



DAMA
New York Chapter

Established 1986

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**Data
Management
Association**

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News Letter

April 2007

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**Mark your calendars for: **Thursday**, April 19, 2007**

**Master Data Management**

**Ken Hoang**

**Siperian**

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

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

**AGENDA:**

|                     |                       |
|---------------------|-----------------------|
| 8:30 am - 9:00 am   | Registration          |
| 9:00 am - 10:00 am  | Ken Hoang             |
| 10:00 am - 10:15 am | Coffee & Refreshments |
| 10:15 am - 11:45 am | Ken Hoang             |
| 8:30 am - 9:00 am   | Registration          |

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**To register just go to our website at  
<http://www.dama-ny.com>!**

# **Presentation Abstract**

Ken Hoang, Founder and CTO of Siperian, will share his thoughts and insights into what is driving the need for Master Data Management (MDM) and the associated technical challenges are to support these requirements. Ken will compare and contrast several approaches to addressing Master Data Management including packaged MDM applications, MDM platforms, and the build your own by using sub components.

## **Upcoming Events**

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                        |                              |                                |                                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|------------------------------|--------------------------------|-----------------------------------------------------------|
| 05/17/2007                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | The Impact of Regulatory Compliance    | Regular Meeting<br>1 Speaker | Craig Mullins<br>NEON Software | Computer Associates<br><br>520 Madison Avenue, 22nd floor |
| <p>Governmental regulations are increasing in number, and many of them impact the way organizations must treat their data. Sarbanes-Oxley, HIPAA, BASEL II, and more make the news, but what do they mean to you? This presentation will offer an overview of the regulations and their impact on. Topics to be discussed include:</p> <ul style="list-style-type: none"> <li>• What are the Regulations?</li> <li>• Compliance Issues</li> <li>• IT Controls</li> <li>• Long-term Data Retention</li> <li>• Database Auditing</li> <li>• Additional Concern</li> </ul>                                                                                                                                                                                                                                                                                                                               |                                        |                              |                                |                                                           |
| 06/21/2007                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Developing an Enterprise Data Strategy | Regular Meeting<br>1 Speaker | Sid Adelman                    | Computer Associates<br><br>520 Madison Avenue, 22nd floor |
| <p>Today, if most CIOs are asked about the assets under their control (a primary asset being data), most would be forced to respond that the inventory of data is incomplete or nonexistent, little is known about the quality of data, and "there is no defined strategy for the productive use of this asset."</p> <p>This seminar is about developing a Data Strategy. The seminar discusses the underlying framework and the key components of a Data Strategy including:</p> <ul style="list-style-type: none"> <li>Data Quality</li> <li>Meta Data</li> <li>Organization, Roles &amp; Responsibilities</li> <li>Security &amp; Privacy</li> <li>Business Intelligence</li> <li>Information Integration</li> <li>Software/Products</li> <li>Performance &amp; Measurement</li> </ul> <p>The final portion of our discussion will present steps to sell the Data Strategy to your management.</p> |                                        |                              |                                |                                                           |

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### 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.

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

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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.

For further information please write [membership@metadataprofessional.org](mailto: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](mailto:davida@debtechint.com) or call (973) 379-7212.

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