

Welcome to the CIO Hour!

April 2026

Spring Data Showers Bring Insight Flowers

Today's Panel



DENNY LENGKONG

President, IntelliData
dlengkong@intellidata.tech

Denny has over 20 years of experience in data and has helped various associations and non-profit organizations across multiple industries. He and his team believe in empowering associations and NGOs by helping them understand and utilize data effectively. Using data, Denny and the IntelliData team continue to help associations grow and make a significant social and economic impact on the lives of families, consumers, and communities.



JAMES C. MARQUIS

Chief Information Officer, 501Works
marquis@501works.com | 703.459.9779

James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour: Spring Data Showers Bring Insight Flowers

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

Agenda

- In the News – A few highlights that might interest you
- Q & A – 45 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

In the News...

1. Starlink satellite breaks apart into “tens of objects”; SpaceX confirms “anomaly”

<https://arstechnica.com/tech-policy/2026/03/starlink-satellite-breaks-apart-into-tens-of-objects-spacex-confirms-anomaly/>

2. AI job losses: Look up which workers are most vulnerable

<https://www.washingtonpost.com/technology/interactive/2026/jobs-most-affected-ai-automation/>

3. Using a VPN May Subject You to NSA Spying

<https://www.wired.com/story/using-a-vpn-may-subject-you-to-nsa-spying/>

4. We’re entering dangerous territory with AI

<https://www.vox.com/podcasts/483724/agentic-ai-hype-cycle-reactions-alignment-problem-dangers-explained>



Ven-Con 2026

- Tuesday, April 14th 2026
- Higher Logic Office, Arlington, VA
- This year's theme: *Technical Readiness & Building Partnerships*
- Associations are making bold technology investments, and it's on all of us — vendors and consultants alike — to show up prepared, aligned, and working together.

Visit <https://www.eventbrite.com/e/ven-con-2026-tickets-1984403453147?aff=oddtcreator>

Today's Topic:
Spring Data Showers
Bring Insight Data Flowers

- **Data Quality & Integrity:** Data must be accurate, consistent, complete, and reliable. It includes identifying errors, filling gaps, and removing anomalies.
- **Data Availability & Accessibility:** Data should be easily accessed, understood, and usable, rather than trapped in silos.
- **Data Governance & Privacy:** Clear roles (data stewards) and policies for security, compliance (GDPR, CCPA), and ethical usage must be in place.
- **Data Volume & Diversity:** The dataset must be large and varied enough to train AI models without bias.
- **Context & Lineage:** Documentation of what data represents, its source, and how it has changed over time.



- Generated by AI!

On to Your Questions...

How are modern organizations thinking about data?

Can you give us a quick primer on data lakes (and ponds, oceans and puddles and warehouses)?

What's a common misconception association professionals have about their use of data and what can be done differently?

What's one area where associations can get quick wins when it comes to data?

What's a metric most associations are measuring wrong?

What are some ideas you have for improving and enhancing data?

Where do I start? (Especially for groups trying to get AI ready!)

What are some of your favorite analytic tools to point at your data?

Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our expert!

IntelliData

Denny Lengkong

dlengkong@intellidata.tech



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703-459-9779



marquis@501works.com
theCIOHour@501works.com



501works.com
theCIOHour.com

Final Thoughts

- Join us May 7th for **Highlights from the AMS Selection Survey**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.