



Wilshire Conferences, Inc.
11444 W. Olympic Blvd., Suite 120
Los Angeles, CA 90064-1549
www.wilshireconferences.com
Tel. 310-477-4475
Fax. 310-388-1115

Dear Friend and Colleague,

It's time to start planning for your attendance at the **15th Annual DAMA International Symposium, and 7th Annual Wilshire Meta-Data Conference**. Together these two major educational conferences represent the largest vendor-neutral data management conference in the world. The event takes place on April 27–May 1, 2003 at the Renaissance Orlando Resort at Seaworld in Orlando, Florida.

Over 100 Speakers, including 50 Corporate Practitioners

Over 100 speakers will be at the conference to share their experience and knowledge with you, and more than 50 of them are corporate practitioners—people just like you who are working to solve the same problems and challenges as you, and willing to talk about it openly. Attendees find this dialogue absolutely vital, and they agree there is no other venue where they can learn from so much shared practical experience in such a short time.

Every year we think this conference can't get any better. Yet each event seems to surpass the previous one in terms of educational quality, professional learning opportunities and "personal ROI". The 2003 will be no different. There are more sessions than ever before, more workshops, more tutorials, more speakers...in fact, we challenge you to find a more value-packed educational conference in the entire IT industry!

30 reasons this is the one "Must Attend" event for Data Managers

There's no one reason why the DAMA Symposium and Wilshire Meta-Data Conference has gained its stellar reputation. But here are 30 possible reasons:

1. **Practitioner-to-Practitioner education.**
2. It's data professionals coming together as a **community**, to share experience and support each other.
3. You learn about and prepare for the **new issues and technologies that will impact your job** soon—like XML, agile methods, data integration, web services, semantics, BI, and many more.
4. **Learning is the top priority.** The emphasis is on what you need to know to do your job better *today*.
5. The **professional networking** is unmatched.
6. You see what **best practices** others are implementing.
7. You get **new ideas** for solving ongoing problems and challenges, such as how to sell data management to senior management.
8. It's a chance to **meet the giants** face to face—the industry pioneers and experts who you've always heard about. Invite them to lunch or coffee—they want to share their expertise with you.
9. **Talk to the author** you've always admired—Graeme Simsion, John Zachman, Larry English, David Hay, Ron Ross, David Marco. There'll be at least two dozen noted book authors in Orlando.
10. **Understand the big picture**—how does your role in DA fit within the larger scope of your organization's IT and business strategy?
11. **Increase your job security** by keeping your skills current and relevant in a fast-changing world.
12. You learn to **align your projects with business goals**, and how to **show value for what you do**.
13. You learn to **set the expectations** of your management/business partners at the right level.
14. **See the new products** of all the key vendors at once.
15. Attend the **User Group meetings** of vendors.

continued...

16. **It's fun!** Especially at the upcoming event in Orlando, adjacent to SeaWorld and just a short ride to all the Disney attractions.
17. **It's intense!** We'll keep you busy from morning to night, with all the different workshops, SIGs, user meetings, and night school (maybe this will help you convince your boss!)
18. **It's motivating!** You get lots of ideas, plus the energy boost to shake things up back at the office.
19. **It's mind-opening!** You'll be exposed to new ideas and learn to think about things in new ways.
20. The format and content make it **ideal for your entire team**. Large company groups get even more out of the event and they also qualify for **generous group discounts**, (see page 5).
21. **The presenters are candid and speak from experience**. This isn't theory—it's the real world!
22. The program is **exceptionally well organized**, with comfortable and attractive meeting facilities.
23. We give you **complete session materials**—for example, if you sign up for one tutorial, we give you the manuals for all of them. Sign up for the conference and you get a CD with all the presentations.
24. **Breakfast and lunch are INCLUDED in your registration fee**.
25. **It's comprehensive**—there's something for everyone, yet plenty of depth.
26. There are **sessions for every level of knowledge**, from novice to expert.
27. **It's a benchmark**. You can see how your company is doing compared to others.
28. **It's a reality check**. You'll be able to sort out what's important and what's not.
29. There's **no "hype"** because the emphasis is on education from other practitioners, and not on vaporware claims from people trying to sell you stuff.
30. **It's great value**. Elsewhere you could pay 50–100% more for a five-day educational program that wouldn't have nearly as many options.

3 Special Offers—Prizes and Discounts! What You Need to Do...

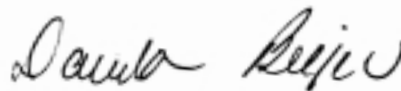
1. First, enter the drawing for a **FREE Conference Registration** by completing the form at the conference web site. There's **NO OBLIGATION** when you enter.
2. And, if you choose to make your paid registration before March 14, 2003, you'll receive an **early payment discount of \$100** off your full-event fee (or \$50 off your tutorial-only or conference-only fee).
3. Register 4 or more of your team at one time and you qualify for our **generous team discounts**. See page 5 for the full discount structure.

What are you waiting for? Join your colleagues from around the world at the biggest and best data management event of the year. We hope you can join us in exciting Orlando this spring!

Best regards,



Tony Shaw, Chairman
Wilshire Conferences



Davida Berger, VP Conference Services
DAMA International

PS: Remember to **enter the drawing for a FREE conference registration** at the conference web site www.wilshireconferences.com before December 20, 2002. **Encourage your colleagues to enter the drawing as well!**

CONFERENCE SESSIONS AND PANELS

- A Practical, Working Approach to Database Change Control
- An Introductory Roadmap for Establishing an XML Data Architecture
- Analytical Modeling Manifesto
- Banking on Metadata at Allstate
- Blockbuster Video's Enterprise Data Warehouse Initiative
- BPM Analytics: The Future of Business Intelligence?
- Building and Utilizing a Successful Meta Data Database
- Business Intelligence in the Competitive Corporate World
- Business Intelligence: From Theory to Reality
- Business Rules and Rule Engines: Opening New Doors of Opportunity
- Communicating the Value Proposition of Data Modeling
- Data Management—Thinking Outside the Box
- Data Management for ECommerce
- Data Model and Integration Strategies for Real-Time Analytics
- Data Modeling for Authentication and Entitlement
- Data Modeling Issues in Product Data Management
- Data Modeling Panel
- Data Ownership and Governance in a Multi-National Company
- Data Quality @ Bulgari: a real case study
- Deriving Business Value from Enterprise Metadata Management
- Developing a Business Rules Strategy using a Business Rules Special Interest Group Approach
- Discovery and Beyond: The Purposes of Metadata
- Enhancing Information Quality Management Practices at HUD
- Enterprise Shared Data—A Road Map to Realization
- Essential Database Design Patterns
- Ethics in Data Management
- FGDC MetaData and Oracle Spatial Data Integration
- Get "Focused" Before Data Modeling
- Herding Cats: DA and DBA must work together to prevent architectural chaos
- How Have Shell and other Large Companies Approached Enterprise Information
- How to Sustain Your Career in a Changing Discipline?
- Implementing a Web-based System from Scratch: A Data Management War Story
- Implementing Complex Data Integrity Rules Inside Your RDBMS
- Information Quality in an Integrated ERP Production Environment
- Integrating Business Semantics in a Heterogeneous Environment
- Integration?
- Its Not Just Arts and Crafts: Quality Assurance for Data Models
- Knowing our Customers: Initiating Customer Rule Management at AT&T
- Managing a Data Services Organization
- Managing Namespaces in XML
- Managing the XML Data Resource
- Managing XML Assets/What Data Managers can Learn from Librarians
- Master Reference Data: A Real-Time Data Architecture for Today's Enterprise
- Meta-Data: It's Not Just About Data Anymore
- Metadata-Driven ETL
- Metamodels for ER, ORM and UML: a Critical Review
- Methods and Models in Data Architecture
- Modeling Information Flow: Turning the Assembly Line into an InfoMatrix
- Objects and Entities—Understanding Two Worlds.
- OK, So What Exactly *Is* a Data Model, Anyway?
- PANEL: CRM Data Integration
- PANEL: Data Issues in CRM Implementations
- PANEL: Metadata ROI
- PANEL: The Semantics of Semantics
- Partnering with Business Process Reengineering to Improve Data Quality
- Physically Implementing Universal Data Models to Integrate Data
- Raising the Quality Bar in Database Administration
- So, Management has decided to buy a Vendor Package...
- Surviving the Trek to Data Element Standardization To a High Payoff
- The 7 Habits of Highly Effective Data Managers
- The Associative Model of Data
- The Business of IT
- The Case for Logical and Physical Globally Unique Surrogate Keys
- The Data Analysis Political Toolkit
- Toward Legacy Architecture Recovery Measures
- Understanding and Leveraging the Object Management Group's Metadata Standards
- Unstructured Data and Content Management
- Vision Accomplished: Metadata Repository to Single Source Directory
- Web based Dynamic Data Dictionary
- Web Services Explained and Demonstrated
- Whose on First—'Data' or 'Process'
- XML Data Management Tools: Survey and Demonstration
- XML: The Data Management Enabler
- XMP: The New Standard for Metadata Exchange
- ### Night School
- Process Modeling—The Foundation of Effective Systems
- Data Management Professionals & Certification
- Putting User Language On Data Models
- Orientation to Geographic Information Systems and Geospatial Data Management
- Building and Using Taxonomies
- How to Talk Like an Oracle DBA
- Using UML for Data Modeling
- Project Management for Data Management Projects
- CMM & Data Management
- Information Stewardship
- ETL vs. EAI: A Comparison of Integration Approaches
- Knowledge Management
- Modeling Privacy
- To Laugh or to Cry? More Fundamental Fallacies in Database Management
- ### Special Interest Groups
- HIPAA Healthcare Industry Standards
- ACORD Insurance Industry Standards
- Financial Industry Standards
- Managing XML Objects in an ISO/IEC 11179 Metadata Registry
- Creating a Data Repository with DB2/UDB XML Extender
- Developing Business Process Strategy and Metrics
- PANEL: Business Rules Group
- AllFusion ERwin Data Modeler 4.x—Tips, Tricks & Suggestions'
- DAMA Members-at-Large Open Meeting
- Why Meta Data Management is Pivotal to Enterprise Data Security
- Mapping data between XML and RDBMs
- Foundational Warehouse Modeling
- PANEL: Data Management's Next Big Thing
- PANEL: Marketing and Selling Data Management

WORKSHOPS AND TUTORIALS

Workshops

Data Modeling Basics
Creative Data Modeling: Ideas and Techniques for Advanced Practitioners
Practice Made Perfect: A Business Rule Discovery and Analysis Workshop
The Agile Data Method
Developing a Metadata Strategy
XML for Data Practitioners
Practical Techniques in Assessing Data Behavior, Meaning, and Quality

Normalization, Performance, Integrity and the Logical-Physical Confusion

Tutorials

Transforming Information Resource Management
Enterprise Physics 101
Data Resource Integration
The Logical to Physical Data Model Transformation
Building a Business Intelligence

Environment on a Shoestring
Enterprise Metadata Implementation: Learning from “Best Practices”
Fundamentals of Metadata and Repository Management
Implementing a Message-Based Data Integration Strategy
Design of Reusable XML Component Schemas
Modern Database Administration

SPEAKER LIST

Marc Abramson, Blockbuster Video
Vinny Ahuja, Intel
Peter Aiken, Institute for Data Research
Scott Ambler, Ronin International
Gair Anderson, Canadian Tire Corporation
Lee Arnett, Quantum, Inc.
Shaku Atre, Atre Group
Roseanne Baker, Duke Energy Gas Transmission
Marcie Barkin Goodwin, Axis Software Designs
Richard Bates, Hewlett-Packard
Paul Baynham, Plangraphics, Inc.
James Bean, Relational Logistics Group
Charles Betz, Best Buy
Michael Brackett, Data Resource Design & Remodeling
Denise Cartledge, MetLife
Beth Cathcart, Fair Isaac, Inc.
Athina Croom, Fleet Bank
Kevin Cavanaugh, Unica Corporation
Donald Chapin, Business Semantics Ltd.
Malcolm Chisholm, Askget.com, Inc.
Frank Cunningham, AT&T—Consumer
Patricia Cupoli, DAMA International
Jeff Davey, Siemens Dematic
Darrell Raymond, Alternative Output Inc.
Hal Davis, Mellon Financial Corporation
Paul Dorsey, Dulcian, Inc.
Denise Draper, Nimble Technology
Martin Dunn, Delos Technology
Larry Dziedzic, Johnson & Johnson
Ron Lemezis, Johnson & Johnson
Larry English, Information Impact International, Inc.
Steve Farrell, Advanced Strategies, Inc.
Larry Fitzwater, U.S. EPA
Pam Gardell, Allstate
Jim Goetsch, Schneider National, Inc.
Michael Gorman, Whitemarsh Information Systems Corporation
Hank Lavender
Seth Grimes, Alta Plana Corporation
David Grube, Merck & Co., Inc.

Mark Hale, Interwoven, Inc.
Terry Halpin, North Face Learning, Inc.
Bruce Hart, Process Economics
Tim Hatfield, United Parcel Service
Tom Haughey, InfoModel
David Hay, Essential Strategies, Inc.
Michael Haynes, Nationwide Financial
Richard Hecht, DATA Architects Technicians Analysts, Inc.
Dean Hein, WEA Trust
Sarah Herscovici, Sarati Enterprises Inc.
Denise Hopkins, Experian
Claudia Imhoff, Intelligent Solutions, Inc.
Jeffrey Jacobs, DATech Services, Inc.
Rolfe Jaremus, Trans Union, LLC
Sheila Jeffrey, Wachovia
Vickie Johnston, United Parcel Service
Shiraz Kassam, Merck & Co., Inc.
Linda Kresl, DAMA International
Evan Levy, Baseline Consulting
William Lewis, Cambridge Technology Partners
Shelley Lieberman, Mathtech, Inc.
Daniel Linstedt, Core Integration Partners, Inc
Cliff Longman, Kalido
Karen Lopez, InfoAdvisors, Inc.
Madeleine Lord, Boston Federal Reserve Bank
David Loshin, Knowledge Integrity, Inc.
Mike Lubash, Defense Finance and Accounting Service
Brian Magick, Hewlett-Packard
Joseph Maguire, Independent Consultant
David Marco, Enterprise Warehousing Solutions
Dave McComb, Semantic Arts
Danette McGilvray, Agilent Technologies
Amanda McLoone, Intel Corporation
Dawn Michels, Fair Isaac, Inc.
Michael K. Miller, Cardinal Health
Ralph Mohr, Covansys
Daniel Moody, Charles University
Todd Moore, Royal Bank of Canada
Craig Mullins, BMC Software

Judith Newton, NIST
Joe Oates, Sybase, Inc.
Rich Olshefski, Innovative Systems, Inc.
Fabian Pascal, Database Debunkings
Andres Perez, IRM Consulting, Ltd. Co.
David Plotkin, Longs Drug Stores, Inc.
Eileen Ponich, MetLife
Chandos Quill, Experian
April Reeve, Wyeth Consumer Healthcare
Simon Robe, Semantic Arts
Ulka Rodgers, eTransitions, Inc.
Ronald Ross, Business Rule Solutions, LLC
David Schlesinger, Intel Corporation
Zvi Schreiber, Unicorn Solutions, Inc.
Michael Scofield, Scofield Data Consulting
Robert Seiner, Principal, KIK Consulting
Warren Selkow
Faisal Shah, Knightsbridge Solutions
Melanie Shanks, Pactiv Corporation
Len Silverston, Universal Data Models, LLC
Graeme Simsion, University of Melbourne
Stan Slossberg, CIGNA
Bill Smith, William G. Smith & Associates
Anne Marie Smith, LaSalle University
Donald Soulsby, Computer Associates
Doug Stacey, Allstate
Todd Stephens, BellSouth
Adrienne Tannenbaum, Database Design Solutions, Inc.
Alberto Villari, Bulgari S.p.A.
Barbara von Halle, Knowledge Partners Inc.
Michael Voss, Pactiv Corporation
Mike Walls, PlanGraphics, Inc.
Stephen Ward, Sprint Corp.
Richard Warner, Engelhard Corporation
Simon Williams, Lazy Software, Ltd.
Chris Willoughby, Kinko's
Tom Yancheck, UPS
John Zachman, Zachman International

RAVE REVIEWS

"Several tools gathered for immediate use!"

*Neal W., Chief Data Architect,
U.S. Air Force*



"It was nice to get information about the theory or practice instead of the typical vendor product type of conference."

*Lance G., DBA,
Affiliated Computer Services-Govt. Solutions Group*



"The most valuable conference of this nature that I have attended."

*Joe T., Data Modeler,
Dept. of Veteran Affairs*



"The conference is the best place to meet and network with like-minded data managers. I always come away with something useful to my own company and position."

*Cathy R., Data Architect,
Cinergy Corp.*



"What a fantastic opportunity to learn from the experts. My DM exposure is limited to a single corporate environment. It is difficult to learn or recognize best practices from a single point of view."

*Sharon G., Sr. Software Engineer,
MBNA*



GENERAL INFORMATION

CONFERENCE POLICIES

Payment Policy: All registration fees must be paid in US Dollars. Full payment must be made prior to attendance at the conference. It is strict policy that only U.S. government employees may submit training authorization forms in lieu of prepayment. Our Federal ID Number is 95-4755805.

Confirmation: Your registration confirmation will be sent via US Mail within 3 business days of registration. All registrations received by April 18, 2003 will be confirmed by mail. If you have questions concerning your registration, please call 310-477-4475. Conference materials will be available for pick up on-site at the Conference Registration desk.

Special Needs: Wilshire Conferences supports the Americans with Disabilities Act. If you require special assistance, please call 310-477-4475.

Cancellation Policy: Should you need to cancel for any reason, please notify us in writing. Substitutions may be made at any time. Cancellations received by March 28, 2003 will be entitled to a full refund. Cancellations received between March 28 and April 18 are subject to \$250 cancellation charge. Cancellations on or after April 18 will not be entitled to a credit or refund. Confirmed registrants who do not attend and do not cancel are liable for the entire registration fee. Please note: Non-payment does not constitute cancellation.

Schedule: While every effort will be made to maintain the schedule exactly as represented in this brochure, we reserve the right to make changes and substitutions as needed.

Photography: Wilshire Conferences reserves the right to use photographs of any event attendee for future promotions. Videotaping and/or photography are not allowed without prior written approval of Wilshire Conferences.

Solicitation: Solicitation at the event by anyone other than exhibitors is strictly prohibited.

CONFERENCE LOCATION & HOTEL RESERVATIONS

The conference takes place at the **Renaissance Orlando Resort**, 6677 Sea Harbor Drive, Orlando, FL 32821. Telephone 407-351-5555. Special rates are available for conference participants: **\$149/Single, \$159/Double**; special rates are also available for one and two bedroom suites. These rates will be available for reservations made by March 21, 2003, or until the room block sells out, so we recommend that you make your reservations early. To make your reservations, please call **1-800-HOTELS1***, and request the **"Meta-Data/DAMA"** conference rate.

*International Attendees: This telephone number may not work from overseas. Please call +1-407-351-5555 and ask for reservations.

SPECIAL OFFER FOR GROUPS

For every four paying registrations, get a fifth one free!

The free registration will be at the level of the lowest priced paid registration. To qualify, the group members must be with the same organization and register at the same time. There is no limit to your group size; if you have more than 5 attendees, each additional registration will be 20% off. If the group does not specify to whom they would like to apply the free registration, we will assign it randomly. If registering a group online, please submit a separate registration for each group member, and list all group members' names in the Billing Notes field. If you have questions or need assistance, please call or email us.

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REGISTRATION FORM

Name: _____
 Job Title: _____
 Company: _____
 Address: _____
 City, State, Zip: _____
 Country: _____
 Telephone: _____
 Fax: _____
 E-Mail: _____



4 Ways to Register:

- 1** FAX THIS FORM TO: 310-388-1115
- 2** CALL: 310-477-4475
- 3** MAIL THIS FORM TO: Wilshire Conferences, Inc.
11444 W. Olympic Blvd., Suite 120
Los Angeles, CA 90064-1549
- 4** REGISTER ON-LINE AT: www.wilshireconferences.com

- I want to attend the conference. Here is my registration.
 I am not ready to register at this time, but keep me informed about the conference and enter me in the drawing.
 Please contact me about exhibiting and/or sponsoring this event.

PRIORITY CODE: FLNL

REGISTRATION OPTIONS	FEE <i>(if paid after March 14, 2003)</i>	EARLY FEE <i>(if paid by March 14, 2003)</i>
DAMA International Symposium and the Wilshire Meta-Data Conference 2003, Orlando, Florida USA		
Tutorial, Conference & Pre-Conference Workshop Sunday–Thursday, April 27 – May 1, 2003	<input type="checkbox"/> \$1495	<input type="checkbox"/> \$1395
Tutorial & Conference Monday–Thursday, April 28 – May 1, 2003	<input type="checkbox"/> \$1395	<input type="checkbox"/> \$1295
Conference Only Tuesday–Thursday, April 29 – May 1, 2003	<input type="checkbox"/> \$1195	<input type="checkbox"/> \$1145
Pre-Conference Workshop & Tutorial Sunday–Monday, April 27 – April 28, 2003	<input type="checkbox"/> \$695	<input type="checkbox"/> \$645
Tutorial Only Monday, April 28, 2003	<input type="checkbox"/> \$595	<input type="checkbox"/> \$545
ATTENDEE DOCUMENTATION OPTIONS —Everyone who is registered for the conference (Tuesday through Thursday) will receive conference documentation on CD-ROM. <i>If you would also like the documentation in book form, you may order it for \$100 in addition to your registration fee.</i> (Sunday Workshop and Monday Tutorial documentation is provided in book form automatically if you are registered for those days.)		<input type="checkbox"/> CD only (included) or <input type="checkbox"/> CD plus book \$100
NON-ATTENDEE, DOCUMENTATION ONLY OPTIONS Includes printed workshop and tutorial books, plus conference CD-ROM. Shipping is additional. Sales tax added to California Orders. Will be shipped after the conference.		<input type="checkbox"/> \$595
METHOD OF PAYMENT	If paying by credit card, please provide the following:	
<input type="checkbox"/> Credit Card	Card Number	Exp Date
<input type="checkbox"/> Visa/Mastercard	Name as it appears on the card	
<input type="checkbox"/> American Express	Signature	
<input type="checkbox"/> Federal Government Training Authorization Form	Zip Code of Credit Card Billing Address if different than above	
<input type="checkbox"/> Check enclosed (payable to <i>Wilshire Conferences, Inc.</i>)		
<input type="checkbox"/> Bill Me. PO# _____		
HALF-DAY WORKSHOPS (Sunday)	FULL-DAY TUTORIALS (Monday)	
<input type="checkbox"/> W1: Introduction to Data Modeling (<i>Marcie Barkin Goodwin</i>)	<input type="checkbox"/> T1: Transforming IRM Information for Business and Systems Effectiveness (<i>Larry English</i>)	
<input type="checkbox"/> W2: Creative Data Modeling for Advanced Practitioners (<i>Graeme Simsion</i>)	<input type="checkbox"/> T2: Enterprise Architecture (<i>John Zachman</i>)	
<input type="checkbox"/> W3: Business Rule Discovery and Analysis (<i>Barbara von Halle</i>)	<input type="checkbox"/> T3: Data Resource Integration (<i>Michael Brackett</i>)	
<input type="checkbox"/> W4: Agile Modeling to Agile Data (<i>Scott Ambler</i>)	<input type="checkbox"/> T4: The Logical to Physical Data Model Transformation (<i>William G. Smith</i>)	
<input type="checkbox"/> W5: Developing a Metadata Strategy (<i>Stan Slossberg</i>)	<input type="checkbox"/> T5: Building a Business Intelligence Environment on a Shoestring (<i>Claudia Imhoff</i>)	
<input type="checkbox"/> W6: XML for Data Practitioners (<i>David Plotkin</i>)	<input type="checkbox"/> T6: Enterprise Metadata Implementation: Learning from “Best Practices” (<i>Todd Stephens</i>)	
<input type="checkbox"/> W7: Assessing Data Behavior, Meaning, and Quality (<i>Michael Scofield</i>)	<input type="checkbox"/> T7: Fundamentals of Metadata and Repository Management (<i>David Marco</i>)	
<input type="checkbox"/> W8: Normalization, Performance, Integrity and the Logical-Physical Confusion (<i>Fabian Pascal</i>)	<input type="checkbox"/> T8: Enterprise Messaging for Data Integration (<i>Dave McComb</i>)	
	<input type="checkbox"/> T9: Design of Reusable XML Component Schemas (<i>James Bean</i>)	
	<input type="checkbox"/> T10: Modern Database Administration (<i>Craig Mullins</i>)	