

## DAMA-RMC February Newsletter!



Dear DAMA-RMC Members and Partners:



We love our members! Our Valentine's month offer is **25% off** to **JOIN** as a professional member, **RENEW** last year's professional membership OR **UPGRADE** from a guest membership to a professional membership.



**Promo Code: 24NewYear25**



This code is good only through 2/29/24!

Thank you for engaging with our community and I hope you will all join us in looking forward to the coming year!

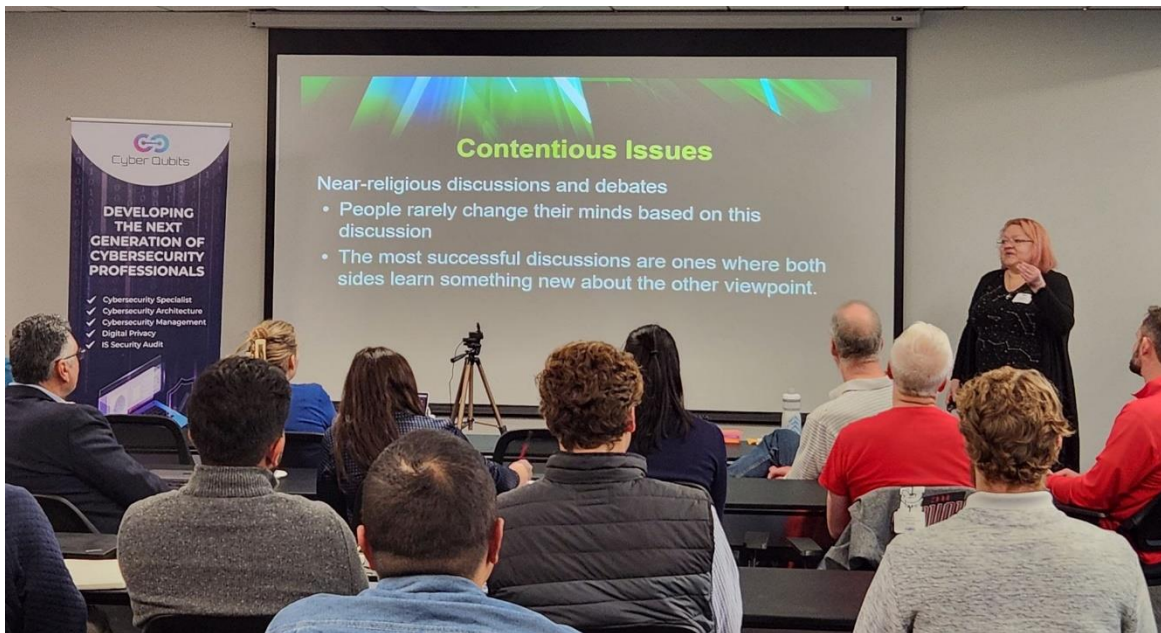
Want to connect and engage with other members? Explore exclusive member resources, event information, and many ways to connect at [damarmc.org](https://damarmc.org).

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's Q1 Chapter Event!



Thank you to all who attended Friday, February 2. A HUGE DAMA RMC thank you to our speaker, [Karen Lopez](#) of InfoAdvisors, for her interactive presentation on Data Modeling Contentious Issues. Attendees had a fun time voting and discussing their positions on a variety of contentious issue questions.

Professional Members have exclusive access to the event recording & presentation slides [HERE](#).

We'd also like to thank our meeting hosts [Julia Costin](#) and [Gurvirender Tejay, PhD](#) of [Cyber Qubits](#).



**Join us for our Q2 Event on April 26th!**

**AI: Pragmatic Business Views & Data Management Implications plus Data Quality Management Best Practices**



**Thrive Workplace in Centennial**

**Event followed by a "Pint of Data" Happy Hour at Rock Bottom Brewery!**

**Registration Now Open!**

[REGISTER HERE](#)



**Other 2024 Dates to Save:**

Friday, July 19, 2024

Friday, October 18, 2024



## **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 Openings!**

- - VP Partnerships
  - VP Sponsorship
  - VP Social Media

- **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).



# Guest Bloggers Needed, Featuring You!

DAMA RMC is looking for guest bloggers to be featured on our website, and in our newsletters and social media posts. This is a great opportunity to grow your network and reach thousands of new contacts sharing your data knowledge and expertise. Interested bloggers can reach out to Cher Fox, VP Marketing at [MarketingVP@damarmc.org](mailto:MarketingVP@damarmc.org).

Details for submission and publishing [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 35 years of experience providing strategy, development, implementation, support, coaching & training services to solve some of the most complex data problems of global companies. Fox Consulting builds solutions around data quality, data management & data governance best practices and frameworks 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](mailto:Cher.Fox@foxconsulting.co) at [info@foxconsulting.co](mailto:info@foxconsulting.co).

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



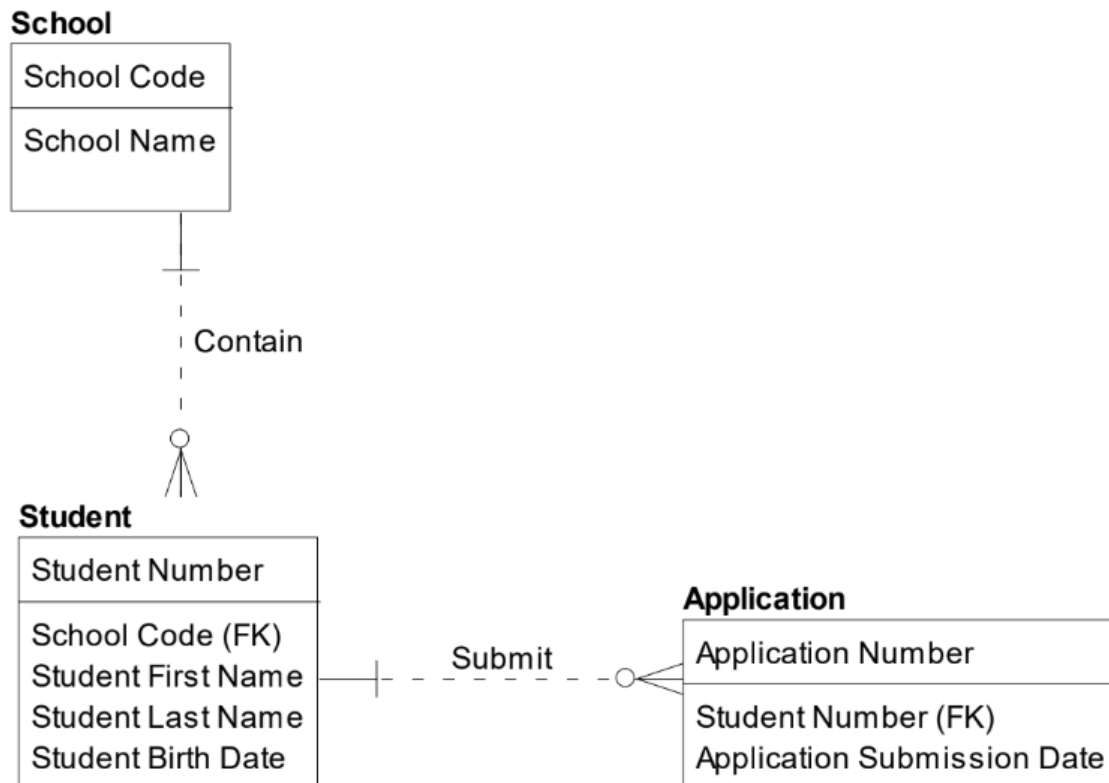
[Datalere](#) is DAMA-RMC's corporate meeting host sponsor. Datalere is a data architecture, engineering, analytics, and data science consulting company headquartered in Denver, Colorado. They create partnerships with businesses of all sizes, leveraging data by providing modern data solutions that help 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**



## Relational Logical Data Model

A logical data model (LDM) is a detailed representation of data requirements, usually in support of a specific usage context, such as application requirements. Logical data models are still independent of any technology or specific implementation constraints. A logical data model often begins as an extension of a conceptual data model.

In a relational logical data model, the conceptual data model is extended by adding attributes. Attributes are assigned to entities by applying the technique of normalization as shown in this figure. There is a very strong relationship between each attribute and the primary key of the entity in which it resides. For instance, **School Name** has a strong relationship to **School Code**. For example, each value of a **School Code** brings back at most one value of a **School Name**.





## Upcoming Conferences

### [Data Modeling Zone](#)

February 27 - March 1, Phoenix, AZ

(ask us for the exclusive professional membership discount code to attend!)

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

March 8, Denver, CO

### [Channel Partners Conference and Expo](#)

March 11 - 14, Las Vegas, NV

### [SQL Bits](#)

March 19 - 23, Hampshire, UK

### [Enterprise Data World](#)

March 25 - 29, Orlando, FL

### [Women Leaders in Data and AI Visionary Leaders Forum \(WLDA\)](#)

April 3 - 5, Nashville, TN

### [FIMA US](#)

April 8 - 9, Boston, MA

### [DEVNEXUS](#) - largest JAVA Ecosystem Conference in the World

April 9 - 11, Atlanta, GA

### [Women in Tech Global Conference](#)

April 23 - 25, Virtual!

[World Wide Data Vault Consortium](#)

April 28 - May 3, Stowe, VT

[RSA Conference](#) - Where the World Talks Security

May 6 - 9, San Francisco, CA

[Business Transformation & Operational Excellence Summit \(BTOES\)](#)

May 7 - 10, Orlando, FL

[Mile High Agile](#)

May 15, Denver, CO

[C-Level at Mile High \(Colorado Technology Association\)](#)

May 22, Denver, CO

[Qlik Connect](#)

June 3 - 5, Orlando, FL

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

June 3 - 7, San Diego, CA

[Rocky Mountain Information Security Conference \(RMISC\)](#)

June 11 - 13, Denver, CO

[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  
[President@damarmc.org](mailto:President@damarmc.org)

Bob Conway, VP Administration  
[AdministrativeVP@damarmc.org](mailto:AdministrativeVP@damarmc.org)

Cher Fox, VP Marketing  
[MarketingVP@damarmc.org](mailto:MarketingVP@damarmc.org)

Jason Horner, VP Professional Development  
[ProfessionalDevelopmentVP@damarmc.org](mailto:ProfessionalDevelopmentVP@damarmc.org)

Anna Hostrawser, VP Data & Technology  
[DataTechnologyVP@damarmc.org](mailto:DataTechnologyVP@damarmc.org)

Alex Langhorne, VP Finance  
[FinanceVP@damarmc.org](mailto:FinanceVP@damarmc.org)

Anni Proctor, VP Membership  
[MembershipVP@damarmc.org](mailto:MembershipVP@damarmc.org)

Michael Pugh, VP Programs & Event Operations  
[ProgramsVP@damarmc.org](mailto:ProgramsVP@damarmc.org)

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**Our mailing address is:**

Data Management Association - Rocky Mountain Chapter  
6833 South Dayton Street #1037  
Greenwood Village, CO 80112  
[www.DAMArmc.org](http://www.DAMArmc.org)

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