



From the Editor-in-Chief

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Dear fellow members:

Happy new year! We start the year 2007 with a meatier-than-usual issue, thanks to substantial contributions from several European members.

But first, our founding advisers offer these two articles:

- In *To a High IQ!*, **Larry English** begins a new series by describing the nine business roles we find in *Information Stewardship*, and the accountabilities that these roles have in Information Management.
- **Dr. Tom Redman** fulfils his promise to detail the roles and responsibilities of the Chief Data Officer (CDO) in this quarter's article entitled *The Body has a Heart and Soul: Roles and Responsibilities of the CDO*.

Our European members have contributed the following material:

- **Daragh O'Brien** demonstrates why root cause analysis (not conventional wisdom) should serve as the basis for planning your IQ improvement program in his article entitled *The Freakish World of Root Cause Analysis*.
- In *Data Archetypes*, **Keith Underdown** advances our association's work in creating an IAIDQ Body of Knowledge by identifying and describing the three main data archetypes.
- First time contributor **Alan Snow** highlights the need for *A Holistic Approach to Measuring Information Quality* where the focus is driven by information value and risk management.

In our **Association News** section, you will also find a valuable *Guide to Communities of Practice*, as well as *IQ Conference Reports* from last year's US Conference in San Francisco and the European conference in London.

Finally, IAIDQ members are invited to respond to our *Call for Contributions* for the April 2007 issue of this newsletter. You'll find details on the last page.

Sincerely,



Michelle C. Dy
Editor-in-Chief