



ERWORLD 2010 IS THE *FIRST* ONLINE CONFERENCE DEDICATED COMPLETELY TO DATA MODELING AND THE DATA MANAGEMENT PROFESSIONAL—*BY* DATA PROFESSIONALS, *FOR* DATA PROFESSIONALS, AND *100% FOCUSED ON DATA PROFESSIONALS*.

Find time in your busy schedule to attend one or more sessions online, FREE! Take a look and register at [www.erwin.com/erworld](http://www.erwin.com/erworld) for as many sessions throughout the month of September as you can. Learning is in the air in September. Take advantage of all these informative sessions, peer networking and knowledge sharing.

Not a current CA ERwin® Modeling User? Welcome! These sessions cover a wide range of data management topics from industry experts such as **Karen Lopez, Peter Aiken, Donna Burbank, and Mike Blaha**. We'll also have customer case studies showing real-world implementations and success. For those interested in the ERwin solution specifically, we'll have demos, roadmaps, and how-tos from CA staff and valued partners.

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Session	Guest Speaker	Date & Time
CA ERwin State of the Union	Danny Sandwell	September 08, 2010 -@ 11 AM EST
Mastering your Data with CA ERwin Data Modeler	Victor Rodrigues	September 08, 2010 -@ 2 PM EST
Easing the Workload by Customizing Forward Engineering (FE) Templates	Terry Troddyn	September 09, 2010 -@ 11 AM EST
5 Physical Data Modeling Blunders and How to Avoid Them	Karen Lopez	September 09, 2010 -@ 2 PM EST
Customer Experience: A Practical Guide to Enterprise Data Modeling and Model Management	Garry Gramm	September 15, 2010 -@ 2 PM EST
Monetizing Data Management	Peter Aiken	September 16, 2010 - @ 11 AM EST
Using CA ERwin Modeling to Assure Data and MetaData Quality	Antonio Amorin	September 16, 2010 -@ 2 PM EST
Deciding to go Cloud: Data Modeling and Prototyping within Requirements Gathering provides Transparent Roadmap to Cloud Computing	Valeh Nazemoff	September 21, 2010 -@ 11 AM EST
The Zen of Metadata	Scott Northrup	September 21, 2010 -@ 2 PM EST
Sneak Peak: CA ERwin Modeling r8 Preview Demonstration	Neil Buchwalter	September 22, 2010 -@ 11 AM EST
Optimizing the Design of Your Data Warehouse	Mike Wacey	September 22, 2010 -@ 2 PM EST
Effective Capture of Metadata Using CA ERwin Data Modeler	Sampath Kumar	September 23, 2010 -@ 11 AM EST
CA ERwin Modeling Global User Groups	Tom Bilcze	September 23, 2010 -@ 2 PM EST
10 Things to Avoid in a Data Model	Mike Blaha	September 24, 2010 -@ 11 AM EST
Data Modeling for the Business – the Power of High-Level Data Models	Donna Burbank	September 28, 2010 -@ 11 AM EST
Staying Relevant in today's Changing Data Management Environment	Sanjay Shirude	September 28, 2010 -@ 2 PM EST
Integrating Data and Process: A Roundtrip Modeling using CA ERwin Data Modeler and CA ERwin Process Modeler	Manan Shah	September 29, 2010 -@ 2 PM EST
Creating Enterprise Data Standards wth CA ERwin Modeling	Terry Hanks	September 30, 2010 -@ 11 AM EST

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