DAMA-RMC April Newsletter!

Dear DAMA-RMC Members and Partners:

A lot has happened since our last newsletter, daylight savings spring forward, Easter, and April Fool's Day. We know you are looking forward to summer coming soon and in the mean time, hope you will join us for our Q2 in-person/virtual event in the Denver Tech Center at the end of this month.

Thank you for engaging with our community and we hope you will all join us in all the exciting events and programs this year!

Want to connect and engage with other members? Explore exclusive member resources, event information, and many ways to connect at damarmc.org.

And join us on our Linked In Company Page or Networking Group and connect with our new Linked In Profile.

Sincerely,

The DAMA-RMC Board

Registration now open for DAMA-RMC's Q2 Chapter Event!

REGISTER

Join us for AI: Pragmatic Business Views & Data Management Implications plus Data Quality Management Best Practices

When: Friday, April 26th from 2:30 pm to 5:30 pm

Location: Thrive Workplace - Centennial

Address: 9200 E Mineral Ave, Centennial, CO 80112

Price: Log-in to receive membership pricing!

- **Professional Members: Always Complimentary & Free!**
- **Guest Members: First In-Person event $0, In-Person $20, Virtual $10**
- **Non-members: In-Person $25, Virtual $15**

Jed's Biography

Jed Summerton is a senior leader of business analytics, specializing in applying the insights of data sciences to improve organizational performance. As a consultant he has served over 100 companies in developing and operating large-scale data and analytics systems in health care, telecommunications, financial services, manufacturing and retailing.

He has extensive experience as an IT executive in large, international IT organizations, including DaVita, GE Capital, Level 3 Communications, Qwest/Century Link and Level 3 Communications (now merged as Lumen), CaridianBCT (now TerumoBCT), and Group Health Cooperative.

He has served as a faculty member of The Data Warehousing Institute and currently teaches in the MBA and MSBA programs at the Daniels College of Business at the University of Denver, where he also chairs the advisory board for the department of Business Information and Analytics.

Summerton has earned several industry awards for IT innovation and best practices.

[LinkedIn - Jed Summerton](#)

Abstract

Artificial Intelligence burst into the mainstream in October 2022, when OpenAI released ChatGPT and garnered 100 million users in 2 months. Although AI is not new, the excitement over ChatGPT generated a lot of questions for business as well as society in general.

In this interactive session we will explore and discuss the business implications of AI, and how it might improve knowledge synthesis and management, enhance productivity, manage real-time situations and enable new kinds of creativity. Noting that good data underlies all AI, we will discuss which principles of long-standing best practices in data need to carry forward in the age of AI to maximize its potential benefit. We also will discuss what aspects of data usage may need to change, or change in importance, to make AI a valuable and ethical tool to enhance business performance.

Everyone is welcome to offer their experiences, perspectives and suggestions of how the data community can and should support the use of AI.

Cher's Biography

Cher Fox is a true data geek that's been solving the data puzzle for over 35 years. As the President & Founder of Fox Consulting, she advises organizations to proactively define and optimize their processes, and enhance quality standards, to resolve their most painful data insight issues. Her decades of deep practitioner experience, in data, analytics, and business intelligence, specializes in crafting and executing strategic analytics roadmaps for global companies dealing with complex financial data solutions. Additionally, Cher guides senior leaders on confidently leveraging their existing software assets to overcome their technology challenges, facilitating better experiences in making data-driven business decisions while also resulting in significant time and money savings on

maintenance and support. She is recognized internationally, having spoken at 19 conferences, and is known for championing excellence, empowering organizations to embrace change, and unlocking the full potential of their data assets.

Cher has formerly held the corporate positions of CEO (interim) for a national marketing agency, SVP Business Operations for a regional construction firm, IT Manager (interim) for a national risk management company, & Customer Services Manager for an international software development group.

Cher currently serves as VP of Marketing on the Data Management Association - Rocky Mountain Chapter board & is formerly a board member for the Colorado Chapter of The Data Warehouse Institute (TDWI). She contributes to HMG Strategy, Women in Technology, Women in Data (WiD), Society for Information Management (SIM), Colorado Technology Association (CTA), & SQL chapters and groups.

LinkedIn - Cher Fox

Abstract

Data Quality Management Best Practices examines the key practices for effective data quality management, and will provide a practical roadmap to enhance data quality practices. I will analyze the strategic definition of data quality standards, emphasizing various principles. The importance of proactive data profiling, coupled with regular assessments, is highlighted for identifying and addressing anomalies. The session reinforces the significance of a robust data governance framework, automated validation processes, and metadata management to ensure contextual insights.

Continuous monitoring, supported by alert systems, is discussed for tracking data quality metrics in real-time. Cultivating a data quality culture through user training and awareness is suggested as a vital component. The presentation also explores the utilization of data quality metrics and key performance indicators to benchmark and assess effectiveness. The commitment to continuous improvement concludes the discussion, emphasizing the importance of regularly reviewing and adapting practices to evolving business needs.

Event followed by a 'Pint of Data' Happy hour at

Rock Bottom Brewery

1505 Park Central Drive Highlands Ranch, CO 80126

Full Event Details
REGISTER

2024 DAMA-RMC Colorado Springs Mixer

Join Data Professionals of all levels to network and learn more about the DAMA RMC network. Meet board members Anni Proctor, VP Membership, and Kelly Bruen, President and discuss the needs of the Colorado Springs data community. Please share this event and invite a friend, student, or colleague.

When: Friday, May 16th from 5:00 pm to 8:00 pm

Location: COATI Foodhall

Address: 514 S. Tejon Street, Colorado Springs, CO 80903

Full Event Details
REGISTER

2024 DAMA-RMC
Board & Service Opportunities

Seeking Talented & Unique People To Join the DAMA-RMC Board

Are you looking for your next growth opportunity or want to try something new? The DAMA-RMC board is actively seeking energetic, skilled, smart, thoughtful, and diverse candidates to join our team. We are always looking for great people for current and future roles and can tailor a position depending on your unique talents, interests, and skillsets.

- **Immediate Openings!**
  -
    - VP Partnerships
    - VP Sponsorship
    - VP Social Media

- **Open 2025 Board Roles & Board Shadowing Positions:**
  -

- o President
- o VP Finance
- o VP Membership
- o VP Marketing
- o VP Professional Development
- o VP Data & Technology
- o VP Administration

- **Committees (Always Open!):**
  -
    - o Membership Committee
    - o Partnership Committee
    - o Programs Committee
    - o Internships

Learn more about how you can get involved [HERE](#).

If you'd like more information on any of the board roles or programs and how we can support your growth, or would like to apply, reach out to Kelly Bruen at president@damarmc.org.

Guest Bloggers Needed, Featuring You!

DAMA RMC is looking for guest bloggers to be featured on our website, and in our newsletters and social media posts. This is a great opportunity to grow your network and reach thousands of new contacts sharing your data knowledge and expertise. Interested bloggers can reach out to Cher Fox, VP Marketing at MarketingVP@damarmc.org.

Thank You to our DAMA-RMC
Corporate Meeting Host Sponsor!

[Datalere](#) is DAMA-RMC's corporate meeting host sponsor. Datalere is a data architecture, engineering, analytics, and data science consulting company headquartered in Denver, Colorado. They create partnerships with businesses of all sizes, leveraging data by providing modern data solutions that help organizations manage data assets with increasing complexity. Datalere traces it's roots back to 2004, when Carlos Bossy began his consulting practice driven by the fact that most companies he worked with previously struggled to manage their data effectively, and were unable to make it a powerful asset.

Datalere is staffed by a team that focuses on delivering advanced data solutions, properly architected, modeled, and engineered. They do not subcontract their work to other companies, nor do they staff out projects with temporary contractors. They engage directly with their clients who have open access to their team of technologists. They have helped Fortune 500 companies, Start Ups, and Government organizations alike.
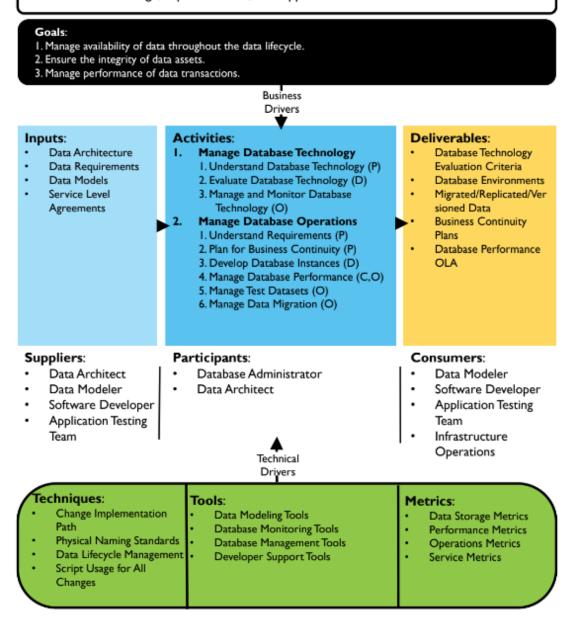
Visit their website **HERE** OR contact [Carlos Bossy](#) at info@datalere.com.

DAMA-RMC Corporate and Patron Sponsor Information & Benefits

DMBoK Tip of the Month

Data Storage and Operations

Definition: The design, implementation, and support of stored data to maximize its value.

Goals:
1. Manage availability of data throughout the data lifecycle.
2. Ensure the integrity of data assets.
3. Manage performance of data transactions.

Business Drivers

Inputs:
- Data Architecture
- Data Requirements
- Data Models
- Service Level Agreements

Activities:
1. **Manage Database Technology**
   1. Understand Database Technology (P)
   2. Evaluate Database Technology (D)
   3. Manage and Monitor Database Technology (O)
2. **Manage Database Operations**
   1. Understand Requirements (P)
   2. Plan for Business Continuity (P)
   3. Develop Database Instances (D)
   4. Manage Database Performance (C,O)
   5. Manage Test Datasets (O)
   6. Manage Data Migration (O)

Deliverables:
- Database Technology Evaluation Criteria
- Database Environments
- Migrated/Replicated/Versioned Data
- Business Continuity Plans
- Database Performance OLA

Suppliers:
- Data Architect
- Data Modeler
- Software Developer
- Application Testing Team

Participants:
- Database Administrator
- Data Architect

Consumers:
- Data Modeler
- Software Developer
- Application Testing Team
- Infrastructure Operations

Technical Drivers

Techniques:
- Change Implementation Path
- Physical Naming Standards
- Data Lifecycle Management
- Script Usage for All Changes

Tools:
- Data Modeling Tools
- Database Monitoring Tools
- Database Management Tools
- Developer Support Tools

Metrics:
- Data Storage Metrics
- Performance Metrics
- Operations Metrics
- Service Metrics

(P) Planning, (C) Control, (D) Development, (O) Operations

Context Diagram: Data Storage and Operations

Data Storage and Operations includes the design, implementation, and support of stored data, to maximize its value throughout its lifecycle, from creation/acquisition to disposal.

Data Storage and Operations includes two sub-activities:

- **Database support** focuses on activities related to the data lifecycle, from initial implementation of a database environment, through obtaining, backing up, and purging data. It also includes ensuring the database performs well. Monitoring and tuning are critical to database support.

- **Database technology support** includes defining technical requirements that will meet organizational needs, defining technical architecture, installing and administering technology, and resolving issues related to technology.

Database administrators (DBAs) play key roles in both aspects of data storage and operations. The role of DBA is the most established and most widely adopted data professional role, and database administration practices are perhaps the most mature of all data management practices. DBAs also play dominant roles in data operations and data security.

Upcoming Conferences

Women in Tech Global Conference

      April 23 - 25, Virtual!

Colorado = Security Leaders Summit

      April 26, Golden, CO

World Wide Data Vault Consortium

      April 28 - May 3, Stowe, VT

RSA Conference - Where the World Talks Security

      May 6 - 9, San Francisco, CA

Business Transformation & Operational Excellence Summit (BTOES)

      May 7 - 10, Orlando, FL

Denver Cybersecurity Summit

      May 8, Denver, CO

SANS Security West

May 9 - 14, San Diego, CA, Virtual!

[Inspire - The Analytics Event](#)

May 13 - 16, Las Vegas, NV

[SIM Women Leadership Summit](#)

May 14, Dallas, TX

[Mile High Agile](#)

May 15, Denver, CO

[Denver Cyber Security Summit](#)

May 21, Denver, CO

[C-Level at Mile High (Colorado Technology Association)](#)

May 22, Denver, CO

[Qlik Connect](#)

June 3 - 5, Orlando, FL

[Data Governance & Information Quality Conference (DGIQ West)](#)

June 3 - 7, San Diego, CA

[Agile Alliance XP 2024](#)

June 4 - 7, Bolzano, Italy

[Rocky Mountain Information Security Conference (RMISC)](#)

June 11 - 13, Denver, CO

[AWS re-Inforce](#)

June 10 - 12, Philadelphia, PA

[CDOIQ Symposium](#)

July 15 - 18, Cambridge, MA

[UberConf](#) - Ultimate Conference for Software Developers & Architects

July 16 - 19, Denver, CO

[Agile Alliance](#)

July 22 - 26, Dallas, TX

[Data Architecture Online](#)

July 24, Virtual!

[Data Connectors Cybersecurity Conference](#)

August 8, Denver, CO

DAMA-RMC believes in diversity, equity, and inclusion and we are against discrimination in any form.

We always have and will continue to welcome all people in our community.

Diverse experiences and perspectives create a richer learning environment and community. The desire to learn about data management best practices or contribute experience and ideas for the benefit of others is the common affinity of DAMA-RMC. Everyone is welcome to take part and contribute.

Sincerely,

The DAMA-RMC Board

DAMA - Rocky Mountain Chapter

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