

# THE DATA WAREHOUSE CONFERENCE 2010

New York City Radisson Broadway  
(Friday, Nov 19, 2010)

Theme: "AWARD-WINNING DATA WAREHOUSING PROGRAMS:  
BEST PRACTICES IN TECHNOLOGIES AND TECHNIQUES"

## AGENDA

REGISTRATION / CONTINENTAL BREAKFAST (Vendor Exhibits/Demos)	8:00 - 9:00
OPENING REMARKS <b>Anne Marie Smith</b> , Director, Enterprise Information Management Consulting, LiquidHub, Inc Special Advisor to DAMA International	9:00 - 9:10
SESSION 1 - FEATURED KEYNOTE <b>Bill Inmon</b> President and Chief Technology Officer, Inmon Consulting Best Known as "The Father of Data Warehousing" <b>THE NEXT GENERATION OF DATA WAREHOUSING: STRATEGIES FOR SUCCESS</b>	9:10 - 10:10
MORNING ENERGY BREAK (Vendor Exhibits/Refreshments)	10:10 - 10:40
SESSION 2 - FEATURED TECHNOLOGY PRESENTATION <b>Peter Aiken</b> Founding Director, Data Blueprint, President of DAMA International, Associate Professor at Virginia Commonwealth University, Richmond, VA <b>MASTER DATA MANAGEMENT: KEY TO SUCCESS IN NEXT GENERATION DATA WAREHOUSING</b>	10:40 - 11:30
VENDOR PRESENTATION SESSIONS 1 (See Vendor Agenda for Details)	11:30 - 12:30
LUNCHBREAK	12:30 - 1:30
VENDOR PRESENTATION SESSIONS 2 (See Vendor Agenda for Details)	1:30 - 2:30
SESSION 3 - FEATURED USER EXPERIENCE PRESENTATION <b>John Teeter</b> , Deputy CIO and Past Chief Architect, U.S. Dept of Health & Human Services (HHS) <b>HEALTH AND HUMAN SERVICES ARCHITECTURE: AUTOMATION OF THE NATION'S ELECTRONIC HEALTH RECORDS</b>	2:30 - 3:20
AFTERNOON ENERGY BREAK (Vendor Exhibits/Refreshments)	3:20 - 3:50
SESSION 4 - EXPERIENCE PRESENTATION <b>Kevin DeFeo</b> Project Manager for Data Warehousing, UPS <b>ENTERPRISE DATA WAREHOUSE AT UPS...SUPPORTING THE GLOBAL ORGANIZATION AT WORLD'S LARGEST PACKAGING COMPANY</b>	3:50 - 4:35
SESSION 5 - FEATURED TECHNOLOGY PRESENTATION <b>Angela Chen</b> Director of Data Warehousing and Analytics, LiquidNet <b>BUSINESS INTELLIGENCE AND DATA WAREHOUSING AT LIQUID.NET -- NYC'S INSTITUTIONAL TRADING POWERHOUSE</b>	4:35 - 5:20