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Please send us your ideas for chapter meeting topics!



# St. Patrick's Day

1. **Saint Patrick Was British-** Although he made his mark by introducing Christianity to Ireland in the year 432, Patrick wasn't Irish himself. He was born to Roman parents in Scotland or Wales in the late fourth century.

2. **The Irish Take Saint Patrick's Day Seriously-** As you might expect, Saint Patrick's Day is a huge deal in his old stomping grounds. It's a national holiday in both Ireland and Northern Ireland.

3. **So Do New Yorkers** -New York City's Saint Patrick's Day Parade is one of the world's largest parades. Since 1762, 250,000 marchers have traipsed up Fifth Avenue on foot – the parade still doesn't allow floats, cars, or other modern trappings. **Chicago Feels Lucky, Too-** Chicago has a spectacle all its own. The city has been celebrating Saint Patrick by dumping green dye into the Chicago River since 1962. It takes 40 tons of dye to get the river to a suitably festive shade!

4. **There's a Reason for The Shamrocks** -How did the shamrock become associated with Saint Patrick? According to Irish legend, the saint used the three-leafed plant as a metaphor for the Holy Trinity when he was first introducing Christianity to Ireland.

5. **Cold Weather Helped Saint Patrick's Legend-** In Irish lore, Saint Patrick gets credit for driving all the snakes out of Ireland. Modern scientists suggest that the job might not have been too hard – according to the fossil record, Ireland has never been home to any snakes. Through the Ice Age, Ireland was too cold to host any reptiles, and the surrounding seas have staved off serpentine invaders ever since. Modern scholars think the "snakes" Saint Patrick drove away were likely metaphorical.

6. **There's No Corn in that Beef-** Corned beef and cabbage, a traditional Saint Patrick's Day staple, doesn't have anything to do with the grain corn. Instead, it's a nod to the large grains of salt that were historically used to cure meats, which were also known as "corns."

7. **The World Runs Up Quite a Bar Tab-** All of the Saint Patrick's Day revelry around the globe is great news for brewers. A 2012 estimate pegged the total amount spent on beer for Saint Patrick's Day celebrations at \$245 million. And that's before tips to pubs' bartenders.

8. **The Lingo Makes Sense-** You can't attend a Saint Patrick's Day event without hearing a cry of "Erin go Bragh." What's the phrase mean? It's a corruption of the *Irish Éirinn go Brách*, which means roughly "Ireland Forever."



## Regular Meeting Information

- ARMA members \$10
- Non-ARMA Members \$15
- First time guests attend free!

It is only the farmer who faithfully plants seeds in the spring, who reaps a harvest in the autumn.

*B.C. Forbes*



# Louisville Chapter



[louisville.arma.org](http://louisville.arma.org)

March 16, 2016



## Lexington Chapter

### April 15, 2016-Lexington ARMA Spring Seminar

Where: Training Room at Bluegrass Airport Lexington, KY

Featured Speaker: Samantha Lofton, Chief Risk and Information Governance Officer with Ice Miller LLP

Please register by April 11, 2016

Contact Dorothy DeLong at 859-858-8815 or by email [ddelong@kentuckyunderground.com](mailto:ddelong@kentuckyunderground.com)

Lexington Chapter Website: [www.lexingtonarma.com](http://www.lexingtonarma.com)

## Upcoming Louisville Chapter Meetings

✓ **April 19, 2016 @ 3:30 PM**

The Data Vault

13201 Data Vault Drive, Louisville, KY 40223

✓ **May 17, 2016**

Save the date for Year-End Event! Time and Location TBD

## John A. Eisenhauer



Mr. Eisenhauer founded the Data Governance Society, Inc and the TAG Data Governance Special Interest Group (SIG). He is the author of two books; "Heads Up! The Data Tsunami Survival Guide" and "Data: The Elephant in the Room." He has written many papers and blogs on subjects ranging from Strategy Formulation and Outcome-Based Logic ("Jobs to be done") to the creation of predictable and quantifiable Customer Value.

Mr. Eisenhauer built the Data Governance program for McKesson Technology Solutions and is currently the Chief of Data Governance for Humana. As an avid public speaker, Mr. Eisenhauer devotes much of his personal time to advancing the topic and profession of Data Governance.



## Enterprise Data Governance: a Formula for Success

Successful data governance depends on three things:

- A solid foundation
  - ◇ frameworks & methodologies
  
- A strong vision
  - ◇ strategies and objectives
  
- Having the right people
  - ◇ gaining support, creating adoption, and earning credibility