



# data governance

## WINTER CONFERENCE

November 16-18, 2011 | Westin Beach Hotel & Spa | Ft. Lauderdale, FL



### *Real World Success* in Data Governance

How to design, deploy and sustain a successful data governance program for your organization

- Pre-conference Tutorials
- Workshops
- Night School
- Special Interest Groups
- Sessions from beginner through advanced topics
- Case studies
- Immediate takeaways
- Vendor independence
- Data Governance Solutions
- Endorsed by the Data Governance Professionals Organization

REGISTER  
**2 People**  
 & the 3rd  
*Attends for*  
**FREE!**

### *Learn About*

- How to select the right data governance strategy for your organization
- Implementing a data governance program office
- Demonstrating the value of a data governance program quality
- MDM and governance
- Data stewardship
- Creating effective data governance councils
- Cloud computing and governance
- Roadmaps to data governance and data quality success
- Sustaining and enhancing your organization's data governance program

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# The Data Governance *Winter Conference*

is this winter's unique educational opportunity to learn and network with the world's experts in data governance

## *Keynotes*



### **EXTENDING THE DATA GOVERNANCE EXPERIENCE: FROM DATA TO PROCESS TO TECHNOLOGY**

Robert S. Seiner, *KIK Consulting and TDAN.com*

In this Keynote Presentation, Robert S. Seiner will address the future of data governance and highlight ways to extend your vision and boundaries beyond the data assets of the organization. Attend this session expecting to widen your present views of data governance while being challenged to use what you know to address the governance of people, process, data and the use of technology.



### **PICTURES THAT WILL ROCK YOUR (STAKEHOLDERS') WORLDS**

Gwen Thomas, *Data Governance Institute*

Executives are visual learners. Within their organizations, they live at the tip of the pyramid, selling ideas to the next level down, with the imperative to operationalize these tip-of-pyramid ideas throughout the enterprise. In a broader, multi-prise world, their position changes. They are points in a web or links on a chain, selling their perspectives and preferred solutions in environments they don't control. Pictures and bullet points must convey powerful messages. In this session, we'll look at ones that have changed our world in the past, and some that may help us change the future



### ***Expert Panel***

### **THE ELEPHANTS IN THE ROOM...BIG AND DIFFICULT GOVERNANCE ISSUES**

**Moderator:** Peter Aiken, *VCU/Data Blueprint*

Data governance is much more than good process management. Once you start down the road you encounter lots of interesting challenges, some of which are easily handled and others much more difficult. Some issues can be anticipated, while others catch you by surprise, and either way, most are easily underestimated. This panel tackles some of those really big, difficult issues that might otherwise sneak up and consume you, perhaps even derailing your entire governance program if you don't manage them on a timely and effective manner.

# Tutorial Sessions

Tutorials and workshops provide practical approaches for all phases of data governance from developing a data governance initiative to sustaining and enhancing a mature program.

## **CHOOSING YOUR DATA GOVERNANCE STRATEGIES: FROM ALL-YOU-CAN-EAT BUFFET TO HAUTE CUISINE**

Pablo Riboldi, *LDS Church*

In this tutorial, we will survey the available menu of DG Strategies and you will learn:

- How to choose DG strategies.
- What are the drivers your organization?
- How do these drivers affect the strategy choice?
- How to show the strategies' value to the organization.
- What DG strategies best fit your program.

## **METADATA GOVERNANCE - OVERSEEING YOUR BUSINESS TERMS, DEFINITIONS, USES, AND IMPLICATIONS**

David Loshin, *Knowledge Integrity*

Business policies drafted by non-technical people contain many references to business terms, concepts, and loosely-defined notions. In the context of an enterprise data architecture, the existence of differences in use and definition of commonly-used concepts exposes inconsistencies will complicate oversight, reduce efficiency, and stall application development.

Attendees will learn about:

- Ground rules for defining business terms
- Collaborative, governed metadata procedures
- Differentiation of similar business terminology
- Developing a "chain of definition" for data element concepts from specification to multiple uses
- Using the chain of definition for impact analysis and project scoping

## **STANDING ON THE SHOULDERS OF GIANTS: LEARNING FROM SUCCESSFUL DATA GOVERNANCE IMPLEMENTATIONS**

Robert S. Seiner, *KIK Consulting and TDAN.com*

Sir Isaac Newton was quoted as saying that he could see further by "standing on the shoulders of giants". Following this line of thinking with a Data Governance twist, this half-day tutorial from Robert S. Seiner will focus on gathering valuable knowledge from successful Data Governance implementations

with a focus on identifying useful take-aways from their stories. This session will concentrate on the success factors from these programs and the components that attendees should keep an eye out for during the balance of the conference.

The case studies discussed in this session will range from data governance to information governance implementations, invasive to non-invasive approaches, and will describe how organizations sought quick wins versus prolonged and sustainable success.

During this session, Seiner will highlight important aspects of successful programs that attendees can pursue and learn more about through the case studies and other sessions throughout the conference.

## **THE IMPLEMENTATION OF AN AWARD WINNING DATA GOVERNANCE PROGRAM - OUR EXPERIENCES AT SALLIE MAE**

Michele Koch, *Sallie Mae*

*Winner of the 2011 Data Governance Best Practice Award*

This is an interactive workshop to help you design your Data Governance (DG) Program. Michele will review Sallie Mae's approach to building a successful DG Program that has been recognized through winning the 2011 DG Conference Best Practice Award and the 2010 TDWI's DG Best Practice Award. Michele will present how they utilized business initiatives to gain momentum and resources, lessons learned, and how IT works with the business areas. She will also cover the development of their DG Cookbook and help you tailor these topics for your own program.

# Full Agenda

AVAILABLE AT  
[www.dg-conference.com](http://www.dg-conference.com)

## **UNDERSTANDING AND GOVERNING YOUR MASTER DATA DOMAINS**

David Loshin, *Knowledge Integrity*

Eager data managers seek to build master data repositories by wholesale identifying, collecting, and consolidating data sets presumed to represent the same master data concepts. Yet years of isolated design, development, and operations have led to a broad variance in the meanings of commonly-used business terms. The absence of data governance and the corresponding variance in master domain semantics confuses the data consolidation process, introduces systemic data inconsistencies, and at worst will jeopardize the success of the master data management program. In this tutorial we examine the root causes of variance in master domain semantics and introduce data governance processes to reduce variation, simplify master domain modeling, develop a

unified model for data sharing, and increase the probability of MDM success.

## **IMPLEMENTING A DATA GOVERNANCE PROGRAM OFFICE: THE ROLE OF THE DATA GOVERNANCE DIRECTOR AND MANAGER**

Martha Dember, *EMC Consulting*

Data Governance is beginning to mature and as such the amount of work effort is quickly growing to the level that dedicated resources such as lead domain stewards and data analysts are becoming the norm. This session will discuss the trends in instantiating a formal data governance office with a team of dedicated individuals reporting to the data governance director. It will specifically address the roles of coordination, communication and facilitation that are mandatory for the data governance director and why the additional roles are required.

# Workshops

## **BUILDING A DATA STEWARDSHIP PRACTICE FROM SOUP TO NUTS**

David Plotkin, *Bank of America*

More and more companies are coming to terms with the fact that they need to have a data stewardship function in order to be effective in collecting metadata (including definitions, derivations, and data quality rules), MDM, and data quality. A lot has been said and spoken about why stewardship is important, but HOW do you do it and be effective with limited resources (in the "real world")? This presentation details how to set up a data stewardship function, how to run it, the details of managing the stewardship committee, recruiting help from IT for technical stewards, what the duties of the data stewards are, and what decisions they have to make. In addition, it covers how to staff projects for stewardship and funnel the information from projects back into the overall stewardship process.

You will learn:

- The relationship between governance and stewardship
- How to build a governance and stewardship organization
- How to recruit stewards
- What the steward's responsibilities are
- What the stewardship process looks like

- How to break up responsibilities by functional area
- Resources you can use to minimize endless meetings
- What the decision process is
- The use of stewards for projects
- What and how to document decisions

## **HOW TO DEVELOP YOUR ORGANIZATION'S TEMPLATES AND WORK PRODUCTS FOR SUCCESSFUL DATA GOVERNANCE**

Anne Marie Smith, *Alabama Yankee Systems LLC*

Over the past few days you have learned the fundamentals of governance and have heard success stories from companies who have implemented data governance programs. But what work products are needed and where do you start?

This interactive workshop will provide some fundamental templates for the data governance manager, and teach attendees how to customize them for their use - and how to use them. This workshop will give all attendees useable artifacts for their governance program. Templates that will be discussed are:

- Communication plans
- Socialization plan
- RACI/decision rights
- Issue documentation
- Data definitions

# Featured Case Studies

The Data Governance Winter Conference provides the opportunity to learn from the experiences of your peers from other organizations.

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## **BUILDING A DATA GLOSSARY AND GOVERNANCE FRAMEWORK IN A FINANCIAL SERVICES ORGANIZATION**

Mary Kotch, *MetLife Investments*

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## **DATA MATTERS - IMPLEMENTING DATA GOVERNANCE IN THE REAL WORLD**

Marie Panasiti and Kathy Wright, *SUPERVALU*

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## **ENTERPRISE DATA QUALITY DASHBOARD AND ALERTS: HOLISTIC DATA QUALITY**

Bonnie O'Neil and Jay Zaidi, *Fannie Mae*

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## **ESTABLISH A DATA GOVERNANCE COUNCIL FOR BETTER, FASTER DECISION-MAKING**

Balaji Krishnamoorthy, *Horizon Blue Cross Blue Shield of NJ*  
Tina McCoppin, *Ajilitee*

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## **SAGE ADVICE FOR A DATA GOVERNANCE PRACTITIONER: ANCIENT PERSPECTIVES ON CONTEMPORARY DATA GOVERNANCE PRACTICALITIES**

Jeff Schmitt, *Harvard Pilgrim Health Care*

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## **A + B = C ... DERIVING BUSINESS VALUE METRICS IS NOT THAT EASY!**

Michele Koch, *Sallie Mae*

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## **KEY CONSIDERATIONS IN DATA GOVERNANCE - THE IMPORTANCE OF SOFT SKILLS**

Kira Chuchom, *Kaiser Permanente*

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## **USING DATA GOVERNANCE TO MATURE END-USER COMPUTING**

Sean Kimball, *MetLife Bank*

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## **UNLOCKING THE REAL VALUE OF DATA THROUGH DATA GOVERNANCE**

Mark Meleski, *Neustar*

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## **PRACTITIONER PANEL: REAL WORLD SUCCESS IN DATA GOVERNANCE**

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## **HOW TECHNOLOGY MODERNIZATION LED TO SUCCESSFUL DATA GOVERNANCE AT TOPCO**

Russell Mann, *Topco Associates LLC* and Robert Franey, *PwC*

# Venue & Registration Information

ATTENDEE REGISTRATION OPTIONS	Register AFTER Oct. 14	Register BEFORE Oct. 14
<b>Attend Entire Event</b> Tutorials, Conference Sessions and Workshop Wednesday-Friday, November 16-18, 2011	\$1595	\$1495
<b>Conference and Workshop</b> Thursday and Friday, November 17-18, 2011	\$1295	\$1195
<b>Any Single Day</b>	\$795	\$745
<b>Non-Attendee, CD-ROM Only Option</b> Includes tutorials, workshops and conference sessions on CD-ROM. Sales tax will be added to California Orders. All CDs will be shipped after the conference.	\$495	

\*Registrations received after November 15 will incur an additional \$100 on-site registration fee.

## Hotel Information

**The Westin Beach Resort & Spa**  
**321 N. Ft. Lauderdale Beach Blvd.**  
**Ft. Lauderdale, Florida, 33304**  
**Phone (888) 627-7108**

Arrangements have been made for discounted room rates of \$179 (single/double) per night for conference attendees. These rates are available until Oct. 14 or until the room block sells out, whichever comes first.

To reserve by phone please call 1 (888) 627-7108 and mention the Data Governance Conference to obtain the group discount.

## Group Discount

**FREE!!** For every two people from your organization that pay and register for the entire event by Oct. 14, 2011 you will receive a free registration for a team member! You must register the entire team together to take advantage of this offer. Please call **310.337.2616** or send an email to: [info@wilshireconferences.com](mailto:info@wilshireconferences.com) if you need assistance.

### To Register:

1. Go to: [www.DG-Conference.com](http://www.DG-Conference.com)
2. Call 310.337.2616

## Full Agenda

For the agenda and additional information visit:  
[www.dg-conference.com](http://www.dg-conference.com)

## ICCP Approved



This program has been approved by the Institute for Certification of Computing Professionals (ICCP) for awarding contact hours to be credited to Recertification records of Certified Computing Professional (CCP), Associate Computing Professional (ACP), Certified Business Intelligence Professional (CBIP), Certified Data Management Professional (CDMP) and Certified Insurance Data Manager (CIDM).