



DAMA
New York Chapter

Established 1986

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**Data
Management
Association**

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News Letter

June 2007

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**Mark your calendars for: **Thursday**, June 21, 2007**

***Developing an Enterprise Data Strategy***

***Sid Adelman***

***Sid Adelman & Associates***

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

**AGENDA:**

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

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

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## ***Presentation Abstract***

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." This seminar is about developing a Data Strategy. The seminar discusses the underlying framework and the key components of a Data Strategy including:

- Data Quality
- Meta Data
- Organization, Roles & Responsibilities
- Security & Privacy
- Business Intelligence
- Information Integration
- Software/Products
- Performance & Measurement

The final portion of our discussion will present steps to sell the Data Strategy to your management.

## ***About the Speaker***

Sid Adelman is a principal in Sid Adelman & Associates, an organization specializing in planning and implementing data warehouses, in data warehouse and BI assessments, and in establishing effective data strategies. He is a regular speaker at The Data Warehouse Institute and IBM's DB2 and Data Warehouse Conference. Sid chairs the "Ask the Experts" column on [www.dmreview.com](http://www.dmreview.com). Sid has a bi-monthly column in DMReview. He is a frequent contributor to journals that focus on data warehouse. He co-authored Data Warehouse Project Management with Larissa Moss. He is the principal author on Impossible Data Warehouse Situations with Solutions from the Experts and his new book, Data Strategy, was co-authored by Larissa Moss and Majid Abai. He can be reached at 818 783 9634 and [sidadelman@aol.com](mailto:sidadelman@aol.com). His web site is [www.sidadelman.com](http://www.sidadelman.com).

## **Data Governance**

***What is it and why is it so important to your company's success & survival?***

*Thursday Sept 27, 2007  
520 Madison Ave (53rd), 20th Floor  
New York, New York*



**Claudia Imhoff**  
**Intelligent Solutions Inc.**



**Don Soulsby**  
**MetaWright.com**



**Marcie Barkin Goodwin**  
**Axis Software Designs**

Meet with industry experts Claudia Imhoff, Don Soulsby and Marcie Barkin Goodwin and learn first hand what Data Governance is and why is it so important to your company's success and survival.

Price includes registration, Continental breakfast and buffet lunch. To register for the all-day event, go to the DAMA New York website <http://www.dama-ny.com> and register. Price is \$140 for DAMA members and \$200 for non members. Early bird special before **June 30**. Members \$99 non-members \$200, price includes individual membership for one year.

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## 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](mailto: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.

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.



**June 25-28, 2007**  
**Miyako Hotel**  
**San Francisco, CA**

Discounts are available for members of DAMA New York.

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

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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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