



# ASUG COMMUNITIES

Data Governance SIG YRC Fall Event  
September 26 - 28



Presented by



## ASUG Data Governance SIG YRC Fall Event

The Marquette Hotel  
Minneapolis, Minnesota

**Sunday, September 25, 2011**

6:00 p.m.—TBD	Informal Networking Event	Location Pending
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**Monday, September 26, 2011**

Time/Room	Topic	Speaker
7:00 a.m.–8:00 a.m. Stars Room	Continental Breakfast, Networking, & Registration	
8:00 a.m.–8:30 a.m. Galaxy Room	Welcome Annual Conference Call For Speakers	<b>Jodi Maciejewski</b> , <i>ConAgra Foods</i> <b>Diane Tigner</b> , <i>General Mills</i> <b>Bob Berntsen</b> , <i>General Mills</i>
8:30 a.m.–9:30 a.m. Galaxy Room	SAP Keynote Speaker	<b>Bob Hagenau</b> , <i>SAP</i>
9:30 a.m.–10:00 a.m. Galaxy Room	General Mills Keynote Speaker	<b>Mike Martiny</b> , <i>General Mills</i>
10:00 a.m. –10:30 a.m. Stars Room	Break and Networking	
10:30 a.m.–11:30 a.m. Galaxy Room	How To Create Visibility and Scale Across the Enterprise to Draw Alignment Among Both Centralized and De-centralized Programs	<b>Suzanne Anderson</b> , <i>Johnson &amp; Johnson</i> <b>David Woods</b> , <i>DATUM</i>
11:30 a.m.–12:30 p.m. Galaxy Room	Spotlight on Information Governance: Hallmark's Quest to Quantify and Measure Governance Success	<b>Pam Oberdiek</b> , <i>Hallmark</i> <b>Michael Briles</b> , <i>SAP</i>
12:30 p.m. –1:15 p.m. Stars Room	Lunch	
1:15 p.m.–2:15 p.m. Galaxy Room	Journey Establishing a Collaborative Data Governance Program to Create Competitive Advantage	<b>Rajiv Jain</b> , <i>PwC</i> <b>Dimpsy Teckchandani</b> , <i>PwC</i>

<p>2:15 p.m. –3:15 p.m.        Universe &amp; Planet Rooms</p>	<p><b>Hot Topic Breakout Sessions</b></p> <ol style="list-style-type: none"> <li>1) Getting Out of the Starting Block – Establishing EDM at CSL Behring with Utopia</li> <li>2) A Business Process-Centric Approach to Enterprise Content Management: How SAP ECM Solutions Help Reduce Risk, Ensure Compliance, and Improve Efficiency</li> <li>3) Information Governance: Nurturing Your Business in an Ever-Changing Environment</li> <li>4) Recommendations When Using Your Data Migration Project to Start with Data Governance</li> </ol>	<p><b>John Ferraioli</b> - <i>Utopia</i> &amp; <b>Bruce Beatty</b>, <i>CSL</i></p> <p><b>Garth Despain &amp; Jean Hills</b>, <i>OpenText</i></p> <p><b>Ina Mutschelknaus</b>, <i>SAP</i> &amp; <b>Angel Sasso</b>, <i>Campbell Soup</i></p> <p><b>Ginger Gatling</b>, <i>SAP</i> &amp; <b>Eric Stridinger</b>, <i>Kennametal</i></p>
<p>3:15 p.m. – 3:45 p.m.</p>	<p>Break and Networking</p>	
<p>3:45 p.m. – 4:45 p.m.        Galaxy, Universe, &amp; Planet Rooms</p>	<p><b>Hot Topic Breakout Sessions</b></p> <ol style="list-style-type: none"> <li>1) Data Definitions: How to Enable Business Process Alignment and Master Data Management</li> <li>2) Construct Data Quality Firewall: Prevent Bad/Poor Data from Entering Your Enterprise Systems</li> <li>3) One Size Does Not Fit All: Best Practices for Data Governance</li> <li>4) Governing Reference Data in SAP System Landscapes</li> </ol>	<p><b>Shirleen Gudmundson</b>, <i>Genentech</i></p> <p><b>Amit Manghani &amp; Abhay Bagul</b>, <i>SAP</i></p> <p><b>Boris Otto</b>, <i>Tuck School of Business at Dartmouth College, USA/University of St. Gallen, Switzerland</i></p> <p><b>Andreas Seifried &amp; Markus Kuppe</b>, <i>SAP</i></p>
<p>5:00 p.m. –6:30 p.m.        Stars Room</p>	<p>Meet &amp; Greet and Q&amp;A with Sponsors        Drinks and Light Appetizers Provided</p>	
<p>6:30 –TBD</p>	<p>Dinner On Your Own</p>	



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## Tuesday, September 27, 2011

Time/Room	Topic	Speaker
7:00 a.m. – 8:00 a.m. Stars Room	Continental Breakfast and Networking Final Registrations	
8:00 a.m. – 9:00 a.m. Galaxy Room	Key Pillars to Ensure Data Quality	<b>Molly Walsh</b> , PepsiCo <b>Jay Mazzucco</b> , Grom Associates
9:00 a.m.–10:00 a.m. Galaxy Room	Unlocking Operational Value from Data Governance	<b>Ernie Dries</b> , Sysco Foods <b>Tom Mongoven</b> , Deloitte Consulting <b>Juan Tello</b> , Deloitte Consulting
10:00 a.m.–10:30 a.m. Stars Room	Break and Networking	
10:30 a.m.-11:30 a.m. Galaxy Room	Winning with Winshuttle	<b>Stephanie Vandenberg</b> , ConAgra Foods <b>Eric Norman</b> , ConAgra Foods
11:30 a.m.–12:30 a.m. Galaxy Room	Improving Master Data Quality Through a Data Quality Certification Program	<b>Peter Zaepfel</b> , Kraft Foods
12:30 p.m. – 1:15 p.m. Stars Room	Lunch	
1:15 p.m. – 2:15 p.m. Galaxy Room	The Value of Metadata Management and New Capabilities a Company Can Achieve in Their Data	<b>Andrea Thomsen</b> , Cargill
2:15 p.m. - 2:45 p.m. Galaxy Room	Data Quality Taxonomy System Overview	<b>Richard King</b> , gicom <b>Bob Delp</b> , Johnson & Johnson
2:40 p.m. – 3:15 p.m.	Break and Networking	
3:15 p.m. - 5:00 p.m. Universe & Planet Rooms	Data Quality Taxonomy Working Sessions	1) Beginners 2) Advanced 3) Domain Breakouts
6:00 p.m. - TBD	Dinner on your own	



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Wednesday, September 28, 2011

Time/Room	Topic	Speaker
7:00 a.m. –8:00 a.m. Stars Room	Continental Breakfast & Networking	
8:00 a.m. –9:00 a.m. Galaxy Room	Panel Discussion - Organizational Structures / Alignment	TBD
9:00 a.m. –10:00 a.m. Galaxy Room	Master Data Management and Governance at Medtronic – Challenges and Opportunities	<b>Dave Collins, Medtronic</b>
10:00 a.m. –11:00 a.m. Universe & Planet Rooms	Various Roundtable Breakouts  1) Data Governance KPIs & Metrics 2) Data Governance Roles & Responsibilities (Committees, Councils, Stewards, Custodians, etc.)	TBD
11:00 a.m. –11:30 a.m. Galaxy Room	Wrap-Up and Data Quality Taxonomy Report-Out	<b>Jodi Maciejewski, ConAgra Foods</b> <b>Richard King, gicom</b> <b>Bob Delp, Johnson &amp; Johnson</b>
11:30 a.m. –1:00 p.m.	Lunch On Your Own	
1:00 p.m. –3:00 p.m. Universe & Planet Rooms	SAP Hot Topics: 1) Data Migration 2) Embedded MDM/MDG 3) Information Steward 4) Data Quality / Cleansing Package Builder	SAP



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