



# data governance

## WINTER CONFERENCE

December 3 -5, 2012 | Westin Beach Hotel & Spa | Ft. Lauderdale, FL



[WWW.DG-CONFERENCE.COM](http://WWW.DG-CONFERENCE.COM)

## THE PREMIER EVENT IN DATA GOVERNANCE

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HOW TO DESIGN, DEPLOY AND SUSTAIN A SUCCESSFUL DATA GOVERNANCE AND STEWARDSHIP PROGRAM FOR YOUR ORGANIZATION

TOPICS INCLUDE:

**\$UWabS**  
**3 PEOPLE**  
**bVSbV**  
**Attends for FREE!**

**NEW!!** Dedicated Track on Data Stewardship

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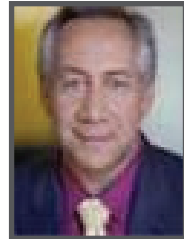
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**Endorsed by the Data Governance Professionals Organization**



# KEYNOTES



## THE “WICKED CHALLENGE” OF DATA GOVERNANCE

Michael Atkin, *EDM Council*

The practice of data management is complex but fairly straightforward. It's about capturing requirements, understanding dependencies, implementing standards, assuring data quality, aligning repositories, reconciling legacy environments and integrating data into business applications. Organizational management is the challenge to overcome and the key to taming the 'four horsemen of the EDM apocalypse' (aka ignorance, arrogance, obsolescence and power). And successful organizational management is all about effective governance. In this session, we will ...

- Put data management into context as one of the essential pillars of effective operations
- Explore the components of data governance and how they relate to one another
- Look at the reality of what has and hasn't worked within the financial industry
- Understand the keys to governing an activity that is hard to articulate, difficult to measure and challenging to control



## STARTING THE GOVERNANCE JOURNEY: DRIVING GOVERNANCE THROUGH SOLVING REAL BUSINESS PROBLEMS

Patrick Keaton, *IBM*

Many organizations start governance programs with high goals and lofty objectives only to find them go the route of a governance project... they start and end and never reach what they set out to do.

In this session, Patrick Keaton will show how many companies with successful governance programs have started by focusing on solving a specific business problem rather than approaching governance for governance sake.



## Practitioner Panel

### ADDRESSING THE CHALLENGES IN IMPLEMENTING DATA GOVERNANCE

**MODERATOR:** John Ladley, *IMCue Solutions*

In this Keynote Panel successful practitioners will discuss the challenges they encountered in their data governance programs. Topics include:

- Tips in getting started
- Successful data governance organizational structures
- How to keep the momentum going
- Identifying and overcoming obstacles and roadblocks
- Dealing with change and cultural issues
- Role of communications
- Best practices

# FEATURED SESSIONS

The Data Governance Winter Conference provides the unique opportunity to learn from the experts AND your peers at other organizations.

### Data Policies and Standards: An Essential Component of an Enterprise Data Governance Program

Janet Lichtenberger, *Walgreens*

### Integrating Operations and Data Governance at Mercy Health

Douglas Graham, *Mercy*

Paul Boal, *Mercy*

### How to Make Data Governance “Go Viral” at Your Organization

Tina McCoppin, *Ajilitee*

### Big Cloudy Landscapes: A Survival Guide for Data Governance & Data Quality Professionals

Nigel Turner, *Trillium Software*

### Bridging the Gap: Building a Federated Data Governance Team

Natalie Sendele, *Artisan Partners*

### Gaining Consensus and Accountability through Governance at HealthNow NY Inc.

George Yuhasz, *HealthNow NY Inc | BlueCross BlueShield of Western New York*

### The Governance of Data Quality: How to Avoid the “Whack a Mole” Paradigm

Matt Crittenden, *IBM*

### Linking Business Strategy to IT Improvements Through Applied Data Governance

Michael Makatura, *Risk Transfer*

Peter Aiken, *VCU/Data Blueprint*

### Data Governance and Data Quality at the Minnesota Pollution Control Agency

Randy Hedegaard, *Minnesota Pollution Control Agency*

### 50 Shades of Grey: Ethics and Data Governance

Anne Buff, *SAS*

### Data Governance Best Practices: What They Are and How to Make Them Work for You

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

### Demystifying Metadata: A Practical Approach to Solving Critical Business Problems through Effective Metadata Governance

Samra Sulaiman, *Fannie Mae*

### Seven Data Governance Strategies Implemented at a 5-year-old DG Program

Pablo Riboldi, *LDS Church*

### Initiating the Data Governance Journey at Wells Fargo

Lisa Robinson, *Wells Fargo and Dimpsy Teckchandani, PwC*

### Integrated Data Management - Leveraging Data Governance Strategically

Kira Chuchom, *Microsoft*

# DATA STEWARDSHIP TRACK

One of the key aspects in ensuring success in data governance program is the implementation of an effective and practical data stewardship program.

The Data Stewardship Track leads you through the steps of developing a data stewardship program to certifying your organization's data stewards.

## Data Stewardship Tutorial

### PUTTING OPERATIONAL DATA STEWARDSHIP INTO PRACTICE

David Loshin, *Knowledge Integrity*

This tutorial describes practical aspects of data stewardship. We begin with a suggested definition of the roles and responsibilities of a data steward, and then review key operational processes and procedures that data stewards perform on a regular basis to ensure that corporate data policies are observed. This includes reviewing data models and data standards, helping draft and review new data policies, and continuously monitoring and addressing data quality.

## Data Stewardship Workshop

### ARE YOU CERTIFIABLE? DEVELOPING A DATA STEWARD CERTIFICATION PROGRAM

Patricia Branum, *Data Governance and Data Quality Professional*

Eileen Koski, *Data Governance & Medical Informatics Professional*

Many disciplines are introducing and emphasizing the certification of individuals as experts. Is it time to look at certifying data stewards? Is it appropriate to certify data stewards in general, or within a particular organization?

This session will teach participants how to determine whether creating a data stewardship certification program is right for their organization and, if so, how to design, implement, and maintain one.

The material for this session is based in part on experience the speakers had in implementing a certification program and training data stewards at a health care administration organization, as well as other related experiences.

## Data Steward Practitioner Panel

### LESSONS FROM THE TRENCHES

**Moderator:** Kelle O'Neal, *First San Francisco Partners*

**Panelists:** Elisa Piryliis, *Express Scripts*

Alexander Harris, *Nationwide Financial Business Operations*

Karen Majewski Tripp, *Tokio Marine & Nichido Fire Insurance Co., Ltd.*

Kevin Shannon, *Standard and Poor's*

In this session panelists will share their real life experiences as data stewards.

### Topics include:

- The roles and responsibilities of data stewards
- How to select your organization's data stewards
- Once your program is implemented how to keep interest and momentum
- How to address the perception that stewardship is just additional work and time
- Is data stewardship – a role or profession?
- Tips for new data stewards

# CONFERENCE TUTORIALS & WORKSHOPS

# VENUE & EVENT REGISTRATION INFO

Tutorials and workshops provide in-depth knowledge and practical approaches for all facets of data governance from starting a data governance and stewardship initiative to sustaining and enhancing a mature program.

## HOW TO IMPLEMENT A SUCCESSFUL DATA GOVERNANCE PROGRAM

Michele Koch, *Sallie Mae*

In this tutorial, you will learn the step by step approach that Sallie Mae used to design and implement their award winning Data Governance Program. The tutorial will focus on their DG program design approach, lessons learned and practical advice. Topics include:

- Identifying your enterprise data
- Choosing and executing a pilot DG project
- Designing the DG Program – Policies, Organization Structure, Organizational Alignment
- DG and your SDLC
- Communication Strategies and Metrics and Business Benefits

## USING BI TO DEVELOP KEY METRICS FOR DATA GOVERNANCE MANAGEMENT

Lyndsay Wise, *Wise Analytics*

Managing governance across the organization requires the development of performance metrics to evaluate how the business is performing and whether DG goals are being met.

- Why BI is important to DG success
- The BI components and considerations required
- How to identify the right metrics for individual initiatives
- Leveraging current organization BI use
- Looking at net new BI for DG requirements.

## GOVERNING METADATA IN THE BUSINESS AND IN IT

Malcolm Chisholm, *AskGet.com*

Unless metadata is governed adequately, the data that is based on it cannot be relied on - and this is true for both the business community and IT community. This tutorial examines what is required for metadata governance. It lists the various categories of metadata that need governance, and the different kinds of governance involved. Tools and techniques for metadata governance are described. Problems that can arise from lack of governance of metadata are explored, along with how to justify the allocation of resources to metadata governance. With the constant growth in the volume and scope of metadata, Metadata Governance is now becoming essential.

## GOVERNING MASTER DATA

Kelle O’Neal, *First San Francisco Partners*

In this tutorial we will talk about the link between Data Governance and MDM and how the two programs can work synergistically to improve information management in your organization. Questions we will answer include:

- What decisions need to be made in advance of implementing an MDM solution?
- What issues may come to the governance team during an MDM implementation?
- Should each data domain be handled differently?

- Do we need different people or skill-sets to govern master data?
- How can we leverage master data across the enterprise?

## SELLING DATA GOVERNANCE TO THE BUSINESS USERS IN YOUR ORGANIZATION - BEST PRACTICES BY INDUSTRY AND JOB FUNCTION

Sunil Soares, *Information Assets LLC*

Most data governance programs deal with certain themes that are common across every enterprise. However, these themes present themselves differently across different industries and job functions.

Topics:

- Best practices by industry that deal with the application of data governance principles
- Best practices by job function
- Binding the organization to the data based on frameworks such as a RACI matrix
- Linking data governance policies to key business processes
- Sample business cases by industry and function.

## AVOIDING ELEPHANTS – HOW TO OVERCOME MAJOR RESISTANCE ISSUES TO DATA GOVERNANCE

John Ladley, *IMCue Solutions*

This workshop will examine a series of “elephants” or common resistance areas for DG and DQ programs and prescribe activities to deal with them. There are a lot of talks about justifying data governance and data quality programs and selling data governance and data quality.

But the majority of these program efforts still falter. And “data people” act as though data quality and governance are awesomely brand new sciences. Truth is, our business clients are kind of surprised that us data - types approach this as a new thing. There is a set of common “elephants in the room” that data governance and data quality groups try to side step. But they are normal resistance patterns and can be managed, and even leveraged.

## ARTIFACTS AND WORK PRODUCTS TO ENABLE SUCCESSFUL GOVERNANCE PROGRAMS

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

Successful Data Governance and Information Governance Programs often result in the delivery of “artifacts” and work products, internally delivered by-products from program implementation, that become the focus and face of the program. The artifacts that are discussed in this session will focus on common data, governance activities, communications and process accountability and samples of these artifacts will be demonstrated and described in detail.

## FULL AGENDA

AVAILABLE AT

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

ATTENDEE REGISTRATION OPTIONS	Register AFTER 11/2	Register BEFORE 11/2
<b>Entire Event</b> Tutorials, Conference Sessions and Workshop Monday - Wednesday, December 3-5, 2012	\$1595	\$1495
<b>Conference and Workshop</b> Tuesday and Wednesday, December 4-5, 2012	\$1295	\$1195
<b>Any Single Day</b>	\$795	\$745
<b>Request an Exhibit Floor Pass</b>	\$25	
<b>Non-Attendee Conference Proceedings Only Option</b> Includes tutorials, workshops and conference sessions. Sales tax will be added to California Orders.	\$495	

\*Registrations received after November 30<sup>th</sup> will incur an additional \$100 on-site registration fee.

## HOTEL INFORMATION

THE CONFERENCE WILL BE HELD AT THE:

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

Arrangements have been made for discounted room rates of \$189 (single/double) per night for conference attendees. These rates are available until November 5, 2012 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 DISCOUNTS

**FREE!!** For every three people from your organization that pay and register for the entire event 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: [events@dataversity.net](mailto:events@dataversity.net)** if you need assistance.

## TO REGISTER:

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

**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).

Additional Discount For: Members of IAIDQ, The Data Governance Professionals Organization (DGPO), DAMA, the Meta-Data Professional Organization (MPO), IDMA and EDM Council Contact [events@dataversity.net](mailto:events@dataversity.net) for details.