



From the Editor-in-Chief

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Dear fellow IAIDQ Members,

The Newsletter Working Group is pleased to present the third issue of the IAIDQ Newsletter. We have another substantial newsletter issue this quarter including two articles presented by our columnists and IAIDQ Founding Advisors:

- In *To a High IQ!*, **Larry English** delves into the importance of Customer Focus, and explains why the Customer should be the beginning and the end of any Information / Data Quality effort.
- **Dr. Tom Redman** delicately explores the rancor that exists between IT and “the business,” and shares a better paradigm that will prove useful to both IT and business professionals alike.

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

- Our very own President, **Ben Reed** shares his list of 10 Mistakes to avoid when creating an Enterprise Data Model.
- IAIDQ Member Alberto Villari shares an Organizational Best Practice that will be useful when we decide where best to position the I/DQ function in any organization.

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 17th Information Quality Conference, slated for September 2005 in Houston, Texas.

We also have two exciting invitations in this issue. If you have experience in setting business strategy, or would like to take part in creating IAIDQ's future, strategy and destiny, please review the **Call to Action** on p.23. Also on the same page, you'll find an invitation to participate in a **Working Session** for IAIDQ Special Interest Groups and Local Chapters.

IAIDQ members are invited to respond to our **Call for Contributions** for the October 2005 issue. Details can be found in p.24.

A final note: as this issue goes to press, we welcome the **200th Member** of the IAIDQ!

I hope this newsletter proves 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
Editor-in-Chief, IAIDQ Newsletter