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DAMA-CHICAGO Online ZOOM Meeting in collaboration with DAMA-MN chapter
Wednesday May 17th, 2023 (9:00 am - 11:30 am CST)
 Please register [here](#) (at DAMA-MN link) by **May 15th, 2023**

AGENDA

- 09:00am-09:15am **Meeting Introduction** by President DAMA-Minnesota
- 09:15am-11:15am **Is Data Really "the new oil"...** The data asset IS different
by *Christopher Bradley*
- 11:15am-11:30am **Open Q&A followed by closing Remarks**

PRESIDENT'S NOTE—FROM THE DESK OF MICHAEL G. MILLER, PRESIDENT, DAMA—CHICAGO CHAPTER

It's not about AI, it's about AI! Say what?

ChatGPT is an artificial intelligence (AI) chatbot developed by OpenAI and released in November 2022. ChatGPT is a natural language processing tool (Generative Pre-trained Transformer) driven by AI technology, developed by Open AI, and released in November 2022. It lets you have human-like conversations and much more with a chatbot. The language model can answer questions and support you with tasks like composing emails, essays, and code.

It has unleashed a great debate on the idea of AI (Artificial Intelligence). Igniting a fear that many workers will be replaced by AI tools or robots. Be not afraid data management association members, it is not likely you will be replaced in the near future by a data robot.

AI (Artificial Intelligence) is more likely to actually be AI (Augmented Intelligence) rather true artificial intelligence. "Artificial intelligence (AI) is intelligence demonstrated by machines, as opposed to intelligence of humans and other animals."¹

"Augmented Intelligence [AI] is a subsection of AI machine learning developed to enhance human intelligence rather than operate independently of or outright replace it. It's designed to do so by improving human decision-making and, by extension, actions taken in response to improved decisions."²

Artificial Intelligence or Augmented Intelligence begins with data and without good data there is no intelligence. Data GIGO (Garbage In - Garbage Out) was true with the first computer and is still true today. So, relax my fellow DAMA members AI (Augmented Intelligence) will likely facilitate and support our data management efforts as it is added to our existing and new data management tools, but AI (Artificial Intelligence) is not likely to replace us in the near future.

Just in case you don't think this is true, or you want to jump on the AI bandwagon, you can look into a variety of new data science, machine learning, analytics, and AI classes, to supplement your current data management skills for the AI future. I am presently in a post graduate program from University of Texas – Austin – AI for Leaders.
https://la.utexas.edu/greatlearning/uta-artificial-intelligence-for-leaders.html?utm_source=facebook&utm_medium=%7B%7Bbadset.name%7D%7D&utm_campaign=%7B%7Bcampaign.name%7D%7D&utm_content=%7B%7Bbad.id%7D%7D

It is a very good program, and I can highly recommend it. I have included additional references on the differences between AI and AI from those who might be interested, in investigating this subject further.

References:

AI Should Augment Human Intelligence, Not Replace It by David De Cremer & Garry Kasparov March 18, 2021 – Harvard Business Review
<https://hbr.org/2021/03/ai-should-augment-human-intelligence-not-replace-it>

Why AI Should Rightfully Mean Augmented Intelligence, Not Artificial Intelligence by Joe McKendrick, June 29, 2019 - Forbes
<https://www.forbes.com/sites/joemckendrick/2019/06/29/why-ai-should-rightfully-mean-augmented-intelligence-not-artificial-intelligence/?sh=48280df71008>

Augmented Intelligence: What it is and why it will be smarter than AI by Dr Peter Bentley, March 1, 2022 - BBC Science Focus
<https://www.sciencefocus.com/future-technology/augmented-intelligence/>

Generative or Not, the Future of AI Lies in Augmented Intelligence, by Rahul Roy-Chowdhury, Global Head of Product at Grammarly, Updated on February 1, 2023
<https://www.grammarly.com/blog/augmented-intelligence/>

53 Important Statistics About How Much Data Is Created Every Day, Finances Online, 2023-03-14.
<https://financesonline.com/how-much-data-is-created-every-day/>

¹ Artificial intelligence – Wikipedia definition
https://en.wikipedia.org/wiki/Artificial_intelligence

² What Is Augmented Intelligence? – IEEE Digital Reality definition
<https://digitalreality.ieee.org/publications/what-is-augmented-intelligence#:~:text=Augmented%20intelligence%20is%20a%20subsection,in%20response%20to%20improved%20decisions.>

Is Data Really "the new oil"... The data asset IS different by Christopher Bradley

How many times have we heard it said, "Data is an asset" and that "it's got to be managed professionally", and "data is the new oil"? And from within the data community we often hear "nobody in the business understands us"!

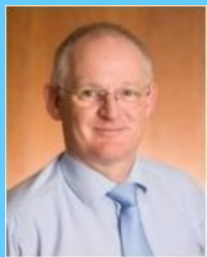
However successful organizations have managed various critical types of assets for many years People, Money, Property and so on.

- So just what is so different about the "data" asset?
- Is it really so unlike from other types of assets?
- Does managing the data asset demand a different approach to other assets?
- Is data REALLY the new oil?

Furthermore, everybody has heard the saying "Data is the new Oil", but how many times have we really questioned this? Having studied Chemical Engineering at University and worked for 40+ years in Data Management, much of this in the Oil Industry (Aramco, BP, ExxonMobil, Shell, Statoil, Total to name a few), I've come to the conclusion that Data is most definitely NOT the "new" Oil; it's more important.

Sure, the catchy phrase may be trying to indicate that we have a Data economy vs an Oil economy, or maybe it's that Data is the lubricant of modern business, or maybe that there are Data "mega firms" that control much of our lives like the Oil megafirms once did. However, while it is a whimsical catchphrase, the analogy is dangerous and risks spreading misunderstanding on all counts.

Speaker Bio



Christopher Bradley is an Independent Information Strategist with over 40 years of Information Management experience. Chris and his team at Data Management Advisors Ltd. advise global organizations on data strategy, capability uplift, data governance, and information exploitation. Chris is VP Professional Development at DAMA International, leading the worldwide CDMP & DMBoK developments, and is an author of the DMBoK 2 and lead author and examiner for the CDMP professional certification. In 2016, Chris became the inaugural DAMA CDMP Fellow, and Chair of the Fellowship board, receiving the DAMA lifetime achievement award for services in furthering Data Management to the International Data Management community. He is also a Director of the E&P standards committee "DMBoard", sits on several International Data standards committees, and has written several books and papers.

Book Review by Michael G. Miller, President, DAMA Chicago

The Business Case for AI: A Leader's Guide to AI Strategies, Best Practices & Real-World Applications by Kavita Ganesan, from Opinosis Publishing.

The author, Kavita Ganesan, the author is an AI practitioner, and founder of Opinosis Analytics, an AI management consulting company, with a Ph.D. from the University of Illinois and over 15 years of experience in AI.

I found this book "Business case for AI," an excellent guide for the executive leadership and data science teams as it introduces many foundational concepts of AI, how to frame and focus on your best AI opportunities so that they are most likely to succeed and yield a high return of investment. The author provides a tactical roadmap and pathway to begin your AI journey should you decide to do so.

For anyone who wants to venture into the use of AI but does not know where to start, this book provides very clear and actionable instructions on how to get it done. Dr. Ganesan denotes that too many organizations dive headfirst into developing solutions without forethought and planning about the goals and specific metrics for AI. These efforts are likely destined to fail without adequate planning; the latter portions of this book provide a framework to prevent such failures.

The book has excellent illustrations of the underlying concepts being covered. The latter portions of this book Parts 3 – 5 provide an actionable framework for discovering and then implementing AI solutions. These parts clearly define a set of reproducible steps that anyone should be able to follow. The author also outlines the pitfalls one can encounter and gives advice on how to prevent them in most cases. She also mentions that there are some problems where the leap to complex AI solutions is not worthwhile.

This is a very well written book and will be useful to both businesspeople and students. Dr. Ganesan's approach to where AI would be most useful is enlightening. She does a thorough cost-benefit analysis to facilitate the decision-making process. She does not recommend setting up a whole AI division right away, but rather takes a step-by-step approach to clarify when to buy a solution off the shelf and when to go all in. It is quite evident that a lot of reflection and expertise has been condensed into this book. A must-read even if you simply just want to learn about the field.

An example of her pearls of wisdom, "Literacy is the key for shaping employee attitudes toward AI. This is not just about training your technical teams. It's about most employees in our company, they should have a base understanding of AI and be able to answer, *What is this thing? How does it work? What is the company planning to do with AI? How does it impact job security?*"

This book is a very practical, timely and valuable AI resource for teams about to begin their AI journey and are ready to invest in their initial AI endeavor. I highly recommend this book.

Upcoming Webinars/Conferences

THE DATA SCIENCE CONFERENCE, CHICAGO - MAY 25-26



This event will be only OnSite (not OnLine) at Gleacher Center. There are plenty of great hotels around this conference venue. For more information regarding venue, speakers and registration, please check the website.

Click here - [For more details](#)

DGIQ, SAN DIEGO, CALIFORNIA - JUNE 5 -9 REGISTER AT DATAVERSITY.NET with code DAMA15 for 15% off DGIQ registration fee.



DGIQ's June agenda is now live! With 20+ in-depth tutorials, workshops, and seminars by world-class experts. 30+ case studies, and several conference tracks, you'll find there's something for everyone, no matter where you are in your Data Governance journey.

Click here - [For more details](#)

EDW, ANAHEIM, CALIFORNIA - SEPTEMBER 18-21 REGISTER AT DATAVERSITY.NET with code DAMA20 for 20% off EDW Registration Fee



For 26 years now, Enterprise Data World (EDW) has been recognized as the most comprehensive educational conference on Data Management in the world, and this year's event will continue our tradition to offer in-depth training opportunities for data-driven professionals from around the world.

Click here - [For more details](#)

HOW TO TAKE THE CDMP

Earning your Certified Data Management Professional - CDMP™ certification is a significant achievement. This credential can help accelerate your career and demonstrate your qualifications to employers, clients, and peers. Answers to Frequently Asked Questions are available on the [dama.org](#) website but here are some basics.

- Purchase the DMBok2. Study hard or take a training course
- Enroll on CDMP website and purchase the exam you first wish to take
- Try the practice exam
- When you feel prepared take the exam

All exams regardless of where they are taken (conference, training or online) cost USD\$300. Online proctored exams incur an additional USD\$11 proctor fee. Your first exam payment includes 3 year [Individual membership](#) with DAMA International). The marks you achieve will determine the level of certification you qualify for. If you are aiming for a higher certification and you have not achieved the pass level required then you can retake the exam at the discounted fee of USD\$200+ USD\$11 proctor fee.

Membership Dues for 2023

Happy New Year to all of our data professional colleagues. The new year promises many new challenges and technology advancements in the world of data. DAMA Chicago will continue to provide you with information and insights to meet those challenges and advance your capabilities. I'm sure you've been receiving value from your participation in DAMA Chicago in years past and will continue to do so in the future.

It's that time again to renew your membership in the chapter. Our corporate annual rate of **\$250** allows your **company** to have an unlimited number of employees attend meetings. We also offer a very affordable annual rate of **\$50** for named **individuals**. Paid-up membership is required to participate in meetings that you register to attend in 2023. Paid membership also provides you with check-out privileges of our extensive data subject lending library as well as discounts on registration for national data conferences. Your dues also help cover expenses for the highly-acclaimed national speakers that we have present at our meetings. A benefit that is offered for companies who provide their site to host a meeting in 2023 is a waiver of Corporate dues for 2024. If you are new to DAMA Chicago, you may attend your first meeting to check out the value of being a chapter member without a paid membership commitment.

Dues can be easily paid at the following link: <https://www.damachicago.org/pay-your-dues>

Please contact **Frank Cerwin, VP Membership DAMA Chicago**, with any questions.

Email: vpmembership@damachicago.org

Membership Benefits

There are many benefits to be a DAMA Chicago member in good standing. "Good standing". What exactly does that mean? It means that your membership dues are fully paid up for the current year which entitles you to the following membership benefits:

- Participation in the Chicago DAMA full-day meetings with in-depth tutorials from leading data professionals and networking opportunities with fellow data professionals across industries and roles.
- Access to our library of books with check-out privileges
- Selective discounts on conferences

Membership dues are used to reimburse speaker expenses, purchase books for our library, and cover other expenses that allow the DAMA Chicago Board to offer the quality program that you enjoy. We allow a prospective member to attend one meeting at no charge. It is extremely important that membership dues are kept current on an annual basis for us to continue to deliver a high quality program. (VP Membership) will be reaching out to attendees who have outstanding membership dues either as a corporate or individual member. Current membership status will also be verified following online registration for future meetings. Please keep in mind that if your organization does not pay for a corporate membership, our individual membership is very affordable. If you have any questions, please feel free to contact [Frank Cerwin](#).

DAMA Chicago Benefits

Individual Level

- Ability to network with other data management professionals in the Chicago area
- Professional development and education
- Learn about new data management techniques at meetings from experts in the fields of data quality, data architecture, data governance, metadata management, master data management, big data, data warehousing, business intelligence (BI), artificial intelligence (AI), machine learning, and more
- Access to Certified Data Management Professional (CDMP) certification
- Learn about open job opportunities at other members' organizations and advertise job opportunities at your organization
- Join a professional group with international reach
- Take advantage of member discounts at various conferences and seminars, including Enterprise Data World (EDW), Data Governance Information Quality Conference (DGIQ), Data Architecture Summit, and more
- Gain access to DAMA Chicago library and gain access to the latest in-depth books about data management, including Data Management Body of Knowledge (DMBOK) version 2.
- Membership covers admittance to all DAMA Chicago chapter meetings

Corporate Level

Corporate Central Standard Membership allows corporations to purchase DAMA International Standard membership in bulk covering an unlimited number of members for a company. In addition, corporate membership dues are waived if the company hosts one of the chapter meetings during the membership year.

Please direct any queries regarding DAMA International membership to [Frank Cerwin](#)

DAMA International Benefits

There are multiple membership tiers available from DAMA International.

Please note that these memberships are for DAMA International Central membership only and DOES NOT include membership to a DAMA Local Chapter. DAMA Local chapter membership is managed by each local chapter.

Individual Central Standard Membership Benefits (Tier One)

- Member Login to the DAMA International Website
- MyDAMA Member Resource Page
- Online access to the DAMA-I Dictionary of Data Management Terms V2 (*find those pesky DM terms and make use of the correct definition*)
- Downloadable DMBOK V1 IMAGES
- 10% or higher discount on any education/ training program recommended by DAMA International
- 10% or higher discount on any books purchased from approved publishers
- Discounts (per applicable code) to all DAMA endorsed conferences
- The Learning Channel
- CDMP® Self Administration (Manage your CDMP)
- Event List for CDMP® Workshops and Proctoring
- Job Board (*coming soon*)
- Data Management Profession Forum (*coming soon*)

Individual Central Bundle Membership

This membership is for DAMA International Central Standard Membership **AND** includes electronic access to the DAMA-DMBOK® V2. You receive all of the benefits of Tier One. You will receive via email a code to use at technicspub.com within 10 business days of your membership registration.

Corporate Central Standard Membership

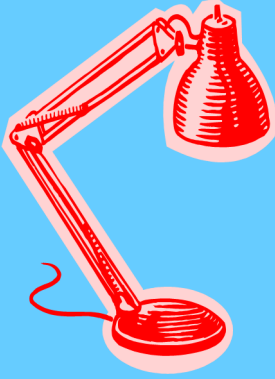
Corporate Central Standard Membership allows corporations to purchase DAMA International Standard membership in bulk. The corporation distributes voucher codes to their associates. Each voucher code is good for one year and for one associate. The membership is non-transferable within the year. This membership is for DAMA International Central membership only and **DOES NOT** include membership to a DAMA Local Chapter. DAMA Local chapter membership is managed by each local chapter.

- 1–15 seats: no discount
- 16–50 seats: 10% discount
- 51+ seats: 20% discount

Please direct any queries regarding DAMA International membership to membership@dama.org

WANT TO STRUT YOUR STUFF?

Why not be a speaker at our local DAMA Chicago meeting? Tell us how your company is handling Data Governance, Big Data, Agile, Data Security, Reference Data or any of the other activities we, as Data Managers, perform on a daily basis. You don't have to be an experienced speaker, our chapter and your peers love to hear what other people are doing with data! Tell [Michael G. Miller](#) or any other board member you are interested and they will sign you up for one of the future meetings. A great opportunity to highlight your company's and your personal achievements.



We would like to add more content and information to the newsletter. If you have any book reviews and/or information about conference/seminars/webinars to share with your peers on the future newsletters, please submit it to vpmarketing@damachicago.org and we would like to put them in newsletter after approval from board. If you or any of your colleague would like to present a topic in one of our future meeting or your Organisation would like to host future DAMA Chicago meeting, please reach out to [Michael G. Miller](#) or any other board member. Any Organisation hosting DAMA Chicago meeting in 2023 will get credit for Corporate dues for year 2024.

Feel free to forward this to your friends and colleagues but don't SPAM them ! If any of your colleague would like to join DAMA Chicago mailing list, they can do so by [clicking here](#)

About DAMA Chicago

DAMA Chicago was founded in the Fall of 1986 with the first meeting in December of that year. DAMA Chicago holds meetings 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

Chapter President	Michael G. Miller
Treasurer	Susan Earley
Secretary	Yakov Pekar
VP Marketing	Ashwani Malhotra
VP Membership	Frank Cerwin
VP Programs	Jim Anfield
VP Sponsors & Venues	Deanna Jacob
VP Online Services	Jaime Gallegos
AVP Membership	OPEN
VP Info. Services	Michael G. Miller
AVP Online Services	OPEN
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