



From the Editor

Michelle C. Dy

Editor-in-Chief, IAIDQ Newsletter

michelle.dy@iaidq.org

Dear fellow members:

It's my pleasure to present these compelling articles for this year's final newsletter issue:

- **Dr. Tom Redman** sets the tone, not just for this issue, but for the community of Information and Data Quality professionals in his article, *A Call to the Data and Information Quality Community: The Time is Now!*
- **Michael Scofield** begins a two-part series entitled *Understanding the Behavior of Keys*. The series offers guidelines for analyzing and assessing the quality of keys in databases and files.
- **Arkady Maydanchik** continues his series of excerpts from the book *Data Quality Assessment*. In this issue, he focuses on data quality rules for State-Dependent Objects.
- **Daragh O'Brien** shows how applying the Plan-Do-Check-Act framework on our powerpoint presentations can improve our effectiveness as presenters and speakers in his article *The Quality of Presentations*.

This quarter's Association News section contains:

- A post-conference article about the **2008 Information and Data Quality Conference** from Daragh O'Brien; and
- A **News from Members** page, which highlights our members' recent professional milestones, job changes, promotions, or accomplishments.

As always, readers are invited to respond to our **Call for Contributions** for future issues of this newsletter. Submission guidelines are on the last page.

Sincerely,

Michelle C. Dy

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