

Web site address www.DAMAIndiana.org
LinkedIn Group DAMA Indiana

Facebook DAMA Indiana
Twitter @DAMAIndiana

INSIDE THIS ISSUE

- 1 Welcome
- 1 President's Pen
- 2 Dates and Reminders
- 3 The Year in Review
- 4 Upcoming Opportunities
- 5 January Meeting
- 6 Member Surveys
- 6 Contacts

Welcome to DAMA Indiana News!

Welcome to the Winter edition of the DAMA Indiana newsletter. In this issue, we review the chapter events of the past year, look ahead to 2012, and examine how your survey feedback is shaping our meetings and events.

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

While thinking about what will come in 2012.....

As most of you know, I have been kicking around in the Data space for a LONG time! I remember James Martin. I knew John Zachman when he worked for IBM. I coded (badly) in IMS. I worked in Data Architecture before there was an internet (and click data), and when no one worried about unstructured data or XML. In other words, I remember when my data life was simple, although I know I didn't think so at the time!

Now, 2012 is looming and I admit there are days when I feel like I'm addressing the same data issues we faced in the late 80's - not enough business support, no time to "do it right", not enough money, not enough staff, too few standards, poor development practices - you get the drift. But ARE we facing the same issues? Or have we actually made more progress than we think? I think it's time to be thankful for the things we don't worry about quite as much as we used to:

Please see *President's Pen* on page 2

President's Pen from page 1

- I rarely find myself convincing a business partner that their data is a valuable asset - they may not always treat it as one, but they know it is important and they feel guilty about mistreating it.
- Tools, tools and more tools! Whatever I want to do, there is a tool to help me, and sometimes they aren't even that expensive. (I found myself in a conversation last week with an IT partner from a new acquisition and he was de-duping customers by writing his own SQL - really?? Was his search engine not working??)
- The analytic and reporting skills of my business partners have grown immensely. All we have to do is surface accurate data and they can take it from there. I think we are FINALLY getting out of the report-writing business.
- While we can certainly be more efficient and effective in our MDM, I have to say that the average data quality in our systems is far better than it used to be and gets better every year.

What will consume our attention in 2012? Unfortunately, while we continue to make progress - even at small-ish companies like mine, there is ALWAYS more to do! What constitutes Big Data? If we put it in The Cloud, will someone else manage it? How do we integrate structured and unstructured data? And of course, the old favorites, archiving and data security. So there will be things to think about and work to do and reasons to attend DAMA Indiana meetings! I look forward to what we will all learn in 2012, both from our speakers and from each other!

Happy New Year!

*"...there are days when
I feel like I'm
addressing the same
data issues we faced in
the late 80's"*

Save the Date!



The next DAMA Indiana meeting date is:

Thursday, January 19th

Have a topic of interest for a roundtable? Please let us know if you would like to lead or participate in a group!

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.

2011: The Year in Review

Whether you are winding down to take some well-deserved vacation or moving into over-drive mode to finish year-end projects, it's nice to take a moment to pause and reflect on what we've learned and how we've grown during the past year.

January:

A little snow couldn't deter us from getting together. Our first meeting of the year was all about Data Governance - what it is and how you get started.

Gwen Thomas enlightened us on the various levels of governance with her talk on "Big G" and "little g" Data Governance.

Trillium gave us an overview of how their data profiling technology can help with assessing whether data is "fit for purpose" and shared five use cases for applying technology to data quality and governance issues.

Tony Shaw, Peter Aiken, and Rob Seiner gave us a preview of the 2011 Enterprise Data World Conference. Data Governance was expected to be a "hot topic" for the conference.

Jim Orr, director of Enterprise Strategy at Trillium, gave us an overview of three types of governance, and then offered tips on selling Data Governance to the company.

March:

After a few months of planning, the inaugural issue of the newsletter was released!

April:

We sprang into Spring with a focus on educational growth.

Informatica presented on Data Quality and their toolset for profiling, meta data, and rules management.

Peter Aiken spoke on Monetizing Data Management and how we need to be sure that we aren't giving vendors incentives to deliver low quality.

Gary Rush conducted a workshop on Facilitated Data Modeling. We learned strategies for conducting effective modeling sessions.

June:

A brave group agreed to take the new Beta Data Governance and IS Core CDMP exams.

October:

We celebrated our 2nd anniversary of being a chapter!

The board slate was approved.

Jeff Giles, Sybase, gave an overview of architectures and how PowerDesigner can help with modeling and architecture documentation.

We had a great discussion and information sharing time with lots of great questions!

Susan Earley reviewed two sections of the DMBOK. Our chapter offered some great contributions for the next release. (targeted for 2013)

Certifications:

We continue to grow our certification numbers. CONGRATULATIONS to our newest CDMPs and CBIPs!

What a great year! We can't wait to see what 2012 has in store for us!

Professional Development Opportunities

The annual Enterprise Data World conference, produced by Dataversity and DAMA International, will be in Atlanta in 2012. Save money with an early bird registration and our DAMA discount (check with the VP Communications for discount code).

Subscribe to the mailing list for updates: <http://edw2012.wilshireconferences.com/>



LEVERAGE INFORMATION TO ITS FULL POTENTIAL

ENTERPRISE DATA WORLD

THE POWER OF DATA IS IN YOUR HANDS

APRIL 29-MAY 3, 2012 • ATLANTA, GEORGIA • OMNI HOTEL AT CNN CENTER

SPONSORS/EXHIBITORS | SPEAKERS | TRAVEL & LODGING | CONFERENCE HOME

The Data Warehousing Institute (TDWI) hosts several conferences during the year. The next TDWI World Conference will be in Las Vegas. Early bird discounts are offered until January 13th.



IN-DEPTH COURSES IN BUSINESS INTELLIGENCE AND DATA WAREHOUSING

TDWI

Las Vegas, NV // February 12-17, 2012

WORLD CONFERENCE SERIES

REGISTER BY JAN. 13
SAVE UP TO \$300!
USE PRIORITY CODE: LV3

Around Town

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

IndyPASS (Professional Association for SqlServer)

Dec 20th, 2011 - Master Data Services in SQL Server 2012

<http://indypass.org/>

INOUG (Indiana Oracle Users Group)

January 26th, 2012 - Regular Meeting

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>

Coming Attractions

Join us on January 19th for an informative day you won't want to miss!

Our featured presenters will be Robby Slaughter, founder of Slaughter Development, and Antonio Amarin, founder of Data Innovations, Inc.

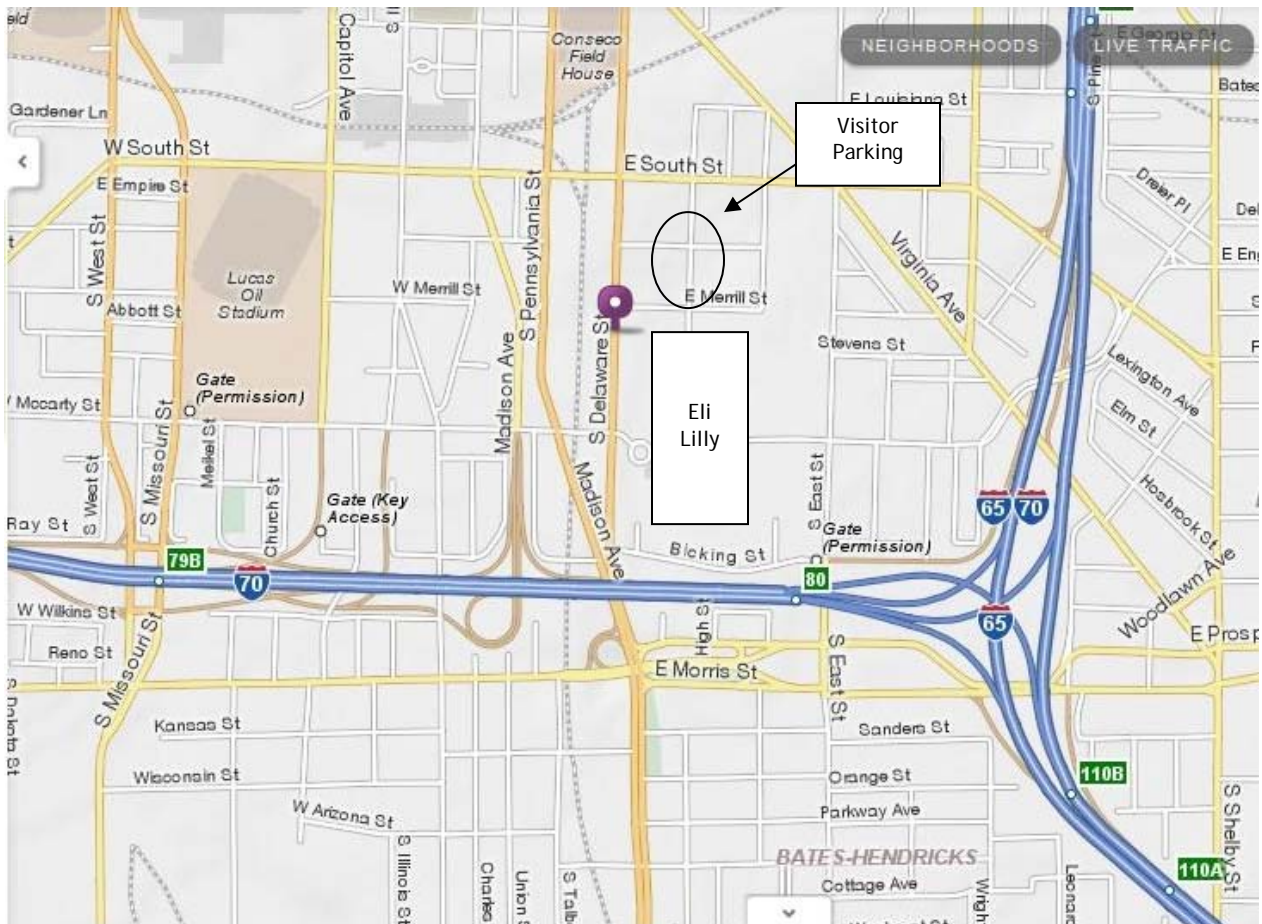
Robby will be speaking about his new book "Failure: The Secret to Success."

Antonio will be presenting on the topic of data standards.

We will also hear from Tony Shaw, founder of Wilshire Conferences and Dataversity, for a sneak peak of Enterprise Data World 2012.

The meeting will be held in Eli Lilly's north lecture hall. Enter through the north doors, near the intersection of East Merrill Street and South Alabama Street.

Please register by sending an e-mail to info@damaindiana.org. We hope to see you there!

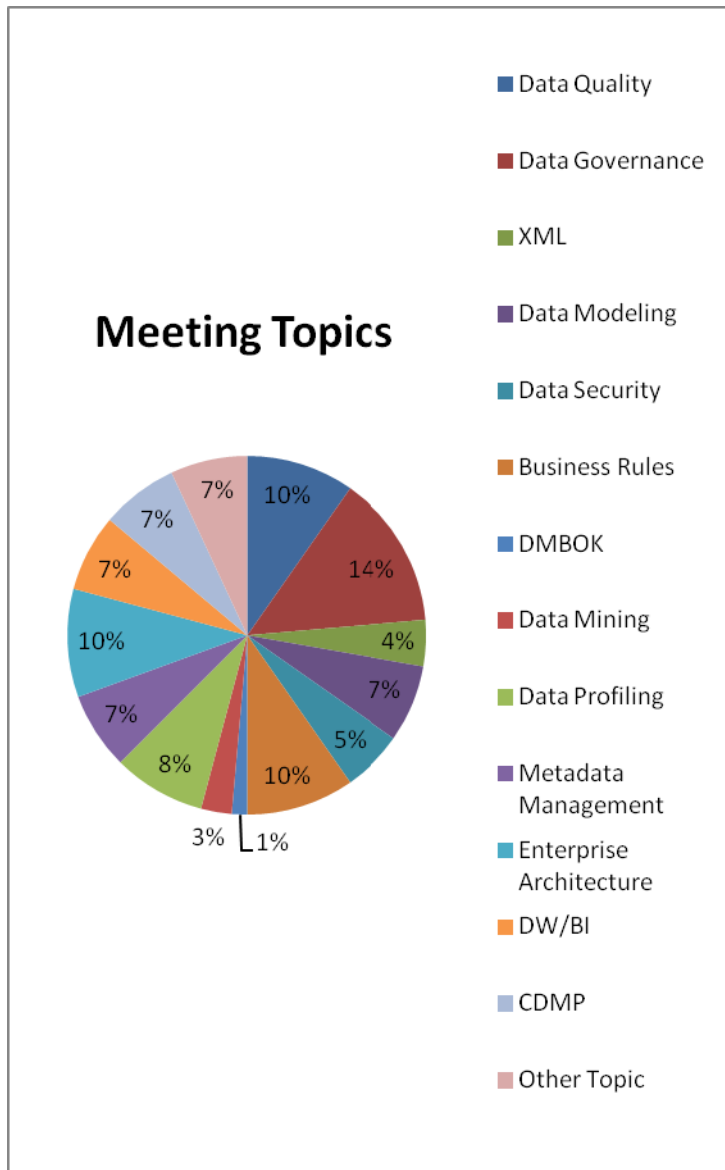


Spotlight: Member Evaluations

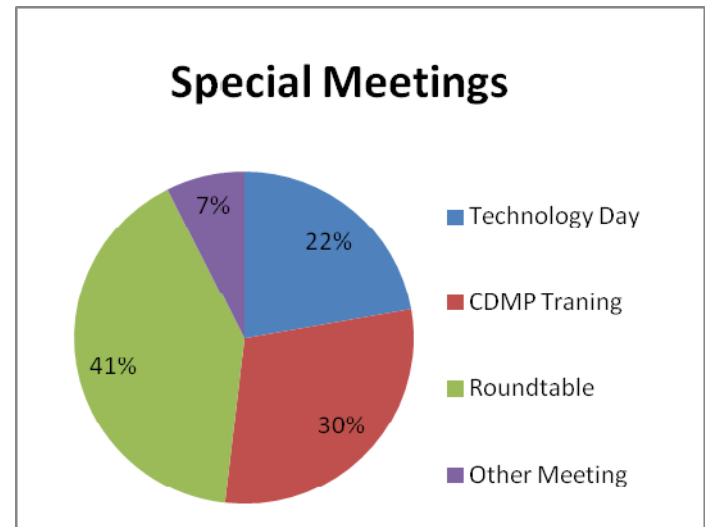
As you diligently fill out your survey at each meeting, do you wonder what happens to the results?

Results from the meeting surveys help shape our meeting and newsletter topics. We also use that data to look for changes or trends in the requested meeting topics.

Below are the results from October's survey (based on 70% return rate):



Surveys also provide an opportunity to provide feedback on the speakers and share your ideas. Several people expressed a desire to have roundtables and networking incorporated into the meetings. We are hoping to include both of these ideas in future meetings.



DAMA Indiana Board

President: Sue Peoni
President@damaindiana.org

VP Administration: Dan Heffern and Shad Schultz
VPAdministration@damaindiana.org

VP Communications: Tom Morris and Christi Denney
VPcommunications@damaindiana.org
newsletter@damaindiana.org

VP Finance: Gene Boomer
VPFinance@damaindiana.org

VP Online Content: Christina Knotts
VPOnlineContent@damaindiana.org

VP Programs: Michael Irick and Ravi Chittaranjan
VPPrograms@damaindiana.org