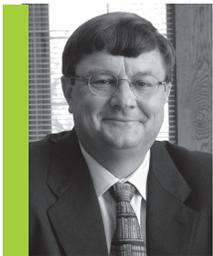# data governance
## WINTER CONFERENCE

December 8-10, 2010 | Renaissance Orlando at SeaWorld Orlando, Florida

*The Conference that focuses ONLY on Data Governance!*

# Practical Approaches and Success Stories

How to design, deploy and sustain a top-notch data governance and data quality program in your organization

## Keynotes

**What Does "Manage Data Assets Really" Mean?**

Thomas C. Redman
*Navesink Consulting Group*

## Keynote Panel

**Lessons Learned in Data Governance**

Len Silverston,
Moderator
*Universal Data Models, LLC*

## Choose from:

- 3 conference tracks
- Beginner Track
- Intermediate and Advanced Track Data Governance
- Data Governance in Practice Track
- 9 tutorials and workshops
- Case studies including presentations from the Data Governance Best Practice Award Entries
- Special Interest Groups

Register **2 PEOPLE** & the 3rd **ATTENDS FREE!**

## Learn all About:

- How to get started in data governance
- How to be an effective data governance manager
- Best practices of successful data governance initiatives
- How to sell data governance and get board level buy in
- Data stewardship
- Operational data governance, federating data governance
- Governing MDM
- Metadata governance

- New approaches for the business in addressing data quality and governance
- Proving value by measuring your organization's data governance program
- How to leverage data governance to improve your organization's data quality
- Implementing effective data ownership
- Data governance and communication
- How to sustain data governance in your organization

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# data governance
## WINTER CONFERENCE

| Tutorials | Case Studies & Breakouts |
|---|---|
| Wednesday, December 8 | Wednesday, December 8 to Friday December 10 |

# Wednesday, December 8

# Thursday, December 9

## Morning Tutorials

### Data Governance: Starting from Scratch Data Governance 101
David Plotkin, Data Governance Manager, *Automobile Association of Northern California, Nevada, and Utah*

What would you do if you walked into a business that was committed to doing Data Governance -- but everything had to be built from the ground up? Where would you start? This tutorial details just such a journey at a major membership and insurance provider. The business is totally committed to Data Governance, and looked to the presenter to tell them what to do, from laying out the plan to determining what tools they have and what they need. And the presenter had to live with the results!

You will learn how to set realistic expectations,get the message out, figure out an approach, adjust project methodology to include metadata, data quality, and governance, start a metadata and data quality practice and integrating it into the organization and set up a Data Governance organization

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### The Governance Challenge for Master Data Management
Malcolm Chisholm, President, *AskGet.com*

It is generally accepted that success in Master Data Management (MDM) requires data governance. Yet problems continue to plague MDM implementations. This tutorial examines both the technology-oriented solutions that IT has traditionally championed for delivering data governance, and the viewpoint of operations that emphasizes both process reengineering and optimal use of data vendors. The governance concepts advocated by both IT and operations are explored, with particular reference to the financial services industry. The points at which data governance is necessary in the master data supply chain is also described, including the need for management of the relationship with data vendors.

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### Federating Data Governance
John Ladley, President, *IMCue Solutions*

Relatively large organizations are challenged by a paradox – Data Governance implies central oversight. But there is no way to govern all data elements and content in a large organization. Demanding adherence to a standard model for all data elements is impossible. So how do you determine where to draw the line? The standard advice is to "Think Global, Act local" but how do you define local? What doe Global really mean? Is there anything in the middle? This work shop will define the issue of determining the level of federation that is right for your organization. Two case studies will be used to demonstrate various techniques.

## Afternoon Tutorials

### Operational Data Governance: Business Policies, Information Requirements, and Auditable Compliance
David Loshin, President, *Knowledge Integrity*

A key objective of establishing a data governance board is ensuring compliance with data policies linked to corporate business objectives. However, data governance cannot be operationalized through the creation of an organizational structure alone unless operational data management practices are aligned with the corporate business goals. Bridging the gap between business policy and data governance requires a corresponding processes for isolating information requirements from documented policies coupled with business policies related to information management techniques.

This workshop presents four operational data governance processes:

- Refining information requirements from business policies
- Linking embedded metadata for business terms, definitions, and constraint to the specific business policy
- Developing information policies
- Implementing auditable methods for monitoring compliance with information policies

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### Building a Data Stewardship Practice from Soup to Nuts
David Plotkin, Data Governance Manager, *Automobile Association of Northern California, Nevada, and Utah*

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

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### Data and Data Quality Primer for Business People
Thomas C. Redman Ph.D, *the Data Doc, Navesink Consulting Group*

Business managers and executives intuitively sense both danger and opportunity in their organization's data. They see the danger every day—in reports they can't trust, in customer data files that simply won't merge, in their inability to find out what's really going on. At the same time they know that fascinating opportunities to better understand their markets, enrich products, understand customers, and take costs out of operations are buried in these same data.

This tutorial aims to help business people get their minds around data and data quality. It brings the issues and opportunities into sharp relief, provides novel ways to "think about data," and crystallizes the decisions that business people must make. Since improving data quality yields (relatively) quick wins, it is a good way to start the data program. Toward that end, the tutorial summarizes the "how-tos" of data quality management.

## Case Studies & Breakouts

**Getting Board Level Buy In for Data Governance**
Anwar Mirza Financial Systems & Data Governance Director, *TNT Express*

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**Data Governance for Social Networking**
Krish Krishnan, President, *Sixth Sense Advisors Inc*

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**Effective Use of the Data Governance Council to Manage your Master Data Program**
Srikant Dharwad, Enterprise Data Lead & Laura Avent, Customer Business Lead, *Lexmark*
*2010 Data Governance Best Practice Award Submission*

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**How to Measure Your Data Governance Program to Prove Value**
Martha Dember, Senior Practice Consultant, *EMC2 Corporation*

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**Governance for Metadata**
Malcolm Chisholm, President, *AskGet.com*

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**Selling Data Governance**
John Ladley, President, *IMCue Solutions*

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**How to be an Effective Data Governance Manager**
Robert S. Seiner, President and Publisher, *KIK Consulting & Educational Services and TDAN.com*

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**Using Collaborative Technology to Transform a Large Enterprise into a Data Governance Culture**
Julian Shelbourne, Metadata Architect & Wayne Little, Data Warehouse Design Lead, *Kaiser Permanente*

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**Jump Starting Data Governance at the Federal Government**
Laura Duvall, Program Manager Data Governance, *Federal Government*

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**Data Governance in US Army Logistics Context: Improved Decision Making Specifics**
Edward Reddick, Data Manager, US Army & Peter Aiken, Founder, *Data Blueprint*

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**Calculating a Baseline Data Assessment as Part of your Data Governance Program**
Anne Marie Scarisbrick-Hauser, Senior Strategist, *Incisive Analytics*

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**Data Governance- 7 Best Practices of Highly Effective Data Governance Initiatives**
James Orr, Global Director, Enterprise Data Strategy, *Trillium Consulting*

## ICCP Approved

## Workshops
Friday, December 10

## Exhibit Hours
Thursday, December 9, 3:10PM-4:00pm and 5:40PM-7:30 pm

Friday, December 10, 10:40 AM-1:30 PM

Detailed abstracts for every session and the full agenda are available at :
www.DG-conference.com

# Thursday, December 9

# Friday, December 10

## Case Studies & Breakouts

**State of Colorado Data Strategy**
Mike Armbruster, Enterprise Data Architect, *Governor's Office of Information Technology, State of Colorado*

**Leveraging Data Governance to Improve Data Quality at ConAgra Foods**
Corey Cashmere, Manager Data Governance, *ConAgra Foods*
*2010 Data Governance Best Practice Award Finalist*

**Motivating the Volunteer Army - Establishing a Data Stewardship Community of Practice**
April Reeve, Consultant, *EMC Consulting*

**Communicating Data Governance (Before and After)**
Peter Aiken, Founder, *Data Blueprint*

**Five Maturity Models, Five Business Success Stories**
Gwen Thomas, President, *The Data Governance Institute*

**Sustainable Data Governance - Maintaining Relevancy and Interest Over Time**
Kira Chuchom, Enterprise Data Quality and Data Governance, *Cisco*
*2010 Data Governance Best Practice Award Submission*

**Five Maturity Models, Five Business Success Stories**
Gwen Thomas, President, *The Data Governance Institute*

**How to Define and Implement Effective Data Ownership**
Steven Zagoudis, CEO, *MetaGovernance Inc.*

**Accelerating Data Governance And Business ROI Thru Analytics**
Timothy Leonard, CTO, *U.S. Xpress*

**Implementing an Enterprise Data Management Scorecard**
Hope Johansen, Senior Business Analyst & Greg Wibben, Master Data Project Manager, *Schlumberger*

**How to Expand and Grow Your Data Governance Program**
Winston Chen, VP of Strategy and Business Development, *Kalido*

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).

## Workshops

**Data Governance Case Study Extravaganza - The Good, The Bad and The Ugly**
Robert S. Seiner, President and Publisher, *KIK Consulting & Educational Services and TDAN.com*

Come to this session equipped with your own personal (organization) case study and be prepared to compare and contrast your successes and difficulties with examples provided by other attendees and the facilitator, Bob Seiner.

This interactive workshop will focus on the good, the bad and the ugly of data governance implementations. Seiner will share examples of internally developed tools and templates that organizations have used to implement successful programs. Expect lively conversation around industry best practices, practices that have worked (and why) and practices that have fallen short (and why). The session will accentuate the positive while discussing and addressing opportunities to improve.

**Practical Steps to Improve, Revive, and/or Energize your Data Governance Program**
Pablo Riboldi, Information Governance Manager, *LDS Church*

Starting a Data Governance program is one thing, but establishing one in a sustainable manner until it becomes part of your enterprise's culture requires a different effort altogether. To accomplish this it is essential to base your program on proven principles and practices.

In this workshop you will learn and apply these principles and practices of data governance to improve your program and give you to the tools to make it an integral part of your enterprise. After years of working in the implementation of Data Governance, the presenter has experienced what are the principles and practices that guide this work. We will share these (along with stories, templates, tools) in a very candid, open way so you may learn from our collective experiences.

**Governing with Real Power: Developing Win-Win Relationships in Data Governance**
Len Silverston, President, *Universal Data Models*

One of the most important aspects of any data governance effort is how we develop effective relationships and work together towards our objectives. There are proven principles, techniques and tools that other organizations have used to develop positive powerful relationships in data governance so why not learn, practice, use and ultimately master them?

This seminar will share principles, tools, and techniques to empower participants in developing win-win relationships and moving toward effective data governance. The instructor will share various insights, showing pitfalls of where data governance efforts can and have gone off course as well as sharing keys to successful data governance efforts. There will be interactive exercises where participants can practice handling difficult issues that commonly arise by applying these relationships principles and tools that lead to effective data governance.

## Keynotes

**KEYNOTE: What Does 'Manage Data Assets' Really Mean?**
Thomas C. Redman, Ph. D., the Data Doc, *Navesink Consulting Group*

For nearly a generation, managers have exhorted their organizations to "manage data as business assets." But relatively little has happened, perhaps because the logical follow-up question, "what exactly should we do differently?" go unanswered.

This presentation answers that question. It makes three mutually-reinforcing "prescriptions" and shows how leading companies follow them.

Specifically:

- Take care of the data: Focus on the data with the greatest market potential and improve by at least an order of magnitude.
- Put the data to work. There are many ways to do so, but the most important involve bringing data and information to market, either selling them directly or using them to enhance other products and services.
- Evolve the management system. Data are unlike other assets, perils unlike any other asset have properties to leverage and accommodate these properties.

**KEYNOTE PANEL: Lessons Learned in Data Governance**
Moderator: Len Silverston, President, *Universal Data Models*
Panelists: Corey Cashmere, Manager Data Governance, *ConAgra Foods*
Timothy Leonard, CTO, *U.S. Xpress*
Pablo Riboldi, Information Governance Manager, *LDS Church*

This panel discussion will focus on real life experiences and challenges encountered by practitioners in starting and deploying data governance, data stewardship and information quality programs.

Topics include:

- Getting started with data governance and stewardship
- Dealing with political and cultural issues
- Pitfalls to avoid
- Sustaining data governance programs

# data governance
## W I N T E R   C O N F E R E N C E

| Venue and Registration Options | FEE After November 1 | EARLY FEE if paid by November 1 |
|---|---|---|
| **Full Event** Tutorial, Conference Sessions and Workshop (Wednesday-Friday) December 8-10, 2010 | $1595 | $1495 |
| **Conference and Workshop** (Thursday and Friday) December 9-10, 2010 | $1295 | $1195 |
| **Any Single Day** | $795 | $745 |
| **Non-Attendee, CD-ROM Only Option** Includes workshops, tutorials,and conference sessions on CD-Rom. Sales tax will be added to California Orders. All CDs will be shipped after the conference. | $495 | |

## The Conference will be held at:

Renaissance Orlando at SeaWorld
6677 Sea Harbor Drive
Orlando, FL 32821

Arrangements have been made for discounted room rates of $149 (single/double) per night for conference attendees.

These rates are available until Nov. 1, 2010 or until the room block sells out, whichever comes first.

To reserve by phone please call 1-800-266-9432  or 1-506-474-2009  and ask for the **Data Governance Conference Group Rate**.

## To Register:

1. Go to www.dg-conference.com
2. Call (310)337-2616

## Group Discounts

**Register 2 and your 3rd team member attends FREE!!**
For every two people from your organization that pay and register for the entire event by Nov. 1,  2010 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** if you need assistance.

**Additional Discount for:**
Members of IAIDQ, DAMA, the Meta-Data Professional Organization (MPO), IDMA, EDM Council Members and participating ERwin User Groups. Contact **info@wilshireconferences.com** for details.