



SHANI OULTON
PRESIDENT, IDMA

FROM THE IDMA DESK

We're wrapping up another successful year at the Insurance Data Management Association (IDMA). It has been a great honor to serve as president this term. As an organization, we accomplished a great deal.

At the top of the list is not one but TWO successful conferences. In June, the Spring/Summer conference was held. Later in the year, the Fall/Winter conference was held. With the theme Agile Analysis and Governing in a Hybrid Environment, many timely topics were covered in October. Highlights included cloud-based technology, the importance of data quality and data governance, data literacy, and talent and culture (hiring, maintaining, and retaining workforce). Ideas for attracting data analysts were shared; however, this does seem to be a consistent challenge across the industry.

For the 2022 conference, a theme has been selected and an active call for speakers is in play. The theme will be Fueling Data Management and Digital Transformation—Embracing Innovative Technologies. In addition to speaking and attending, you won't want to miss the sponsorship/vendor opportunities.

While the conferences are a large part of networking and learning about the latest in data management throughout the year, being a member of IDMA entitles you to so much more. You can access IDMA's updated Education Curriculum with professional certifications to work toward. Additionally, there are many valuable workshops and webinars being offered. Sponsorship and vendor opportunities are numerous as well.

Looking forward, IDMA has a lot to offer the data management industry, and I look forward to being involved for many years to come. Thank you to all who support the organization in so many ways.



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IDMA 2021 FALL-WINTER CONFERENCE LET'S RECAP

The IDMA 2021 Fall/Winter conference took place virtually on October 13–14. It was our second main conference of the year with over 200+ insurance and data management professionals in attendance. We want to thank those who attended and appreciate you for taking time out of your busy schedules to be with us virtually learning, sharing, and networking.



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WHEN IS IT COOL TO CONFORM?

BY ANDY HOLADAY - LEAD DATA STEWARD, AF GROUP

Variety is the spice of life, as the saying goes. Maverick ideas pique our curiosity. Eccentric people who challenge norms and go against the grain draw our attention. But is non-conformance good for your data?

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INSURANCE BENCHMARK FOR DATA AND ANALYTICS

BY WAYNE ECKERSON - PRESIDENT, ECKERSON GROUP

Join leading insurers such as AIG, Travelers, AF Group and Hanover Insurance that have taken the world's largest online benchmark assessment of enterprise data & analytics capabilities for insurance companies.



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REMAIN FOCUSED ON DATA MANAGEMENT FUNDAMENTALS

BY AIMEE SILIATO - VICE PRESIDENT OF MARKETING, IDMA
(NOTE: ARTICLE WAS PUBLISHED ORIGINALLY AT DATAMANAGEMENTU.COM)

In the movie *Bull Durham* the manager of the Durham Bulls, the film's minor league baseball team said, "This is a simple game: You throw the ball, you hit the ball, you catch the ball."

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THE VALUE OF VOLUNTEERS

BY FAROUK YASSINE, CPCU, CIDM, FIDM - EXECUTIVE DIRECTOR, IDMA

Volunteers are the essence of IDMA. Without them, the core purpose of IDMA—to increase the level of professionalism, knowledge, and visibility of the insurance data management profession through education and peer-to-peer networking—would not be feasible. They are the reason for the growth of the profession and the Association.

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CURRICULUM NEWS

Have you heard about our on-demand, online training IDMA 201 course - Introduction to Data Management Functions and Tools?

Now, with a click of a button you can take this course online.

IDMA 201 is the first, out of four courses, towards earning your Associate Insurance Data Management (AIDM®) designation, offered through the IDMA.

By the end of this course, you will be able to: · Define data management; · Describe the functions of data management professionals; · Argue the business case for data management; and · Recall concepts and tools used by data management professionals.

If you are interested in trying a FREE module of the course, reach out to us at team@idma.org.

Also, visit our [site](#) to learn more about this course and other educational offerings that support our data management professionals.

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TO
MODULE 1

INTRODUCTION TO DATA AND INFORMATION GOVERNANCE

Differentiate between data governance and information governance, and describe the activities necessary to achieve effective data governance.

INTERESTED?
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TRIVIA

WHEN WAS IDMA FOUNDED?

A. 1973

B. 1983

C. 1985

Submit your answer along with your name and the name of your company to team@idma.org.

The first five (5) to submit the correct answer will be highlighted in the next edition.

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CALENDAR OF EVENTS

WEBINARS (*Free and Open to the Public*)

Jan. 21, 2022 - Becoming an Effective Data Storyteller for Insurance Professionals (**Save The Date**)

Jan. 26, 2022 - Leverage Your Data to Unlock Innovation (**Save the Date**)

Feb. 16 2022 - Pictures with Data: Creating Valuable Data Visualizations for Insurance Professionals (**Save The Date**)

INDUSTRY PARTNER EVENTS

Jan. 25-27, 2022 - Data Now Program (DNP)—Your Source for Data Reporting Education (NCCI) **Registration Open - CLICK**

IDMA 2022 ANNUAL CONFERENCE

May 15-17, 2022 - *Fueling Data Management and Digital Transformation - Embracing Innovative Technologies*

Orlando, Florida

(Details Coming Out Soon)

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