

Web site address [www.DAMAIndiana.org](http://www.DAMAIndiana.org)  
LinkedIn Group DAMA Indiana

Facebook DAMA Indiana  
Twitter @DAMAIndiana

## INSIDE THIS ISSUE

- 1 Welcome
- 1 President's Pen
- 2 Dates and Reminders
- 3 The Year in Review
- 4 Upcoming Opportunities
- 5 January Meeting
- 6 Member Surveys
- 6 Contacts

## Welcome to DAMA Indiana News!

Welcome to the winter edition of the DAMA Indiana newsletter. In this issue, Sue corresponds on our behalf, we review the chapter events of the past year, and examine how our interests in Data Management are changing with the times.

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

### All I want for Christmas is.....Good Data!



Dear Santa,

I have tried to be good this year (except maybe for that "feedback" call with our MDM System Integrator...sorry about that), so please consider delivering the following gifts in 2013:

1. Executives who think Data Quality is the most important thing we have to work on this year and are willing to spend whatever we need to deliver it.
2. Project teams that are passionate about their responsibility to stick to the Enterprise Data Model.
3. Data Stewards who recognize the need to audit their data regularly, and follow-up to improve their processes.
4. End-users who know better than to randomly start using a data field for something other than it was intended.

Please see *President's Pen* on page 2

*President's Pen* from page 1

5. Application developers who value the data as much as their code.
6. Less data movement and replication, more shared access.
7. Data tools so easy to use and cheap that everyone clamors to use them instead of arguing about why they have to.
8. Management that recognizes Data is their most critical asset and appreciates and rewards our efforts to maintain its quality.

That's probably enough, but in case you think I deserve more, you could throw in these easier items:

9. An end to hunger.
10. World peace.

Thanks, Santa! I can't wait until Christmas morning!

Sue

---

*Thanks, Sue!  
You are definitely  
on Santa's "nice"  
list! (and ours!)*

---



**Save the Date!** 



### 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.

The next DAMA Indiana meeting date is:

**Thursday**, January 17th

Have a topic of interest for a roundtable? Please let us know if you would like to lead or participate in a group!

## 2012: The Year in Review

Five hundred, twenty-five thousand, six hundred minutes...how do you measure, measure a year? Although I am not sure why that song always seems to pop into my head at the end of a year, it is a nice reminder to reflect on where we've been. What did we do differently? How have we grown? For DAMA Indiana, 2012 was another great year of learning more about our profession and building relationships with other members.

Below are a few highlights of chapter activities in 2012:

### January:

This time we had clear skies - not a snowflake in sight to disrupt our plans (A welcome change from the blustery weather in 2011!).

Robby Slaughter, founder of Slaughter Development, discussed insights from his new book "Failure: The Secret to Success."

Antonio Amarin, founder of Data Innovations, Inc., discussed data standards (a topic near and dear to our hearts).

Tony Shaw and Peter Aiken gave us a preview of the 2012 Enterprise Data World Conference. Big Data was expected to be a "hot topic" for the conference.

Donna Burbank, from Computer Associates, talked about different data modeling techniques and the concept of data vault.

### March:

The newsletter celebrated its 1<sup>st</sup> anniversary!

### April:

We covered three of the hot topics from the survey: Master Data, Meta-data, and Data Warehousing.

Christi Denney discussed moving from small, business area-focused MDM implementations to Enterprise-wide implementations.

Bob Dein, representative from ASG, presented use cases for metadata and walked through the different types of metadata that could (and should) be captured.

Jeff Kanel, consultant for Centric Consulting, walked us through test-driven development for testing data warehouses.

### October:

We celebrated our 3<sup>rd</sup> anniversary of being a chapter!

The board slate was approved.

We were big on Big Data, with two speakers presenting on the concepts and technology surrounding Big Data implementations. Michael Covert, founder and CEO of Analytics Inside, was our featured speaker of the day and discussed solutions for Big Data challenges. Informatica presented on the technology solutions to support Big Data.

We also had our first set of lunch-time table discussions (hopefully the first of many!) and Steve Hoberman gave us a preview of the inaugural Data Modeling Zone conference.

### Certifications:

CONGRATULATIONS to our newest CDMPs and CBIPs! The chapter is proud of your accomplishments!

What a great year! I can't wait to see what 2013 has in store for us!



Happy New Year!

## 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>

The annual Enterprise Data World conference, produced by Dataversity and DAMA International, will be in San Diego in 2013. Save money with an early bird registration and our DAMA discount (check with the VP Communications for discount code). NOTE: You can combine these discounts.

Subscribe to the mailing list for updates: <http://edw2013.dataversity.net/index.cfm>



**ENTERPRISE  
DATA WORLD**

THE TRANSFORMATION TO  
DATA-DRIVEN BUSINESS  
STARTS HERE

**SHERATON HOTEL & MARINA • SAN DIEGO, CA • APRIL 28 - MAY 2, 2013**

The Data Warehousing Institute (TDWI) hosts several conferences during the year. The next TDWI World Conference will be in Las Vegas. Early bird discounts are offered until January 18<sup>th</sup>. Use Priority Code LV1. Another conference will be offered in Orlando (November 2013).



IN-DEPTH COURSES IN BUSINESS INTELLIGENCE AND DATA WAREHOUSING

**TDWI** Las Vegas, NV // February 17-22, 2013

WORLD CONFERENCE SERIES

## Around Town

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

### IndyPASS (Professional Association for SqlServer)

Events for 2013 are still to be determined.

Check out their web site:

<http://indypass.org/>

### INOUG (Indiana Oracle Users Group)

January 2013 - Regular Meeting

[www.inoug.org](http://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>

## Coming Attractions

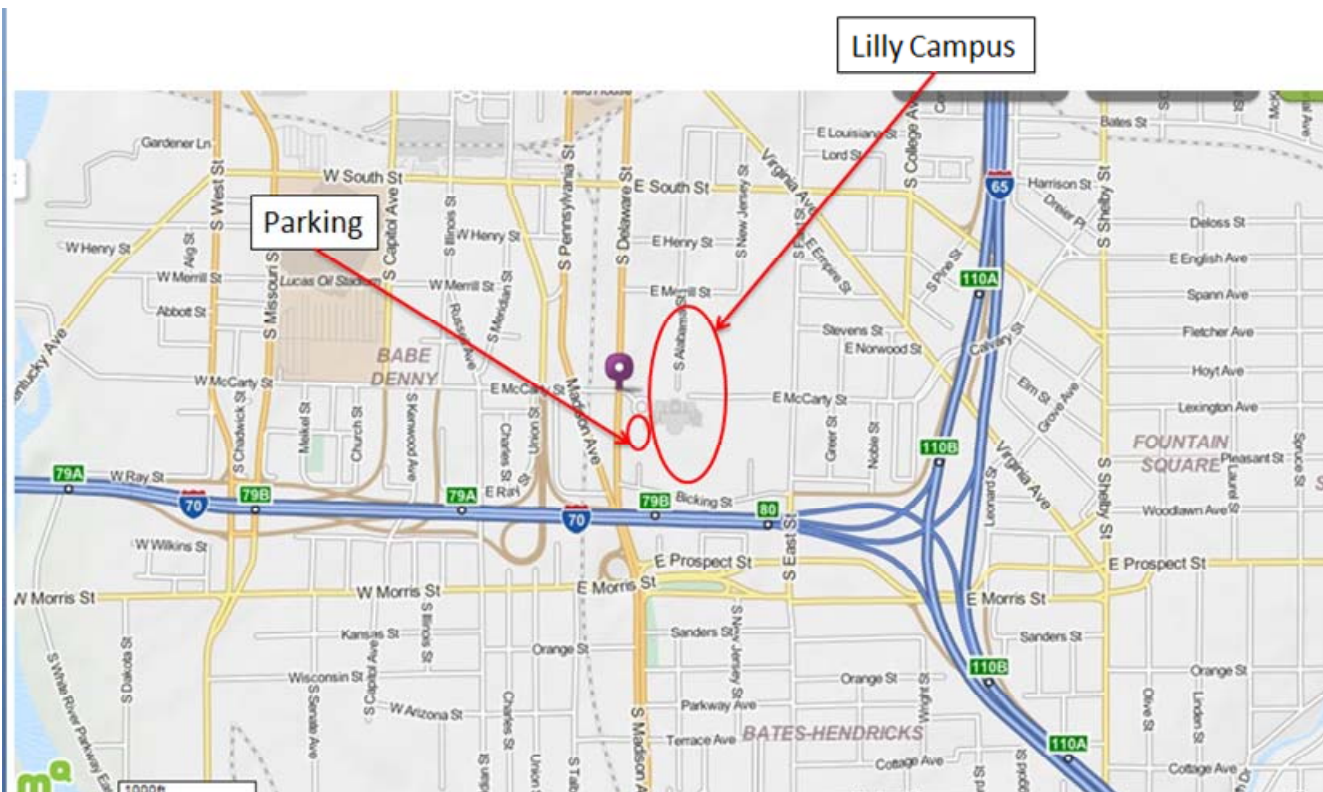
Join us on Thursday, January 17th for an informative day you won't want to miss!

More information on the agenda will be coming soon!

**Please note: We are at the Eli Lilly Corporate Center, in the same room as the October 2012 meeting.**

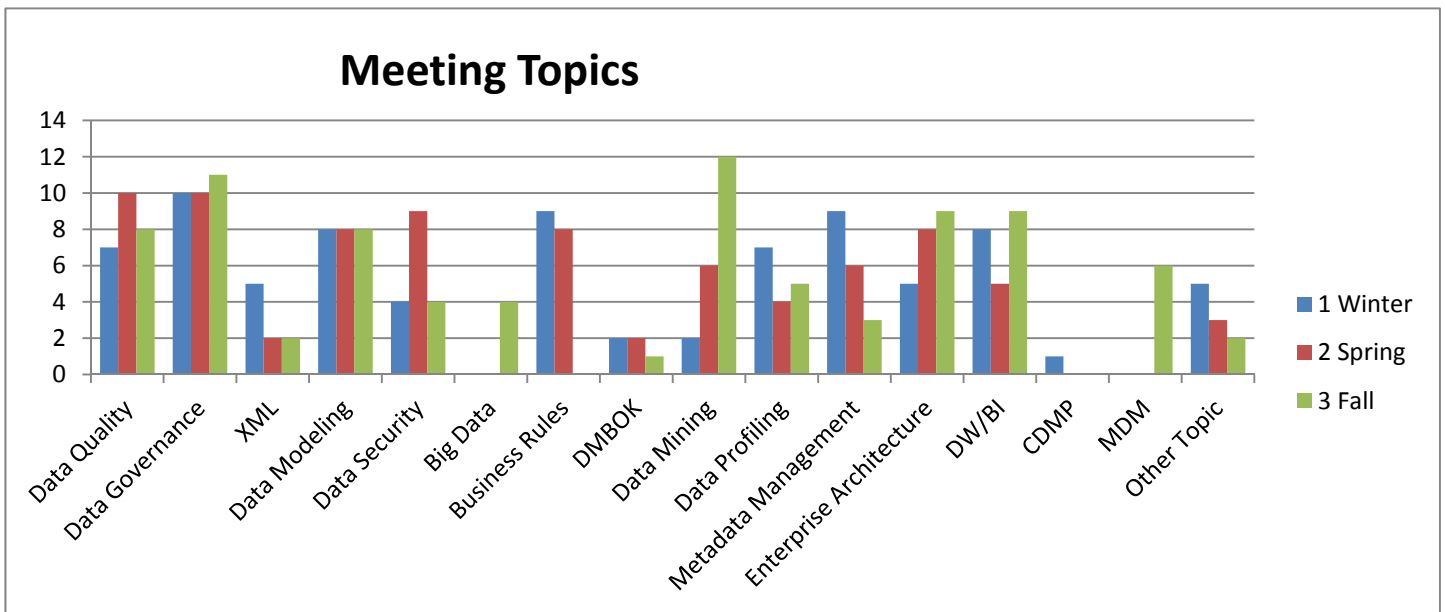
We will be meeting in the Leadership Development Center, near the main entrance of Lilly Corporate Center. (McCarty/Delaware entrance with the fountain) Please go to the main entrance and let security know that you are there for the DAMA Indiana meeting. You will be directed upstairs to the conference facility. Above is a map of the Lilly location. Visitor parking is located in the attached garage (beside by the fountain) at Delaware and McCarty Street (enter from McCarty street).

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



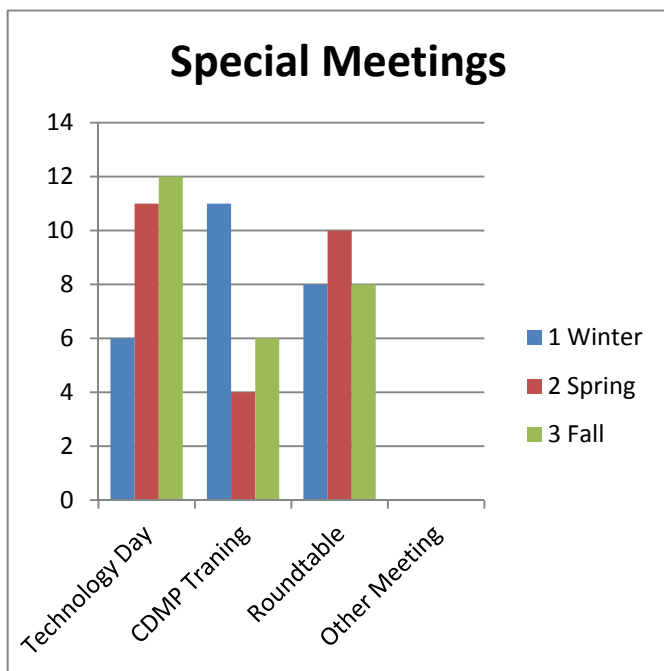
## Spotlight: Member Evaluations

Since we are all about data, I thought it might be interesting to take a look at the 2012 results from the meeting surveys. Surveys help shape our meeting and newsletter topics. We also use that data to look for changes or trends in the requested meeting topics.



**NOTE: 'Big Data' and 'MDM' were added for the Fall survey and CDMP was removed. Those three topics do not have all three survey results.**

There is still an interest in having special, focused meetings like technology days or roundtables.



### 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)  
[newsletter@damaindiana.org](mailto:newsletter@damaindiana.org)

VP Finance: Gene Boomer  
[VPFinance@damaindiana.org](mailto:VPFinance@damaindiana.org)

VP Online Content: Margot Dahl  
[VPOnlineContent@damaindiana.org](mailto:VPOnlineContent@damaindiana.org)

VP Programs: Michael Irick and Ravi Chittaranjan  
[VPPrograms@damaindiana.org](mailto:VPPrograms@damaindiana.org)