

## 2007 North America IDQ Conference Report Las Vegas, Nevada, USA, September 24-27, 2007

*by Dave Wilson, 2007 VP for Event Services*

### INTRODUCTION

I hope you were there with some 300 of your professional and business leader colleagues, where we were challenged as much by the wisdom of our keynote speakers as by the achievements and success stories of IQ practitioner's case studies.

The conference was held at the Palms Resort, of recent fame through an infamous MTV reality show. The weather was beautiful all week, the days were full of new ideas, and the evenings full of any adventure one cared to seek out.

Perhaps because I'm such a social creature, a highlight of any IAIDQ event for me is always the informal networking that occurs going out for dinner, making new friends, and enjoying the sensory distractions that our host city had to offer with both old and new friends.



### ACKNOWLEDGMENTS

IAIDQ partnered with Wilshire Conferences to organize the 2007 North America event and it was, as always, extraordinarily well-run. On behalf of IAIDQ members and directors, I offer our sincerest thanks to my conference co-chair, Tony Shaw and the Wilshire staff for another great event.

It's also very important to recognize IAIDQ Advisor and Aera Energy's Lwanga Yonke, who was our Program Chair for the conference. Through Lwanga's leadership and the dedication of the Program Committee, an outstanding program was fashioned and executed. We are indebted to Program Committee members Elizabeth Davis (IFC), Linda Kresl (Nike), Philip Lesslar (Shell), David Plotkin (Wells Fargo), and Nonna Milmeister (Telstra) who translated a cross-section of interests, wishes, and requests into an exciting array of 50+ presentations and activities.

The final Program topics were distributed in thirds to business, IT, and common interests to honor the equal split in IAIDQ membership between business management and IT professionals.

## THE KEYNOTES

Our opening keynote speaker on Wednesday was Elizabeth Kirscher, President of Morningstar's Data Services Business. Using case studies from Morningstar's financial services success, Liz showed us how quality control of information assets can drive business revenues upward and breathe new life into mature processes and products. Liz's case study was particularly insightful, demonstrating her practical experience winning the support of senior management and building an environment that nurtures an institutional culture of quality.

Later the same day, Lori Silverman, owner of the Partners for Progress management consulting firm, described in her keynote address how telling the right stories will help management understand the value of our IQ efforts and its contribution to business results. In Lori's all-too-brief talk, she gave us a start at how to discover sources of stories within our organizations, how to capture them, and how to structure them for maximum impact.

John Zachman was our final keynote speaker on Thursday. John is known worldwide for his work and publications on Enterprise Architecture. In an extraordinarily jam-packed hour, John related the principles of TQM to the engineering design disciplines in construction and manufacturing. John effectively used analogs between these disciplines that allowed us to better see the foundations of engineering-in information quality in our organizations and processes.

## THE SESSIONS

Thirty two colleagues from the ranks of business leaders and IQ professionals made presentations as practitioner case studies. If the greatest measure of success in a multi-track program is that we have difficult choices to make in deciding which talk to attend, then this year's program was a stellar example of success.

Our keynote speakers always challenge us with new ways to examine what we're doing, why, and how. But the visions with the most immediately impact of what's possible come from those among us who've got stories to tell about strategies, adjustments, failures, and successes in their own organizations. It is in these sessions and in the after-hours socializing that we build vital personal relationships and professional networks. As conference co-chair, I am so grateful to all the individual practitioners who, through their presentations, shared their success with us.

## THE CLOSING SESSION

In the final hour of the conference, Walid El Abed, Lynda Heij, Brenda Maas, and Richard Trapp led a closing practitioner panel discussion that gave us the opportunity to put in sharp focus how we could all leave Las Vegas and apply the week's lessons to our workplace.

This thought-provoking session engaged audience and panel members alike in a final summation of the ideas presented throughout the week, how to make our individual efforts more productive, and the political, business, and technical skills needed to be successful. If you were there, you were changed by what we saw and heard.

### CONFERENCE PROCEEDINGS

If you missed the 2007 conference, you can still avail of a copy of the 2007 IDQ Conference Proceedings. But hurry as there are limited copies left.

The conference proceedings are available in CD format for \$395 USD from the Wilshire website. See <http://www.wilshireconferences.com/idq2007/registration.html>

### LOOKING AHEAD

You absolutely must join us for the 2008 North America event at the IDQ Conference in San Antonio, Texas at the Marriott Rivercenter Hotel, September 22-25, 2008.

If you've never been to San Antonio, you're in for a real treat!

The River Walk, or Paseo Del Rio, runs near The Alamo and through the heart of downtown San Antonio. Towering cypresses, ancient oaks, and weeping willows shade this historic river. Gardens of flowering ornamental plants line the banks. Cobblestone walkways lead through hundreds of river-level restaurants, shops, and nightclubs. The river bubbles to the surface on the grounds of a local university and flows through downtown, threading its way through the city one level below the busy city streets. Along with The Alamo, San Antonio is truly a unique experience found only deep in the heart of Texas.

I look forward to seeing you there!

## Forthcoming IQ Events

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

The up-to-date Calendar of Forthcoming Activities is online at [iaidq.org/main/calendar.shtml](http://iaidq.org/main/calendar.shtml).

26-27 February 2008	2nd Annual Public Sector Information Management Strategy Conference	Canberra ACT Australia
16-20 Mar 2008	DAMA International Symposium and WILSHIRE Meta Data Conference DAMA and Wilshire Conferences Discount for IAIDQ members	San Diego CA USA
29 Apr - 1 May 2008	Data Quality Asia Pacific 2008 Ark Group Australia <i>15% discount to IAIDQ members</i>	North Sydney NSW Australia
22-25 Sept 2008	<b>2007 Information and Data Quality Conference</b> IAIDQ and Wilshire Conferences Discount for IAIDQ members	San Antonio TX USA
3-6 Nov 2008	Data Management and Information Quality Conference 2008 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 International Association for Information and Data Quality does not and cannot guarantee the accuracy of the information contained in this Calendar of Events.

If you would like to run an event or would like to help out with the events and activities of the IAIDQ worldwide, please get in contact with any of these board members: our VP for Event Services (Linda Kresl), VP for Member Services (Arnt-Erik Hansen), VP for Publicity & Recruitment (Daragh O'Brien). We will be happy to provide whatever support we can to help make your event a success.

If your organisation wishes to provide financial or logistical sponsorship to IAIDQ events worldwide (in particular our Community of Practice events) please contact our VP for Event Services (Linda Kresl).

## 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:** March 10, 2008 (Monday) Submission Deadline

**WHAT:** Articles (800-1200 words)  
IQ Stories (600-850 words)  
Tips / Best Practices (400-650 words)  
Recent DQ News (40-500 words)  
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)

We are now accepting submissions for **IQ Stories**. Do any of this issue's articles bring to mind your own IQ experiences? If yes, we'd like to hear from you!

Detailed submission guidelines are available by request. Please email the editor.

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)].

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This Issue's Editor(s): Grant Robinson, 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)].

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