



DAMA UK News - February 2006



DAMA UK is a not-for-profit organisation based in the United Kingdom, supported by our membership and vendor sponsorship. Affiliated to the US based DAMA International our UK Chapter is growing rapidly, with a membership base that ranges across all types of industry. We have a minimum of 4 events per year and these are geared towards the interest and business needs of our members. For more information on DAMA UK and up and coming events please visit www.damauk.org.

DAMA UK – The Next Two Years

At the AGM held on 8th November 2005 the Committee announced its intention to formally meet and discuss how they plan to move the Chapter forward, now that they have been re-elected and will be in post for another two years. The Committee held a meeting on 6th December 2005 at Sunbury Conference Centre.

The roles of each committee member were reviewed in light of the elections and because Dagna Gaythorpe had joined the fold. Responsibilities have been delegated as follows:

- Dave Evans – Chairman and Partnership Development (building working/mutual relationships with similar organisations)
- Dagna Gaythorpe – Academia (research and promotion of Data Management courses)
- Keith Gordon – Standards (also lead for Data Modelling Group)
- Jeremy Hall – Events (providing advice on the running of all Chapter events)
- Graham Jones – Vendors (building relationships and increasing sponsorship base)
- Ian Sinclair – Data Quality (follow up findings of the PwC survey and develop links with IAIDQ) and Chapter Strategy
- Andy Voysey – e-Business and Chapter Promotion

Sue Russell remains the Chapter Secretary continuing to administer and manage the chapter, its events and membership.

The following are the key points arising from the discussions:

- The Committee set itself a target of a 10% year on year increase in membership. We will endeavour to attract 2-4 Individual and 6 Corporate members per year. Members would be encouraged to recruit colleagues.
- Research will be undertaken as to the feasibility of holding Chapter events in more northern areas of the England as well as Wales and Scotland.
- After a review of membership/sponsorship fees it was decided that no increase was required at present.
- Develop the web site to include a discussion forum and secure member's area.
- Introduce and develop the concept of Working Groups.

Membership Fees

Members will be pleased to know that there is no increase in membership fees from 1 April 2006 to 31 March 2007. Individual membership is £25 and corporate £165 – if you are not a member of the organisation yet, there is a subscription form available on the website at www.damauk.org or please call Sue on 01179 796 976 for more information. Invoices for this coming year will be sent out early April with a form to update your information.

Welcome New Members

DAMA UK would like to welcome J Palmer, an individual member and also Detica who have joined as corporate members. We look forward to meeting them at future events.

Events 2006

**22 March – Data Legislation and Regulation
PricewaterhouseCoopers, Birmingham**

* * * * *

**15 June – Unstructured Data – Joint DAMA/BCS
Event – Southampton St, London**

* * * * *

**3 October – John Zachman – Framework
Review, London**

* * * * *

**31 October – DAMA UK Annual General Meeting
European Conference. London**

* * * * *

**6 December – e-Business, Microsoft,
Reading**

**Please email sue.russell@damauk.org to attend
any of the above events. DAMA UK Members
attend free of charge – non-members £20.**

Working Groups - we need you!

At our Annual General Meeting there was a request from some members that we should have some working groups to look at particular issues facing the data management community.

During the meeting two initial topics emerged as suitable for discussion by these working groups. These are:

"How do we engage the business"; and

"How to facilitate data definition to optimise data interoperability".

Your committee would like to take this forward and help with the development of these working groups.

How we, the Data Management community, engage with the business seems to be a perennial problem which even the most mature organisations have failed to crack completely. Sometimes it seems as if the IT and business functions have completely different agenda even though these functions are without doubt becoming more and more convergent as organisations embrace eBusiness and zero touch processing. Both of these are of course dependent absolutely on the data that the organisation holds and that is where we at DAMA come in.

What ideas do we have for ensuring that these two vital areas understand each other's perspective? Can we actually define the problem so that we can begin to solve it? The target is that the organisation's business imperatives are addressed in a coherent, unified and efficient manner.

At the heart of any Data Management initiative is the development of data definitions. But why do we have a Data Management initiative in the first place? It is probably because we need to improve the sharing of information between existing or future systems.

Is it possible to come up with a template for a process for the development of these vital data definitions? Is there good practice that can be emulated? Are there known pitfalls that need to be avoided? Can we ensure that our data definitions do truly help with the achievement of interoperability?

Is either of these areas an issue for you? Do you have some ideas to improve the situation? Do you need advice and help to try and solve it? If you do, why not get involved with the relevant Working Group?

Although each working group will have a designated committee member as convenor, the members of the working group would set their own terms of reference and method of working. The working groups will provide an opportunity for you to get over YOUR ideas. It is hoped that the outcome of the working group activities would be available to all members and progress reports would be published in the newsletter.

If you would like to join one of these two working groups please notify the Secretary - sue.russell@damauk.org by 28 March 2006. We will then arrange a suitable place and time for an initial meeting for each working group. Subsequent activity could be by email or telephone, but that would be for the working group itself to decide.

As announced on the first page Dagna Gaythorpe is now on the DAMA UK Committee and is working hard on your behalf to promote the organisation and bring further benefits the membership. More about Dagna below.....



Dagna Gaythorpe

Aims as a committee member:

I have got a lot out of the UK and International sections of DAMA (friends, contacts, knowledge, and I have gone to some great parties), and I want to help it grow. I am not connected to any academic institution, but I do know quite a few people who are, so I hope that as Academic Liaison I can raise awareness of DAMA, and Data in the UK academic community, and offer help in developing and improving the data management parts of the courses.

I am going to two conferences in the next few months - SDWest 2006, in Santa Clara, California (where I am presenting on why data isn't agile but data management is still a Good Thing), and the DAMA International conference in Denver (where I will just be listening and having fun). If anyone else is going to either of these, please drop me a line at dama@seshat.co.uk, and we can make sure we don't miss each other.

DAMA UK sponsorship for 2006/7

DAMA UK are very grateful for the support we have received from this year's Annual Sponsors – ASG and Trillium Software Ltd. We are offering the same sponsorship opportunities again for the next membership year – if you are interested in the Gold, Silver or Bronze Agreements please contact **sue.russell@damauk.org** or visit **www.damauk.org** for more information.

<http://www.wilshireconferences.com/MD2006/index.htm>

For information on the DAMA International Symposium in Denver, Colorado, please click on the above link. Check out the discounts for DAMA UK members.....

<http://www.irmuk.co.uk/dm2006>

Call for papers – IRM UK Conferences 2006 – deadline 7 April - Metadata Europe , DAMA Europe, Data Warehousing and IQ Europe