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Welcome to DAMA Indiana News!

Welcome to the spring issue of the DAMA Indiana newsletter. We are looking forward to warmer weather and our next chapter meeting!

The next meeting will be **Thursday, October 24, 2019**. Be sure to save the date!

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

Greetings Folks,

I hope all is well as we head into the summer months!

For this newsletter, I am going to talk about an observation I made recently while attending a conference. (<https://cdao.coriniumintelligence.com/>) The event had attendees from various data leadership roles, who all worked within the insurance industry. The main topic of focus (at least from the conference event's perspective) was Artificial Intelligence (AI) and its use within insurance companies, including how AI can, or has, helped improve or extend business value for organizations.

There is a lot of promise in AI and the various subsets therein (e.g., Cognitive Computing, Machine Learning, Natural Language Processing, Deep Learning, and Neural Networks) Truth be known, AI has been around for quite some time - an early and simple version of AI is a Business Rules engine. This was followed by Natural Language Processing (NLP) and Machine Learning (ML) models to support functionality like Next Best Offer and recommendation engines (e.g., Amazon, Netflix) And now with Deep Learning systems like IBM's Watson and Google's AlphaGo attempting to model the neural networks of the mind, it sounds like pretty intimidating stuff.

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President's Pen, cont.

But, here is the thing I noticed during the conference, while listening to the presentation sessions, keynote & panel discussions, breakout topic groups, and talking with a number of the attendees (and even the vendors)... For AI to work and succeed, it must be fed with pertinent and qualitative data, and it must be governed by a fit-for-purpose use and ethical framework. There were many mentions of Data Governance, Data Management, Compliance & Audit, and the much-needed collaboration between IT and Business Areas. There were also numerous comments made about the 'difficulties' of dealing with IT and how the partnership has to improve (the biggest issues still seem to circle around the insistence by IT of following a waterfall method for data efforts and delivery times that are too long). As Data Geeks, none of this should be a surprise to us. And this is the area we can have significant impact for our organizations!

I will be the first to admit that I do not understand all the nuances of AI and the various subsets. I am not a Data Scientist and have no idea what the main differences are between a Linear Regression algorithm and Random Forest Trees; however, what I do know is that none of these algorithms, statistical models, or machine learning processes can succeed without a viable and mature Data Management and Data Governance practice. And to support technology needs, there has to be a good relationship with IT.

So, this is our charge and our goal within the organization: to effectively manage and govern our corporate data assets, to facilitate the data conversations between IT and the business areas, to follow a data management framework (i.e., DAMA DM-BOK), to continually learn how data can, and does, affect our organizations, and guide how data are designed, described, shared, and consumed. It is not an easy journey, but it is a journey we should look to lead and have a say about as we play the role of Data Provocateur. 😊

Until next time, take care and best of luck on your data initiatives!

- *Gene*

Be sure to check out the **NEW DAMA Indiana website**, including the new online registration for meetings!

Reminder:



DAMA Indiana Individual and Corporate 2019 Fees:

THANK YOU to those who have paid their 2019 membership fees!

If you have not received your 2019 invoice, please check your junk or spam folder.

Please contact our VP Finance with any questions.

Your prompt payment is appreciated!

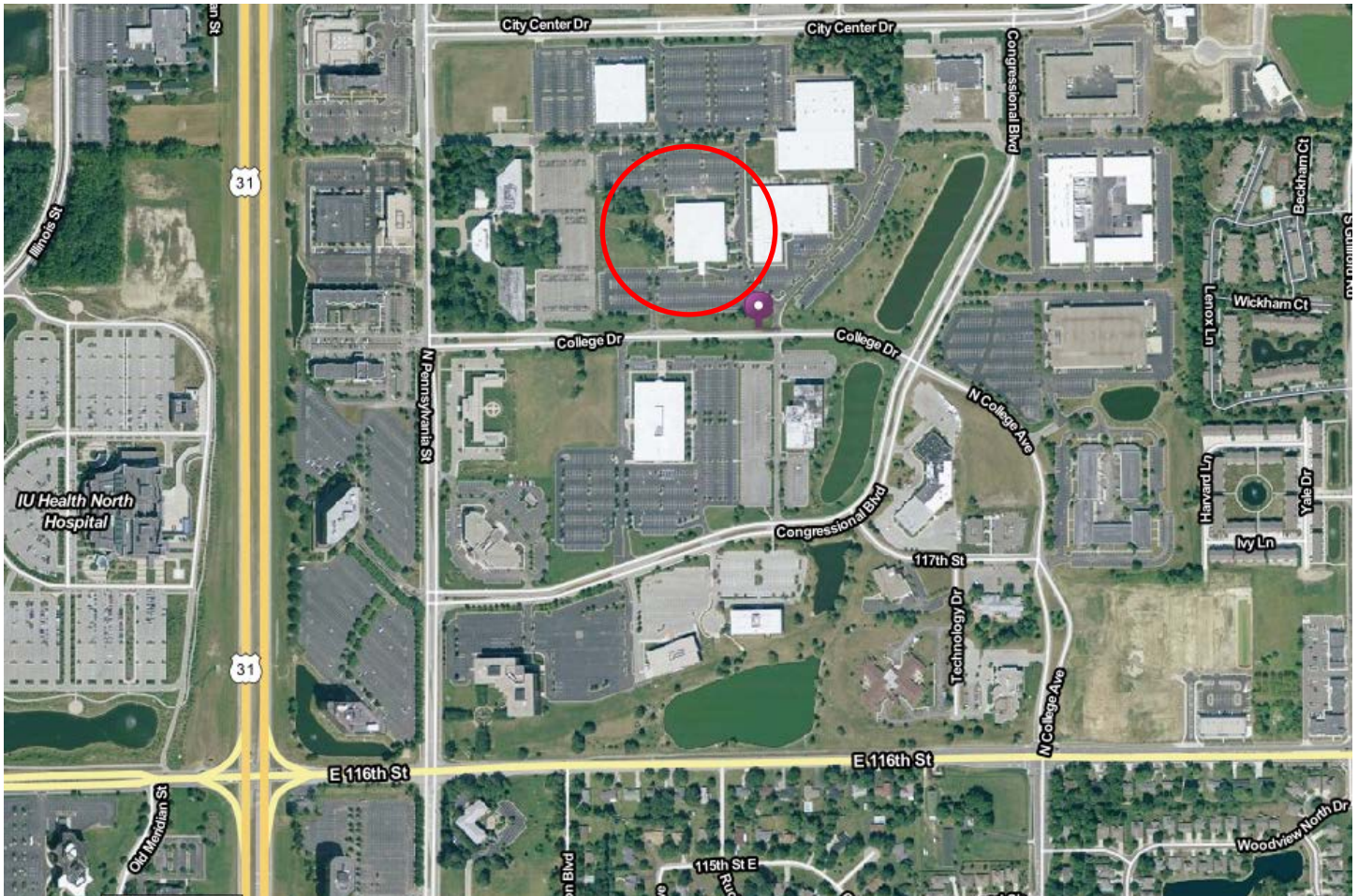
Save the Date - October Chapter Meeting

Join us on **Thursday, October 24th** for an informative day you won't want to miss. The October meeting marks our 10th anniversary as an affiliate of DAMA International!

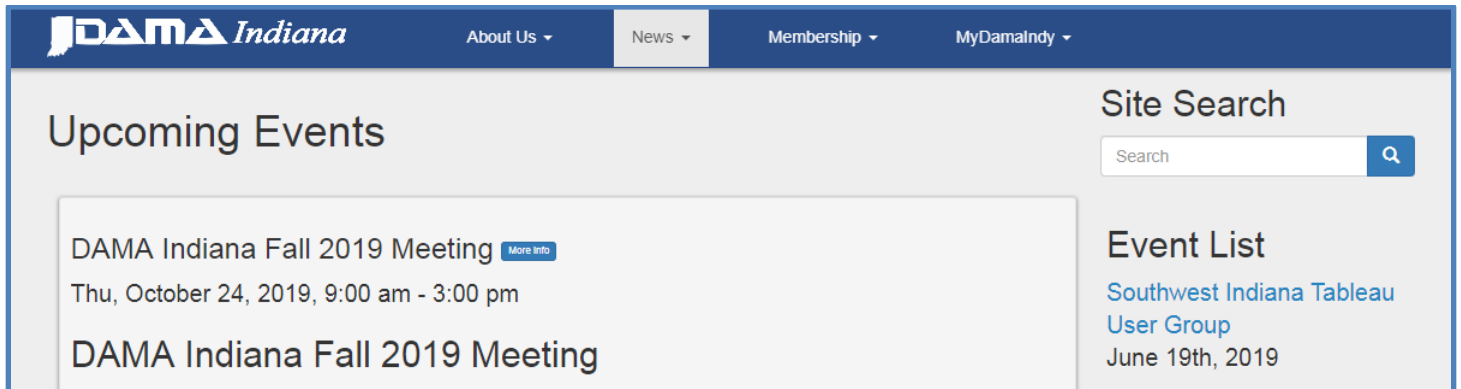
CNO Financial Group has graciously agreed to host this meeting. The address is **530 North College Drive, Building J, Carmel, IN 46032**. College Drive can be accessed from North Pennsylvania Street or East 116th Street. Park in any open, unreserved space in front of the building. Below is a map to the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

Meeting information is available on the DAMA Indiana Events page: <https://damaindiana.org/upcoming-events>

Please register via the website events page. We will no longer be handling registrations via e-mail.



Professional Development Opportunities



The screenshot shows the DAMA Indiana website header with navigation links: About Us, News, Membership, and MyDamaAndy. The main content area is titled "Upcoming Events" and features a search bar on the right. The event list includes "DAMA Indiana Fall 2019 Meeting" on October 24, 2019, and another "DAMA Indiana Fall 2019 Meeting" on June 19th, 2019. A "Site Search" box is also visible on the right side of the page.

Check out the DAMA Indiana Events page for upcoming events. <https://damaindiana.org/upcoming-events>



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

DAMA Chicago

DAMA Chicago holds 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:
<https://swoc-dama.wildapricot.org/>

Central Ohio DAMA

The central Ohio chapter page:
<https://buckeyedama.org/>

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 meeting counts towards CBIP and CDMP recertification credits. Be sure to record these in your log!

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: Gene Boomer
President@damaindiana.org

VP Administration: Diane Michael
VPAdministration@damaindiana.org

VP Communications: Christi Denney
newsletter@damaindiana.org

VP Finance: Mitesh Doshi
VPFinance@damaindiana.org

VP Online Content: Adam Obara
VPOnlineContent@damaindiana.org

VP Programs: Michael Irick
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E-mail newsletter@damaindiana.org