DAMA-RMC March Newsletter!

Dear DAMA-RMC Members and Partners:

Spring is around the corner and we are excited for new ideas, upcoming data conferences and events, innovative partnerships, and welcoming new members to our community.

For our Guest Members, March is the last month to upgrade to Professional Membership at the promotional price. See full details below!

Please enjoy the monthly updates and content for our community.

Want to connect and engage with other members? Explore exclusive member resources, event information, and many ways to connect at damarmc.org.

Sincerely,

The DAMA-RMC Board

DAMA-RMC's Q2 Chapter Event

Data Privacy/Retention and Cybersecurity

When: **Friday, April 28th** from **3:00pm - 5:30pm**

Location: The Commons on Champa - Denver

Address: 1245 Champa St., Denver, CO 80204

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**

Topics:

Data Privacy and Retention

Attorney and data privacy expert Aaron Belzer of Belzer Law, will give a presentation about the new Data Privacy and Retention legislation that will go into effect in July 2023.

Cybersecurity Panel

Paige Goss, Founder & CEO of Point Solutions Group, will lead a panel discussion of CISOs, with questions focused on current issues in cybersecurity and data security, with audience questions and answers to follow.

James Gaulke, of Regis University, is an award winning CIO that brings an extensive track record of business transformation across multiple industries to the panel.

Robb Reck, of Red Canary, is a Field CISO who's mission is to help partners build a high trust business around cybersecurity, privacy, system resiliency and business practices.

Brenden Smith, of FirstBank, is a CISO who brings his experience of developing the strategy and direction of FirstBank's information security to the panel.

DAMA-RMC is so excited to have such an amazing panel of expertise!

Full Event Details

Event followed by a "Pint Of Data" Happy Hour at

Yardhouse - Denver

1555 Court Place, Denver, CO 80202

Register

Upcoming Chapter Events

Save the Dates!

Q3 - Friday, July 28, 2023

Q4 - Friday, October 20, 2023

Last Chance NEW Membership Options

We are now offering a variety of expanded membership and sponsorship options to meet our community's needs, including special Professional Member pricing for qualified students/academics, military (active duty/veterans), and those between jobs.

Learn more about our Membership Transition and Membership Benefits.

Register as a paid member by **3/31/2023** and receive **25% off** your annual membership.

Promo code: **DAMARMC25**

Join us **HERE**.

Starting 1/1/2023, guest members will continue to receive our monthly newsletter, but will not have access to exclusive member content and complimentary events.

CDMP Certification in 2023!

Are you interested in obtaining a CDMP certification and would like some structure, comradery, and accountability in 2023?

The Rocky Mountain DAMA Chapter is actively working on several offerings to support our members in studying for the certification in 2023, including a self-study path and study accountability sessions. Stay tuned for more details in our upcoming newsletters!

Contact Jason Horner at ProfessionalDevelopmentVP@damarmc.org to be added to the CDMP interest group and stay in the loop on the self-study program and accountability groups.

In the meantime, get a head start by purchasing your Data Management Book of Knowledge (DMBOK) and start getting into the chapters.

Announcing New DAMA-RMC
Corporate Gold Patron!

Fox Consulting is DAMA-RMC's new 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 management & data governance including the people, policies, practices, processes, & technologies to enable those strategies, providing organizations with valuable & actionable data insights.

Visit their website at FoxConsulting.co or contact Cher Fox at info@foxconsulting.co.

DAMA-RMC Corporate and Patron Sponsor Information & Benefits

Data Tip of the Month

The 7 Deadly Sins of Digital Transformation

Focusing on technology over people:

While technology is certainly an important aspect of digital transformation, it's arguably more important to consider how the changes will impact employees. Strong leadership and good change management will help ensure employees are inspired, motivated, and aligned with the digital strategy.

Neglecting the customer experience:

Customer experience must be at the heart of digital transformation. Process optimization and cost reduction will help improve the business, but they won't change the game. Leveraging high-quality product, customer, and market data allows companies to create new business models that provide better product/service performance, customer experience, and business outcomes for customers.

Doing it alone:

Adopting and implementing a variety of new technologies that need to cohesively work together while simultaneously modifying processes and managing cultural changes is a tough undertaking. Very few companies, if any, have the expertise and experience in-house to pull it off. Partner with experts you trust!

Not considering security:

As organizations adopt new technologies, it's important to consider the security implications, both for the organization and for the customers. Cybersecurity is too important to be considered an afterthought in the digital transformation process. According to Microsoft's Digital Defense Report 2022, Manufacturing at 28% had the highest ransomware incident and recovery engagements of any industry.

Not being agile:

Very few large-scale transformations go exactly as planned. In addition, technological advancements and market conditions are changing so fast that failure to react and adapt quickly can be catastrophic. Embrace digital and cultural agility to foster an environment of continual innovation.

Lack of a clear vision & strategy:

A good digital transformation strategy should describe what success looks like, how it will be graded, and how the combination of technologies will be integrated across all systems and processes to transform the business.

Lack of leadership agreement & commitment:

Digital transformations are designed to be disruptive and can often be costly. Company leaders not only need to agree on the digital strategy, but they also

must be fully committed. Otherwise, digital initiatives will run the risk of goal and priority misalignment, high levels of resistance, and loss of funding.

Thank you to the [International Data Group](#) for this information!

2023/2024 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.

- **Open 2023 Positions:**
  - Membership/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.

Upcoming Conferences

Enterprise Data World

March 27 - 31

Virtual!

InnovateCO Data Challenge

March 30

Denver, CO

Devnexus JAVA Conference

April 4 - 6

Atlanta, GA

Agile MiniCon

April 14

Virtual!

Semantic Layer Summit 2023

April 26

Virtual!

FIMA US

April 25 - 26

Boston, MA

World Wide Data Vault Consortium

April 30 - May 5

Stowe, VT

[SIM Women Leadership Summit](#)

May 9, 2023

Chicago, IL

Virtual to be held May 24!

[Women in Tech Global Conference](#)

May 9 - 12

Virtual and Hybrid!

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

May 11

Denver, CO

[InnovateCO Forum](#)

May 19

Denver, CO

[Women Who Code Dev Summit: Mobile and Web](#)

May 4

Online Global Tech Event - Virtual!

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

June 5 - 9

San Diego, CA

[Agile Alliance XP2023](#)

June 13 - 16

Amsterdam, The Netherlands

[Data Architecture Online](#)

July 12

Virtual!

[UberConf](#) - Ultimate Conference for Software Developers & Architects

July 18 - 21

Denver, CO - The Westin Westminster

[Agile 2023](#)

July 24 - 28

Orlando, FL

[Enterprise Data World](#)

September 18 - 21

Anaheim, CA

[Enterprise Analytics Online](#)

October 25

Virtual!

[PASS Data Community Summit](#)

November 14 - 17

Seattle, WA

Virtual available!

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

Cher Fox, VP Communications & Marketing
CommunicationsVP@damarmc.org

Dom Giacchetta, VP Programs & Event Operations
ProgramsVP@damarmc.org

Jason Horner, VP Professional Development
ProfessionalDevelopmentVP@damarmc.org

Anna Hostrawser, VP Data & Technology
DataTechnologyVP@damarmc.org

Alex Langhorne, VP Finance & Administration
FinanceVP@damarmc.org or AdministrativeVP@damarmc.org

Anni Proctor, VP Membership & Partnerships
MembershipVP@damarmc.org or PartnershipsVP@damarmc.org