

## **DAMA-RMC December Newsletter!**



Dear DAMA-RMC Members and Partners:

As the end of the year draws near, we'd like to take this opportunity to extend a heartfelt thank you to all of you for your participation and engagement in our community. Thank you for choosing us and we wish you a wonderful holiday season and happy new year!

Want to connect and engage with other members? Explore exclusive member resources, event information, and many ways to connect at [damarmc.org](http://damarmc.org).

And join us on our Linked In [Company Page](#) or [Networking Group](#) and connect with our new Linked In [Profile](#).

Sincerely,

*The DAMA-RMC Board*

## **DAMA-RMC Bowling, BBQ, & Brews Holiday Party!**



Thank you to everyone who attended the 2023 Holiday Party on Thursday, December 7 at Moe's Original Bar B Que from DAMA-RMC and the Denver SQL Server Users Group to celebrate the holidays, our new CDMPs and continued collaborations between our groups.

## **Registration now open for DAMA-RMC's Q1 2024 Chapter Event!**

[REGISTER](#)



## Join DAMA-RMC for Database Design Contentious Issues

**When:** Friday, February 2nd from 2:30 pm to 5:30 pm

**Location:** [Cyber Qubits](#) - (Venture X)

**Address:** 6400 S Fiddlers Green Cir, Ste. 300-312.  
Greenwood Village, CO 80111

**Price:** Log-in to receive membership pricing!

- **Professional Members: Always Complimentary & Free!**
- **Guest Members: First In-Person event \$0, In-Person \$20, Virtual \$10**
- **Non-members: In-Person \$25, Virtual \$15**



## Karen Lopez, InfoAdvisors – Database Design Contentious Issues

Q1 Chapter Event  
Friday, February 2, 2024  
2:30 – 5:30 PM  
Cyber Qubits



### Biography

Karen is a senior project manager and architect with an extensive background in development processes and information management. She specializes in taking practical approaches to systems development. She has 20+ years of public speaking (keynotes, speeches, and demonstrations). She wants attendees to have fun, gain insights and take away inspiration for working with new technologies and methods.

She's known for her slightly irreverent and practical approach to IT training and speaking. She wants you to be part of #TEAMDATA.

Follow and connect with Karen on [LinkedIn](#) or [Sessionize](#)

### Abstract

A highly interactive and popular session where attendees evaluate the options and best practices of common and advanced design issues. Then they argue about the answers.

Modules may be voted on ahead of time by participants but could include:

- Are NULLs evil?
- How many are too many joins?
- Who gets the final say in design decisions?
- How long is too long for a naming standard?
- Are GUIDs helpful?
- Is refactoring a help or a hindrance?
- Are all surrogate keys helpful?
- Are data models anti-agile?
- Is a database software or infrastructure or both?

- Which is more important: performance or data quality?
- Is normalization the end of the world?
- Are naming standards just for the wicked?
- Are repeating columns that bad?
- How much security should be in the database rather than the application?
- A faux NULLs dangerous?

Bring your votes, your debates, and your opinions.

**2nd Presentation - TO BE ANNOUNCED!**

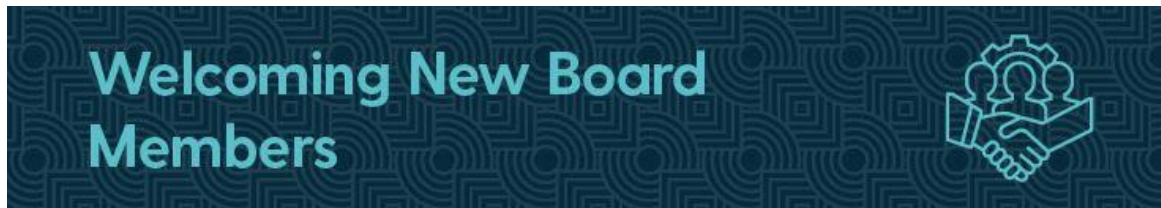
***Event followed by a 'Pint of Data' Happy hour at***

[Cherry Creek Food Hall & Brewery](#)

[6575 Greenwood Plaza Blvd., Greenwood Village, CO 80111](#)

[Full Event Details](#)

[Register](#)



**Michael Pugh** joins the DAMA-RMC board as the new VP of Programs and Event Operations.

Mike is a data and analytics professional with over 15 years of business and technical experience. He specializes in building modern data products and platforms leveraging Data Warehousing, Data Lake, Business Intelligence, and Data Science methodologies. He has worked for both enterprise companies and startups and understands the dynamics of both.

Mike has an MBA from the University of Denver and recently completed a certification from MIT's Professional Education focused on Applied Data Science. He is currently working on the CDMP certification. In his free time, Mike stays busy with his family of five. Some of his hobbies are building furniture, golfing, and getting outdoors.

Connect with Mike on [LinkedIn](#).

## Give the Gift of Professional Membership!



**Gift a colleague, or yourself, a 25% off discounted DAMA-RMC professional membership this holiday season. Join as a professional member OR upgrade from a guest membership. Professional membership includes:**

- Entry to all chapter meetings AND mingle events
- Meeting and presentation archive access
- CDMP virtual study group, bootcamp and discounts
- DMBok discount
- Conference discounts
- DAMA events and programming discounts

- Plus so much more...

**Promo Code: 12HOLIDAY23**



## **2024 DAMA-RMC Board & Service Opportunities**

### **Seeking Talented & Unique People To Join the DAMA-RMC Board**

Are you looking for your next growth opportunity or want to try something new? The DAMA-RMC board is actively seeking energetic, skilled, smart, thoughtful, and diverse candidates to join our team. We are always looking for great people for current and future roles and can tailor a position depending on your unique talents, interests, and skillsets.

- **Immediate Opening!**

- VP Partnership

- **Open 2024 Board Roles & Board Shadowing Positions:**

- President
- VP Finance
- VP Membership
- VP Marketing
- VP Professional Development

- VP Data & Technology
- VP Administration

• **Committees (Always Open!):**

- - Membership Committee
  - Partnership Committee
  - Programs Committee
  - Internships

Learn more about how you can get involved [HERE](#).

If you'd like more information on any of the board roles or programs and how we can support your growth, or would like to apply, reach out to Kelly Bruen at [president@damarmc.org](mailto:president@damarmc.org).



## Congratulations New CDMPs!

Thanks to everyone who participated in DAMA-RMC's study sessions, bootcamp, and "Pay-If-You Pass" exam



prep over the last few months.

We are thrilled at the progress everyone made  
and excited to announce 6 new CDMPs:

**Cher Fox**  
**Jason Horner**  
**Dhasaradhy Jagannathan**  
**Karthik Kaliyaperumal**  
**Indira Kothakapu**  
**Stephanie Sheldon**

Several others will be completing their tests in the next few weeks.  
We wish everyone luck!

Learn more: [CDMP Certification with DAMA-RMC Support](#)

Questions?

Please contact [ProfessionalDevelopmentVP@damarmc.org](mailto:ProfessionalDevelopmentVP@damarmc.org).



**December's Guest Blogger**

This month's guest blogger is our very own VP of Marketing, and new CDMP, [Cher Fox](#), President and Founder of [Fox Consulting](#). In this month's member's only content, Cher decodes digital transformations, unveiling the steps, challenges and pitfalls.

Professional members can find this month's exclusive blog [HERE](#).

DAMA-RMC is looking for guest bloggers to be featured on our website, in our newsletter and in social media. Submission guidelines and publishing details can be found on our website [HERE](#).

## Thank You to our DAMA-RMC Corporate Gold Patron!



[Fox Consulting](#) is DAMA-RMC's Gold Patron corporate sponsor. Founded in 1998, Fox Consulting is a Denver based consultancy with over 30 years of experience providing strategy, coaching & training services to solve some of the most complex data problems of global companies. Fox Consulting builds strategies around data quality, data management & data governance including the people, policies, practices, processes, & technologies to enable those strategies, providing organizations with valuable & actionable data insights.

Visit their website [HERE](#) OR contact Cher Fox at [info@foxconsulting.co](mailto:info@foxconsulting.co).

## Thank You to our DAMA-RMC Corporate Meeting Host Sponsor!



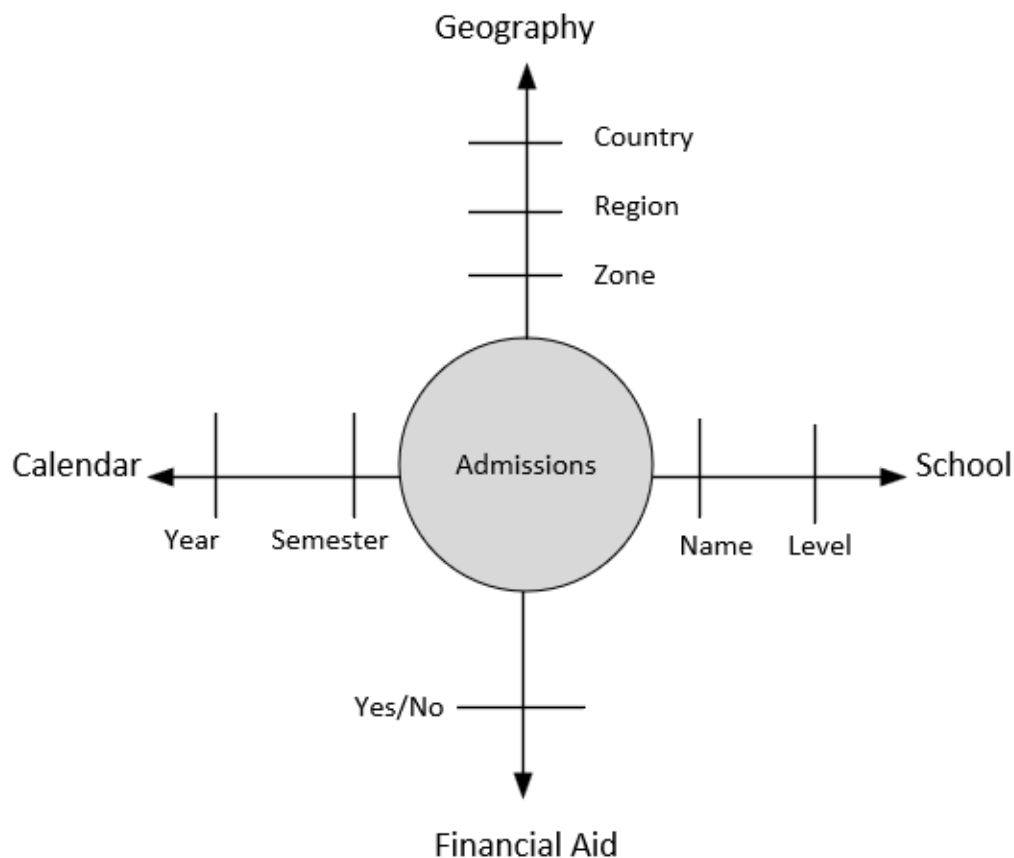
[Datalere](#) is DAMA-RMC's corporate meeting host sponsor. Datalere is a data architecture, engineering, analytics, and data science consulting company headquartered in Denver, Colorado. They create partnerships with businesses of all sizes, leveraging data by providing modern data solutions that help organizations manage data assets with increasing complexity. Datalere traces its roots back to 2004, when Carlos Bossy began his consulting practice driven by the fact that most companies he worked with previously struggled to manage their data effectively, and were unable to make it a powerful asset.

Datalere is staffed by a team that focuses on delivering advanced data solutions, properly architected, modeled, and engineered. They do not subcontract their work to other companies, nor do they staff out projects with temporary contractors. They engage directly with their clients who have open access to their team of technologists. They have helped Fortune 500 companies, Start Ups, and Government organizations alike.

Visit their website [HERE](#) OR contact [Carlos Bossy](#) at [info@datalere.com](mailto:info@datalere.com).

[DAMA-RMC Corporate and Patron Sponsor Information & Benefits](#)

## **DMBoK Tip of the Month**



## Axis Notation for Dimensional Models

The concept of dimensional modeling started from a joint research project conducted by General Mills and Dartmouth College in the 1960's. In dimensional models, data is structured to optimize the query and analysis of large amounts of data. In contrast, operational systems that support transaction processing are optimized for fast processing of individual transactions.

Dimensional data models capture business questions focused on a particular business process. The process being measured on this dimensional model is Admissions. Admissions can be viewed by the Zone the student is from, School Name, Semester, and whether the student is receiving financial aid. Navigation can be made from Zone up to Region and Country, from Semester up to Year, and from School Name up to School Level.

The diagramming notation used to build this model - the 'axis notation' - can be a very effective communication tool with those who prefer not to read traditional data modeling syntax.

Both the relational and dimensional conceptual data models can be based on the same business processes (as in this example with Admissions). The difference is in the meaning of the relationships, where on the relational model the relationship lines capture business rules, and on the dimensional model, they capture the navigation paths needed to answer business questions.



## Upcoming Conferences

### [Enterprise Data Governance Online](#)

January 24, 2024, Virtual!

### [Rocky Mountain Oracle Users Group Training Days](#)

February 8 - 9, 2024, Denver, CO

### [Power BI and Fabric Summit 2024](#)

February 12 - 16, Virtual!

### [Data Modeling Zone](#)

February 27 - March 1, Phoenix, AZ

### [Colorado Tech Summit + APEX Awards](#)

March 8, Denver, CO

### [SQL Bits](#)

March 19 - 23, Hampshire, UK

[Enterprise Data World](#)

March 25 - 29, Orlando, FL

[FIMA US](#)

April 8 - 9, Boston, MA

[World Wide Data Vault Consortium](#)

April 28 - May 3, Stowe, VT

[Data Governance & Information Quality Conference \(DGIQ West\)](#)

June 3 - 7, San Diego, CA

[CDOIQ Symposium](#)

July 15 - 18, Cambridge, MA

[Data Architecture Online](#)

July 24, Virtual!

**DAMA-RMC believes in diversity, equity, and inclusion and we are against discrimination in any form.**

We always have and will continue to welcome all people in our community.

Diverse experiences and perspectives create a richer learning environment and community. The desire to learn about data management best practices or contribute experience and ideas for the benefit of others is the common affinity of DAMA-RMC.

Everyone is welcome to take part and contribute.

Sincerely,

The DAMA-RMC Board



# **DAMA - Rocky Mountain Chapter**

## **Board of Directors**

Kelly Bruen, President  
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