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Welcome to DAMA Indiana News!

Welcome to the Spring edition of the DAMA Indiana newsletter. In this issue, we examine professional opportunities and how we can impact future generations of data management professionals.

The chapter will be offering a CDMP testing at the April meeting. Please let us know if you would like to take an exam. *Note: You must bring your own laptop. Exams are administered via USB drive.*

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

If I Was Going……

I've been fortunate to attend EDW for the last two years, but this is a very tight budget year at my company, so I'm staying home this time. Our skimpy training budget will be better spent on Oracle training credits, I'm afraid. But if I WERE attending, what would I be looking for? What nuggets would I hope to bring home? Like all large conferences, it is always best to go with a plan. I start with two major objectives: learn something new, and affirm/deny what I think I know. I've printed the agenda……how would I start?

I'm tasked with standing up an MDM service this year, so of course I'd look at that track first. And I know that, personally, I always get more from a speaker who has actually lived through real-life implementations (and has the scars to prove it!) than I do from the author/consultant; that leads to my first "must" – James V Luisi, MetLife Bank, "Focusing MDM on the True Needs of the Organization". I know our MDM implementation will be somewhat "atypical", so I also put Dawn Michels, "Big M, Little m, One Size Does Not Fit All" on my list. And since I know a little bit about the challenges faced by DAMA-Indiana's Christi Denney, I would try to sit in on her presentation, even if I've seen it at one of our meetings – I love hearing

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what kinds of questions people ask who are not so close to the problem! And since Customer is one of our early targets, I'd throw in Mary Levins, "5 Steps to Customer Data Integration". Maybe she can help me avoid leaving something critical out of our project plan!

A new MDM service implies a new approach to Data Governance and Stewardship, of course, so that track would be my next target. I've done this before in a previous life – are there new things to be learned, or could I be giving the lecture? Two tutorials jump out as interesting, but that could be too much of a good thing, so I'll start with David Plotkin, "Data Governance: Starting from Scratch" and save time Monday afternoon for a foray into another area. Selling the value of Data Governance is always a challenge here, so I definitely want to hear how Walgreens accomplished it – "Advancing Data Value for Business Success through an Enterprise Data Governance Program". And I'd try to be efficient and pick up a number of nuggets at the Data Governance Special Interest Group on Tuesday morning.

EIM remains a big part of my role (and a subject near and dear to my heart), so that would lead me to my second tutorial, Susan Earley and Ken King, "Data Strategy and Mapping", and maybe Peggy Bocks, "What is a Sustainable EIM Strategy?"

That would leave me 4 sessions for things that just peak my curiosity (unstructured data, engaging the business), and of course "the backup plan" – what is my second choice if I sit down in a session and discover it isn't what I expected? All that and a list of vendors I want to be sure to see and I'm ready to go!

Oh, wait, I'm not going! Would one of you be willing to sit in on all of my sessions and take good notes??

Editor's comment: Do I see an abstract submission in your future? It would be fantastic to see our chapter represented at EDW 2013!

"Like all large conferences, it is always best to go with a plan."

Save the Date! 📅

The next DAMA Indiana meeting date is:

Thursday, April 26th

NOTE: We will be at a new location!
Please let us know by April 1st if you would like to take a CDMP exam.

CDMP Testing

Please let us know by APRIL 1st if you are interested in taking a CDMP test on April 26th. There will be enough time for 1 exam. The exam fee is $285/each and must be paid at the time of testing.

The Future Generation of Data Management Professionals

By Michael Irick

Dr. Peter Aiken, president of DAMA International, pointed out that most college students in IT or business programs usually only take *one* required database course. That one course typically covers some introductory concepts of relational databases and an overview of SQL. Usually students create a small Access database to reinforce the concepts. This is barely enough to scratch the surface of data management!

There are few academic programs, especially at the undergraduate level, that focus on data management. I am happy to announce that the department of Computer and Information Technology at Indiana University-Purdue University of Indianapolis (IUPUI) now offers a data management track for undergraduate students. I am fortunate to be an active part of this curriculum. I am able to share some of my professional experiences through teaching courses in data warehousing, advanced database design, and database programming.   It is exciting to exchange ideas with students who are either currently involved in data management roles or aspire to become data management professionals in their future careers.

It makes me stop to think about how most of us ended up in data management. I imagine that very few, if any, of us graduated from college with a degree focused in databases. If your story is anything like mine, I started out doing something completely different. I started out as a mainframe COBOL programmer, and somehow landed into Oracle and data warehousing. I am so glad that this happened, or I may still be writing COBOL programs today (no offense to COBOL programmers).

So what can we do to encourage our future generation of data management professionals?

Here are some thoughts:
- Support your local colleges and universities. Perhaps volunteer to give a guest lecture or presentation.
- If you know any college students (could be family, friends, or neighbors), encourage them that data management is a fascinating, growing profession and a great career opportunity.
- When you see students at any of our DAMA events, be sure to greet them and offer your guidance and support.
- Spread the word about our local DAMA chapter and the benefits of becoming a member.

Thank you for being part of our local data management community, and hats off to our future generation of data management professionals!

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/

The Data Warehousing Institute (TDWI) hosts several conferences during the year. Check out http://tdwi.org for more information.

- World Conference 2012: Validating your BI/DW Direction

  Chicago, IL: May 6-11, 2012

- World Conference 2012: Big Data Tipping Point

  San Diego, CA: Jul 29–Aug 3, 2012

- World Conference 2012: Agile

  Boston, MA: Sep 16–21, 2012

Around Town

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

IndyPASS (Professional Association for SqlServer)
March 20, 2012 – Mastering Knowledge Bases
July 28, 2012 – Indy SQL Saturday
http://indiana.sqlpass.org/

INOUG (Indiana Oracle Users Group)
April 26th - Training Day at Fishers Conference Center
www.inoug.org

For the Techies…

24 Hours of SQL PASS
http://www.sqlpass.org/24hours/spring2012/SessionsbySchedule.aspx

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 **Thursday, April 26th** for an informative day you won't want to miss!

Our featured speaker will be Jeff Kanel, the national Business Intelligence lead for Centric Consulting. Jeff will be presenting on the topic of testing for the data warehouse.

We will also hear from Bob Dein of ASG Software on the topic of metadata repositories.

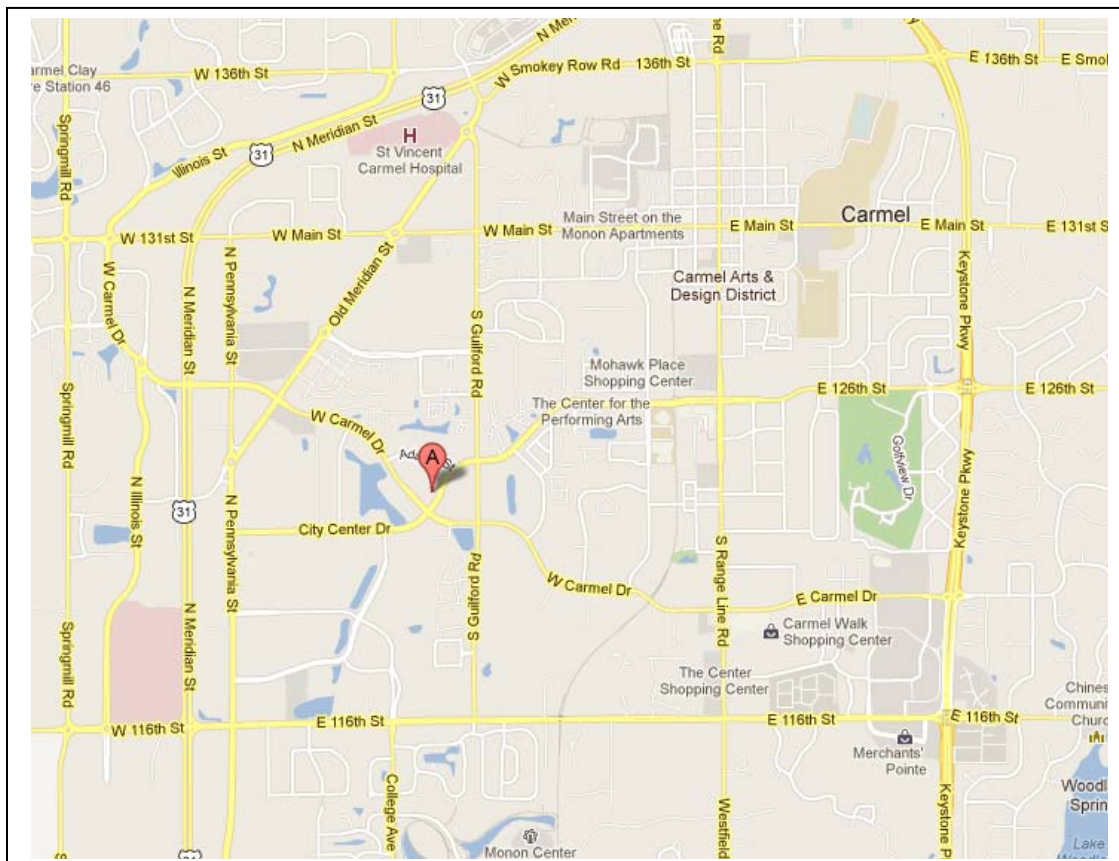In addition, our own Christi Denney from Eli Lilly will be presenting on Master Data Management.

As always, this is also a great opportunity to network with other data management colleagues.

Lunch will be provided courtesy of ASG Software.

Please note: The meeting location has changed!

Midwest ISO 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 the MISO location.

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

Spotlight: Making the Connection

With hectic work and personal lives, we can find it difficult to squeeze in time to connect with other professionals. Here are some ways to make the connection:

1. Professional Society Meetings - DAMA meetings are (of course) a favorite. Although we have lunchtime to talk with other members, roundtables have been a popular suggestion on the survey forms. Do you have a particular topic of interest? Would you be willing to facilitate or lead a discussion? Are you interested in a roundtable to share information about using a managed service for your Data Management area? Please send a note to newsletter@DAMAIndiana.org and let us know! Also, check out the 'Around Town' section on page 4 to see other options.

2. LinkedIn Groups – There are several groups that focus on data-related topics and there is even a group that seeks to bring together people from the Indianapolis area. Here are a few groups that might be of interest: DAMA International, DAMA Indiana, DAMA CDMP Community (invitation only to CDMP holders), Enterprise Data World, TDWI, IAIDQ Information/Data Quality, Facilitation for Data Management Professionals, and Linking Indiana.

3. Twitter – Yes, there are some great connections that can be made in 140 characters. Several data experts (including Karen Lopez, David Loshin, and Jim Harris) post interesting articles and links to resources. You can also find coworkers or fellow DAMA members and start a conversation.

To Certify or Not to Certify, That is the Question…

We would like to hear YOUR thoughts on the value of certification. Responses (which remain anonymous, unless you specifically request that your name be shared) will be included in an upcoming issue.

Have you decided to seek (or not to seek) a certification? What influenced your decision?

Is certification encouraged by your company or management?

How did you first find out about certification opportunities?

What techniques have proved most (or least) successful to prepare?

Please send your thoughts to newsletter@DAMAIndiana.org.

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