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INSIDE THIS ISSUE

- 1 Welcome
- 1 President's Pen
- 3 October Chapter Meeting
- 4 EDW Thoughts
- 6 TDWI Conference Summary
- 7 Professional Development
- 8 Contacts

Welcome to DAMA Indiana News!

Welcome to the summer issue of the DAMA Indiana newsletter. In this issue, we have some great conference summaries for you! Please note that there have been some CDMP updates posted to the dama.org site. **If you are a CDMP holder and have not received your converted certificate, please note the July 1, 2016 deadline.** <https://www.dama.org/content/damai-cdmp-conversion-deadline-1st-july-2016>

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 fellow Data Geeks,

As we head into summer, a lot of thoughts turn to vacations, cookouts, and other outdoor activities with family and friends. And during these activities, I'm sure that there is not much talk about things like data architecture, data quality, or data governance...but am willing to bet there are a lot of data-related conversations that take place, such as: What is the high temperature expected for today? What features does that new gas grill have? What ingredients went into that great-tasting dessert? What was the final score of game 7 of the NBA Finals? We have numerous data-related conversations every day.

These conversations would not be at all worthwhile if we did not have a degree of confidence, or trust, in the overall data.

Please see *President's Pen* on page 2

President's Pen cont.

Since we expect this degree of trust with data we see and use outside of work, we should help our business partners realize the same degree of trust with the data they see and use inside of work.

Many of us understand that the outcomes our organizations can achieve are greatly enhanced by following a data-centric approach, whether that is in support of marketing & sales efforts, business operations, vendor relationships, or customer journey & experience programs. Our challenges entail our involvement to determine the who, what, when, where, and how we can enable those data-related conversations going forward and assure a degree of confidence in those conversations. This is why helping our organizations to become more data-centric should be a primary goal. This is not an easy task but can be accomplished with a focus on things like data architecture, data quality, and data governance. I'll attempt to use this space to blivate on this topic in future newsletters and you to supply any examples/ideas you have tried within your organizations that may be of benefit to our data comrades.

So here's wishing you the best in helping your organizations with their data-related conversations...

BTW - the final score of game 7 of the NBA Finals was Cleveland 93, Golden State 89 and as a long suffering sports fan from Cleveland, the data I trust and relish the most is that the Cavaliers have their first ever NBA championship and that the city of Cleveland has their first sports championship in 52 years...!!!

Hope everyone has an enjoyable summer!

-- *Gene*



Save the Date – October Chapter Meeting

Join us on Thursday, October 13th for an informative day you won't want to miss! More information, including a detailed agenda, will be sent by e-mail.

Jack Kennedy from CNO is scheduled to present on the topic of CURE. Our featured speakers for the afternoon will be Joe Oates and Tobias Eld from TimeXtender on the topic of "Why do Enterprise Data Warehouses take so long, cost so much, and too often cannot answer my questions?"

CNO Financial Group has graciously agreed to host this meeting. The address is **530 North College Drive, Carmel, IN 46032**. College Drive can be accessed from North Pennsylvania Street or East 116th Street. Park in any open, unreserved space in-front of the building. Below is a map to the CNO Financial Group's location.

Meeting information will also be available on our website: www.damaindiana.org



EDW Thoughts

By Diane Michael

Hello everyone.

I've been asked to provide some thoughts after having attended the most recent Enterprise Data World (EDW) conference, held in San Diego, this past April. For those of you who also haven't previously attended, perhaps this personal reflection will help you when considering future attendance.

In the past, I've attended smaller, Indianapolis-area conference sessions, and regional conferences, as well as large, US-hosted international conferences. EDW is what I'd consider a mid-sized conference with the appeal of a larger one. The conference included a variety of sessions based on four different tracks - CDOVision (Chief Data Officer), EDW, FIBO (Financial Industry Business Ontology), and NoSQL (Not only SQL.) The sessions I attended were primarily listed within the EDW track; although I also attended some NoSQL related topics.

The first session I attended was eye-opening for me and was a jump-start for my conference experience. I selected a session entitled **Fact Modeling Fundamentals** provided by Gordon Everest; it was included in the NoSQL track. I'm a total newbie on the topic of Fact Modeling so I was looking forward to attending the *fundamentals* session. (If you're also a newbie and want to see an overview, Everest has a presentation summary via this [link](#).) I appreciated being exposed to the topic in a mid-sized room setting along with other attendees. The Fact Modeling concepts were introduced, and then followed by small group exercises.

As the session continued, it became apparent to me that in addition to the presenter, some other attendees weren't a newbie like me, but instead had vast experience and knowledge on the topic, which resulted in a more valuable experience. These attendees were able to engage the presenter with some real-world based experiences. I found this session to be much more rewarding than my other options for introduction into this topic

1. Seeking materials to read on the topic,
2. Taking a course – either in-person or CBT.

Instead of one-off learning, I was introduced to others opinions and their insights, lessons learned, etc.

I attended another NoSQL track session entitled **Data Modeling in a Big Data World**, led by David Wells. He introduced how Big Data structures are different from other data structures. As he discussed the importance of modeling, he emphasized that in big data projects, data is most often stored first and then modeled. He also provided examples and use cases for Key Value Stores, Document Oriented Databases, and Graph Databases.

I attended many additional noteworthy sessions throughout the entire conference, including sessions from data *stars*, such as the following: Kent Graziano, Steve Hoberman, Karen Lopez, John Zachman, and our very own President, Gene Boomer (whom I heard enlightened a *standing-room-only* crowd.) Additionally, I also attended excellent sessions provided by new-to-me presenters Clifford Heath and Dan Myers.

Continued on next page

EDW Conference Summary, cont.

I learned little snippets of information throughout various presentations:

- Do you know only 1% of bloggers are data modelers?
- Flags/indicators are usually represented in other data elements and therefore are most likely derivable data;
- Many different faux nulls exist in data; i.e., '99999', -0, 'NULL'.
- Do you ever wonder how people with the last name of 'Null' are able to input their last names or establish new accounts online? 😊

The itinerary also provided opportunities for socializing and networking. It was a nice surprise to see the familiar faces of former colleagues, including one from across the Pacific *pond*. Although this conference was *mid-sized* to me, attendees were from many different nations, including Australia.

Additionally I was able to meet with a vendor face-to-face regarding an existing software tool issue. Although the issue wasn't resolved while I was there, it was nice to see human faces behind the technical interface. And while I was in the Vendor Exhibit hall, it was fun watching IBM's robot (named *Marvin P Android*) lose to some human challengers in Rock, Paper, Scissors. 😊



I'm very grateful that I was able to attend this conference and hope to attend it again in the future. I also hope this summary has provided a little bit of information to entice your attendance there as well. Oh, and one more thing... It didn't rain at all while we were there... just absolutely beautiful.....



Note: This picture was taken as conference attendees enjoyed the view during an afternoon coffee break between sessions.

Editor's Note:

Thank you, Diane, for sharing your thoughts! It sounds like a great conference!

Next year's Enterprise Data World Conference will be held in Atlanta, Georgia. The call for presenters typically occurs during the summer or early fall.

<http://edw2017.dataversity.net/>

TDWI Conference Summary

By Patrick Ohzourk

In May, I attended the TDWI Conference in Chicago, Illinois. It was a great opportunity to learn about the latest trends in technology, and hear from industry leaders about new developments in the data management world.

As you would expect, there was a lot of buzz around Analytics, Big Data, and Data Visualization. There were several sessions on organizational strategies for analytics, emphasizing the need for innovation and importance of moving towards a results-oriented approach for analytics, unencumbered by traditional IT paradigms.

My favorite was a session lead by Claudia Imhoff on implementing analytics programs, which included discussion of new data roles (e.g., "Data Interpreter\Storyteller"), and their importance within an organization. Did you know Florence Nightingale used a form of pie chart, [a circular histogram](#), to illustrate causes mortality in 1855 and affect change in Hospitals? Presenting data in a meaningful, compelling way is a critical skill, if you want people to "get" your message.

Editor's Note: Thanks, Patrick! Speaking of pie charts...here's my favorite "Pie chart"



Have **YOU** attended a conference or seminar related to data???

If so, please consider writing a newsletter article!

This is a great way to help others learn and it also counts toward your CDMP renewal!

E-mail
newsletter@DAMAIndiana.org.



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>

Upcoming Data Conferences

ENTERPRISE DATA WORLD Conference & Expo

Call for speakers will occur late summer/early fall.



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

DAMA Chicago

DAMA Chicago hosts 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:

<http://www.swoc-dama.memberlodge.org/>

Central Ohio DAMA

The central Ohio chapter :

<http://buckeyedama.org/>

Around Town

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 for more information.

Reminder

Attending conferences and professional meetings counts toward CBIP and CDMP recertification credits. Visit the ICCP site <http://www.iccp.org> for CBIP or DAMA International <http://www.dama.org> for CDMP.

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

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