership

Corporate Central Standard Membership allows corporations to purchase DAMA International Standard membership in bulk. The corporation distributes voucher codes to their associates. Each voucher code is good for one year and for one associate. The membership is non-transferable within the year. This membership is for DAMA International Central membership only and **DOES NOT** include membership to a DAMA Local Chapter. DAMA Local chapter membership is managed by each local chapter.

1–15	seats:	no discount
16–50	seats:	10% discount
51+	seats:	20% discount

Please direct any queries regarding DAMA International membership to **membership@dama.org**

For more information, visit damachicago.org

WANT TO STRUT YOUR STUFF?

Why not be a speaker at our local DAMA Chicago meeting? Tell us how your company is handling Data Governance, Big Data, Agile, Data Security, Reference Data or any of the other activities we, as Data Managers, perform on a daily basis. You don't have to be an experienced speaker, our chapter and your peers love to hear what other people are doing with data! Tell Michael G. Miller or any other board member you are interested and they will sign you up for one of the future meetings. A great opportunity to highlight your company's and your personal achievements.

We would like to add more content and information to the newsletter. If you have any book reviews and/or information about conference/seminars/webinars to share with your peers on the future newsletters, please submit it to vpmarketing@damachicago.org and we would like to put them in newsletter after approval from board. If you or any of your colleague would like to present a topic in one of our future meeting or your Organisation would like to host future DAMA Chicago meeting, please reach out to Michael G. Miller or any other board member. Any Organisation hosting DAMA Chicago meeting in 2023 will get credit for Corporate dues for year 2024.

Feel free to forward this to your friends and colleagues but don't SPAM them ! If any of your colleague would like to join DAMA Chicago mailing list, they can do so by clicking here

About DAMA Chicago

DAMA Chicago was founded in the Fall of 1986 with the first meeting in December of that year. DAMA Chicago holds meetings 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

Chapter President	Michael G. Miller
Treasurer	Susan Earley
Secretary	Yakov Pekar
VP Marketing	Ashwani Malhotra
VP Membership	Frank Cerwin
VP Programs	Jim Anfield
VP Sponsors & Venues	Deanna Jacob
VP Online Services	Jaime Gallegos
AVP Membership	OPEN
VP Info. Services	Eniko Ban
AVP Online Services	OPEN
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

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