



Web site address [www.DAMAIndiana.org](http://www.DAMAIndiana.org)  
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## INSIDE THIS ISSUE

- 1 Welcome
- 1 President's Pen
- 2 Dates and Reminders
- 3 January Chapter Meeting
- 4 Professional Development
- 5 Contacts

## Welcome to DAMA Indiana News!

Welcome to the winter issue of the DAMA Indiana newsletter. We are looking forward to our upcoming chapter meeting! In this issue, Chapter President Gene Boomer reflects on the effective use of data. The January meeting will be here before you know it, with another chapter meeting. We are hoping for clear, sunny skies!

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



Hello Folks,

I hope all is well on the Data front within your organizations, or at least progressing in that direction...☺ As we come to the close of 2016, we generally look forward to the holidays and reflect back on the year that has been. For us data Geeks, it's about how good of a job we did to identify, rationalize, and enable our corporate Data Assets and realize the effect of those assets on driving Business success. Did we have enough data available to fully execute on opportunities? Did we have the 'right' data available from the 'trusted' source? Or conversely, did we have too much data that resulted in 'noise' affecting our outcomes?

This past Presidential election might provide a good example of falling down on all three of those questions above. There appeared to be two trains of thought going into the election: one that stated Clinton would win in a landslide, and one that stated Trump would win in a squeaker. Both views were wrong (according to the political "experts", any Electoral College win over 300 is a significant win.) It certainly appears there were issues with the "data" from a polling perspective. Numerous articles abound on how the election "models" were so wrong and how this

Please see *President's Pen* on page 2

*President's Pen cont.*

was an epic failure for Big Data, but was it really?

I do not really believe this to be a failure of Big Data but perhaps a failure of properly addressing the three questions in the first paragraph above. It seems to me that to answer those questions correctly (i.e., Yes, Yes, No), there has to exist a 'good' understanding of the business requirements and there has to exist a robust Information Governance framework. Without these items effectively in place, that fancy 'data lake' (or any data store) we just stood up will turn into more of a data swamp...and will do so fairly quickly.

So the lesson for us Data Provocateurs is to help our Business and IT partners to not solely focus on the technology aspect of Big Data (i.e., the supporting "mark-itecture" provided by the vendors) but to have a better understanding of the business requirements, or more so the business outcomes, and to follow a robust Information Governance framework. The promises of Big Data (or any data-centric effort for that matter) can be achieved by following these concepts and help assure we properly address those three questions from above.

Regarding the concept of Information Governance, I have been vacillating on this for some time now and will look to expand on the concept in a future newsletter. In the meantime, here's wishing all your Data aspirations for the next year come true...!!!

Would also like to wish you and your families Happy Holidays, Merry Christmas, and a Happy New Year!

- Gene



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 scheduled for Thursday, January 26, 2017.

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

## Save the Date – January Chapter Meeting

Join us on Thursday, January 26<sup>th</sup> for an informative day you won't want to miss! More information, including a final agenda, will be sent by e-mail.

Michael Covert (**Analytics Inside**) is returning for an industry update on Big Data and the changes in the Big Data market during the past year. Tony Shaw will be giving the annual preview of EDW 2017. In addition, Denodo will be presenting on Data Virtualization and will also be sponsoring our lunch for the day. We will also have door prizes!

ADESA has graciously agreed to host this meeting. The address is **13085 Hamilton Crossing Blvd, Carmel, IN 46032**.

Parking is available in the main lot on the east side of the building, as highlighted in yellow on the map. There is also an extended lot beside that one. Please enter the building at the main entrance on the east side. An escort will be provided to the conference rooms on the 3rd floor.

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

#### ENTERPRISE DATA WORLD Conference & Expo

Early bird, DAMA, and group discounts available! (and yes, they can be combined)



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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/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: Gene Boomer  
[President@damaindiana.org](mailto:President@damaindiana.org)

VP Administration: Diane Michael  
[VPAdministration@damaindiana.org](mailto:VPAdministration@damaindiana.org)

VP Communications: Christi Denney  
[newsletter@damaindiana.org](mailto:newsletter@damaindiana.org)

VP Finance: Jeff Hubbard  
[VPFinance@damaindiana.org](mailto:VPFinance@damaindiana.org)

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



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