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Welcome to DAMA Indiana News!

Welcome to the winter edition of the DAMA Indiana newsletter. We are looking forward to the upcoming holidays! In this issue, Sue sends a letter to Santa and guest author Wendy Medley-Davis shares her insights from the Data Modeling Zone conference.

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

For those of you who remember, in last year's Holiday Newsletter, I had a very ambitious wish list for Santa. This year's list is a little different, but just as ambitious!

All I want for Christmas is.....Good Data (part 2)!

Dear Santa,

Once again, I've tried to be good, although there might be a vendor or two who would tell a different story. Don't listen to them. Instead, please consider delivering the following gifts in 2014:

1. Time. Last year, Executive support for good data was at the top of my list. You delivered quite a bit of that in 2013 – now I need the time to deliver! When did everyone get in such a hurry?? An extra 24 hours in every day (no extra sleep needed) should do the job.
2. Data-educated resources. Colleges don't teach modeling or data strategy any more. Training classes are hard to find and expensive. A lot of old data hands are retiring. HELP!

Please see *President's Pen* on page 2

President's Pen from page 1

3. "Good Data Practices" at the top of everyone's priority list. If I hear "I'd love to do this right, but I have to hit this date" one more time, I won't need to write a list next year.
4. Balance. App teams struggle balancing development and support. DA teams struggle balancing consulting and enriching the architecture. Doing more architecture would definitely lead to less need for consulting, but it sure is hard to carve out the time.
5. Listening. If everyone listened more and talked less, I think we could reduce the time to decision by half. And that goes for me, too.
6. This was on last year's list too: Management that not only recognizes Data is their most critical asset, but also appreciates and rewards our efforts to maintain its quality. It's still tough to get a gold star for delivering Good Data.

I would be remiss if I didn't thank you, Santa, for your early Christmas gift - official 501(c)(6) status from the IRS for DAMA Indiana! (I know most of you don't care about this, but if you had any idea how much time Nancy Martin, her attorney husband, and I have spent on this, and how much abuse we have taken from rogue IRS agents, you would understand our desire to CELEBRATE this result! THANK YOU, Nancy, for ALL of your hard work!)

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

- 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!

Save the Date!



The next DAMA Indiana meeting is
January 16, 2014
at Eli Lilly and Co.

Look for details of the April meeting in the next newsletter!

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.

Data Modeling Zone 2013

By Wendy Medley-Davis

This was the second year for 3 data architects from OneAmerica, Inc. (Karette Kerr, Marcie Rimmele, and Wendy Medley-Davis) to attend Data Modeling Zone (DMZ) in Baltimore, MD. This year was 3 days packed full of Data Modeling sessions. The sessions included three half day sessions, special interest groups, three keynote speakers, and six one hour afternoon sessions. Common overall themes were Big Data, Data Vault, Data Modeling in an Agile environment, and soft skills like Conflict Management, Negotiation, and Facilitation.

The Data Vault Model and Methodology is the next evolution of data warehousing and business intelligence best practices. It is a hybrid (best of breed) approach to solving some of the most complex and difficult problems facing integrated systems engineering today. The session was used to explain how to handle big data with ease, how to solve your agility problems by generating 80% or more of the ETL code for your data warehouse loads, and how to incorporate unstructured data in to your structured world without re-engineering your processes. The session also included finding out why real-time processing is easy for companies who have built a Data Vault. A Data Vault will help put your warehouse in alignment with the business, add auditability, flexibility, and scalability to your systems - helping to reduce siloed solution sets. (Information above from DMZ course Intro to Data Vault).

The recent focus on Big Data in the data management community brings with it a paradigm shift—from the more traditional top-down, “design then build” approach to data warehousing and business intelligence; to the more bottom up, “discover and analyze” approach to analytics on Big Data. (Information above from DMZ course with the emergence of Big Data, where do relational technologies fit).

Data Modeling in an Agile Environment covered several courses at DMZ with real experience. One of the key areas of focus being that in many companies the customers don't trust what is being produced. Using some aspects of agile development helped to show quicker results to the customers. A Data Modeler will work with the Business analysts, Business Users, ETL developers, DBA's, and with Subject Area Experts by doing iterations of work. The Agile approach was more commonly used in dimensional modeling to build flexible datamarts for the end users. (Information above from DMZ course [Agile Dimensional Modeling Practical Implementation](#)).

After attending for a second year, each of us felt we learned about several technologies and approaches. We also added more knowledge about the jobs that we do on a daily basis. One thing that stood out to us was that a Data Modeler needs to **learn the data** in order to become better data modeler -- a concept that sounds so easy and obvious, but yet can easily get lost as we focus on day to day deadlines.

We would recommend DMZ for people working in day to day data modeling roles in their companies. DMZ 2014 will be October 21st-23rd in Portland, OR. Check out <http://www.datamodelingzone.com/> for details.

DMZ 2013 gets a 10!



Coming Attractions

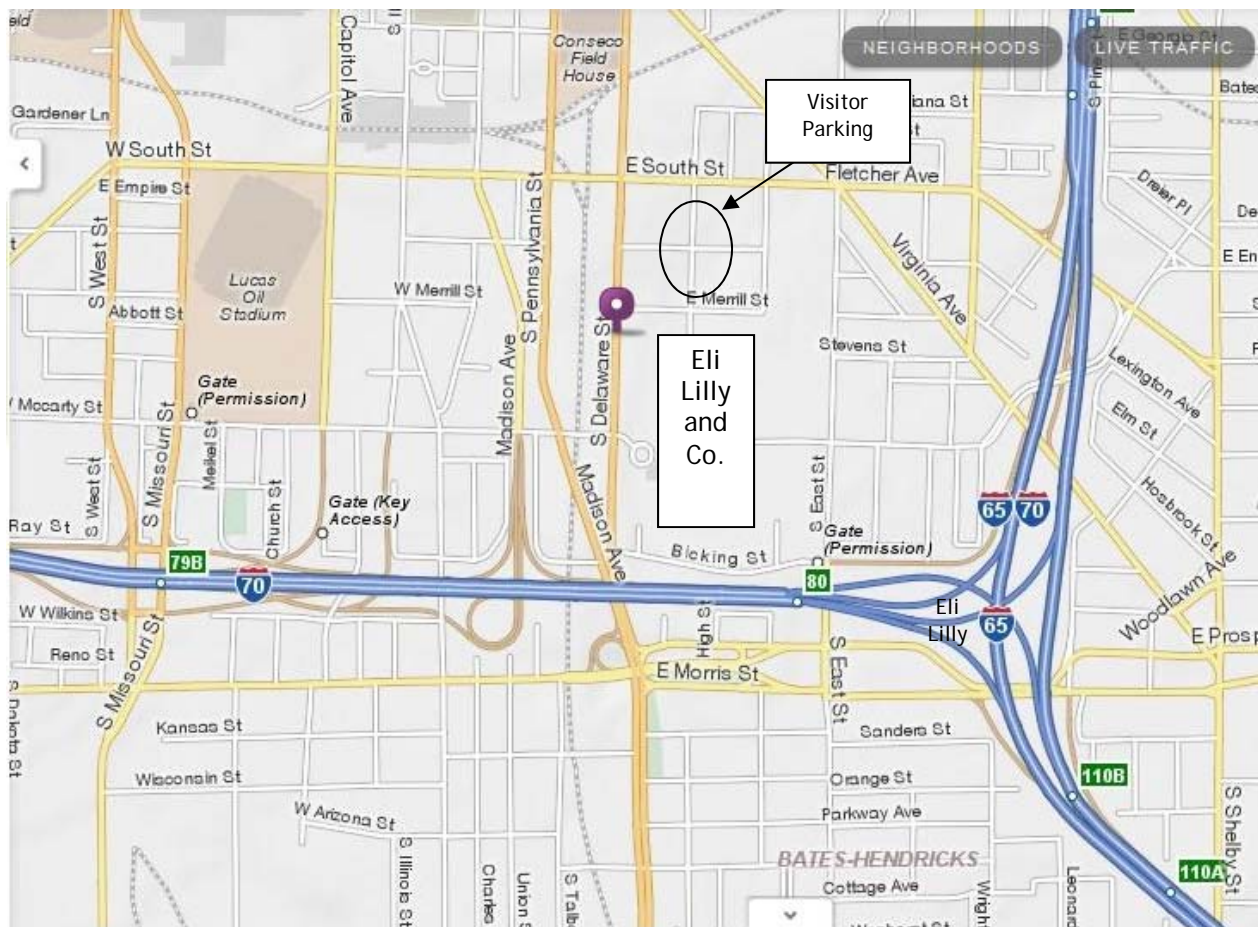
Join us on **Thursday, January 16th** for an informative day you won't want to miss!

We have Michael Covert returning to talk about "Big Data a Year Later." Please join us for a deep dive into the world of Big Data, Machine Learning, and Deep Learning. We will also have Tableau Software presenting on "Turning Big Data into a Compelling Visualization Story with Data Visualization." Come and gain insights into these new information solutions!

Please note: We will be meeting at the Eli Lilly Corporate Center, in the building 98 lecture hall (entrance near South Street).

We will be meeting in the lecture hall, near the north entrance of Lilly Corporate Center. (Note that this is NOT the entrance with the fountain.) Please go to the north entrance and let security know that you are there for the DAMA Indiana meeting. Below is a map of the Lilly location. Visitor parking is located just north of the entrance, east of Delaware Street and south of South Street.

Please register by sending an e-mail to 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>

ENTERPRISE DATA WORLD Conference & Expo

April 27 – May 1, 2014 at the Renaissance Austin Hotel, Austin, Texas. Call for presentations now through October 14, 2013. Check out the program at:
<http://edw2014.dataversity.net/>



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)

January 23, 2014 -
 INOUG meeting at Eli Lilly and Co. 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

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VP Communications: Christi Denney

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VP Online Content: Margot Dahl

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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.mstched.com/#fbid=onhkY2s3O-G>