



From the Editor-in-Chief

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Dear fellow members:

Although our founding advisers are taking a much needed break from their respective newsletter columns, we do have two new articles contributed by members for this quarter's issue.

- **Daragh O Brien** demonstrates the use of root-cause analysis techniques in the first installment of his two-part article entitled *IQ and the Bottom Line*. He draws on his recent experience as a customer to illustrate how we can analyze our own information quality problems.
- In the second article, entitled *The Role of a Data Warehouse in Your Organization's Data Quality Initiative*, I draw on insights from my firm's consulting practice to explain how a data warehouse can be a valuable part of a continuous data quality improvement process.

In our **Association News** section, you will find a preliminary summary of our Members Survey, which provides a sneak peek into what our members have to say about our association. Work is ongoing to prepare the final survey results, which will be published as soon as they're available.

Let me take this opportunity to also invite everyone to join our next *Book Club* meeting, which is scheduled for May 4. Details are available at our website.

Do check out the list of *Forthcoming Events*; this issue of the newsletter only lists events in the coming quarter. A complete list of events for 2007 can be found on our website.

Finally, IAIDQ members are invited to respond to our *Call for Contributions* for the July 2007 issue of this newsletter. Details are available on the last page.

Sincerely,


Michelle C. Dy
Editor-in-Chief