



Web site address [www.DAMAIndiana.org](http://www.DAMAIndiana.org)  
LinkedIn Group DAMA Indiana

Facebook DAMA Indiana  
Twitter @DAMAIndiana

## Welcome to DAMA Indiana News!

Welcome to the spring issue of the DAMA Indiana newsletter. We are looking forward to the upcoming chapter meeting in April! In this issue, Chapter President Gene Boomer looks at habits, member Bill Stallings shares his experience at DMZ, and we provide information on the April chapter meeting.

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. We would love to hear from you!

## From the President's Pen...

By Gene Boomer

Hello Folks,  
Happy Spring!!! (or, almost spring...)

In this quarter's newsletter, I would like to chat about habits. Habits we do without much thinking about...and perhaps no real understanding as to why we do them.

Take for example, Daylight Saving Time (or DST)...why do we do it? Many countries around the world have been following this habit for some 100 years now, but why? There are many theories and culprits to blame for DST, from Benjamin Franklin to a New Zealander name George Hudson. And there are many reasons stated over the years as to the purpose of DST, from allowing George Hudson more time to collect insects (he was an entomologist after all), conserving fuel during WWI and WWII, or to preventing traffic accidents. DST has been followed year after year (although Indiana did not get on board until 2006) for decades. But why? Perhaps 'just because'...just because it is a habit, a habit people even complain about, but a habit many follow anyway.

### INSIDE THIS ISSUE

- 1 Welcome
- 1 President's Pen
- 2 Announcements
- 3 January Meeting
- 4 Guest Author
- 5 Professional Development
- 6 Contacts

*Continued on next page*

*President's Pen, cont.*

Now think about the 'habits' at your organization, especially dealing with data. How many habits exist and are followed without much discussion when it comes to data? At my organization, I recently attended a meeting for a project to support our Sales and Underwriting areas. The assumption was: a set of data was required within an application system; the data did not previously exist; ergo, we just copy the data from another source system into the application system. Why? Because we always do that; it is a habit. Well, it is time to break the habit! (Which is what was suggested - in lieu of copying data verbatim, just enable a link/service to the data at the true, trusted source.)

For folks familiar with MDM, this is referred to as a "registry" approach. Given the advanced uses of data and the sheer volumes of data, copying data all over the place will become problematic and costly. The future of data-centric solutions is not to copy the same data between application systems. The future is to bring the applications to the data, just like in cloud environments (e.g. AWS, Azure, Google) that segregate storage (i.e., the data) from compute (i.e., the applications.).

So, think about changing habits dealing with data at your organizations. You may even be surprised by the responses received! And, can we just break the DST habit and just call a 'day' a day?

Until next time, take care!

*- Gene*



## Data-Centric Development Life Cycle

In today's digital age, data is the potential powerhouse of every business. That's why First San Francisco Partners created the Data-Centric Development Life Cycle (DCLC), a proprietary project development methodology that leverages the shift from process to information — and addresses the unique needs of data-centric development projects such as Data Lake, [Big Data](#), BI/Analytics, [Master Data Management](#) (MDM) and Data Warehouse.

Source: <https://www.firstsanfranciscopartners.com/data-centric-development-life-cycle/>

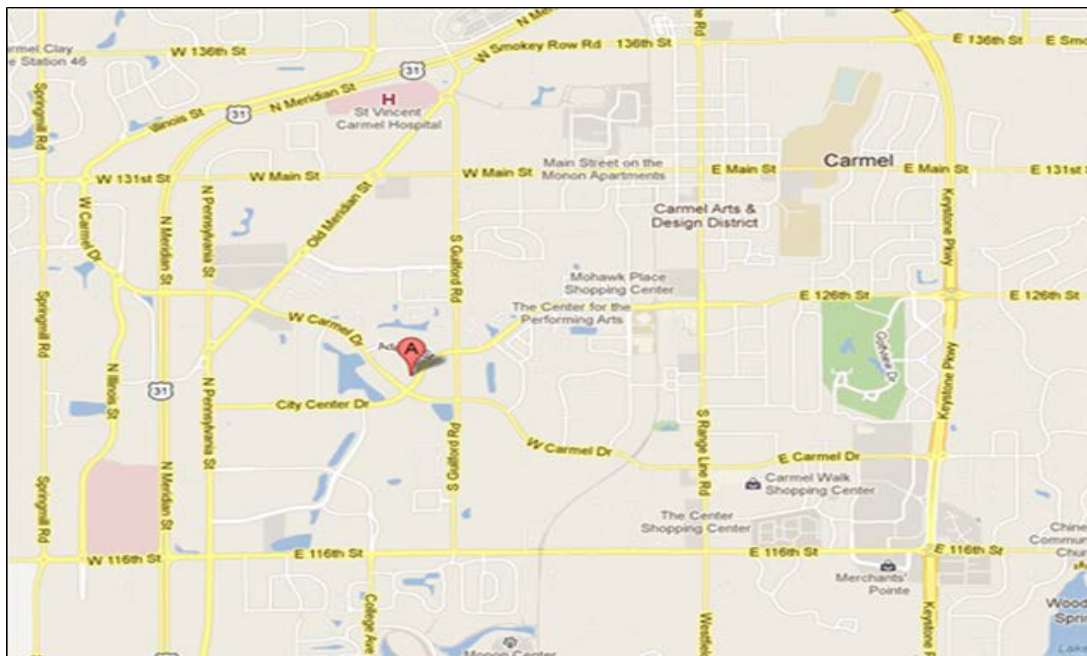
## Save the Date – April 2018 Chapter Meeting

Join us on **Thursday, April 12<sup>th</sup> from 9:00am-3:15pm** for an informative day you won't want to miss!

Time	Topic
9:00am - 9:15am	Registration and Continental Breakfast
9:15am - 9:30am	Welcome and Announcements
9:30am - 11:00am	Data And Analytics Modernization To Cloud: Considerations And Reasons To Consider - Dr. Phil Shelley (Datametica)
11:00am - 12:00pm	Information Builders
12:00pm - 1:00pm	Networking Lunch courtesy of Information Builders
1:00pm - 3:00pm	Good Data, Bad Information – Michael Scofield (Loma Linda University)
3:00pm	Wrap-Up and Door Prize Drawing

**Michael Scofield (Loma Linda University)** will be speaking on “Good Data, Bad Information.” **Dr. Phil Shelley (Datametica)** will be presenting on “Data And Analytics Modernization To Cloud: Considerations and Reasons to Consider.” Our Sponsor, **Information Builders** will be speaking and providing lunch for the day.

**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 and ample parking is available. Please go to the main building entrance and let security know that you are there for the DAMA Indiana meeting. Please register by sending an e-mail to [info@damaindiana.org](mailto:info@damaindiana.org). We hope to see you there!



## Data Management Zone Conference Review

By William Stallings

The Data Modelling Zone 2017 (DMZ2017) conference was held in Hartford, CT from October 16th through October 18th of 2017. This conference is unique in that it centers totally around the care and feeding of data. Topics included areas such as Agile for Data Professionals and Building Data Governance through Data Modeling and Metadata. One major issue discussed both during the main sessions, one breakout session, and during the breaks and networking sessions was how to attract younger individuals to the world of data mapping, data architecture and data governance.

One of my favorite sessions was the session on Building Data Governance through Data Modeling & Metadata, presented by Donna Burbank. This session appealed to me because, although I am new to the data mapping and architecture world, I find myself very heavily involved in both data governance and metadata.

Donna's talk centered on the premise that data governance is people, processes, and policies, but it is also technical infrastructure. Data models are the critical link between business definition rules and the technical data system that support them. Data Modeling is part of a wider strategy. Data Governance is the link between the business priorities and leveraging data for strategic advantage. A question I had to ask myself is this: Since CNO has a data governance program in force and in progress, are we articulating it out to the business and how we enforce it? Data Governance is a key driver for metadata usage.

Another session I enjoyed was the session "Business Data Models Made Easy" presented by Gary Rush. The objective was how to build a data model with business clients who have never seen a data model.

- How to use a modeling session to clarify a model
- Why do we model? Because the model is clear, it is concise and it is unambiguous. "We have all sorts of data but no information". Data modeling is about the business – not systems.
- Some problems: Terms, fear of being "Technical", and complexity.
- Skills required – facilitation skills (listening, understanding group dynamics).
- Process skills: Creating the agenda, proper questioning.
- Active listening is critical. Stages of active listening: Contact, Absorb, Reflect – Feedback, Confirm. Feeding Back – Synthesis, Summarize, and Paraphrase.
- A facilitated workshop: Prepare, Interview, Plan, Scope, and Facilitate the workshop.
- Steps to building a Model: Review the baseline (Define the business purpose), Describe the "things" in the business. How do they relate? What describes each "thing"? What do we need to know? What information is needed? Understand the audience. Why is it needed?

The Data Modelling Zone 2018 (DMZ2018) conference will be held in Madison, Wisconsin this year from October 16th thru October 19th. The program for the conference has been posted at: <https://datamodelingzone.com/program/>. You can register at <https://datamodelingzone.com/register/>. If you have a chance, I would encourage you to attend this conference.

## Professional Development Opportunities

THE TRANSFORMATION TO DATA-DRIVEN BUSINESS STARTS HERE

**ENTERPRISE  
DATA WORLD**  **SHERATON HOTEL & MARINA  
SAN DIEGO, CALIFORNIA**

**APRIL 22-27, 2018**

<http://dama.org>



Check out <http://tdwi.org> for conferences

### DAMA Chicago

DAMA Chicago holds six bi-monthly meetings and other events. Their web site is: <http://www.damachicago.org/>

### Southwest Ohio Chapter of DAMA

Check out their web page at:  
<https://swoc-dama.wildapricot.org/>

### Central Ohio DAMA

The central Ohio chapter page:  
<https://buckeyedama.org/>

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

### IndyPASS (Professional Association for SqlServer)

Events are updated on their web site.  
Their main web site: <http://indypass.org/>

**INOUG (Indiana Oracle Users Group)**  
Check [inoug.org](http://inoug.org) for more information.

**Reminder:** Attending conferences and professional meeting counts towards CBIP and CDMP recertification credits. Be sure to record these in your log!

## Contacts

Have a question or need to contact a board member? Below are the names and e-mail addresses of board members

### DAMA Indiana Board

President: Gene Boomer  
[President@damaindiana.org](mailto:President@damaindiana.org)

VP Administration: Diane Michael  
[VPAdministration@damaindiana.org](mailto:VPAdministration@damaindiana.org)

VP Communications: Christi Denney  
[newsletter@damaindiana.org](mailto:newsletter@damaindiana.org)

VP Finance: Jeff Hubbard  
[VPFinance@damaindiana.org](mailto:VPFinance@damaindiana.org)

VP Online Content: Margot Dahl  
[VPOnlineContent@damaindiana.org](mailto:VPOnlineContent@damaindiana.org)

VP Programs: Michael Irick  
[VPPrograms@damaindiana.org](mailto:VPPrograms@damaindiana.org)



Found a great educational site?

Share it with us!

E-mail [newsletter@damaindiana.org](mailto:newsletter@damaindiana.org)