

Web site address [www.DAMAIndiana.org](http://www.DAMAIndiana.org)  
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## Welcome to DAMA Indiana News!

Welcome to the spring edition of the DAMA Indiana newsletter. We are excited to celebrate 2 years of the DAMA Indiana newsletter! In this issue, Sue challenges assumptions and we look forward to another great chapter meeting in April!

Do you have a question for the board or fellow members? Are you wondering about future events? Have an idea for a newsletter article? The top of the newsletter contains the web site and social media contact information for the chapter. In addition, the contact information for the Board is on the last page.

We would love to hear from you!

## From the President's Pen...

By Sue Peoni



### Spring - It is coming, isn't it?????

As I write this Spring Newsletter article, it is sunny outside my window, and it is now light when I drive home, but it is still pretty darn cold outside! It will warm up, won't it?

While on vacation recently, I read a book that has been haunting me ever since - The Age of Miracles by Karen Thompson Walker. My sister recommended it, and it was a VERY compelling read. It is fiction (at least I hope so) and the story is told from the perspective of a 12-year-old girl. The premise is that one day they wake up and the sun doesn't come up when it is supposed to; it comes up 25 minutes later. This continues to happen somewhat randomly for days and weeks and months until "days" are not 24 hours long, but 72, then 84, etc., etc. The Earth, for no apparent reason has started spinning more slowly on its axis, and all the best scientists cannot figure out a way to speed it up again. There are all kinds of ramifications to this - none of them good, as you would expect. I'll stop there and let you pursue the details on your own!

Please see *President's Pen* on page 2

*President's Pen* from page 1

The reason I tell this story (you knew I had one, didn't you?), is that it got me thinking about all of the things we "assume" every day, i.e. that the sun will rise precisely when we expect it. And how much we rely on those assumptions every day in our IT/Data world - the network will work, the data will flow, systems will run. Even if there is a glitch, a momentary hiccup, we are dead certain it is fixable. We are smart people, right? We know how this all works, we can make it right again! But what if one day those assumptions don't hold up?

I don't pretend to have any answers to this conundrum, but I do think that the more we think about Architecture, about good foundations, about building our business on solid data, the better off we will be on the day when a few of our assumptions go awry. I do think we are exploring the right topics at DAMA when we talk about how to get the basics right.

Now, what to do when the sun doesn't come up on time? That's a problem I hope we never face!

Sue



Want to get a look at how the new DAMA DMBOK2 is being shaped? You can get a copy of the new DAMA DMBOK2 Functional Framework.

Check out the DAMA International site <http://dama.org/i4a/pages/index.cfm?pageid=3733> for details!

*"...it got me thinking about all of the things we assume every day..."*

**Save the Date!**



The next DAMA Indiana meeting date is:

**Thursday, April 18th**

See the next page for details on our new location for April!

## CDMP Testing

Please let us know if you are interested in taking CDMP tests. If there is enough interest, the chapter may host a testing session.

## Coming Attractions

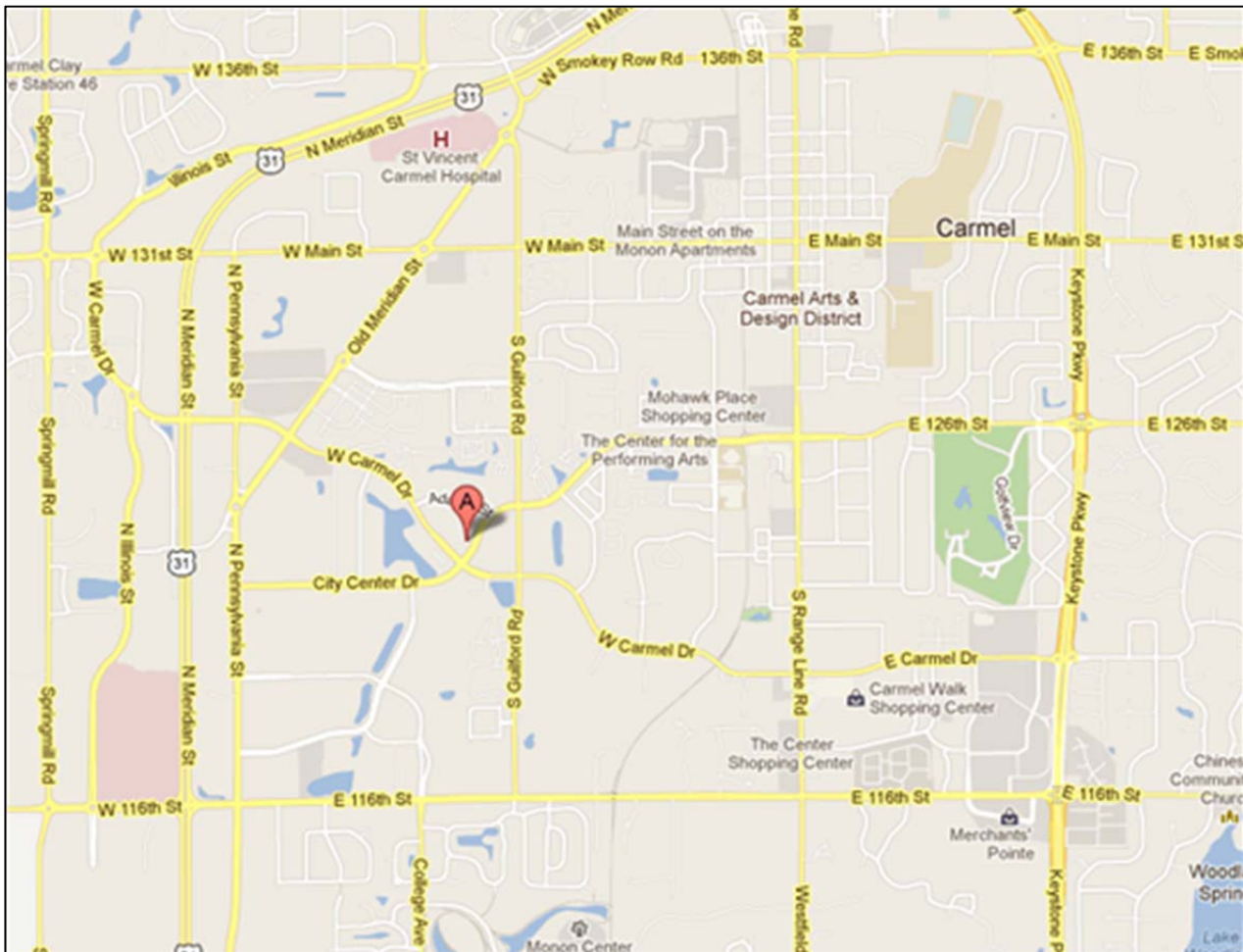
Join us on **Thursday, April 18th** for an informative day you won't want to miss!

Antonio Amorin, founder of Data Innovations, Inc., will be returning as our featured speaker and present on the topic of "The Comprehensive Data Dictionary." Many of you will remember him from our January 2012 meeting. Our very own Gene Boomer will give us a preview of his EDW 2013 presentation. Computer Associates will be our sponsor and provide lunch.

**Please note: The meeting location has changed!**

MISO Energy has graciously agreed to host this meeting. The address is **720 City Center Drive, Carmel, IN 46032**. There are entrances from either City Center Drive or Adams Street. There is ample parking available. Please go to the main building entrance and let security know that you are there for the DAMA Indiana meeting. You will be directed downstairs to the conference facility. Below is a map to MISO Energy's location.

Please register by sending an e-mail to [info@damaindiana.org](mailto:info@damaindiana.org). We hope to see you there!



## Professional Development Opportunities

Check out the DAMA International Events calendar for monthly lists of opportunities.

<http://www.dama.org/i4a/calendar/?pageid=3320&showTitle=1>



The annual Enterprise Data World conference will be in San Diego. Save money with our DAMA discount - enter code DAMA428 to save \$250. You can combine this with the early bird (ends March 22<sup>nd</sup>) to save an additional \$200. <http://edw2013.dataversity.net/index.cfm>

### Chicago Tech-Security Conference

Thursday, April 4, 2013 at Hyatt Regency McCormick Place

The Tech-Security Conference would like to offer Chicago DAMA members a complimentary **VIP pass** to this event. These passes are a \$100.00 value.

Click on the following link to register for your free VIP pass: [http://www.dataconnectors.com/events/2013/04/Chicago/inv\\_np.asp](http://www.dataconnectors.com/events/2013/04/Chicago/inv_np.asp)

- VIP passes include Breakfast, Lunch, Conference materials and Entrance into conference sessions and exhibit areas.
- This conference qualifies for CPE credits and Certificates of Attendance.
- Gift Cards, iPads, Kindles and many other door prizes and give aways.

For more information, call Chris Meier at 636-778-9495 or e-mail [cmeier@DataConnectors.com](mailto:cmeier@DataConnectors.com)

More opportunities from our DAMA Chicago partnership



### PASS Business Analytics Conference

Place: Sheraton Chicago Hotel & Towers  
301 East North Water Street  
Chicago, IL 60611-4300  
Date: April 10 – 12, 2013

The conference is focused on BI and BA topics, including a keynote from Steven Levitt of Freakonomics fame.

PASS would like to offer DAMA Chicago members a **\$300** discount by using Code **BACDAMA**. Join others in Chicago in talking about data, business intelligence and analytics.

<http://passbaconference.com/>

## Around Town

Here are other area events that may be of interest to data professionals:

### IndyPASS (Professional Association for SqlServer)

Events for 2013 are still to be determined. Check out their web site: <http://indypass.org/>

### INOUG (Indiana Oracle Users Group)

January 2013 - Regular Meeting  
[www.inoug.org](http://www.inoug.org)

## Reminder

Attending conferences and professional meetings counts toward CBIP and CDMP recertification credits. Visit the ICCP site today: <http://www.iccp.org/cgi-bin/pdform.php>

## Spotlight: The Dangers of Search

By Christi Denney

For some reason, your editor has had a severe case of writer's block this year (as evidenced by my drought in the tweeting and blogging areas this year). In desperation, I decided to search for "hot topics in data management" in hopes of finding inspiration. It seemed harmless enough, right?

If I had any doubt that we were in the age of "information overload", those doubts were now gone. Apparently, my trusty search engine thinks that 116 million articles have the answer to my question. I grabbed some coffee and prepared to be amazed.

As I scanned this list, amazement turned to disappointment. Perhaps I should have specified a decade of interest. It would be fantastic if the hot topic from years ago was still relevant, but some fade as quickly as the seasons. I tried again, adding '2013' to the search box, and... advertisement, conference, conference, conference, conference, conference, webinar, workshop, webpage (but not on 'data management' hot topics - it just had those 4 key words), and on and on it went. Not very helpful when I need information right now! So what is a news-hungry data management professional to do?

Thankfully, we do have a number of great resources.

### DAMA Indiana

For DAMA Indiana presentations, news, and quarterly newsletters, check out our web page at <http://www.damaindiana.org/>.

### DAMA International

Get the latest news on conferences (including discounts!), DMBOK, and the Dictionary of Data Management at: <http://www.dama.org/>

### Dataversity

Webinars, articles, and blogs abound at this educational forum: <http://www.dataversity.net/>

### IAIDQ

The International Association for Information and Data Quality offers webinars and information on all things quality. <http://iaidq.org/>

### TDAN

Bob Seiner's newsletter covers a wide variety of data topics and resources. <http://www.tdan.com/>

Found a great site? Share it with us!  
E-mail me at  
[newsletter@damaindiana.org](mailto:newsletter@damaindiana.org).

### DAMA Indiana Board

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