



Web site address [www.DAMAIndiana.org](http://www.DAMAIndiana.org)  
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## Welcome to DAMA Indiana News!

Welcome to the autumn issue of the DAMA Indiana newsletter. We are looking forward to our upcoming chapter meeting! In this issue, Sue shares her excitement about opportunities, we prepare for the upcoming elections, and Gene Boomer, guest author, shares his experience at a recent conference. The October meeting will be here before you know it, with another chapter meeting and elections. Both are included in this issue.

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 Sue Peoni



Happy September!

Is it just me or does it feel like feast or famine in the data world? Either no one wants to talk to us (or employ us!), or there is more work than we can handle and everyone wants to know when we will have their pristine Big Data environment ready with all the bells and whistles attached!

We are definitely in "feast" and expectations are high! Data and analytics seem to be everyone's silver bullet these days. Can we deliver? We've waited a long time (at least some of us have) to get all this attention. Can we now show them we were right all along, that good quality data and great analytics really can transform a business?

Opportunities abound! It's a very exciting time to be a data analyst/architect/expert/scientist. I can't remember when we've had this many fancy tools at our fingertips along with management attention and maybe even budget to go with it! I hope we have time for a round-table discussion at our October meeting - I would love to hear about everyone's most "out-there" projects or proposals. Maybe we can help each other deliver on our data promises!

Please see *President's Pen* on page 2

*President's Pen cont.*

And don't forget about elections - anyone with an interest in serving on the DAMA Indiana board, please contact anyone on the board for information.  
Enjoy the fall!

-- Sue

*Editor's Note: Please check out the election announcement on page 3 of the newsletter. DAMA Indiana elections will be held at the October meeting and we are always interested in hearing from anyone who might want to get more involved than attending the occasional meeting.*



**Save the Date!**



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!

The next DAMA Indiana meeting is scheduled for  
Thursday, October 15,  
2015.

Look for an agenda and  
details in upcoming e-mail  
messages!

## DAMA Elections Announcement

October DAMA Meeting - The following offices are available:

- President
- Vice President of Administration

Please contact Robin Leslie at [robin.leslie@roche.com](mailto:robin.leslie@roche.com) if interested or would like additional information.



## Conference Connections

By Gene Boomer

Earlier this year at the EDW conference, as I was gathering my things together after presenting my talk, a person came up to me and asked if I would present the same topic (Enterprise Data Sharing) at their conference later in the year. It turns out that person was Rossano Tavares, the president of DAMA Brazil, and the conference was DMC-LATAM 2015 to be held in São Paulo in August. This request caught me completely off guard for a few minutes, but as Rossano was describing the conference to me and stating that the conference would pick up the expenses, I came around to my senses and said "Sure, I'll do it!"

This was the first time that I would be traveling outside the U.S. (the previous trips to Canada really don't count) and I was pretty jazzed by the opportunity (although not so jazzed about all the vaccines I had to get before heading to Brazil). My wife, April, was to join me on the trip (her airline ticket was my only real expense I had to pay for) and as the date got closer, we were going back and forth between being nervous and excited.

We left Indy for São Paulo on the evening of Monday, August 10<sup>th</sup>, and arrived Tuesday morning after 15 hours of travel, 10.5 hours of that time spent in the air from Dallas to São Paulo. There was a driver waiting for us at the airport to take us to the conference hotel, the Hotel Braston, which was located in the central part of the city. The city itself is huge; São Paulo is the largest city in South America with a metro population of some 20 million residents. It is a modern city but definitely looked somewhat old and worn.

Our accommodations at the hotel were, to quote April, "simple, but relaxed". People were very friendly and wherever we went we could find at least one person who spoke some degree of English (Portuguese is the primary language of Brazil). The food was great -- we did not ever have a bad meal -- and my favorite new drink became a soda called Guaraná Antarctica. Delicious!

Since the conference was not until Thursday and Friday, our host, Rossano, took us on a tour of the city. We visited a couple of museums and a cathedral, and had a refreshing lunch at a local city market. We saw lots of people moving busily to and fro wherever we went. The day was capped off with a nice dinner at a traditional "pizzeria paulistana."



Rossano Tavares, April Boomer, and Gene Boomer at the MARP museum

*Continued from 'Conference Connections' page 3*



Since I was not speaking until Friday morning, I could sit and thoroughly take in the discussions on Thursday. The conference attracted close to 150 attendees and all the sessions were held in a good-sized meeting room. Given that most of the presenters were speaking in Portuguese, I had to utilize the provided head phones to hear the English translation. The conference obtained two translators who sat in an enclosed room, more like a box, in the back of the room and they tag-teamed translations back and forth between English and Portuguese.

The sessions presented covered common data topics: Governance, quality, taxonomy, Big Data, security, legacy systems, and analytics. One session that I liked was on the topic of MDM and how most MDM projects end up not successful because they only achieve the "MD" part of MDM. The promises of management of "MD" are not realized. (Hmmm, this might explain why I tend to focus more on master data sharing than master data management...) The best session though, in my opinion, was presented by a business person, whose name was Dean, and who realized that he was a Data Steward.

Dean works for the largest oil company in Brazil (Petrobras) and talked about the data issues his area encountered and

how he put together a mini-governance process to assure that certain data, critical to identifying possible drilling locations, were captured and entered correctly within their applications. He did a lot of this effort himself and, sadly, with minimal help from IT.

The takeaway for me (actually for all of us data geeks) is that we need to be on the lookout for folks like Dean within our organizations and try to provide them assistance whenever possible.

On Friday morning, I finally presented my session (ironically it was right after Dean's session and I made a joke about having a tough act to follow). The biggest concern I had was saying something in English that might not translate well into Portuguese (BTW - I know that at this moment any of you reading this who know me could understand my concern...☺) The session appeared to go well, but it was a little weird not getting questions while I was speaking; however, folks made up for that after I finished as I had a number of great discussions with some of the attendees.



Gene and Rossano Tavares at the conference



*Continued from 'Conference Connections' page 4*

I must have done ok because, according to the survey results put together after the conference, I was rated the second highest speaker amongst the 17 total presenters (I was one of 4 speakers from the U.S. with the rest from South America). Another cool thing was that April was able to attend my session. It was the first time she has ever seen me speak at an event like this. In fact, I ended my presentation noting that point to the attendees and asked them to let April know if I did a good job. A number of them actually did go over to talk with April. Pretty cool!

We headed back to Indy the next evening and, after the long trip, successfully made it home Sunday afternoon. It was a great experience and I hope to get the opportunity to do it again next year. Rossano mentioned that he is looking to hold the conference in Rio next year or possibly in Buenos Aires in conjunction with the recently established DAMA Argentina chapter. Either place sounds good to me!

Thanks for "listening" and take care.

- Gene

*Editor's note: That sounds like an amazing experience. Thank you so much for sharing this with our chapter. Look what I found online!*

Have **YOU** attended a conference or seminar related to data???

If so, please consider writing a newsletter article!

This is a great way to help others learn and it also counts toward your CDMP renewal!

E-mail  
[newsletter@DAMAIndiana.org](mailto:newsletter@DAMAIndiana.org).

#### PALESTRANTES



#### GENE BOOMER

Diretor de Estratégia de Dados no CNO Financial Group

Com mais de 20 anos de experiência na área de TI, sendo os últimos 15 anos dedicados a estratégia e arquitetura de dados, Gene Boomer é consultor em várias empresas listadas na Fortune 500 e mantém seu foco no setor financeiro e de seguros onde fez carreira antes de seguir como consultor.

Atualmente é Diretor de Estratégia de Dados no CNO Financial Group, onde foi convidado a estabelecer uma estratégia de dados para a empresa e a liderar uma série de iniciativas do grupo, para que os dados sejam utilizados como ativos entre as diversas áreas de negócios.

É membro fundador da DAMA Indiana, um capítulo afiliada da DAMA International, com sede em Indianápolis, e CDMP (Nível Master). É também autor-contribuinte de um dos capítulos da versão do DAMA-DMBOK® que será lançado no final deste ano.



## Save the Date - October Chapter Meeting

Join us on Thursday, October 15<sup>th</sup> for an informative day you won't want to miss! More information, including an agenda, will be sent by e-mail.

**Please note: The meeting location has changed!**

CNO Financial Group has graciously agreed to host this meeting. The address is **530 North College Drive, Building J1H, Carmel, IN 46032**. College Drive can be accessed from North Pennsylvania Street or East 116<sup>th</sup> Street. Park in any open, unreserved space in-front of the building. Below is a map to the CNO Financial Group's location. Please note that the construction on US31 (Meridian Street) may impact your route. <http://us31hamiltoncounty.in.gov/>

Please register by sending an e-mail to [info@damaindiana.org](mailto:info@damaindiana.org). We hope to see you there!



## 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>

### Upcoming Data Conferences

Data Modeling Zone (DMZ), October 5-7 in Chapel Hill, North Carolina

DAMA members receive a \$100 discount with code DAMA.

Check it out at: <http://datamodelingzone.com/>

The logo for Data Modeling Zone features the words "data modeling zone" in a blue, sans-serif font. The word "modeling" is stylized with a globe icon replacing the letter "o".

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

### DAMA Chicago

DAMA Chicago hosts 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:

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

### Central Ohio DAMA

The central Ohio chapter :

<http://buckeyedama.org/>

## Around Town

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](http://inoug.org) for more information.

## 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>



## 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](mailto:President@damaindiana.org)

VP Administration: Robin Leslie

[VPAdministration@damaindiana.org](mailto:VPAdministration@damaindiana.org)

VP Communications: Christi Denney

[VPcommunications@damaindiana.org](mailto:VPcommunications@damaindiana.org)

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VP Finance: Gene Boomer

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VP Online Content: Margot Dahl

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VP Programs: Michael Irick and Ravi  
Chittaranjan

[VPPrograms@damaindiana.org](mailto:VPPrograms@damaindiana.org)



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