

**** 4/18/2016 NOTICE: ACTION PENDING BEFORE THE BOARD ****

DAMA-IA Membership

DAMA Iowa has had an exciting year – bringing a wide variety of presentations to our members. This was possible because of the corporate or individual memberships from people and organizations like you! With those membership dollars and the engagement of our Des Moines community, we were able to present you with monthly meetings on a variety of current topics in the data management space.

A few examples of the outstanding monthly meetings from this past year...

- Stephen Brobst – Sampo Technologies & CTO for Teradata Corporate: *Data Warehousing: The Sins of Denormalization (Sponsored by Principal Financial Group)*
- Bill Schmarzo – CTO for EMC Global Services Big Data Practice: *Big Data Practice (Sponsored by EMC Global Services)*
- Dr. Sree Nilakanta – Program Director, Business Analytics at Iowa State University: *Metadata Management for Big Data*
- Michele Cresmen-Block – Pillar Technology: *The Agile Mindset*
- Doug Jacobsen – Iowa State University: *Data Security: Protecting Data within an Organization*

The best received meetings of the past year were also built upon significant additional contributions from certain employers – they could not have happened without a company sponsoring the speaker's fees. DAMA Iowa has still been trying to maintain essentially a monthly offering on less funding than other organizations providing 4 or 5 meetings a year. So we have looked at ways to provide the better programs. One would be cutting meetings to 4 or 5 per year. Another is raising membership costs significantly, which rates have not been raised in five years.

We currently have no restriction on the number of employees that can attend an event other than seating limitations. Some companies are able to make the presentation available electronically when they host, providing a much wider benefit from hosting.

We propose a slight increase in membership costs with an incentive for helping with hosting costs or providing presenters. We are also looking at the mix of these meetings and want to try and bring in 4 or 5 better presenters each year along with continuing a mix of DAMA day training opportunities, presentations from local companies on projects they have done, and other ways of building interaction amongst our local members.

We trust you and your company have learned valuable insights and techniques from the nationally recognized speakers and topics that have been presented in 2015-2016.

Corporate memberships will still allow for any number of employees from your company to attend our monthly meetings. Membership also provides you with a discounted price for our annual DAMA Day and Education Day events. DAMA Iowa also has reciprocal agreements with area chapters that allows you to attend their monthly meetings as well.

Below are the proposed membership rates and the discount opportunities. In two weeks, per the chapter by-laws, the board will vote on new membership fees. If you have concerns or questions please contact damaiaowa@gmail.com.

- Corporate Membership Rates:
 - \$500 per year
 - Unlimited free attendees at monthly events
 - Discounted registration for longer development day events
 - \$100 discount for hosting at least one DAMA meeting in the prior calendar year
 - \$50 discount for providing a presenter for at least one DAMA meeting in the prior calendar year

- Individual Membership Rates:
 - \$75 per year
 - Free registration for monthly meetings
 - Discounted registration for longer development day events
 - \$25 discount for presenting at a DAMA monthly meeting in the prior calendar year

Meetings planned for Jan, Feb, April, May, June, July, Sept, Oct and Nov.

Typically spring break is in March, the state fair is in Aug and events in Dec are harder to coordinate. DAMA days to be Apr or May and Sept or Oct.

Local DAMA chapters receive no revenue from the DAMA-International organization and, therefore, depend solely on membership revenue to operate the chapter.

Thank you for your continued support and hopefully you will enjoy upcoming programming.

*The Board of DAMA-IA intends to vote on this matter 14 days following the electronic notification to our Membership of this proposed action.

**** END OF NOTICE ****