

Events



SHARE in Atlanta

Enterprise IT at its Best in the South

SHARE hosted over 1,100 enterprise IT professionals in Atlanta, March 11-16, for an enlightening week filled with deep-dive discussions on essential topics for today's enterprise technology professionals, including IPv6, Cloud, Big Data, Big Analytics, Virtualization and more.

SHARE in Atlanta statistics:

- Over 550 technical sessions were offered during the week
- 42 exhibitors showcased cutting-edge products and services
- 27 sessions were broadcast live, as they happened as part of SHARE Live!

Thank You to Our Partner 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: UNICOM Global, Oracle, Hitachi Data Systems, Innovation Data Processing, Luminex and zJournal. We are also grateful to our Technology Exchange Expo exhibitors and sponsors.



Keynote Highlights

On Monday, March 12, Jon Petz, Chief Engagement Officer of Bore No More and Author of Boring Meetings Suck! gave a lively presentation, STOP "Meeting" Expectations. Jon proved to be an entertaining speaker who kept the SHARE audience very much engaged. During the hour, Jon shared several great techniques for ensuring productive meetings and successful presentations. Jon introduced everyone in attendance to a new acronym: SRDs – short for "Suckification Reduction Devices."



His SRDs are designed to help keep meetings interesting and ensure a good use of everyone's time. His creative approaches to the work environment were enlightening and challenged attendees to think outside of the box every day.

For an online recording of Jon's presentation, click here (<http://2012atlanta.share.org/Schedule/SHARELive.aspx>) to purchase a SHARE Live! pass and receive access for up to six months post-event.



On Tuesday, March 13, Ray Jones, Vice President for zSeries Software Sales, IBM Corporation discussed the mission of the mainframe in his presentation, Re-think the Impossible. Ray began his presentation with a mission impossible-themed video (http://www.youtube.com/watch?v=_0kl63Hl1LI&context=C45fcddaADvjVQa1PpcFOcSzqarfyx1u5J1jOgzpNriVTjvgxpUuU) with an enterprise

technology flare to draw in the audience and set the stage for his mission-driven presentation. He shared case-studies and stories showcasing the power of IBM System z in helping businesses around the world resolve common challenges, produce efficiencies, streamline business operations and manage workflow. As a strong supporter and advocate of the mainframe, Ray was a great presenter for SHARE in Atlanta!

Complementary access to Ray's presentation slides from Re-think the Impossible can be viewed here.

For an online recording of Ray's presentation, click here (<http://2012atlanta.share.org/Schedule/SHARELive.aspx>) to purchase a SHARE Live! pass and receive access for up to six months post-event.

For more information on the SHARE in Atlanta keynote presenters, click here (<http://2012atlanta.share.org/Speakers/KeynotePresenters.aspx>).

Premier Technical Content

Several hot topics in IT were discussed in-depth at SHARE in Atlanta. Key topics covered this year included Big Data – Big Analytics – Big Needs, Cloud in the Enterprise, Data Center Modernization, Responsibly Architecture Application Solutions and the Dark Side of Virtualization.

In support of our mission to enable people in Information Technology environments to achieve business results, SHARE has identified key enterprise IT topics most critical to our community. We have begun addressing these topics across a range of mediums throughout the year – including the SHARE President's Corner, SHARE webcasts, social media and within SHARE bi-annual conference content. The President's Corner, for example, recently featured a three-part series on Big Data followed by the Big Data focus group at SHARE in Atlanta. Insights gleaned from the SHARE community based upon these efforts are now helping to inform our planning for a deep dive into this topic at SHARE in Anaheim. Stay tuned for more information helping to set the stage for topics you can expect to be covered in 2012. Stay current on other industry hot topics by visiting SHARE's President's Corner Blog (p/bl/bl/blogid=2) regularly!

Student Career Exploration Day

With the help of IBM's Academic Initiative, SHARE hosted 32 Atlanta-area high school students for a Student Career Exploration Day to identify personal areas of interest, build a base-knowledge of hot topics and network with other attendees. Students spent half a day at SHARE learning about the enterprise IT industry and visiting with SHARE Technology Exchange Expo exhibitor companies. Students left SHARE with valuable information about the industry and future career contacts. SHARE is excited to act as a resource for future enterprise IT professionals!

SHARE Recognizes

Distinguished Service Award

In Atlanta, SHARE recognized a long-time SHARE volunteer, gentleman and scholar, Dr. John R. Ehrman with the Distinguished Service Award. John has been a SHARE volunteer for over 40 years. His first SHARE event was in February 1964, and he has only missed two meetings since then in August 1965 and February 1966. John is the longest continuing attendee that SHARE has had! He served on the SHARE Board of Directors in 1972-73 and sketched out the initial design of the previous SHARE logo of the red "S". Most recently John has been serving as the Project Manager



for the Assembler Project. He has won multiple best session awards, including for the Assembler Boot Camp, and has also been awarded the Distinguished Speaker Award. John is the “father” and champion of the High Level Assembler and his work led to approval for its development in 1992. Congratulations John!

Best Session Award Winners

SHARE is proud to feature a variety of technical sessions from users and experts around the world. In recognition of their exemplary presentations, SHARE congratulated the below session presenters, and their organizations, for receiving the highest attendee ratings from SHARE in Orlando, held in August 2011.

Best session winners included:

Application Architecture Development & Integration Program

(p/co/ly/gid=1825)*CICS Performance Tutorial – I/O Tuning*

Speaker – Gene Hudders, C/Trek Corporation

Project Manager – Gene Hudders, C/Trek Corporation

CICS Extreme Debugging – MQ Attachment

Speaker – Edward Addison, IBM Corporation

Project Manager – Gene Hudders, C/Trek Corporation

CICS TS V4.2 Scalability

Speakers – John Tilling, IBM Corporation

Project Manager – Gene Hudders, C/Trek Corporation

Communications Infrastructure Program

(p/co/ly/gid=1815)*zEnterprise System - Network Architecture & Virtualization Overview - Part 1 of 3*

Speaker – Gus Kassimis, IBM Corporation

Project Manager – Angela Schmitz, AS Communication Consulting Services

IPv6 Basics

Speaker – Laura Knapp, AES

Project Manager – Laura Knapp, AES

Enterprise Data Center Program

(p/co/ly/gid=1827)*The FBI on Cyber Crime and What You Can Do About It*

Speaker – Adam Malone, FBI

Project Manager – Jim Willette, Sunrise E-Services

System SSL and Cryptography

Speaker – Greg Boyd, IBM Corporation

Project Manager – Brian Cummings, Tata Consultancy Services

Information Management Program

(p/co/ly/gid=1828)*A Deeper Look into the Inner Workings and Hidden Mechanism of FICON*

Speaker – David Lytle, Brocade Communications Systems

Project Manager – Mike Blair, Cisco Systems

Linux & VM Program

(p/co/ly/gid=1832)*Experiences with Linux servers on Z*

Speakers – Timothy R. Ondrey, Brian Gormanly, Martha McConaghy, Marist College, Mark Workman, Shelter Insurance, Jim Moling, Financial Management Services, Gustavo Garcia, ISO

Project Manager – Mark Post, Novell

Capacity Management for 1,000 Linux servers on Z

Speaker – Barton Robinson, Velocity Software

Project Manager – Mark Post, Novell

z/VM Schedule Overview

Speaker – Bill Bitner, IBM Corporation

Project Manager – Dan Martin, Rocket Software

MVS Program

(p/co/ly/gid=1833)ICF Catalog Management Overview

Speaker – Janet Sun, Rocket Mainstar

Project Manager – Russell Witt, CA Technologies

ISPF Editor - Beyond The Basics Hands-on Lab - Part 1

Speaker – Peter Van Dyke and Liam Doherty, IBM Corporation

Project Manager – Ed Jaffe, Phoenix Software



Best of the Best Session Award winners with Director of Operations James Vincent (from left) Edward Addison, David Lytle, and Laura Knapp.

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

- Eugene S. Hudders, C\trek Corp recognized **Marsha Forbes, Hostbridge** and stated “Marsha has been instrumental in co-chairing all of our presentations. She has been very helpful and ensured that the attendees’ needs were taken care of. Her volunteer work was quite important to our short-handed project staff.”
- Karla Houser, Caterpillar, Inc. recognized **Alexis Bauer Kolak, SmithBucklin** by saying “Alexis took the time to overview the Socius options for the EDC Program team on Tuesday night. We really appreciate her willingness to meet with us and answer our questions.”
- Jim Willette of Sunrise e-Services recognized **Jamie Giovanetto of J. Giovanetto, Inc.** because “When our session overflowed the room, Jamie, who had a larger room but smaller audience, graciously agreed to swap rooms just 10 minutes before the sessions were to begin, improving the customer experience.”
- Brian Jagos, CA Technologies recognized **Dennis O'Brien, Bank of America** “For helping out at the last minute to take a bunch of sessions to chair.”
- Tom Cosenz, IBM Corporation recognized **Angela Schmitz, AS Communication Consultant Services** by stating “Angela is the back bone of our project and needs to be thanked for that!”
- Carl Gehr, Edge Information Group recognized **Tom Petrolino, IBM Corporation** and **John Monti, IBM Corporation** because they both “Assisted above and beyond as IBM Reps to ‘LANG’ Project.”

Mainframe Academy Scholarship Program

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

Congratulations to the 2011 Mainframe Academy Scholarship Winners!

Ahmet Alper Tecimer

z/OS System Programmer

Garanti Technology

Turkey

Faik Erdem Dalkilic
MVS System Programmer
Garanti Technology
Turkey

Tanya Moore
Boulder GDF Production
Scheduling Analyst Intern, IBM
United States

Clinton Woodson
Infra Engineering Intern
GE Aviation
United States

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

ExecuForum



On Monday and Tuesday, enterprise IT business leaders gathered to discuss top-of-mind issues at ExecuForum. ExecuForum offered many notable speakers presenting from an IT business leader perspective.

Tom Wilson, President, Unisphere Media, A Division of Information Today, Inc., reviewed and analyzed a recent SHARE survey about deriving business intelligence from social media. This survey, sponsored by IBM and Marist College surveyed not just the SHARE membership but also the membership of GUIDE SHARE EUROPE, giving us results from both North America and Europe. The results provide a baseline for us to understand how businesses are now or are planning to glean information from social media and the tools they are utilizing and considering. The executive summary (p/bl/ar/blogaid=90) is publicly available on the SHARE Web site, and the full report is also available to all SHARE Member companies as a member benefit.

Linda Ban, Global CIO Study Director for the IBM Institute of Business Value reviewed the annual CIO Study from IBM. Linda compared the results of IBM's CEO study to its CIO study, and noted how strongly CIOs issues aligned with CEO concerns. CIO visionary plans now have business intelligence and analytics at the top, with cloud computing moving up to the top four.

Bob Reid, Director, Infrastructure Engineering, Nationwide Insurance explained how Nationwide is addressing the IT skills gap in mainframe systems programming by developing an internal training program including 39 weeks of training and mentoring.

Buzz Woeckener, Division Manager for Nationwide Insurance discussed the negative impacts of a "Blame Culture". He said that a Blame Culture is "characterized by an unwillingness to take risks or accept responsibility for mistakes". He suggested that to remove a Blame Culture, one needed to create positive metrics, openly reward risk taking, and openly discourage excuse making.

Happy 40th Anniversary Security & Compliance Project

Formed in 1972, the SHARE Security Project celebrated its 40th anniversary at SHARE in Atlanta – complete with balloons and streamers at the Sunday evening SHARE Open House. Barry Schrager, the project's founder and first Project Manager, was recognized onsite in the SHARENews Daily along with early pioneers of the program who worked to make the IBM Mainframe the most secure computing platform available today.

SHARE Introduces Electronic Session Evaluations

In Atlanta SHARE rolled out a new online session evaluation option in addition to the traditional paper session evaluations. The new electronic version allowed attendees to access session evaluations from their PC's or smart-devices and easily "click and submit." Electric evaluations for each session were available within a 24-hour window after each session for submission.

This new, automated approach was well-received and well-adopted, especially as the week went on. SHARE will continue to provide this option at future SHARE meetings.

SHARE Live!

SHARE Live!, SHARE in Atlanta'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 Atlanta was streamed live, providing quality technical content for those who were unable to attend SHARE in Atlanta in-person. SHARE Live! participants also receive access to the recorded proceedings for 6 months post-event.

You can still purchase your virtual recording pass for only \$550 and share the recordings with your colleagues.

Learn more about SHARE Live! here ([anaheimsharelive](#)).

SHARE Attendees Connect Via Social Media

SHARE in Atlanta saw an increase in social media use onsite. Attendees took advantage of the opportunity to share their experiences on Twitter (using the #SHAREorg hashtag) and Facebook by quoting speakers, posting pictures of sessions and commenting on the overall SHARE in Atlanta experience. New to this year's event was a live feed projected in the general session room. We thank everyone who engaged in social media to share their thoughts on the event.

There were over 90 people tweeting about SHARE, with more than 650 tweets and retweets throughout the event that showed conversation and information sharing.

Highlighted tweets from SHARE in Atlanta include:

@ember63 GREAT sessions this morning at the SHARE ExecuForum. I'm looking forward to the session after lunch on social media. #SHAREorg

@martinpacker Lucky to be virtually at #SHAREorg in Atlanta.

@FrankTrovato IBM's Rethink The Impossible keynote drove home commitment to continuous improvement and modernization. #SHAREorg

@EditPedro Thirty-two Atlanta-area high school students are crowding into Marc Smith's session to learn about the mainframe. #SHAREorg#in

@fbowen After @jonpetz keynote on #boringmeetingsuck, at #shareorg, need to rework all powerpoint charts. Lots of good ideas.

Social media is a great tool to stay up-to-date on the latest SHARE information and connect with your new professional contacts. The below communities were used at SHARE in Atlanta and are active year-round to promote upcoming activities, events, webcasts, announcements, blog updates, articles and information that are important to you. Join our communities today:

 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.

 By becoming a fan of "SHARE Association", attendees were able to post comments and pictures from sessions and networking events to the SHARE wall.

 More than 800 IT professionals have joined the "SHARE Association" LinkedIn group to interact with valuable professional and personal connections and the discussion board is a great place to share ideas and pose questions to fellow users.

Save the Date



SHARE in Anaheim
August 5-10, 2012
Anaheim Marriott Hotel
Anaheim, California

Join us for SHARE in Anaheim 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.

If you are interested in sharing your expertise with your fellow users, submit a proposal to speak at the next SHARE event in Anaheim.

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