



NEWSLETTER

Highlights

WED. APRIL 18th, 2018



4 OVERLOOK POINT
LINCOLNSHIRE, IL 60069

PRE-REGISTER for April Meeting by
Monday April 16th, 2018

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column entitled
"MEETING PRE-REGISTRATION"

The 2nd edition of the DMBOK
is now available



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Corporate Memberships — Provides Unlimited attendees for your company — \$200,
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Membership is yearly. Please renew by going to our website at DAMAChicago.org and clicking on 'Pay Your Dues'.
Prospective members, now would be a great time to join DAMA. Just follow the above instructions.
If you have any questions about membership please contact us at vpmembership@damachicago.org

Upcoming Meetings

DATE	LOCATION	SPEAKERS
June 20th, 2018	Zurich North America, Schaumburg	Karen Lopez

From the Desk of Catherine Nolan, President, DAMA Chicago Chapter

Data, data everywhere and not a drop to be trusted! That is what we are being told every day by the media and recent stories seem to back them up. Cambridge Analytics, Facebook, Equifax, Yahoo, all have been caught up in either selling our personal data illegally or have been the "victim" of a data breach because they did not create proper security measures to prevent hacks.

Just to name a few, 200 million voter records were exposed because the GOP failed to secure them in the Cloud; hackers stole the data of 57 million Uber customers; ESEA, one of the largest video gaming communities, issued a warning to players after discovering a breach of 1.5 million records; and Whole Foods lost credit card data in at least 117 stores.

We all should know the risk of posting our lives on Facebook but even those who choose to take that risk were shocked to learn their data was being sold to firms that used that data to manipulate their behavior as in the case of Cambridge Analytics, or that firms such as Alteryx, a California-based data analytics firm, was found culpable of not protecting the personal information of more than 120 million American households. Alteryx had purchased this data not from Facebook but from Experian.

In 2016 data breaches increased by 40%. No statistics are available yet for 2017 but you can bet it's at least that much again. Why am I writing about breaches? It is because every single company is vulnerable and it's up to us, the data people, to point out which data should be "locked-up" as Confidential. Data people need to work with the company's security experts to create policies and procedures designed to handle confidential data within the organization and to decide which data can be safely exposed to vendors and others outside the firm. No one has asked you to participate? Volunteer—who better to know the organization's data elements and when they appear in conjunction with confidential data such as a driver's license number, date of birth, credit card information, health records or that old standby, social security number.

If GDPR wasn't a wake-up call that we need to get our personal and company data secured then just read the headlines or tune into a news channel to get the message. Be a hero, help your company stay out of the 2018 data breach list and while you are at it, check your own postings on Facebook!!

DAMA Chicago Meeting—April 18th, 2018

Agenda & Speakers

Morning Presentation

TOPIC: Lies, Damned Lies, and Statistics: How NOT to Do Data Governance Metrics

A mature data governance program requires the use of metrics to measure the impact and performance of the program, but how exactly does one do this? And how does a program avoid “bad metrics:” measures that are either incorrect or misleading or that answer the wrong question? Metrics that fall into this category can be worse than no metrics at all, opening the organization to regulatory risk, loss of credibility, or throwing good money after bad. In this presentation, we will discuss some of the most common mistakes made in devising metrics and how to avoid them. You will learn:

- How metrics create an incentive structure—in other words, metrics don’t just measure what a data governance program does, but also drive behavior in a data governance program.
- Some examples of misleading metrics that are most likely to plague data governance programs, such as incorrect use of visualization tools; misinterpretation of cause and effect relationships; and articulation of measurements based on the data at hand rather than the data that is needed.
- How to avoid common pitfalls when designing the metrics for your data governance program.

ABOUT SPEAKER:

Kathy Rondon has worked as a government employee and contractor in information management and data governance for over twenty years. Most of her career has focused on the proper handling, classifications, controls, and clearance of national security data, and she has recently applied this expertise to designing and delivering enterprise level training on data governance in a public sector environment. She is currently a senior executive for The Reports & Requirements Company, which provides innovative operations and data sharing solutions to US government clients on sensitive data collections. Ms. Rondon holds Mastery Level Data Governance and Stewardship Professional (DGSP) certification and is a principal contributor to the new Public Sector Data Governance certification.

8:30 A.M.	Registration & Continental Breakfast
9:00 A.M.	Business Meeting
9:30 A.M.	Break
9:45 A.M.	Lies, Damned Lies, and Statistics: How NOT to Do Data Governance Metrics – Kathy Rondon
11:15 A.M.	Data Governance — Scott Snively
12:15 P.M.	LUNCH
1:15 P.M.	Bitcoin & Blockchain – Davinder Batra
2:30 P.M.	ASG Sponsor Presentation
3:00 P.M.	Door Prize Drawing & Adjournment

Afternoon Presentation

TOPIC: Bitcoin & Blockchain

Bitcoin is not controlled by any central authority. This decentralized nature is one of the biggest differentiators between Bitcoin and traditional fiat currencies (i.e., traditional legal tender) like the U.S. dollar or British pound. It is also the basis for Bitcoin’s security and freedom. No financial institution or government organization issues new money or tracks transactions; these tasks are managed by the network. Davinder Batra will discuss Bitcoin and the Blockchain technology that makes it possible.

ABOUT SPEAKER:

Davinder Batra is a Senior Manager at Allstate Insurance for Enterprise Data and Analytical Insights and has given presentations about Bitcoin and the technology behind it. Recently Bitcoin has been in the news as it soared to levels as high as \$8,000 to \$1 U.S. but recently has lost some of it’s luster as social media began banning ads for Bitcoin. Get inside the interesting story on cryptocurrencies.

TOPIC: DATA GOVERNANCE

The importance of a fully integrated data governance solution in today’s world for:

- Change analysis for planning and implementation
- Big Data & Data Science
- Compliance and audits

ABOUT SPEAKER:

Scott Snively assists organizations through automation, to map, understand & maintain their data, where it lives, how it moves, and what transformations it goes through. He works with Global

companies to solve

- Compliance conundrums by integrating business side responsibilities with technology
- Analytics challenges by validating sources of information for reporting, building AI Models, accommodating Data Science, building Big Data and Data Lake stores
- Planning and implementing new applications and changes to existing applications through impact & root cause analysis
- Identifying where privacy information is stored and used for potential consolidation and to identify security risks

DAMA Chicago Meeting—April 18th, 2018

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From Loop

Follow I-90/I-94 to Deerfield Rd in West Deerfield Township. Take exit 24 from I-94 W. Follow Deerfield Rd and US-45 N/N Milwaukee Ave to your destination in Lincolnshire (This Route has tolls)

Alternate Route

Follow I-90/I-94 and US-41 N to Deerfield Rd in Highland Park. Take the Deerfield Rd W exit from US-41 N. Continue on Deerfield Rd to your destination in Lincolnshire

From North

Follow I-94 E/Tri-State Tollway to IL-22 W/Half Day Rd in Vernon Township. Take exit 21 from I-94 E/Tri-State Tollway. Follow IL-22 W/Half Day Rd and N Milwaukee Ave to your destination in Lincolnshire (This Route has tolls)

Protecting the World’s Data

Last year the Artic World Archive opened deep inside an abandoned mine on the Arctic Island of Svalbard, Norway. The brainchild of Norwegian tech company Pigi and coal mining company SNSK, the archive protects data from nuclear attack, natural disasters and any devastation that could result in the catastrophic loss of online information. Data is stored on Pigi film and buried below the permafrost—an ideal climate to store data in the archive, and despite being completely disconnected from the internet and located deep below a remote archipelago, Pigi can retrieve requested data in as quickly as 20-30 minutes.

Remember to Register for April conference on damachicago.org



April 22-27, 2018

Sheraton San Diego, San Diego, California.

Use your DAMA discount for the **22nd Annual Enterprise Data World (EDW) Conference hosted by DATAVERSITY®** which is recognized as the most comprehensive educational conference on data management in the world. Join hundreds of data professionals from around the globe to attend this unique conference. Your transformation to data-driven business starts here!

enterprisedataworld.com

October 15-18, 2018 - Madison, Wisconsin.

Ask for a DAMA discount when registering plus there is an early discount before June 8.

Sharpen your data modeling skills, share experiences with other data professionals, and shape the data modeling industry. The goal is to equip attendees with the techniques and network to improve how organizations understand, record, and communicate data.

<https://datamodelingzone.com/>

BLOCKCHAIN WORKSHOP

Chicago April 28 (Saturday)

Holiday Inn Chicago O'Hare Rosemont,

10233 West Higgins Road, Rosemont, IL 60018

James Saikin and John White will be presenting a full day workshop in Chicago on April 28 (Saturday) covering the following material (call Kendra at 1.800.843.8227 to register to attend that session or pay online). James will cover Strategies in the morning and John will cover Technical implementations described below...come blow your mind at this session with experts in Blockchain and Cryptocurrencies & start-up companies.

Strategic Session: US\$225 (DAMA Chicago Members: \$100) Technical Session: US\$255 (DAMA Chicago Members: \$100)

Start time: 9am End time: 12 noon

Start time: 1.00pm End time: 4.00pm

Register for both: \$395 (Early Bird: \$295 by April 2, 2018) (DAMA Chicago Members: \$195)

Call or email the ICCP. 1.800.843.8227 or email: office2@iccp.org

Data Modeling Zone US Call for Presentations

Data Modeling Zone is October 15-19 in Madison, WI.

The call for presentations is now open: <http://bit.ly/2iNBcdR>

They are looking for 90 minute or 3 hour speaking topics that would be of interest to data modelers. Sample topic areas include innovative data modeling techniques, case studies, and tools that improve the modeling process.

Take 20% off registration using the DAMA Chicago promo code **DMZDAMACHicago**.

In addition, register before June 22 to receive \$100 off plus \$100 gift certificate at the bookstore!

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Thanks to our Meeting Sponsor



ASG Technologies Group, Inc. brings peace of mind to every enterprise with information access, management and control for our customers. These solutions empower businesses to enhance workforce productivity, gain an accurate and timely understanding of the information that underpins business decisions and address compliance needs with improved visibility of cross-platform data from legacy to leading edge environments. Global Fortune 500 companies trust ASG Technologies to optimize their IT investments. ASG Technologies is a global provider of technology solutions with more than 1,000 people supporting thousands of enterprise customers around the world. For more information, visit www.asg.com.

About DAMA Chicago

DAMA Chicago was founded in the Fall of 1986 with the first meeting in December of that year. DAMA Chicago holds six bimonthly meetings annually on topics pursuant to DAMA’s goals. These meetings include informal round-table discussions, featured presenters, invaluable sharing through association with professionals in our field, two Special Interest Groups, and much more. The Chicago Chapter has attained broad appeal in the Midwest as a resource for Information Resource Management.

(DAMA), Chicago is a non-profit, vendor independent professional organization dedicated to the advancement of data asset management concepts. DAMA Chicago's mission is to engage in activities that promote data management concepts and to broaden the skills of professionals who work in this field.

GOALS

- Promote and develop data management concepts and practices.
- Be a focal point for issues relating to data management practices.
- Further the professional development of data management professionals.
- To enhance Corporate Management’s understanding of how data management affects the bottom line.

DAMA CHICAGO OFFICERS

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DAMA Chicago on LinkedIn

Join our [LinkedIn](#) Group. Keep up-to-date with DAMA happenings between published newsletters by joining our group. You can start or join in a discussion, make announcements of interest to other DAMA Chicago members, post jobs, let other members know of other professional meetings or classes in the area, or just keep informed.

Give Us Your Feedback

Please forward any questions, comments, or ideas regarding this newsletter to vpmarketing@damachicago.org.

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