

## Events



### SHARE in Anaheim

#### Technical Content and Insights Proved to be King

SHARE hosted over 1,000 enterprise IT professionals in Anaheim, August 5-10, for an enlightening week filled with lively discussions on some of today's most pressing enterprise technology topics, including Big Data, Cloud in the enterprise, data center modernization, application development and virtualization.



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#### Keynote Highlight

On Monday, August 6, Jason Dorsey from the Center for Generational Kinetics, LLC gave an energizing presentation that we could all relate to, Crossing the Generational Divide: Leveraging the Power of Generations for Your Strategic Advantage. Jason



shared the interesting statistic that there are currently five generations working side-by-side today. Through humorous anecdotes and stories, Jason walked the audience through how he defines each generation including parenting styles and regional differences and how these attributes shape who we are and how we function in the work environment. Jason focused primarily on the youngest generation, Generation Y, and entertained us with his amusing, yet accurate and proven explanations for how social media and technology, less face-to-face interactions and a more “entitled” mentality all play in to how this generation approaches day to day tasks. Jason left the audience with practical solutions for better communication across generations that lead to a more productive work environment.



On Tuesday, August 7, Brian Gallagher, President, Enterprise Storage Division, EMC Corporation discussed the mission of the mainframe in his presentation, Cloud and Big Data Driving IT Transformation. Brian addressed the increased importance of the mainframe in delivering the scale and performance required by Cloud Computing and Big Data – two of today’s major IT trends. He reminded the audience of alarming statistics that expect the digital universe will grow to 35 zettabytes by the end of this decade. While many of us have read these stats, Brian went further to remind us of the exorbitance of that number – and the challenges and opportunities ahead. Brian paid special attention to the issue of security – a growing concern among most all IT technicians – as data continues to grow.

For an online recording of Brian’s presentation, click here ([p/cm/ld/fid=185](#)) to purchase a SHARE Live! pass and receive access for up to six months post-event.

For more information on the SHARE in Anaheim keynote presenters, click here ([p/cm/ld/fid=191](#)).

## Big Data Spotlight

SHARE in Anaheim was home to the first-ever SHARE Big Data Spotlight. We listened to what you had to say about Big Data and built a track specifically around your needs and the issues of most concern to you. The Big Data Spotlight shed light on best practices and strategies for managing and leveraging today’s volume of data through sessions and panels on August 6 and 7 presented by IT practitioners and leading subject matter experts in the field. More than 20 sessions included strategies and tactics for managing Big Data.

Keynote speaker Brian Gallagher, called today’s technology landscape the “most exciting” period in his 30-year career and named Big Data as one of the top three megatrends that is “changing IT forever” and resides “top-of-mind for CIOs.”



In a separate session, Mark Simmonds, Senior Product Marketing Manager, IBM System z software, and a contributor to IBM’s Smarter Computing Blog, echoed Gallagher’s sentiment when he confessed to being “obsessed with Big Data.” Simmonds said his preoccupation comes not from fear of the rapidly rising tide of data in the digital universe but from fascination with the possibilities presented by the “ability to process, integrate and understand data from anywhere.”

To read more on some of the Big Data issues articulated by the SHARE community, visit the President’s Corner Blog ([p/bl/kw/kt=2&kw=Big+Data](#)) or view the pre-Anaheim webcasts ([p/cm/ld/fid=208](#)).

## Program Highlights

SHARE in Anaheim offered many user-focused technical sessions on a variety of topics for all levels of enterprise IT experience.

z/OS-related summertime content, sponsored by the MVS Core Technologies Project, generally centers around an upcoming z/OS release. With the next z/OS release scheduled for September 2013, several sessions reviewed the various line items that are becoming available. More 'intermediate/advanced' sessions were offered in Anaheim to cater to the SHARE audience. The content shifted toward in-depth learning about how to implement and use some of the most important new System z and z/OS features made available in recent releases, leveraging some overlooked features that have been around for years, performance tuning for major z/OS subsystems and 'how does it work?' sessions of great interest to the attendees.

A live demo showed attendees how easily some of these new and previously overlooked features can be implemented. Four exciting features that were covered include:

1. z/OS BCPII Setup - Enabling BCPII took the speaker about 15 minutes, including his running commentary.
2. System Status Detection Partitioning Protocol - A new way for XCF to detect a sysplex member that is incapable of recovering, and removing it from the sysplex in six to ten seconds, rather than the three minutes that would typically be required without SSDPP.
3. AutoIPL - This allows users to set up a system so that it will automatically take an unattended standalone dump following a system failure, followed by an automatic IPL of z/OS.
4. JES2 Dynamic Proclib Support- This allows IT professionals to move the JES2 proclib concatenation definitions from the JES2 started task into the JES2 parmlib member so the JES2 doesn't need to restart in order to add or remove proclibs.

Greg Lotko, IBM Vice President - System z, provided insight into future innovations from SHARE's strategic partner, briefing attendees on IBM strategy for hybrid computing and zEnterprise, including insights and futures for System z.

SHARE in Anaheim covered numerous hot topics in the enterprise IT industry, including IPv6, application infrastructure, and virtualization. Technical updates came in communications infrastructure sessions which presented an update on Communications Server as well as several IPv6 sessions

In application infrastructure we saw a smorgasbord of introductory sessions on Big Data frameworks, Business Rules Engines and Application Modernization Tools. In addition the CICS-focused sessions had a strong showing. Many of the topics centered on the current CICS release, including an introductory CICS session. The CICS Project offered over 30 sessions including two hands-on labs with a roundtable led by Danny Mace, newly appointed IBM Director of CICS at Hursley. Technical sessions in WebSphere MQ ranged from introductory to product internal along with advanced troubleshooting topics. Additionally, the technical sessions revolved around five (5) major themes: Problem Determination, Monitoring and Auditing, Performance, High Availability and Product Internals. The hands-on lab was a popular session among attendees. Seeing firsthand the new and existing features of WebSphere MQ and Message Broker in action continues to be a big hit with attendees.

Virtualization sessions delivered a mix of hands-on labs and technical training across 39 total session slots and included a z/VM 40th Birthday Celebration. The customer Panel for Experiences with Linux and System z was successful with engaging interaction between the audience and the panelists. The Bring Your Own Computer (BYOC) labs were also very popular, including the REXX Workshop and TRACK for z/VM labs.

SHARE also hosted a **Mobile Computing Focus Group** which introduced several issues around Mobile Device Management (MDM), Bring Your Own Device (BYOD) and Expanding Application Reach using Mobile. We plan to use the results from this focus group to drive the new Mobile track for SHARE in San Francisco, February 3-8, 2013.

## SHARE Election Results

Congratulations to the newly-elected volunteers!

The following officers have been elected by acclamation.

**President:** Brian Peterson  
**Treasurer:** Harry Williams  
**Secretary:** Kristine Harper

Based on the results from the election on August 8, 2012, the following have been elected:

**Vice President:** James Vincent  
**Director-at-Large:** Justin Bastin  
**Director-at-Large:** Sam Knutson

Read the press release (<http://finance.yahoo.com/news/share-elects-board-directors-205600915.html>) to learn more.

## SHARE Recognizes

## Best Session Awards

SHARE is proud to feature a variety of technical sessions from users and experts around the world. In recognition of their exemplary presentations, SHARE congratulates the below session presenters, and their organizations, for receiving the highest attendee ratings from SHARE in Atlanta, held in March 2012.

Application Architecture Development and Integration

(p/co/ly/gid=1825)*CICS JVM Server / IDLOG*

Speaker – Ian Mitchell, *IBM Corporation*

*CICS Threadsafe Conversion Techniques*

Speaker – Russ Evans, *The Evans Group, Inc.*

Communications Infrastructure Program

(p/co/ly/gid=1815)*Taming the (Wire)Shark - Looking at Network Traces (Including SYSTCPDA) in a New Fashion Hands-on Lab*

Speaker – Matthias Burkhard, *IBM Corporation*

Enterprise Data Center Program

(p/co/ly/gid=1827)*Systems Programmer, Heal Thy PC - Tuneup Time*

Speakers – Jim Willette, *Sunrise e-Services* and Victor Freyer, *Lemon Bay Computer Services*

Information Management Program

(p/co/ly/gid=1828)*Understanding, Monitoring and Managing z/OS Enclaves*

Speaker – Ed Woods, *IBM Corporation*

Linux and VM Program

(p/co/ly/gid=1832)*z/VM Platform Update*

Speaker – Alan Altmark, *IBM Corporation*

*Linux on System z at Wells Fargo: Penguins Board the Stagecoach*

Speaker – Marcy D. Cortes, *Wells Fargo*

MVS Program

(p/co/ly/gid=1833)*Reclaim Those Empty CAs!*

Speaker – Terri Menendez, *IBM Corporation*

*Configuring ISPF for Fun and Profit*

Speaker – Thomas Conley, *Pinnacle Consulting Group*

During opening remarks, James Vincent presented awards to the top presentations known as the “Best of the Best.”



Barbara McDonald (left, on behalf of Terri Menendez) accepts the award for Best IBM Session. Victor Freyer and Diana Donnellan (right, on behalf of Jim Willette) accept the award for Best User Session.

## SHARE President's Award

The purpose of the SHARE President's Award is to recognize the individual effort of a SHARE attendee who has performed

outstanding service for SHARE in the preceding year. At SHARE in Anaheim, SHARE President Janet Sun presented the award to the following SHARE volunteers:

#### Anne Caluori

Last year, Anne volunteered to step-in and serve out the term as the SHARE Secretary after another Board member retired unexpectedly and positions were shifted. In this role, she has taken leadership of the Membership Committee, completed the Policy review and membership validation processes, worked with staff to develop a better process for Policy verification for volunteers and reinvigorated the review and cleanup of the SHARE archives. Anne also worked closely with other Board members in support of their activities and has served as a mentor to other Board members.

#### Raymond Sun

Ray manages the Marketing portfolio in his role as a Deputy Director. In the last year, Ray has worked with other Board members and Senior Management Team volunteers to increase the visibility of SHARE in the industry, including identifying current industry hot topics and coordinating with writers to develop articles published in the President's Corner on the SHARE website, coordination of monthly webcasts in support of SHARE's year-round engagement initiative, annual Member surveys on hot topics to generate press interest and website traffic, the development of the ExecuForum conference within a conference for IT executives and the initiation of a Social Media Council in coordination with Conference Operations to further support year-round engagement.



Raymond Sun and Anne Caluori accept the President's Award from SHARE President Janet Sun.

#### **Book Awards**

Book Awards are given to recognize individuals in each Program who have made outstanding contributions for SHARE in Anaheim. SHARE thanks the following recipients for their support:

Greg Boyd  
Diana Donnellan  
Carla Flores  
Jamie Giovanetto  
Barry Schrage  
Jerry Seefeldt

#### **RAVES!**

SHARE wouldn't be what it is without high-impact, high-value input from legions of individual contributors. To better recognize these outstanding efforts, SHARE continued the RAVE – Recognize a Valiant Effort – Program at SHARE in Anaheim.

The following individuals were recognized by their peers for their contributions to enhance networking, assistance, support and presentations while at SHARE in Anaheim:

- Karla Houser, Caterpillar, Inc. recognized **Alexis Bauer Kolak, SmithBucklin** by stating "Alexis met with the EDC Program during lunch on Tuesday to discuss the SHARE web site and Socius. She listened to our concerns and helped us resolve several issues during this informal meeting. We really appreciate her support and her willingness to delay lunch to meet with the EDC Program volunteers based on our availability."

- Brian Cummings, Tata Consultancy Services recognized **Greg Boyd, IBM Corporation** saying he “Took the initiative to take charge and lead the SEC project planning during a period when the Project Manager became too busy at work to give it the necessary attention.”
- Brian Cummings, Tata Consultancy Services recognized **Jerry Seefeldt, NewEra Software** for his “Contributions including chairing monthly project meetings. Coordinating the creation and maintenance of the project’s community Web site.”
- Brian Cummings, Tata Consultancy Services recognized **Barry Schrager, Xbridge Systems** for “Taking on and coming through on the creation and delivery of a session on HMC Security. This was a significant challenge in the face of new technology.”
- Brian Cummings, Tata Consultancy Services recognized **Paul Robichaux, NewEra Software** for “Taking on the challenge and coming through to deliver a session on HMC security, defining issues and concern around a new technology.”
- Mary Beth Roman, SHARE Association recognized **Steve Ware, SHARE Director of Strategic Business Development** by stating “Steve Ware has been a wonderful addition to the SHARE Board. He quickly came up to speed on the portfolio and has been easy to work with and fun to get to know. I will miss interacting with him at SHARE Board activities.”
- Karla Houser, Caterpillar, Inc. recognized **Mike Biere, IBM Corporation** stating “One of the speakers in the Big Data & Analytics track was unable to present due to a last minute change in travel plans. Mike volunteered to replace the speaker and presented an excellent session. Thanks, Mike!”

## Academic Award for Excellence

Now in its third year, this award demonstrates SHARE's commitment to recognizing the importance of the next generation of enterprise technology professionals. This award showcases and rewards academic work that SHARE acknowledges as relevant to the future of enterprise computing.

### Grand Prize:

Murat Deniz Uskaner (Istanbul, Turkey)  
 “To Save Your Time: SMPE Tool”

### 1st Runner Up:

Osmanys Rosales (Syracuse, New York)  
 “USB Storage Devices Security”

### 2nd Runner up:

Jeremy Allen Barnitt (Syracuse, New York)  
 “Enterprise Social Scheduling Platform”

Learn how you can apply for the 2013 Academic Award for Excellence here ([p/cm/ld/fid=85](#)).

## Mainframe Academy Scholarship Program

In partnership with SHARE, CA Technologies will be awarding over \$1 Million in Mainframe Academy scholarships through 2016. SHARE volunteers participate in the selection of individuals who demonstrate a desire to master mainframe programming skills.

Congratulations to the 2012 Mainframe Academy Scholarship Winners!

David Joseph Bare (Aiken, South Carolina)  
 Chetan Chavan (Gurgaon, Haryana, India)  
 Michael Matthews (Irving, Texas)

Find out how you can apply for a mainframe scholarship ([p/cm/ld/fid=86](#)).

## SHARE Live!

SHARE Live!, SHARE in Anaheim's virtual conference option, provided the user community with an alternative education option for those who may have had travel restraints and workload conflicts. Selected content from each day at SHARE in Anaheim was streamed live, providing quality technical content for those who were unable to attend SHARE in Anaheim in-person. SHARE Live! participants also receive access to the recorded proceedings for six months post-event.

You can still purchase your virtual recording pass and share the recordings with your colleagues. A SHARE Live! pass costs \$550.

Learn more about SHARE Live! here ([p/cm/ld/fid=185](http://p/cm/ld/fid=185)).

## SHARE Attendees Connect Via Social Media

SHARE in Anaheim again saw an increase in social media use on-site. Attendees took advantage of the opportunity to share their experiences on Twitter (using the #SHAREorg hash tag) and Facebook by quoting speakers, posting pictures of sessions and commenting on the overall SHARE in Anaheim experience. A live Twitter feed was also projected in the general session room. We thank everyone who engaged in social media to share their thoughts on the event.

Over 100 people logged in to tweet about SHARE, generating over 570 messages throughout the week.

Highlighted tweets from SHARE in Anaheim include:

@cooksd: Just got educated on IBM zEnterprise zBX mainframe networking and routing at #SHAREorg

@faikerdem: The day started with the award of my dear friend Deniz Uskaner #SHAREorg

@markhiscock: @Sharehq - Looking forward to a morning of REXX programming at #SHAREorg

@RCDirkes: Tip from Mobile Task Force at SHARE: Allowing BYOD? Implement policy through a self-service private app store. #SHAREorg #BYOD

@ijmitch: Matthew's talking about #CICS Version 5.1 Open Beta at #SHAREorg - literally an earth-moving experience! Second quake in 12hrs

@Dr\_Debonair: @SHAREhq Jason Dorsey was awesome @jasondorsey #shareorg #geny #millennials

The activity doesn't stop there! Social media is a great way to stay up-to-date on the latest SHARE information and connect with your new professional contacts. The below communities are active year-round to provide information on upcoming activities, events, webcasts, announcements, blog updates, articles and information that is important to you. Join SHARE's communities today:

 (<http://www.twitter.com/sharehq>) Daily tweets helped attendees stay updated on conference milestones and tune in to updates during the week by tagging and searching for #SHAREorg. Stay connected with SHARE throughout the year by following "SHAREhq" and tagging your IT comments with #SHAREorg.

 (<http://www.facebook.com/#!/pages/SHARE-Inc/121987106930>) By becoming a fan of "SHARE Association", attendees were able to post comments and pictures from sessions and networking events to the SHARE wall.

 ([http://www.linkedin.com/groups?gid=1803278&trk=myg\\_ugrp\\_ovr](http://www.linkedin.com/groups?gid=1803278&trk=myg_ugrp_ovr)) More than 1,000 IT professionals have joined the "SHARE Association" LinkedIn group to interact with valuable professional and personal connections. The discussion board is a great place to share ideas and pose questions to fellow users.

## Thank You to Our Partners and Sponsors

We would not be able to put on such a successful event without the commitment of our Strategic Partner: IBM Corporation and our Premier Sponsors: EMC Corporation, UNICOM Global, Oracle, Hitachi Data Systems, Innovation Data Processing, Luminex and Enterprise Systems Media. We are also grateful to our Technology Exchange Expo exhibitors and sponsors.

## Save the Date

**SHARE in San Francisco (p/cm/ld/fid=217)**

**February 3-8, 2013**

**Hilton San Francisco Union Square**

**San Francisco, California**



Join us for SHARE in San Francisco (p/cm/ld/fid=217) to take advantage of professional development opportunities and the best in enterprise IT content, including high-quality, user-driven educational sessions, access to industry leaders, new innovations and peer networking events. The event will also have a special focus on Mobility based on feedback from a focus group at SHARE in Anaheim. Stay tuned for details!

If you are interested in sharing your expertise with your fellow users, submit a proposal (<https://share.confex.com/share/120/cfp.cgi>) to speak at SHARE in San Francisco.

### **Make Sure Your Manager Attends the 2013 SHARE ExecuForum**

The SHARE ExecuForum (p/cm/ld/fid=218) is an exclusive, two-day forum designed for enterprise IT Leaders\*, taking place in conjunction with SHARE in San Francisco on February 4-5, 2013. The SHARE ExecuForum provides today's IT leadership with direct access to industry thought leaders while encouraging networking amongst peers. The SHARE ExecuForum will address the most important issues that are top-of-mind to today's enterprise IT business leaders including Managing Mobile, Big Data/Big Analytics, and IT Skills Gap/Generational Gap.

Stay tuned to [www.SHARE.org](http://www.SHARE.org) (<http://www.share.org/>) for more information.

*\*Participants in the SHARE ExecuForum should be enterprise IT executives or an otherwise equivalent role. SHARE defines the equivalent role as the 'third level IT manager within an organization' (Group Manager, Senior Manager, Director, Senior Director or VP).*



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