



SANDHILL Standards Based Model Driven Enterprise Architecture & Design



data modeling zone



7:00-9:00	Breakfast in the Renaissance				
8:30-11:30	<p>Data Modeling Fundamentals</p> <p>Steve Hoberman, Steve Hoberman & Associates, LLC</p> <p>● Billiard, Pg 1</p>	<p>Data Quality for Data Modelers</p> <p>Sue Geuens, President of DAMA International</p> <p>● Vault, Pg 27</p>	<p>Fact-Oriented Modeling Fundamentals</p> <p>Gordon Everest, University of Minnesota</p> <p>■ Card, Pg 1</p>	<p>Data Mining for Data Modelers</p> <p>Asoka Diggs, Intel Corp.</p> <p>■ Library, Pg 2</p>	<p>Proving the Value of Data Modeling and Data Design in Application Development</p> <p>Larry Burns, PACCAR</p> <p>◆ Lodge, Pg 3</p>
11:45-12:00	Welcome and Announcements, Steve Hoberman, Governor Ballroom				
12:00-1:00	KEYNOTE: MetLife's Art of the Possible , Gary Hoberman CIO Regional Application Development, MetLife Governor Ballroom, Pg 2				

1:00-2:15	Lunch in the Governor Ballroom				
2:15-3:15	<p><u>Relationship Versatility and the Data Modeler</u> Tom Bilcze, Westfield Group</p> <p>● Lodge, Pg 3</p>	<p><u>Multiple Data Models with NoSQL</u> Stephen Pimentel, FoundationDB</p> <p>■ Library, Pg 4</p>	<p><u>Data Resource Models Versus Data Models</u> Michael Brackett</p> <p>■ Vault, Pg 4</p>	<p><u>Patterns and Techniques of Database Reverse Engineering</u> Michael Blaha, Modelsoft Consulting Corp</p> <p>■ Card, Pg 5</p>	<p><u>Modeling of Reference Schemes</u> Dr. Terry Halpin, Professor at INTI International University, Malaysia</p> <p>◆ Billiard, Pg 6</p>

3:15-3:45 **Afternoon Snacks in the Atrium**

3:45-4:45	<p><u>How to Document Data Requirements for Business Analysts</u> Norman Daoust, Daoust Associates</p> <p>● Vault, Pg 6</p>	<p><u>Agile Data Modeling - Tools and Techniques</u> Prasad Sunkara and Siva Kumar, Vish Analytics</p> <p>■ Card, Pg 7</p>	<p><u>Data Modeling Elicitation Techniques</u> Kim Medlin, Wells Fargo</p> <p>■ Library, Pg 7</p>	<p><u>If You Can Trace it You can Trust it</u> Jeffrey Giles, Sandhill</p> <p>■ Lodge, Pg 8</p>	<p><u>Starting With More than a Blank Page: Data Modeling with Industry Standard Data Models</u> Karen Lopez, InfoAdvisors</p> <p>◆ Billiard, Pg 8</p>
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5:00-6:30 **Welcome Reception and “Special Activity” in the Governor Ballroom**

7:00-9:00	Breakfast in the Renaissance				
7:45-8:15 SIGs	<i>ERwin SIG</i> Tom Bilcze, Westfield Group ● Lodge, Pg 9	<i>NoSQL doesn't mean NOmodeling</i> Sankar Ramalingam, Health Market Science ● Card, Pg 10	<i>Healthcare SIG</i> Norman Daoust, Daoust Associates ● Library, Pg 9	<i>Message in a bottle - Data Modeling for Data Integration with SOA</i> Becca Redard, Nike ● Billiard, Pg 9	<i>Storytelling Chops</i> Loretta Smith, IBM ● Vault, Pg 9
8:30-11:30	<i>UML for Data Modelers</i> Norman Daoust, Daoust Associates ● Billiard, Pg 11	<i>Data Vault 2.0 Workshop</i> Dan Linstedt, Empowered Holdings, LLC ■ Library, Pg 11	<i>Data Governance for Data Modelers</i> Deborah Henderson, Broadstreet Data ■ Lodge, Pg 13	<i>Advanced Negotiation and Conflict Management Skills for Data Modeling Professionals</i> Lou Gieszl, Maryland Mediation Conflict Resolution Office ■ Card, Pg 12	<i>Fact-based Modeling: Principles and Practice</i> Dr. Terry Halpin, Professor at INTI International University, Malaysia ■ Vault, Pg 12
11:45-12:00	Welcome and Announcements, Steve Hoberman, Governor Ballroom				
12:00-1:00	KEYNOTE: No Shortcuts to the Top, Ed Viesturs Governor Ballroom, Pg 15				

1:00-2:15	Lunch in the Governor Ballroom				
2:15-3:15	<p><u><i>Collaboration is key, How to get the Business to embrace Data Modeling</i></u> Missy Wittmann, American Family</p> <p>● Card, Pg 15</p>	<p><u><i>Democratization of Data Analytics</i></u> Asoka Diggs, Intel Corp.</p> <p>■ Library, Pg 16</p>	<p><u><i>The Marriage of Data Models and Value Chain</i></u> Brian Shive, Microsoft</p> <p>■ Lodge, Pg 16</p>	<p><u><i>How to Embed Big Data, Hadoop and NoSQL in Data Warehouse Systems</i></u> Rick van der Lans, R20/Consultancy</p> <p>■ Billiard, Pg 17</p>	<p><u><i>Domains – Don't leave your data model without them!</i></u> Peter Heller, Citywide Administrative Services, New York City</p> <p>◆ Vault, Pg 18</p>
3:15-3:45	Afternoon Snacks in the Atrium				
3:45-4:45	<p><u><i>Creativity, fun, and team work – an Aussie perspective</i></u> John Giles, Country Endeavours</p> <p>● Card, Pg 18</p>	<p><u><i>Is your data model a work of art?</i></u> Tom Bilcze, Westfield Group</p> <p>■ Library, Pg 19</p>	<p><u><i>Normalization - The Achilles Heel of Data Modeling</i></u> Gordon Everest, University of Minnesota</p> <p>■ Vault, Pg 19</p>	<p><u><i>Redundantly Overstated: How to denormalize your data for NoSQL without losing your soul</i></u> Ryan Smith and Rob Garrison, Nike</p> <p>■ Billiard, Pg 20</p>	<p><u><i>Modeling for Meaningful Information</i></u> Joe Danielewicz, GM</p> <p>◆ Lodge, Pg 21</p>
5:00-6:30	Betting on Data Modeling with Wild Bill's Casino! (Governor Ballroom)				

Wednesday, October 22nd

● fundamental (for all audiences),
■ intermediate, ◆ advanced

7:00-9:00	Breakfast in the Renaissance				
<p>8:30-11:30</p>	<p><u>Facilitation for Data Modelers</u> Artie Mahal, ASM Group Inc. ● Card, Pg 21</p>	<p><u>Data Visualization Fundamentals</u> Kristin Potter, PhD, University of Oregon ■ Billiard, Pg 22</p>	<p><u>How to Build a Business Case for an Enterprise Data Model</u> Ivan Schotsmans, BI-Community ■ Library, Pg 23</p>	<p><u>Modeling Business Decisions – a step further for Data Modelers</u> Håkan Edvinsson, Informed Decisions ■ Vault, Pg 23</p>	<p><u>Case study: Vaulting to value – wide, deep, and fast – with data modeling patterns</u> John Giles, Country Endeavours ◆ Lodge, Pg 14</p>
<p>11:45-12:45</p>	<p><u>How to Succeed With Agile – Without Sacrificing Data Management!</u> Larry Burns, PACCAR ● Vault, Page 24</p>	<p><u>Yes, You can Create an Essential E/R Model in UML</u> David Hay, Essential Strategies, Inc. ■ Billiard, Pg 24</p>	<p><u>API Modeling: Data Models in the API Economy</u> Ted Epstein, ModelSolv ■ Library, Pg 25</p>	<p><u>Data Model Estimation Techniques</u> Stacie Benton, Microsoft ■ Card, Page 26</p>	<p><u>Advanced Data Vault Design</u> Dan Linstedt, Empowered Holdings, LLC ◆ Lodge, Pg 26</p>
12:45-1:45	Lunch in the Governor Ballroom				
<p>1:45-4:45</p>	<p><u>Information Architecture for the Data Modeler</u> Peter Aiken, Data Blueprint ■ Card, Pg 2</p>	<p><u>Data Modeling for NoSQL Databases, Hadoop and Big Data</u> Rick van der Lans, R20/Consultancy ■ Billiard, Pg 28</p>	<p><u>The Data Modeler’s Road to the Certified Data Management Professional (CDMP)</u> Patricia Cupoli, CCP, CDMP, CBIP, DAMA International ■ Vault, Pg 28</p>	<p><u>Advanced Data Modeling: Hierarchies, Recursives, Graphs and other Relationships</u> Karen Lopez, InfoAdvisors ◆ Library, Pg 29</p>	<p>Less than 365 days till DMZ 2015!! Join us Oct 5-7th in Research Triangle, North Carolina!</p>



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