DAMA Indiana
An affiliate of DAMA International

Web site address www.DAMAIndiana.org   **Facebook**   DAMA Indiana
LinkedIn Group   DAMA Indiana   **Twitter**   @DAMAIndiana

Welcome to DAMA Indiana News!

Welcome to the summer edition of the DAMA Indiana newsletter! In this issue, attendees of the Enterprise Data World conference share their experiences and President Sue Peoni ponders genetics.

Preparations have begun for the October chapter meeting. More details will be published in the 3rd quarter newsletter and sent via e-mail. In October, we will be electing the Board. Please let us know if you are interested in a position. The VP of Administration position will be open.

Do you have a question or 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!

Please let us know at newsletter@damaindiana.org if you have any changes to your contact information.

From the President's Pen…

By Sue Peoni

Is there a Data Management "Gene"?

Most of you know that I worked at Eli Lilly for a LONG time before "retiring" and taking my data management tool kit on the road. Lilly was an early participant in the mapping of the human genome, hoping that patterns to be found there would lead to more effective drug treatments. Recently I've been wondering – if we tested all DAMA members, would we find the Data Management Gene??? Is there something wired into all of us that keeps us in these roles, attached to this part of the business?

Last summer, ADESA bought an online auction company located in Canada. From my first phone conversation with my Canadian counterpart, we were "compadres" – we got each others' jokes, we could finish each others' sentences, we were on the same page strategically. While everyone else was figuring out how to communicate, we were already preparing to merge our data warehouses! The same thing happened when I visited our AutoVIN division in Atlanta; upon
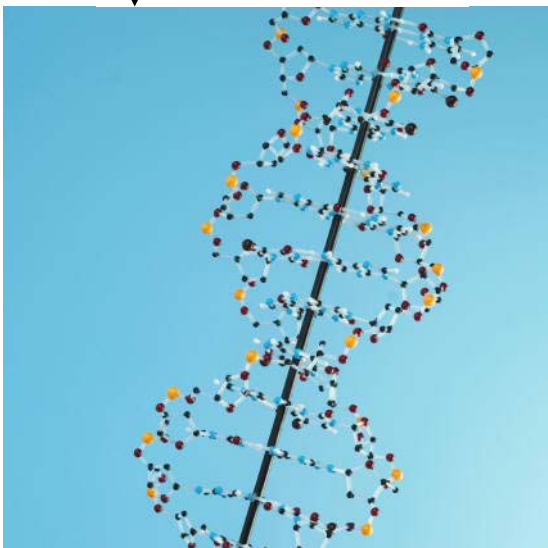
meeting their Data Analyst, I immediately understood the data struggles she was experiencing, and could immediately comprehend what she hoped to accomplish with her new design for Vehicle Master. So efficient!

So what characteristics would we find that we shared? Passion for getting it right and keeping it right, for sure. The ability to see the big picture, and the patience to stay the course for the long journey. Acute hearing, allowing us to "hear" the detailed data requirements hidden in vaguely worded business stories, and to tease them into a model. The ability to influence even the most stubborn developer to not copy or mangle that data one more time. And most importantly, the willingness to celebrate small victories no one else will ever notice, and for that to be enough to keep us coming to work the next day.

Not a bad set of skills, ya think?

Editor's Note: Looks like data to me! Coincidence?

"Is there something wired into all of us that keeps us in these roles?"

Save the Date! 🗓

The next DAMA Indiana meeting date is:

Thursday, October 18th

NOTE: We will be back at the Lilly Corporate Center.

DAMA BOARD POSITION

The Vice President of Administration position will be available for the October elections.
Please let us know if you are interested!

Check this out!

An Interview with EDW Attendees

We asked some of this year's Enterprise Data World attendees to answer a few questions about their experience at the conference.

Sharing their experiences are:
- Margot Dahl, aka "M"
- Raymond McGirt, aka "R" *see note below
- Christi Denney, aka "C"

Now onto the questions…

1. What motivated you to come?
M: Education on modeling theory and practices.

R: In two years (as a Data Manager), I realized that there is much in the Data Management world that I knew nothing of. In the previous 18 years, Data Management decisions were made at many levels above me (employee recordkeeping) or the scope was so small and limited it did not require a "true" Data Management solution (MS Access). In the current system (USMC tactical), it requires much more than a simple database solution. I attended to try to find methods and concepts that will help me build a better data solution for the system.

C: Learning about all things master data and hearing stories from other companies. Oh, and I was presenting, too.

2. Was there something in particular that you hoped to learn?
M: I was looking forward to learning from Len Silverston (Patterns) and Steve Hoberman (DIM modeling).

R: Not really. I focused on Data Modeling because my management is most interested in Data Development. In my world, it is the most

desired aspect of Data Management as it provides traceability to the documented requirements.

C: How to easily implement an Enterprise-wide MDM solution and governance. (insert laugh track here)

3. What surprised you the most about the conference?
M: Peter Aiken took time to help me network. Gene won a trip to next year's conference. EDW2012 mobile app was announced.

R: [I have] Been working on Data Management mostly on my own, trying to explain concepts to management and co-workers with limited success AND trying to understand just exactly what I was supposed to do (such as, how to get from requirements to a concept model). Every time I mentioned a problem, in a session or an informal gathering, there were 3 or 4 people who knew exactly what I was going through. I was not alone.

C: How quickly the week flew by! There were so many people to talk with and there was so much to learn.

4. What did you enjoy the most?
M: The John Zachman interview!

R: How easy it was to talk to just about anyone. Once someone realized that I was a newbie, they could adjust to my level without talking down to me.

C: Zachman and meeting people from other DAMA chapters

5. What key takeaways did you bring back?

M:

1) Perspective. A frame of reference. The John Zachman framework itself. The understanding that it is the underpinning of EA; the theory behind what we do. The primitive independence of the cells is of utmost importance to the framework.

2) Awe. History in the making. John Zachman the man, his contributions, and his humility. I was blown away!

3) Prudence. I learned implemented models rarely change so you absolutely must get the modelling right the first time.

4) Process Modeling We've been doing it all wrong!! Alec Sharp is a great educator. I'm getting his book.

5) The Grain Matrix, from Steve Hoberman's session on DIM modelling will be a helpful tool.

6) Hope/Responsibility. You can lead from where you are (Clarry Keynote). Simple ideas can become powerful game changers. (Zachman interview).

7) Hope/Courage. From IRS session: Why not go for the big payoff and make a big difference in your organization or the world?

8) Networking. We're in this together. We are here to solve tomorrow's tech problems. Start discussing it.

9) Semantics, semantics, semantics. The power and problem of words and the solutions arising from them.

10) Meeting other people who are data modelers.

11) It's okay carry Barbie dolls and do origami at the conference.

R:

1) I'm not alone. Even though I'm not involved in MDM, Big Data, or Enterprise level work, there are people struggling with the same things I'm dealing with.

2) There is not one solution. There are concepts to guide me, but I have to come up with a solution that best solves the data management problems that my project is facing.

3) Mistakes will be made. It's normal. The first model is not typically the best model.

4) Better ways of presenting the results of Data Modeling. Do not present the entire model with all the gory details to anyone outside of the data development team.

5) Build flexibility into all levels of any Data Management solution from the models to the development and every step in between.

C:

1) Ditto on what has been stated by M and R on the points of being in this together/not being alone, the power of semantics, making mistakes, and networking.

2) The importance of information architecture models in understanding the landscape of data and data lineage.

3) Although I thought Enterprise Data Models (EDMs) were losing favor, several companies talked about their recent success in implementing them. Cross-functional integration was a key driver.

3) We need better "branding" for MDM… something to make it seem more fun. That Hadoop elephant mascot makes everything else seem old and tired.

* From Raymond McGirt: These are my own thoughts and should not be construed to be official positions or statements of the US Navy, US Marine Corps, nor any subordinate nor any associated groups thereof.

Speaking Up, Speaking Out

Have you ever wondered what it would be like to speak at a conference, such as Enterprise Data World? Have you completed a project where you learned some interesting lessons? If so, the opportunity to become a presenter could be just around the corner!

It may seem a bit intimidating to stand in front of an audience of professionals from across the country (or even the world), but it can be an amazing and very rewarding experience.

Preparations for conferences begin several months, or even more than a year, before the actual event. Conferences that include speakers from a variety of companies and industries typically have a "call for speakers" where abstracts may be submitted. This FAQ will guide you through the process.

How do I get started?
It helps if you have attended the conference at least once and are familiar with the conference coordinators.

To gain speaking experience, you could start by presenting at DAMA chapter meetings. These meetings are a great way to become familiar with session setup and talking in front of a professional group.

What topics are of interest?
Practical experiences are always in demand - particularly for the "hot topics" being covered by the conference. Think about a recent project that challenged you or where you learned a lot from that experience.

How can I get my abstract submitted?
Each conference has its own process. For Enterprise Data World, an electronic form is made available during the late summer of the year preceding the conference (e.g. summer 2012 for the May 2013 conference)

What are some tips for preparing my abstract?
Since this short bit of text is your first communication with the selection committee, the seemingly "little things", such as grammar and spelling, are very important. Making your topic sound interesting is also a key factor because your abstract gives the committee an idea of your style and the abstract may also become your session overview. Who wants to attend a session that sounds boring and unorganized?

Are there things I should avoid?
At press time, the EDW 2012 call for speakers instructions were still posted at: http://edw2012.wilshireconferences.com/cfp.cfm

The speaker guidelines detail a list of "DOs" and "DON'Ts", as well as a description of the types of sessions that need speakers. (e.g. sessions, discussions, workshops)

Give yourself plenty of time to prepare your abstract (and, if chosen, your conference presentation materials).

Professional Development Opportunities

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

WORLD CONFERENCES

World Conference 2012:
Big Data Tipping Point
San Diego, CA: Jul 29–
Aug 3, 2012
Building an Analytics -
Driven Organisation
London, UK: Sep 10 – 12,
2012

SEMINAR SERIES

TDWI Seminar Series -
Agile BI and Analytic
Symposium
Toronto, ON: Jun 25-28,
2012
TDWI Seminar Series -
Data Modeling
Minneapolis, MN: Aug 13-
16, 2012
TDWI Seminar Series -
Dimensional Modeling
Vancouver, BC: Oct 1-4,
2012

For additional conferences and webinars, check out Dataversity at:
http://www.dataversity.net/education/events/

Around Town

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

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

INOUG (Indiana Oracle Users Group)
July 26th – User Group Meeting
October 25th – User Group 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

Spotlight: Board Elections

It is already time to start thinking about the slate for October elections!

In the Q3 2011 issue of the DAMA Indiana newsletter, each board member described his/her position responsibilities and favorite things. Check it out at:
http://www.damaindiana.org/Newsletters/DAMA_Indiana_News_Q3_2011_FINAL.pdf

Board positions are 1-year commitments, with annual elections at the Fall (typically October) meeting.

Our chapter by-laws guide the operation of the chapter and detail the board position responsibilities. An overview of the by-laws was also in the Q3 2011 issue. The board also welcomes volunteers who are willing to help with meetings and the newsletter.

If you have any questions, please contact a current board member (see contacts below).

Board Elections

Elections are just around the corner! We will be voting for the slate of officers during the October meeting. If you are interested in a board position, please contact Dan Heffern at VPAdministration@damaindiana.org

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

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

Do you have an Enterprise Data Model or Enterprise Dictionary? If so, what prompted your organization to create it?

Which models have been most beneficial for your work?

What are your favorite modeling resources?

What is the most helpful data modeling tip that you have received?

Please send your thoughts to newsletter@DAMAIndiana.org.

DAMA Indiana Board

President: Sue Peoni
President@damaindiana.org

VP Administration: Dan Heffern
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