



# NEWSLETTER

## Highlights

WED. JUNE 20th, 2018



**PRE-REGISTER** for June Meeting by  
Friday June 15th, 2018

Visit <http://www.damachicago.org/>  
Enter your information in the right hand  
column entitled  
"MEETING PRE-REGISTRATION"

The 2<sup>nd</sup> edition of the DMBOK  
is now available



June Meeting Sponsors.

### DAMA Members!!! Renew Your DAMA Membership for the 2018 year

Corporate Memberships — Provides Unlimited attendees for your company — \$200,  
Individual Memberships — \$50 Students — \$10.

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](mailto:vpmembership@damachicago.org)

## Upcoming Meetings

| DATE               | LOCATION                        | SPEAKERS  |
|--------------------|---------------------------------|---|
| August 15th, 2018  | University of Illinois, Chicago | Kasu Sista (Analytics & Architecture, Myths & Realities)<br>Peter Aiken (tbd) |
| October 17th, 2018 | Catalina Marketing, Chicago     | Marvin Melville (Lessons Learned across Northern Trust with<br>Infosphere )   |

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

### DEREGULATING DATA? WHAT ABOUT GDPR?

At our June meeting we are going to hear how corporations should be protecting their data and how Europe is using the GDPR (General Data Protection Regulation) to limit and regulate the use of personal data by companies and data brokers. However, there is also a push to deregulate data, including a proposed new NAFTA agreement being considered by the U.S., Canada and Mexico. In light of these competing proposals, let's think about how data is affecting our lives and the corporations that employ us. Data has become the lifeblood of global capitalism as the flow of data between countries contributes more to the world GDP (Gross Domestic Product) than the flow of physical items such as oil, corn, televisions and automobiles. Because data is so financially rewarding, tech companies and financial institutions are lobbying to deregulate data even as GDPR goes into effect across Europe. According to *The Guardian*, "The corporate crusade against data governance is only getting started. If it succeeds, the world's most important resource will be entrusted to the private sector and the profit motive; and the rest of us will have even less power to participate in the decisions that most affect our lives." It's no secret that companies that control our data have grown rich and powerful, just look no further than Facebook, Google and the multi-national

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## DEREGULATING DATA? WHAT ABOUT GDPR?

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financial institutions.

The **Guardian** goes on to say that “the emphasis on personal data has obscured the fact that data is not just personal – it’s commercial, industrial, financial. The global circulation of data... has enormous consequences for the global organization of wealth and work. Data flows enable employers in higher-wage countries to outsource more tasks to workers in lower-wage countries. They help firms coordinate complex supply chains that push manufacturing jobs to the places with the cheapest labor costs. They empower a handful of big companies to dominate markets and monopolize digital infrastructure all over the world. Letting capital run wild across the globe hasn’t exactly produced the best of all possible worlds. It’s strange to think that letting data do the same would yield a different result.”

Our June speakers are experts in data protection. This will be a great opportunity to find out how both GDPR and the proposed data deregulation could affect us all.

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## DAMA Chicago Library News

DAMA Chicago chapter is different from other chapters in one unique way—we have our own library for many years which is currently being managed by Michael Ryan for past several years. Members can borrow a book or two till next meeting. Going forward, we will be sharing information about new books added to our library and if possible book summaries. We encourage members to submit additional book summaries.

### **New Library Books.**

Several new books were purchased for the Book Library. A big thank you to Steve Hoberman’s **Technics Publications** for providing DAMA Chicago a substantial price discount! The new books include the following topics:

- Blockchain technology
- Enterprise Architecture
- Machine Learning
- Data Science
- Graph Data Modeling

### **Book Summary by Michael Ryan**

One of the new books is **Software Wasteland**. The subtitle is How the Application-Centric Mindset is Hobbling our Enterprises. Sound interesting? Here are some excerpts.

“This is the book your System Integrator and your Application Software vendor don’t want you to read. Enterprise IT is a \$3.8 trillion per year industry worldwide. Most of it is waste.” What, what? Waste?! The publisher goes on “We’ve grown used to projects costing tens of millions or even billions of dollars, and routinely over budget and schedules many times over. These overages in both time and money are almost all wasted resources. However, the waste is hard to see.” Really? Is he talking about us and our companies? Ahhh, yeah.

The author goes on. “We refer to the current state of affairs as “the Application-Centric Quagmire.”, and uses phrases like organizations being addicted to it.

But some firms have broken free. “A few firms ... have managed to avoid the quagmire. Avoiding the quagmire is how Instagram managed to scale to 100 million users with a team of five building, deploying, and managing their apps. Amazon pushes changes to its systems up to five times a second.”

The authors speak well of the lessons learned from the Lean methodology used in manufacturing. And the authors give a healthy nod to Agile, although calling out that Agile actually has compounded the problem of silos when not managed within a larger scope and corporate goals.

**Remember to Register for June conference on [damachicago.org](http://damachicago.org)**

## DAMA Chicago Meeting—June 20th, 2018

## Agenda & Speakers

### Morning Presentation

**TOPIC: All Those Other Important Parts of Data Modeling and Design: Security, Privacy, and More** By Karen Lopez

Modern database systems have introduced more support for security, privacy and compliance over the last few years. We expect this to increase as compliance issues such as GDPR and other data compliance challenges arise. In this session, Karen will be discussing the newer features from a database designers point of view, including:

- Data Masking,
- End-to-End encryption
- Row Level Security
- New Data Types
- Data Categorization and Classification

We'll look at the new features, why you should consider them, where they work, where they don't, who needs to be involved in using them, and what changes, if any, need to be made to applications or tools that you support.

**ABOUT SPEAKER:** Karen Lopez is a senior data architect with an extensive background in development processes and data management. She specializes in taking practical approaches to solutions development and has helped many IT organizations choose appropriate methods and standards based on the group's culture, experience, and focus. Karen is a Microsoft Data Platform MVP and a VMware vExpert. She wants you to love your data as much as she does. Karen is also an international speaker on modern development and design processes, specializing in engaging, often irreverent presentations on data and career-related topics. She blogs at [datamodel.com](http://datamodel.com) and can be found on Twitter @datachick.

### Zurich Presentation

**TOPIC: Zurich's future state data architecture** By Kelly Byrne

He will present the next-generation Analytic Ecosystem to support Traditional BI, Advanced Analytics and "Citizen Data Science". Architecture proposes integration of data lake and traditional warehouse components into a unified ecosystem to support all use cases. Supporting "Discovery" activities for these new constituencies requires more focus on some additional Data Management capabilities like Metadata Management, Data Privacy and Data Security.

**About Speaker:** Kelly Byrne is AVP, Global Data Management at Zurich North America. He has 20 years of experience in Business Intelligence, Advanced Analytics and Data Management teams working in various positions at Zurich, Business Objects, Allstate and Univ. of Chicago Medicine. He is passionate about enterprise information architecture approaches that unify both enablement and governance capabilities.

### Afternoon Presentation

**TOPIC: GDPR - Now!** By Michael G. Miller

GDPR will mostly affect companies within the European Union, but will also affect any company that conducts business there, even digital businesses fall subject under its realm. The purpose of GDPR is to give consumers control of their personal data. Its penalties can be severe for non-compliance with fines of up to 4 percent of total global turnover, if GDPR rules are breached.

- 8:30 A.M. Registration & Continental Breakfast
- 9:00 A.M. Business Meeting
- 9:15 A.M. Coffee Break & Networking
- 9:30 A.M. **All Those Other Important Parts of Data Modeling and Design: Security, Privacy, and More** - Karen Lopez
- 11:00 A.M. **Zurich's future state data architecture** - Kelly Byrne
- 12:00 P.M. LUNCH
- 1:30 P.M. **GDPR - NOW !** – Michael G. Miller
- 2:30 P.M. **Profisee Presentation** - Doug Lanman
- 3:00 P.M. Door Prize Drawing & Adjournment

You may have heard of the GDPR (General Data Protection Regulation), but may not have paid any attention because it sounds boring, or did not appreciate how it may apply to you, actually it's becoming very significant within Europe and throughout the world. This European Union (EU) legislation is already having a far-reaching impact on some of the biggest technology firms in the world including Facebook and Google.

This presentation will act as a guide to what GDPR is, where it is now, where it likely going and how it is changing data protection regulation worldwide, including in the United States. It will concentrate on approaching GDPR from a data governance perspective, which is often considered the weakest component of an overall GDPR solution.

**ABOUT SPEAKER:** Michael G. Miller is a Principal Consultant, member of Infosys - Data and Analytics (DNA) group with concentrations in GDPR, Data and Information Strategy, Data and Information Governance, as well as Regulatory Compliance (BCBS239, CCAR, etc.) for global customers. Mr. Miller has over 30 years of business & IT experience in banking, securities and insurance starting his career in computer operations, programming and systems design, and then moving on to consulting and teaching roles in enterprise architecture (TOGAF), business intelligence and data governance. He also has 4 master degrees and has completed 2 years of doctoral work in Applied Management and Decision Science. He spoke last June to DAMA on GDPR and Data Governance, and returns this year to provide an update on where the world stand on GDPR.

### Sponsor Presentation

**ABOUT SPEAKER:** Doug Lanman is a Midwestern Sales director at Profisee. He has been in IT field since 1975 initially working as COBOL programmer, Systems Analyst and IDMS DBA. He has sold technology for:

- DBMS Inc. (forerunner of Platinum Technology)
- KnowledgeWare
- Brio
- Sybase
- Microsoft
- Profisee group

His main focus has been Data, Data Warehousing and BI.

**Remember to Register for June conference on [damachicago.org](http://damachicago.org)**

DAMA Chicago Meeting—June 20th, 2018

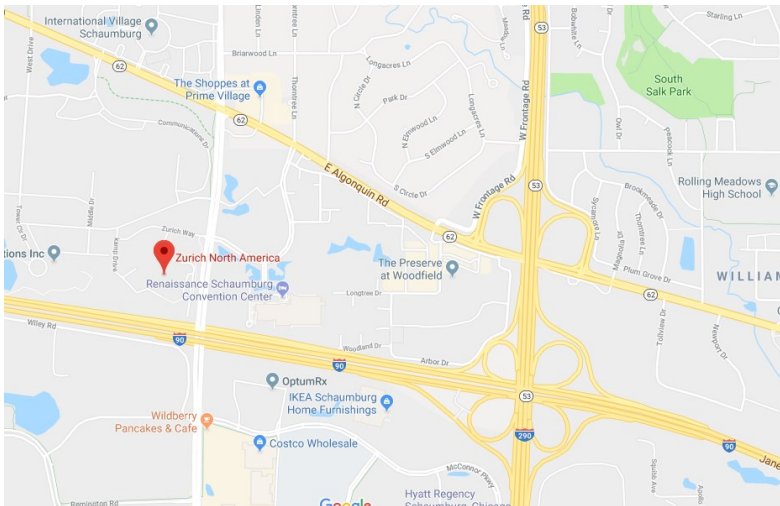


1299 Zurich Way  
Schaumburg, IL 60196

**Pre-Register for June Meeting by Friday June 15th**

Go to <http://www.damachicago.org/>

Enter your information the right hand column entitled  
“MEETING PRE-REGISTRATION”



**From Loop** (This Route has tolls)

Follow I-90 W to N Meacham Rd in Schaumburg.  
Take exit 67 from I-90 W.

Turn right onto N Meacham Rd.

Use the left 2 lanes to turn left onto Zurich Way.

**From North Suburbs** (This Route has tolls)

Follow I-94 E/Tri-State Tollway, I-294 S and I-90 W  
to N Meacham Rd in Schaumburg. Take exit 67  
from I-90 W.

Turn right onto N Meacham Rd.

Use the left 2 lanes to turn left onto Zurich Way

**From Northwest Suburbs** (This Route has tolls)

Take I-90 E to Roselle Rd in Schaumburg. Exit  
from I-90E.

Continue on Roselle Rd. Take W Algonquin Rd.

Turn right onto N Meacham Rd

Turn right onto Zurich Way

**Alternate Route**

Follow I-290 W to IL-62 W/W Algonquin Rd in Rolling  
Meadows.

Take the IL-62/Algonquin Rd exit from I-290 W.

Use the right 2 lanes to turn right onto IL-62 W/W  
Algonquin Rd.

Use the left 2 lanes to turn left onto N Meacham Rd

Turn right onto Zurich Way

**data modeling zone**

October 15-19, 2018 - Madison, Wisconsin.

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/>

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!

October 8-11, 2018 | Chicago, Illinois

**DATA ARCHITECTURE SUMMIT**

**DATE:** October 8-11, 2018

**LOCATION:** Chicago, Illinois

**VENUE:** Westin Chicago River North

320 N. Dearborn St., Chicago, IL 60654

**WEBSITE:** <https://das2018.dataversity.net/index.cfm>

**ABOUT THE EVENT:** The Data Architecture Summit will cover the most important issues and technologies enabling the design and management of a modern Data Architecture.

**EARLYBIRD DISCOUNT** - Save your seat in Chicago by July 27th to take advantage of our Super Early Bird discounts (up to \$300 in savings!), and register three or more team members together for an additional 33% off for everyone

Remember to Register for June conference on [damachicago.org](http://damachicago.org)



**Thanks to our Meeting Sponsor**

Profisee is a next generation master data management company with a mission of innovating data management strategies by providing an easy to use, easy to deploy enterprise MDM platform. Gartner recognizes Profisee as the fastest growing vendor in the MDM market...by 10X. High value results delivered through the *Profisee Advantage™*, is the core driver of the growth

For more information, visit <https://www.profisee.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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| Past President     | Latha Nair       |
| DAMA Int. Liaison  | Catherine Nolan  |

**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](mailto:vpmarketing@damachicago.org).

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