



DAMA
New York Chapter

Established 1986

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**Data
Management
Association**

Visit us at:
www.dama-ny.com

News Letter

January 2007

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Mark your calendars for: **Thursday, January 18, 2007**

***Selling Skills for Data Professionals—how
to sell best practices to your stakeholders***

Jack Davis

Knowledge Movers

**Location: Computer Associates
520 Madison Avenue, 22nd floor, New
York City, New York**

*Please note that the location has changed. It
is between 53rd and 54th street.*

AGENDA:

8:30 am - 9:00 am	Registration
9:00 am - 10:00 am	Jack Davis
10:00 am - 10:15 am	Coffee & Refreshments
10:15 am - 11:45 am	Jack Davis
8:30 am - 9:00 am	Registration

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***To register just go to our website at
[http://www.dama-ny.com!](http://www.dama-ny.com)***

Presentation Abstract

The best data professionals seem to know instinctively how to get their plans approved, enlist the support of their stakeholders, negotiate plan changes-or avoid such changes altogether. What is their secret? They know how to sell their ideas. Few of us are born salesmen, but every data professional can apply the systematic techniques that the most successful salesmen use. These methods are easy to learn, respect the integrity of both the stakeholder and the data professional, and protect the success of the project. Learn the secrets of managing employers and clients so that their needs are met, and you and your team become heroes.

Please attend our meetings in 2007. As an ACTIVE MEMBER, you can attend the regular programs free of charge and the DAMA Day seminar at a reduced rate. As an INACTIVE or FUTURE MEMBER, you will want to hear the experts on the very latest issues.

Non-Members Pay \$30 either On-Line via our new payment option OR at the door. Join us!

<i>02/16/2007</i>	<i>Enterprise Data Governance and Data Stewardship</i>	<i>Regular Meeting 1 Speaker</i>	<i>Anne Marie Smith EWSolutions</i>	<i>Computer Associates 520 Madison Avenue 22nd floor</i>
<p>Data and information are critical components of business, and should be considered as valuable a resource as buildings, employees, products. If a company desires a competitive advantage, it should focus on managing and using its data effectively. Data Stewardship and the governance of the data/information assets is an essential part of any information systems strategy for the 21st century. Data governance and stewardship can serve as part of an enterprise effort to develop improved information management for any organization.</p> <p>This presentation will offer a methodology for creating and implementing a data governance program, based upon actual experiences of the presenter at several companies and from research into the concepts of stewardship, governance and data management. The attendee will gain an understanding of the importance of data governance, the various types of information management approaches, the data steward's role in the data-information-knowledge continuum, and a plan for developing their own governance and stewardship program.</p> <p>Topics:</p> <ul style="list-style-type: none"> • Information as a Corporate Asset, Management of Data and Information • Master Data Management and Governance – Objectives and Functions • Roles in Master Data Management and Governance • Introduction to Data Governance and Stewardship • Implementing a Data Stewardship Program • Conclusion, Questions and Answers 				
<i>3/15/2007</i>	<i>Challenges to make an EDW environment SOX compliant</i>	<i>Regular Meeting 1 Speaker</i>	<i>Doug / Techlogic</i>	<i>Computer Associates 520 Madison Avenue 22nd floor</i>
<p>This presentation will provide the audience with an understanding of what Sarbanes Oxley is, as well as the different sections that make up the regulatory requirements. Also we will identify some of the challenges in trying to implement SOX while providing support of an Enterprise data warehouse. We will also identify how to make an Enterprise Data Warehouse SOX compliant and how to prepare for a SOX Audit. The presentation will consist of the following sub topics:</p> <ul style="list-style-type: none"> - What is Sox Features and its Organization - Features of EDW that contrasts with SOX compliance - How to make an EDW environment SOX compliant - Preparing for SOX Audit 				
<i>04/19/2007</i>	<i>TBD</i>	<i>Regular Meeting</i>	<i>Michael Destein Siperian</i>	<i>Computer Associates 520 Madison Avenue 22nd floor</i>
<i>5/17/2007</i>	<i>TBD</i>	<i>Regular Meeting</i>	<i>Craig Mullins Neonesoft</i>	
<i>6/21/2007</i>	<i>TBD</i>	<i>Regular Meeting</i>	<i>Sid Adelman</i>	

DAMA NY Member Services and Discounts

PMP Certification Program

The Project Management Professional (PMP) Certificate Program is a PMBOK approach to Project Management Certification (35 hour program over 5 weeks). Though the number one objective is to obtain the PMP certification, the participants will gain knowledge, tools, tricks and processes to improve the day-to-day management of tasks, projects, programs, and even organizations.

Contact training@OuelletteGroup.com for more information.

Detailed information is available on <http://www.OuelletteGroup.com>.

Morgan Kaufmann Publishers

20% discounts in books in their data management line. Please use discount code 50MKP when ordering.

Please visit <http://www.mkp.com/datamanagement>.

Meta-Data Professional Organization

The Metadata Professional Organization (MPO) is a newly formed non profit group dedicated to providing a forum where organizations and individuals can find assistance in addressing their metadata issues and strategies, be advised and informed of developments in the field, and share experiences with other practitioners.

Improving Decision Making When Considering a Repository Solution-Teleconference

DATE: January 4, 2007 EST

TIME: 3:00-4:15 pm EST

TOPIC: How to Improve Decision Making When Considering Repository Solutions - Rapid Repository Prototyping

PRESENTER: Peter Aiken, Founder, [Data Blue Print](#).

For further information please write membership@metadataprofessional.org.

DebTech International and Wilshire Conferences

DebTech International, L.L.C. is a training and development company specializing in corporate onsite and public IT and data management education. DAMA members may attend DebTech events at a discounted rate.

For additional information please email davida@debtechint.com or call (973) 379-7212.

PATRONS of DAMA-NY

We wish to thank the organizations listed below for their support!



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For information about the Patron program call Denis Kosar 1-877-659-4309



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ChoiceMaker Technologies
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ChoiceMaker is a data quality company which uses patented, machine learning techniques to build ultra accurate systems for matching records and removing duplicate records from databases.

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Odyssey

Solutions for private banks, asset managers, wealth managers and large brokerage firms worldwide Odyssey Asset Management Systems, Inc. is one of the leading providers of private banking, wealth & asset management technology worldwide. Over 200 financial institutions in the U.S., Canada and 27 other countries use Odyssey applications for SRM (Securities Reference Master), Portfolio Management and Client Relationship Management.

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IBM

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The IBM WebSphere® Information Integration Solutions platform integrates and transforms any data and content to deliver information you can trust for your critical business initiatives. It provides breakthrough productivity, flexibility and performance, so you and your customers and partners have the right information for running and growing your businesses.

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Become a Patron

Your company's information can be posted here!

For information about the Patron program please call (877) 659-4309

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