The MIT IQ Industry Symposium Program

WEDNESDAY, July 18

4–6 PM  OFFICIAL PROGRAM STARTS
        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. Bruce Davidson, CSHS
        2. Laura Sebastian-Coleman, UHG/Ingenix
        3. Paul Lisella, UHG/Ingenix

9 - 10:30 AM  Session 1B: Industry Best Practices in Information Quality  E51-372
        Moderator: Skip Slone, Lockheed Martin
        1. Adel Harris, Citizant, Inc
        2. Mark Amspoker, Citizant, Inc
        3. 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
        Larry English, Information Impact International
        Deming's 14 Points Applied to IQ

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: Why IQ Matters: A Case for Change  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  E51-345
        Moderator: Bruce Davidson, CSHS
        1. Vadim Tantsyura, Regeneron Pharmaceuticals
        2. Kuan-Tsae Huang, NLM/NIH & Taskco
11 – 12:30 PM  
**Session 2B: Managing Data as a National Asset**  
Moderator: Raymond Roberts, Citizant, Inc.  
1. Suzanne Acar, U.S. Department of the Interior  
2. Adel Harris, Citizant, Inc  
3. Michael Reed, EWSolutions  
4. Willa Pickering, Lockheed Martin

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**  
Anne Marie Smith, EWSolutions  
MetaData Strategy and Management

11 – 12:30 PM  
**Session 2E: Product Demonstration**  
Moderator: Lisa Dodson, Vendor Exhibit Chair  
1. Eric Nelson, Acxiom Corp - MIT DQSS.  
2. Eric Nelson, Acxiom Corp - Acxiom's DQM.  
3. 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 wwinslow@Citizant.com or rwang@mit.edu with 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. Rich Hansen and Jocelyn Anderson, DLIS  
2. Fred Nannarone, Dynamics Research Corp (USAF)  
3. David Becker, MITRE  
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 - IQM Simulation Reports  
2. Michael Mielke DB Training - Information Quality Fast and Simple  
3. Jens Lüssem, EIDIQ  
   • IQ Audit, IQ Business Simulation  
   • IQ Community,  
   • Round Tables and Best Practise

1:30 - 3 PM  
**Session 3D: Tutorial**  
Earl Hadden, Intelligence Commerce Network  
Business Intelligence and Information Quality
**Session 3E: Product Demonstration & Tutorial**
Moderator: Lisa Dodson, Vendor Exhibit Chair
Harald Smith, IBM

**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

**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

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

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

**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

**Session 4E: Product Demonstration**
Moderator: Lisa Dodson, Vendor Exhibit Chair
1. Susan Eckenberger, 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!