### The MIT IQ Industry Symposium Program

**WEDNESDAY, July 18**

4–6 PM  **OFFICIAL PROGRAM STARTS**

MIT Faculty Club

Registration, Reception and informal discussion

6–9 PM  **PRIVATE SOCIAL NETWORKING**

Participants-organized events for business opportunities

**THURSDAY, July 19**

8 - 8:40 AM  **REGISTRATION AND CONTINENTAL BREAKFAST**

E51-345

8:40 - 9 AM  **CHAIRS’ WELCOME AND OPENING REMARKS**

E51-345

Peter Aiken, John Talburt, Richard Wang

9 - 10:30 AM  **Session 1A: Health Care Industry**

E51-345

- Moderator: Earl Hadden, Intelligence Commerce Network
- 1. Laura Sebastian-Coleman, UHG/Ingenix
- 2. Paul Lisella, UHG/Ingenix
- 3. Bruce Davidson, CSHS

9 - 10:30 AM  **Session 1B: Federal Data Architecture**

E51-372

- Moderator: Skip Slone, Lockheed Martin
- 1. Suzanne Acar, U.S. Department of the Interior
- 2. Willa Pickering, Lockheed Martin
- 3. Michael Reed, EWSolutions
- 4. Burton Cutting, Royal Bank of Canada

9 - 10:30 AM  **Session 1C: IQ Governance**

E51-376

- Moderator: Peter Aiken, Data Blueprint/VCU
- 1. “Compliance”, Donald Carlson, Bank of America
- 3. “IQ Strategy” Liz Pierce, U. of Arkansas at Little Rock

9 - 10:30 AM  **Session 1D: Tutorial**

E51-361

- Deming's 14 Points Applied to IQ
- Larry English, Information Impact International

9 - 10:30 AM  **Session 1E: Product Demonstration**

E51-385

- Moderator: Lisa Dodson, Vendor Exhibit Chair
- 1. Pat Herbert, SAS/DataFlux
- 2. Manny Aparicio, Saffron Technology, Inc

9 - 10:30 AM  **Session 1F: Bring Awareness of IQ Programs**

E51-395

- Moderator: Jane Griffin, Deloitte Consulting
- 1. Sheri Fedokovitz, Deloitte & Touche, Partner, Data Quality and Integrity
- 2. Dean Miller, Deloitte Consulting, Healthcare Provider Business Intelligence
- 3. Adam Schneider, Deloitte Consulting, Financial Services

10:30 - 11 AM  **Coffee Break**
11 – 12:30 PM  
**Session 2A: Pharmaceutical Industry Practice**  
Moderator: Bruce Davidson, CSHS  
1. Vadim Tantsyura, Regeneron Pharmaceuticals  
2. Kuan-Tsae Huang, NLM/NIH & Taskco  

11 – 12:30 PM  
**Session 2B: Managing Information as a National Asset**  
Moderator: Raymond Roberts, Citizant, Inc.  
1. Suzanne Acar, U.S. Department of the Interior  
2. Adel Harris, Citizant, Inc.  
3. Mark Amspoker, Citizant, Inc.

11 – 12:30 PM  
**Session 2C: Business Benefits of the IQ Program**  
Moderator: Donald Carlson, Bank of America  
1. Steve Sarsfield, Trillium Software  
2. Woo Young Chung, St. John Fisher College  
3. Regina Rohe, bioMerieux  
4. Angelo Basile, PE Group Consulting

11 – 12:30 PM  
**Session 2D: Tutorial**  
Meta Data Strategy and Management  
Anne Marie Smith, EW Solutions

11 – 12:30 PM  
**Session 2E: Product Demonstration**  
Moderator: Lisa Dodson, Vendor Exhibit Chair  
1. Eric Nelson, Acxiom Corp.  
2. Brigitte Laboisse & Olivier Coppet, A.I.D.

11 – 12:30 PM  
**Session 2F: Job Placement Service**  
Moderator: Alba Aleman, Citizant, Inc.  
1. [http://jpp.citizant.com:8081](http://jpp.citizant.com:8081) - Please register (free service) ASAP and prior to the Symposium you are recruiting or looking for a job in the information quality area  
2. Contact [winslow@Citizant.com](mailto:winslow@Citizant.com) and [rwang@mit.edu](mailto:rwang@mit.edu) if questions.

12:30-1:30 PM  
**CHINESE BUFFET LUNCH/AWARDS**

1:30 - 3:00 PM  
**Session 3A: CRM Practice & Standards**  
Moderator: Olivier Coppet, A.I.D., France  
2. Brigitte Laboisse & Olivier Coppet, A.I.D., France  
3. Chapin Flynn, D&B  
4. Sue Stitt, HP

1:30 - 3:00 PM  
**Session 3B: Federal Data Quality Process**  
Moderator: Joe Cassel, EDS & Stan Dobbs, U.S. Navy  
1. David Becker, MITRE  
2. Rich Hansen, DLIS  
3. Fred Nannarone, Dynamics Research Corp (USAF)  
4. Peter Benson, ECCMA

1:30 - 3 PM  
**Session 3C: German DGIQ and European EIDIQ Advances**  
Moderators & Speakers  
1. Marcus Gebauer, WestLB, Germany  
2. Michael Mielke DB Training  
3. Jens Lüssem, EIDIQ  
   • IQ Audit, IQ Business Simulation  
   • IQ Community  
   • Round Tables and Best Practise
1:30 - 3 PM  
**Session 3D: Tutorial**  
Business Intelligence and Information Quality  
Earl Hadden, Intelligence Commerce Network  

1:30 - 3 PM  
**Session 3E Product Demonstration & Tutorial**  
Moderator: Lisa Dodson, Vendor Exhibit Chair  
Harald Smith, IBM  

1:30 - 3 PM  
**Session 3F: FAST Search and Transfer**  
Jeff Fried, FAST Search and Transfer  
1. Applying search technology to data matching, consolidation, and cleansing  
2. Linguistic data cleansing case studies  
3. Demonstrations of linguistic data matching and cleansing  

3 – 3:30  
Coffee Break  

3:30 – 5 PM  
**Session 4A: Success Stories & Lessons Learned**  
Moderator: Surya Yadav, Texas Tech University  
1. Peter Kaomea & Tandum Lett, Sullivan & Cromwell  
2. Jarl S. Magnusson, Det Norske Veritas USA Inc.  
3. Carol Chapman, Anico  

3:30 – 5 PM  
**Session 4B: Enterprise Data Management**  
Moderator: David Becker, MITRE  
1. Chris Michel, NCR/Teradata  
2. William McMullen, MITRE  
3. Chuck Backus, Qbase  

3:30 – 5 PM  
**Session 4C: IQ Degree Programs in the World**  
Moderator: Andy Koronios, U. of South Australia  
& Harry Zhu, Old Dominion University  
1. John Talburt, UALR, USA  
2. Tereska Karran, U. of Westminster, UK  
3. Yang Lee, Northeastern University, USA  
4. Craig Fisher, Marist College, USA  
5. Markus Helfert, DCU, Ireland  
6. Stuart Madnick, MIT, USA  

3:30 – 5 PM  
**Session 4D: Tutorial**  
Beyond Tools and Processes: New Dimensions in DQ  
John Sells McKeon, Data Blueprint  
How SOA Enables Enterprise Data Quality  
John Walsh, DQS Global  

3:30 – 5 PM  
**Session 4E Product Demonstration**  
Moderator: Lisa Dodson, Vendor Exhibit Chair  
1. Susan Eckner, Informatica  

5 – 5:30 PM  
**Closing Remarks: Where do we go from here?**  
Peter Aiken, John Talburt, Richard Wang (Co-Chairs)  
All Participants, Feedback  

END OF SYMPOSIUM – THANK YOU!