

## Information & Data Quality (IDQ) Conference 2008 San Antonio, TX – Sept 22-25, 2008

*By Linda Kresl, VP of Event Services*

Our annual conference, Information and Data Quality (IDQ) kicks off September 22<sup>nd</sup>, at the Marriott Riverwalk in San Antonio, Texas. This is our 3rd year with the conference and a lot has changed.

Back in 2006, our first conference was held in San Francisco and it was small enough that all attendees knew each other on a first name basis. Now we are meeting and greeting quite a few new faces. The IDQ Conference is the place where information quality practitioners from all disciplines network, validate best practices, and share proven solutions and new ideas.

Over the years our membership base has grown tremendously, and IDQ has grown along with it. This event is the leading annual gathering of the worldwide information and data quality community. It offers practical solutions to all types of routine and complex information quality challenges.

It is also the favorite forum for practitioners and vendors to meet face-to-face to learn about the latest products and define emerging needs. The conference draws speakers and participants from across the globe. This year we expect more than 400 customers, partners, and Data Quality experts to join us in San Antonio. This year our IAIDQ General meeting will be held on Monday evening; don't miss this opportunity to meet with the board of directors and learn about the exciting ways that the membership is shaping our events and organization.

Over the course of the four days, we'll host three keynote presentations to set the stage, more than 30 conference sessions, and Communities of Practice (CoPs) meetings. A full complement of all-day tutorials, run by experts like Larry English, will focus on successful implementation methodologies, effective data quality selling, and a look inside the leading edge tips and techniques to help customers make the most of their data investment. This conference is the ideal place for company representatives to learn about industry-leading solutions from experts and from other data quality practitioners. And of course, we have an amazing Exhibit reception - we've graduated from the conference room to a big, beautiful ballroom.

Our first keynote on Wednesday morning is entitled *The Tele-Tech Services Quality Story: A Journey in Discovery of the Good, the Bad, and the Big Q* presented by Stephanie Fetchen and Kimberly Russo, KFR Services, Inc. This presentation focuses on what happens when a company with *data as its product* sets out to prove that it has the most accurate data in its industry. How should accuracy be measured? Can a Service Level Agreement on the quality of the data sold be offered to customers? These are just some of the questions that Tele-Tech Services set out to answer as it started its data quality journey.

Our second keynote on Wednesday afternoon is entitled *Data-Induced Serendipity: Finding What You Didn't Know You Knew* presented by Erin McKean, who likes to call herself a Dictionary Evangelist. This presentation seeks to demonstrate that large data sets are full of serendipity, and that the collection of large amounts of written text has led to interesting discoveries about words we knew, but didn't know how well we knew. By observing how words behave in the wild and tracking that behavior, we can develop new, powerful (and often charming) insights about our language, and about ourselves.

Our third keynote on Thursday is entitled *Why Do People Dislike Baldrige Criteria Category 4, "Measurement, Analysis, and Knowledge Management," Even If They Don't Use the Baldrige Criteria?* presented by Harry Hertz, Director of the Baldrige National Quality Program at the National Institute of Standards and Technology. The Baldrige Criteria for Performance Excellence provide a systems perspective for organizational performance management. And the bottom line of a systems perspective is measurable, sustainable, and good results in all areas of organizational importance. This is achievable only with the right data, accurate information, and effective organizational knowledge management (and dissemination).

So, what is the prevailing topic at IDQ 2008? The “hot salsa” of San Antonio, of course! Beyond that, we’ll be talking a lot about data and information quality (surprise!) and the expanding role it is playing in your businesses and the technology landscape today.

We have been working diligently with Wilshire Conferences since last year's conference to ensure that every participant gets a strong return-on-investment (ROI) from attending. Given the quality and quantity of participants, I believe it's going to be an incredible event.

### CONFERENCE DISCOUNTS FOR IAIDQ MEMBERS

IAIDQ members can avail of discounts of up to \$250 for the 2008 Information and Data Quality conference. This is in addition to the conference’s early bird discount and the group discount (register four people for the price of three).

Avail of the IAIDQ member discount by entering the correct “coupon code” during online registration, or by simply mentioning the code when registering by phone.

Visit <http://iaidq.org> to get the conference discount code and see <http://idq-conference.com> for the complete Conference Programme and Speaker profiles.

The full discount schedule is as follows:

Registration Type	IAIDQ Member Discount Amount
Full Event (Conference Sessions + 2 Tutorial Days)	\$250
Tuesday Tutorial + Conference Sessions	\$200
2 Tutorial Days (Monday + Tuesday)	\$100
Conference Sessions Only	\$100
1 Tutorial Day (Monday OR Tuesday)	\$100

## News from Members



**ELIZABETH DAVIS** was recently appointed as the first member of the newly created Integrated Risk Reporting (IRR) Unit at the International Finance Corporation (IFC). This new unit will be responsible for collecting and organizing the information required to provide a thorough assessment of the overall, integrated risk profile of the corporation.



**GRANT ROBINSON** was recently appointed as Information Quality Coordinator at the New South Wales Department of Water and Energy in Australia. This position entails full time management of an ISO9001 quality management system applied to monitoring water quantity and quality in the state's rivers and storages. This appointment recognizes the importance of information quality for water information in a state often stricken by drought.



**C. LWANGA YONKE** is the recipient of the Society of Petroleum Engineers (SPE) 2008 Western North America Regional Award for "distinguished contribution to petroleum engineering in the area of Management and Information." Specifically, Lwanga was recognized for pioneering the development and implementation of information quality best practices in the oil industry.

*Editor's note: If you are an IAIDQ member and have news to share with the association, we would like to hear from you. We are interested in hearing about recent career achievements, changes in your job or role, promotions, completion of professional or academic studies, and other similar news. Please send your news to [editor@iaidq.org](mailto:editor@iaidq.org)*

---

## IAIDQ Publication

### **The State of Information and Data Governance: Understanding How Organizations Govern their Information and Data Assets**

<http://iaidq.org/publications/2008-04-state-of-info-data-governance.shtml>

This report discusses the findings of a survey designed to gain insight into how today's organizations are governing their data and information assets. The goal of the survey was to help professionals from all disciplines to:

- discern the major trends in information / data governance;
- identify the structure and focus of existing information / data governance efforts; and
- assess perceptions regarding the effectiveness and maturity of these efforts

The report is available for download by IAIDQ members (login required).

*Editor's note: This report will be the topic of discussion at the IAIDQ Ask-the-Expert session on August 6, 2008, with report co-authors Elizabeth Pierce and C. Lwanga Yonke as guests. Please visit the IAIDQ website for details.*

## Member Discounts

### 2008 IDQ CONFERENCE DISCOUNT

IAIDQ members can avail of discounts of up to \$250 for the 2008 Information and Data Quality conference. This is in addition to the conference's early bird discount and the group discount (register four people for the price of three).

The IAIDQ member discount is obtained by entering the correct "coupon code" during online registration, or by simply mentioning the code when registering by phone.

Visit <http://iaidq.org> to get the conference discount code.

### PUBLICATIONS

The Ark Group has published an industry report written by **DARAGH O BRIEN**, entitled *Defining and Implementing an Information Quality Strategy*. The report reviews drivers for quality information and outlines a strategy for implementing a sustainable IQ Improvement Programme.

Avail of a special discount (GB£100 in the UK, AU\$200 in Australia, and US\$200 in the US) when you purchase this report through the designated Ark Group contact person listed at <http://iaidq.org/members/discounts.shtml>

### FORTHCOMING IQ EVENTS

The up-to-date Calendar of Forthcoming Activities is online at [iaidq.org/main/calendar.shtml](http://iaidq.org/main/calendar.shtml). Please visit our online calendar for a more complete listing.

Please send information about other IQ/DQ events to our webmaster for inclusion in the calendar.

22-25 Sept 2008	<b>2008 Information and Data Quality Conference</b> IAIDQ and Wilshire Conferences <i>Discount for IAIDQ members</i>	San Antonio TX USA
3-6 Nov 2008	<b>Data Management and Information Quality Conference 2008</b> 3 Co-located Conferences on Data Management, Information Quality and Metadata Management <b>10th Annual Conference</b> <i>10% discount to IAIDQ members</i>	London UK

Due to the fluid nature of events scheduling, the Newsletter's Editorial Board and the IAIDQ does not and cannot guarantee the accuracy of the information contained in this Calendar.

## Call for Contributions

to Future Issues of the IAIDQ Newsletter

IAIDQ Members are invited to send in their contributions to be considered for future issues of the IAIDQ Newsletter.

**WHEN:** September 10, 2008 (Wednesday) Submission Deadline

**WHAT:** Articles (800-1200 words)  
IQ Stories (600-850 words)  
Tips / Best Practices (400-650 words)  
Recent DQ News (40-500 words)  
Member News (50 to 80 words with optional headshot)  
Association News in Photos (single photo with a one-paragraph caption)  
Upcoming DQ Events (event title, location, link to more information)

**HOW:** Send contributions in editable electronic medium  
(preferably MS Word)  
via email to [editor@iaidq.org](mailto:editor@iaidq.org)

Do any of this issue's articles bring your own IQ experiences to mind? If yes, we'd like to hear from you!

Detailed submission guidelines are available at the IAIDQ website:

[http://iaidq.org/main/idq\\_news\\_guidelines.shtml](http://iaidq.org/main/idq_news_guidelines.shtml)

We also welcome any comments or suggestions you may have regarding our Newsletter. Please do not hesitate to contact Michelle Dy [[michelle.dy@iaidq.org](mailto:michelle.dy@iaidq.org)] or Arnt-Erik Hansen [[Arnt-Erik.Hansen@iaidq.org](mailto:Arnt-Erik.Hansen@iaidq.org)].

---

The Information and Data Quality Newsletter is a quarterly publication of the **International Association for Information and Data Quality**  
[iaidq.org](http://iaidq.org)

This Issue's Editor(s): Michelle C. Dy

If you are interested in joining the Newsletter Working Group, please contact the Editor-in-Chief via email [[editor@iaidq.org](mailto:editor@iaidq.org)].

Copyright © 2008 International Association for Information and Data Quality

Authors of contributed content retain their respective copyrights. The Editorial Board and the International Association for Information and Data Quality cannot be held responsible for any errors or omissions, and accepts no liability whatsoever for any loss or damage howsoever arising. Opinions expressed within the contributions and relevant linked pages are those of their respective authors.