



## From the Editor-in-Chief

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Dear fellow IAIDQ Members,

Greetings from the newly formed IAIDQ Newsletter Working Group! We have a substantial newsletter issue this quarter, due in part to the two articles presented by our columnists and IAIDQ Founding Advisors:

- In *To a High IQ!*, **Larry English** peels away the layers around the concepts of Information Quality and Information Quality Management to give us a sound conceptual framework and foundation for our Information Quality efforts.
- **Dr. Tom Redman** concludes his two-part series on the Politics of Data by sharing new ways to view the ages-old problem of organizational politics. You can download Part 1 of his series from [iaidq.org](http://iaidq.org); look for the newsletter's January 2005 issue.

In addition to the articles above, we are pleased to present two Best Practice contributions:

- **David Loshin** walks us through a practical approach for defining and measuring information quality, by going beyond traditional data profiling approaches and producing metrics that are worthy of senior management attention.
- **Virginia Prevosto** and **Peter Marotta** share best practices from their company's own experiences in managing one of the largest private databases in the world.

In our **Recent Events** section, we feature the IAIDQ co-sponsored *Information Quality Breakfast Briefing*, held in Dublin City University, Ireland. I would not be surprised if this regular event becomes a model for similar IQ educational and networking events elsewhere.

Don't forget to check out the many upcoming IQ activities in the **Forthcoming Events** section, where you will also find more information about the 17<sup>th</sup> Information Quality Conference, slated for September 2005 in Houston, Texas.

Lastly, IAIDQ members are invited to respond to our **Call for Contributions** for the July 2005 issue. Details can be found in p.20.

I hope this issue will prove to be useful to your IQ efforts. As always, our Working Group welcomes comments and suggestions that will help make this newsletter more useful to you.

Sincerely,



**Michelle C. Dy**  
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