

## FROM THE IDMA DESK



**MILDRED MOORE-WHITE**  
SR. SPECIALIST - MARKETING,  
MEDIA, & PROD DEVELOPMENT  
IDMA

In the insurance industry, our commitment to continuous improvement and professional development is unwavering. As we commemorate Juneteenth, it's essential to reflect on this day's significance and how it inspires our educational and professional pursuits.

### **The Spirit of Juneteenth: A Celebration of Freedom and Education**

Juneteenth, or Freedom Day, marks the emancipation of the last enslaved African Americans in the U.S. on June 19, 1865. This day symbolizes more than the end of slavery; it represents perseverance, resilience, and the pursuit of education. For newly freed individuals, literacy was crucial for unlocking opportunities and securing autonomy. This belief in the power of knowledge resonates deeply within our industry today.

The story of Juneteenth inspires us to harness educational opportunities, further our development, and enhance our capabilities. Whether you're an industry veteran or a newcomer, continuous learning is essential. It elevates our personal and professional lives and strengthens the entire field, ensuring we can better serve our clients and communities.

### **Professional Development: A Pathway to Excellence**

Pursuing professional excellence requires dedication, discipline, and a commitment to self-improvement. One of the most effective ways to achieve this is through professional certification. For those in the insurance industry, the Insurance Data Management Association (IDMA) offers a comprehensive certification program designed to elevate your expertise and career prospects. The IDMA certification courses, available at [idma.org](http://idma.org), cover essential aspects of insurance management, transforming knowledge into practical skills.

As we honor the legacy of Juneteenth, let us also celebrate our potential for growth and transformation. The values of freedom, education, and professional development are intertwined, each enhancing the other. By investing in our education through IDMA certification programs, we honor the spirit of Juneteenth and contribute to a future where knowledge and expertise lead the way.

Explore the [IDMA certification courses](#) today, and take the next step in your journey toward excellence. Together, we can achieve remarkable things.

*Mildred Moore-White*



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## HOW I GOT HERE: MY DATA STORY

RACHAEL TUCKER  
FOUNDER, CONSTELLATE ADVISORS

My parents were both in IT. They got their graduate degrees in computer science when I was young, so technology has always been part of my life. Growing up I remember coloring on the punch cards when my parents would go into the computer lab on weekends to use the terminals and bring me along. Although I drifted away from computer science in high school, my dad got me a job working in the computer lab at my university,

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## CREATING A DATA GOVERNANCE CULTURE

MERAV YURAVLIVKER  
CEO AND CO-FOUNDER, DATA SOCIETY

Why do people quietly run for the exits when they hear the words “data governance?”

I’ve seen it many times. The trepidation is real. It feels daunting. It is by no measure a small project. Implementing a data governance framework across a large organization can be measured in years, not months or quarters.

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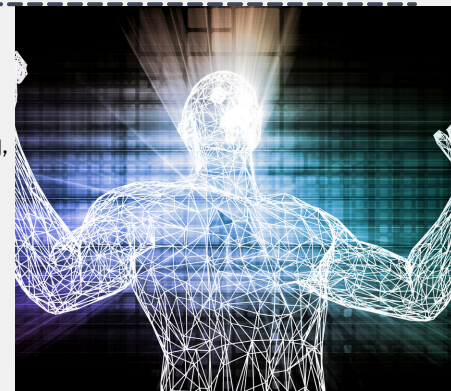


## THE TRANSFORMATIVE IMPACT OF AI ON DATA MANAGEMENT

DR. BRIDGET BRATT  
ASSOCIATE DIRECTOR, PROTIVITI

In today's digital age, data is king. It's the lifeblood of businesses, driving decision-making, strategy, and innovation. However, the sheer volume, velocity, and variety of data generated daily can be overwhelming for traditional data management systems. This is where Artificial Intelligence (AI) steps in, revolutionizing how businesses handle, analyze, and derive insights from their data.

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## SELF-SERVICE ANALYTICS: ARE THEY OVER OR HAVE THEY EVENT STARTED?

BENNY BENFORD  
FOUNDER, DATENT

A blogger recently described self-service analytics as something that every data-driven organization strives for. Another noted that we’ve had self-service analytics for 30 years. Who’s correct? On one level, nearly everyone in corporate environments is already doing self-service analytics. Across roles and departments, people are trying to understand their environment, what’s changing, and how they can make a better decision tomorrow versus yesterday. Any time they’re using recorded information to do that rather than their own gut feel, that’s analytics.

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September 15-17, 2024  
Philadelphia, Pennsylvania

# IDMA 2024

## Annual Conference

Driving Data  
Literacy, Culture,  
and Governance

## Your Premier Data Management Event

Join us at the IDMA 2024 Annual Conference in Philadelphia, Pennsylvania on September 15-17. Our conference connects data management professionals with their peers, showcases industry and data management experts along with partner organizations in a spirit of collaboration and professional development. Attendees discuss issues, exchange ideas, improve their understanding of how data management can enable enterprise-wide digital transformation, and provide actionable business insights.

**EARLY BIRD  
DISCOUNT**  
Register by  
July 12th &  
Save 20%

### Conference Themes:

- Data Quality Improvement
- The Importance of Data Governance
- Data Literacy - Understanding the meaning behind your data
- Data Analytics - The Power of Data
- AI - Insurance Use Cases
- AI and Data Privacy - Navigating the Regulatory Landscape
- AI and the Importance of Data Ethics
- Redefining Data Management and Governance with AI
- Data Culture - The Concern of AI for Employees
- The Evolution of Data Management Practices
- Talent Recruitment, Acquisition, and Retention

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www.idma.org

**IDMA**  
Insurance Data Management Association  
CONNECT. SUCCEED. GROW

# New Directions in Data Management



WEDNESDAY, OCTOBER 16, 2024



08:30 AM – 5:00 PM



HARTFORD, CONNECTICUT

**CALL FOR SPEAKERS  
AND  
SAVE THE DATE**

## KEYNOTE SPEAKERS



**Valerie Logan**  
CEO & Founder, The Data Lodge  
Chief Strategy Officer, Data Society Group



**Jordan Morrow**  
SVP of Data & AI Transformation  
Agile One

SUBMIT YOUR PROPOSALS: [events.bizzabo.com/DataDay24](https://events.bizzabo.com/DataDay24)

## CALENDAR OF EVENTS

### ANNUAL CONFERENCE

**September 15-17, 2024** – Philadelphia, PA – Driving Data Literacy, Culture and Governance  
([Review Program + Early Bird Savings](#))

### IDMA & DAMA NE JOINT DATA DAY SEMINAR

**OCTOBER 16, 2024** – Hartford, CT – New Directions in Data Management  
([Call for Sessions Open through July 17th](#))



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# Calling All Data Enthusiasts! Share Your Insights in The Insider Journal!

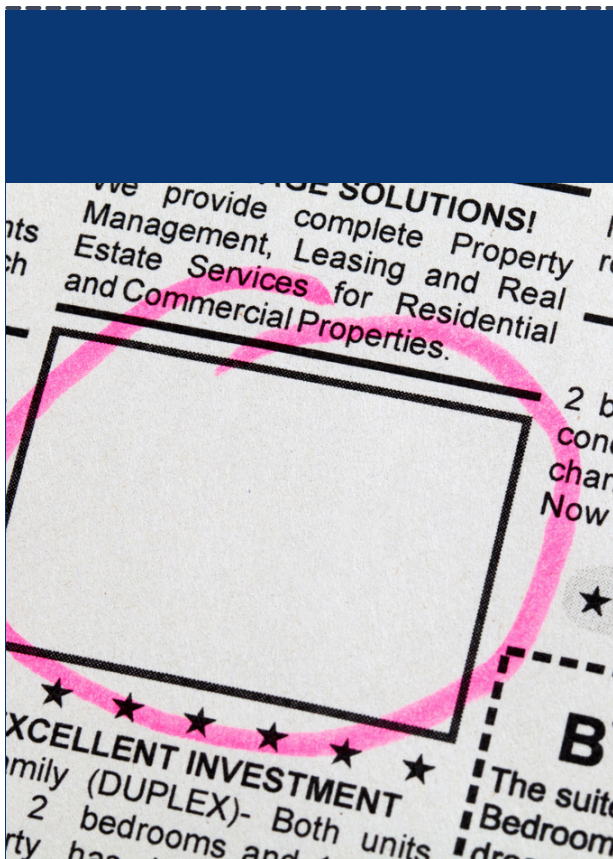
Passionate about data and eager to share your knowledge? Be a part of The Insider, our monthly journal. Contribute an educational article, showcase your expertise, and engage with our community of data professionals.

*The Insider*, distributed monthly, offers valuable insights and the latest trends in data management. We welcome diverse voices with data-centric or IDMA-focused knowledge. Whether an experienced data pro or an IDMA enthusiast, share your unique perspective and establish yourself as an industry expert.

Got an engaging idea on a data-related topic? We'd love to hear! Express your interest in contributing by reaching out to us at [Contact Information]. Let's shape the future of data management and inspire our readers together.

Join us in empowering and educating the data community!

The IDMA Team



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AND THE  
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CONGRATS TO OUR  
MAY 2024  
WINNER

**Aria De Leon**  
Northwestern Mutual

**ANSWER TO MAY 2024 TRIVIA**

The correct multiple-choice answer is Connecticut.

INSURANCE DATA MANAGEMENT ASSOCIATION  
WWW.IDMA.ORG

**TRIVIA**

**JUNE 2024 TRIVIA / WIN \$25**

How many current active members does IDMA have?

- A. 5500+
- B. 6500+
- C. 7500+
- D. 8500+

Submit your answer to [team@idma.org](mailto:team@idma.org).

**A \$25 Amazon.com gift card prize** will be awarded to the randomly-drawn person among the first five who solve the question correctly. **You may only guess one time.** The correct answer and winner's name will be published in next journal issue – July 2024 issue.

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WWW.IDMA.ORG

