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Welcome to DAMA Indiana News!

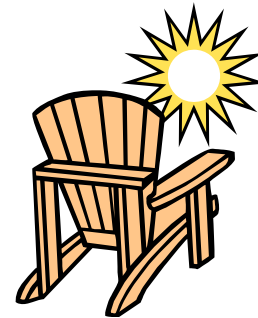
Welcome to the summer edition of the DAMA Indiana newsletter. We are so thankful for the sunshine! In this issue, Sue offers career counseling and we hear the latest data management news from a frequent attendee of Enterprise Data World.

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



The Sexiest Job of the Century

Surely you all saw this last week in USA Today: "The Sexiest Job of the 21st Century? Data Analyst."

Now???? Now, when I am about to embark on what I am relatively certain will be my LAST job?? Now, I could DOUBLE my salary?? Now, after YEARS of convincing management that data analysts were worth keeping?? The story of my life - right place, wrong time - or something like that!

Just as I was about to slit my wrists, I read the details. What is really in demand are the following:

- Technologists who write algorithms and code to traverse large amounts of data
- Statisticians and quantification experts
- Artist-explorers - creative people who can navigate content and find something others don't see

Please see *President's Pen* on page 2

President's Pen from page 1

Ahhhh... I really should have taken those math and stats classes like my dad said! For me, I think that path is closed, but for all of you? If you can still help your children with their high-school math classes, there might be hope!

And what about all of us who have proudly been calling ourselves Data Analysts for all of these years? Have we been passed by while valiantly trying to decide what really belongs in the Party model? I don't think so. I think there is plenty of work for all of us - those finding "sexy" new ways to analyze big data and those who are just trying to get all that "unsexy" day-to-day data to behave nicely. We may not get paid as well, but there is still plenty of work.

So, someone may have absconded with our title (just like MDM now seems to mean Mobile Device Management), but our friends sure will be impressed by our business cards!

- Sue



Want to get a look at how the new DAMA DMBOK2 is being shaped? You can get a copy of the new DAMA DMBOK2 Functional Framework.

Check out the DAMA International site <http://dama.org/i4a/pages/index.cfm?pageid=3733> for details!

"If you can still help your children with their high-school math classes, there might be hope!"

Save the Date!



The next DAMA Indiana meeting is in October.

Check out the Q3 newsletter
(coming in September)
for details on date and location!

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.

Feature Article: Enterprise Data World 2013

By Gene Boomer



Hello Folks,

I was asked to provide a recap of EDW2013 so here you go... First off, the location this year was San Diego and the conference hotel (Sheraton) was top notch. The hotel staff was the friendliest group of people I've ever encountered at a conference, very nice!

Attendance at this year's conference exceeded last year's conference (significantly, according to what I saw and heard) and there were a lot of international attendees. To illustrate, one day at lunch there were three folks from Iceland, one gentleman from Holland, a lady from Mexico, and another guy from Canada sitting at our table. I was the only US representative - truly an international flavor.

There were also a greater number of sponsors this year, who were trying to get you to demo or buy their products or services, but the "trinkets" offered this year were not too impressive. (Although I did just miss getting one of the stuffed animals from the Informatica booth...darn.)

As was evident at last year's conference and continued into this year's conference, there are differences of opinions between the "Data Purists" and the "Big Data Bigots", although I did see some attempts at acknowledging items and issues amongst the respective groups. "Data Purists" cringe at the thought of giving the data design keys to developers, but do acknowledge that Big Data does provide some interesting capabilities, especially within the BI analytical realm. "Big Data Bigots" bemoan the theoretical patterns of the data modeler, but do acknowledge that giving sole data design control to the developers does lead to the Wild, Wild West. So, some progress has been made, let's see what next year brings...

I did hopscotch around between conference session tracks, but generally focused on Data Governance topics (one of our biggest needs where I work) whilst my compadre from OneAmerica, Brian Griffith, focused on the NoSQL database and services tracks.

Probably the best example of collaboration noted was a session presented by a lady from Blackberry. She discussed how she moved forward on a Data Governance (DG) program and supporting portal. She had minimal funds, yet had to provide a certain degree of DG functionality via a web-based portal. She had designed the portal and the minimal workflow capabilities to be data-driven but had no developer resources to actually build it. What she did was barter with the web development team by agreeing to provide them with a data-driven approach and process for managing code releases in exchange for them building her the web portal (quite an ingenious approach to complete a project).

Continued from page 3

Another cool session was on a “Hybrid Virtual Warehouse” put together by Mercer and how they used Informatica PDO (push-down optimization) to federate queries directly to certain application data stores, in lieu of building traditional ETL to their warehouse. Of course, there were the usual performance concerns regarding the federation approach, but Mercer was judicious on selecting which application entities would be queried from within the “virtual warehouse” and effectively used Informatica to address most of those performance issues...cool indeed.

As for the keynote speeches, I personally thought that last year’s keynotes in Atlanta (and even more so the keynotes the year before that in Chicago) were better. Although, the Wednesday keynote on “How Social Networks Affect Everything You Feel, Think, and Do” was quite interesting. The discussion circled around the effect that a social network had on its participants, even before the advent of the internet. It was about a heart research study of a group of people living in Framingham, MA, beginning in the late 1940’s, and the “social” effect of health items like smoking, drinking, obesity, and exercise. They also looked at how those effects manifested within their children and grandchildren, as they “clustered” together within their social networks...very interesting!

In conclusion (and as some of you were aware), I presented a session at EDW2013 this year, and even though my time slot was the first thing in the morning on the last day of the conference, there was still good attendance (I believe there were well over 100 attendees) at my session. Based upon the feedback, which I just recently received from Dataversity, I did okay (my score was above the conference average); although, one person noted that I went 4 minutes over. Go figure...

So, this is just a little tidbit of what transpired at this year’s EDW and hopefully we will see you next year at EDW2014, which will take place the last week of April in Austin, TX. Thanks!



Photo courtesy: Ryan Fletcher

And here is our guest author in action, presenting at EDW! **Thank you for sharing your story, Gene!**

Are YOU interested in sharing your project or expertise at EDW next year? The call for speakers typically begins over the summer. Check out the ‘Professional Development Opportunities’ page for contact information.

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>

Now that EDW 2013 is complete, it is time to start working on your abstract submissions for EDW 2014! Announcements for speaker abstract submissions will be coming soon. Below is a note from Dataversity:

"Preparations for Enterprise Data World 2014 are already underway. The conference will be held from April 27 to May 1 in Austin, Texas. For information about participating as an attendee or sponsor, please email events@dataversity.net."

DAMA Chicago

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

Other Area Chapters

Southwest Ohio Chapter of DAMA

The SW Ohio chapter serves the SE Indiana, Cincinnati, Dayton, Louisville, and Lexington areas. They are a reciprocal chapter, which allows DAMA Indiana members to attend their meetings and events. Check out their web page at:

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

Central Ohio DAMA

The central Ohio chapter conducts half-day sessions during the year.

<http://buckeyedama.org/>

Around Town

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

IndyPASS (Professional Association for SqlServer)

Events for 2013 are updated on their web site.

This year, they will also be conducting a SQL Saturday in August. This is an incredibly popular event!

<http://www.sqlsaturday.com/242/eventhome.aspx>

Their main web site: <http://indypass.org/>

INOUG (Indiana Oracle Users Group)

July 25, 2013 -

INOUG is hosting an all-day training session.

The focus is Exadata. More details are available at: 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/pdfom.php>

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: Sue Peoni

President@damaindiana.org

VP Administration: Robin Leslie

VPAdministration@damaindiana.org

VP Communications: Christi Denney

VPcommunications@damaindiana.org

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VP Finance: Gene Boomer

VPFinance@damaindiana.org

VP Online Content: Margot Dahl

VPOnlineContent@damaindiana.org

VP Programs: Michael Irick and Ravi
Chittaranjan

VPPrograms@damaindiana.org



Found a great educational site? Share it with us!

E-mail newsletter@damaindiana.org

The following site was submitted by a member. It contains content from the Microsoft TechEd conference this year. Enjoy!

<http://northamerica.msteched.com/#fbid=onhkY2s3O-G>