

Events



Boston Wrap Up Article

SHARE's Trip East Proves to be Major Success

August 12, 2012 - SHARE welcomed more than 1,500 enterprise IT professionals to Boston, Massachusetts for four days of user-driven content, networking and technical training, August 1 – 5. SHARE attendees took full advantage of several hundred hours of technical training, saw the latest developments from more than 50 exhibiting companies, met with, and learned from fellow users and product specialists and benefited from hand-on labs and expert panel discussions.

Keynote Highlight

Starting off the week, SHARE attendees gathered for the opening General Session on Monday, August 2. SHARE President, Al Williams addressed the SHARE community with organizational updates and the latest offerings from SHARE.

After his presentation, Al Williams welcomed General Session Keynote, **Jeff Jonas**, Chief Scientist, IBM Entity Analytics, IBM Distinguished Engineer. Jonas is a leader in the industry, "He is one of the foremost experts in data analytics today, his insights will help our members understand how they can deal with information overload that often drives inefficiencies, missed opportunities and unnecessary risk in enterprise IT organizations," said Al Williams, President of SHARE. His presentation "Macro Trends and What to Do About It" discussed how a series of macro trends playing are going to force organizations to re-think how they make sense of data and compete.

Following Jonas' session, the System z Keynote presenter, **Karl Freund**, IBM Vice President of System z Marketing and Strategy, discussed the latest status on the IBM System z mainframe and how it plays well within the heterogeneous Enterprise Data Center environment that is typical of SHARE member installations.

Tuesday started off with the Enterprise Virtualization & Cloud Computing Keynote. **Alex Cullen**, Vice President, Research Director spoke on "Using Business Capabilities to Share IT's Business Value." Cullen discussed the concerns of Business alignment for IT leaders – resulting in impossible project queues, struggles for funding, lower business engagement and less impact.

Richard Fichera, Vice President and Principal Analyst, marked the final Keynote on Wednesday morning with his presentation. "Trends in Data Center Infrastructure: Perspective on the Evolution of Technology and Process" which explores trends in the evolution of core data center technologies.

zEnterprise System

SHARE opened its summer conference and trade show floor this week with a showcase of IBM's new zEnterprise 196, the first super-system architecture designed to resolve today's complex issues in the datacenter.

The conference began with a keynote address on the new zEnterprise 196 from Karl Freund, IBM's Vice President of System z Marketing and Strategy, and several sessions around making the most of the technology. IBM ran the zEnterprise 196 for the first time since it was announced at SHARE's Technology Exchange, a show floor featuring more than 60 solution providers.

"SHARE, the community of enterprise IT professionals who are experts in the mainframe and more, is delighted that IBM chose SHARE in Boston to showcase for the first time the new generation of Smarter Systems launching under the IBM zEnterprise System brand," said Al Williams, President of SHARE. "We expect that this offering will bring the management capabilities we have enjoyed from our IBM mainframe systems for decades to more of the diverse services we offer in our enterprise data centers."

Best Session Award Winners

The cornerstone of SHARE conferences is the educational program. SHARE is proud to congratulate the following session presenters, and their organizations, for receiving the highest attendee ratings from SHARE in Seattle:

- **1147: Introduction to using IBM Support Assistant for WebSphere Application Server for z/OS** (John Hutchinson, IBM Corporation)
- **1372: CICS Nuts & Bolts and Gotchas, Question Box and Pot Luck – Oh My!** (Paul Kettley, IBM Corporation)
- **3202: What's Coming in z/OS Communication Server?** (Sam Reynolds, IBM Corporation)
- **5218: Business Decisions from Cloud Computing** (Tim Durniak, IBM Corporation)
- **9221: Linux on System z – s390-tools in a Nutshell** (Hans-Joachim Picht, IBM Corporation)
- **2295: ISPF Hidden Treasures and New Features – Part 2 of 2** (Peter Van Dyke, IBM Corporation)
- **6112: Best Practices on DB2 for z/OS Distributed Processing Environment** (Hugh Smith, IBM Corporation)
- **2109: Cheryl's Hot Flashes #23** (Cheryl Watson, Watson & Walker, Inc)

NEW! Academic Award for Excellence

For the first time ever, SHARE gave away an Academic Award for Excellence at SHARE in Boston. This award was an expansion of the SHARE Award for Excellence into the academic community, and is a direct result of the importance in recognizing the next generation of enterprise technology professionals.



Grand Prize Winner:

- Ahmet Alper Tecimer, Yildiz Technical University, 2009 Graduate

First Runner Up:

- Skyler Dodge, Marist College, 2010 Graduate

Second Runner Up:

- Niranjana Sharma, Illinois State University, 2011 Graduate

SHARE Online from Boston

SHARE Online from Boston provided the user community, for a second year in a row, with an alternative training approach that was mindful of travel restraints and workload conflicts.

SHARE Online from Boston was designed with 24 hours of live, quality streaming content from a wide-range of speakers and subject-matter experts across the enterprise IT stack. The recorded webcasts included four keynote presentations as well as 50% more content than SHARE from Seattle.

The recorded webcasts are currently available to virtual participants on demand. The virtual event proved to be a huge success, both for attendees and SHARE.

Election Results



Janet L. Sun, Rocket Mainstar, was elected President during SHARE in Boston. Sun, who has been with SHARE since 1984, is looking forward to this new role. "I am excited at the opportunity to lead the SHARE community to help us meet the challenges of exciting new technical innovations and to adjust to the constantly changing dynamics in today's enterprise business world," said Sun. "I want to do everything I can to ensure that SHARE is a year-round destination where members continue to gain insight from the lessons learned by others and to influence future industry directions."

Other Election Results:



SHARE Vice President
Al Williams
Penn State University



SHARE Treasurer
Paul Seay
Northrop Grumman Corporation



SHARE Secretary
Brian Peterson
Blue Cross Blue Shield of Minnesota



Non-officer Director
Kristine Harper
Neon Enterprise Software



Non-officer Director
Steve Ware
University of Florida

SHARE Attendees Connect Virtually

Prior to SHARE in Boston, SHARE continued to grow its presence on the following social media sites:



Twitter

"SHAREhq#SB10" tweets helped attendees stay updated on major conference milestones, receive sneak peeks of upcoming communications and tune in to updates during the week – and beyond!



Facebook

By becoming a fan of "SHARE Association", attendees were able to post items to the SHARE Facebook wall and find the latest in SHARE in Boston-related news.



LinkedIn

More than 300 IT professionals have joined the "SHARE Inc" LinkedIn group to secure valuable connections both

professionally and personally. This is a great tool for attendees to use post-conference to stay in touch with those they met in Seattle.

Before and during the conference, SHARE attendees received the latest conference updates via these social media sites. Stay in touch with contacts made while in Boston by continuing to use these tools!

- **RAVES!**

Steve Ware of the University of Florida recognized **Gene Hudders** of CTrek for doing a fantastic job taking on additional responsibilities as the SHARE CICS Project Co-Manager. Thanks Gene!

- Karla Houser of Caterpillar, Inc. nominated **Frank Rodegeb** of IBM Corporation for a RAVE. Frank was scheduled to speak at SHARE. Just prior to SHARE, his plans changed and he was sent to New Zealand on a business trip. Frank volunteered to present the session remotely, even though it was given at 1:30 a.m. his time. Frank was able to successfully present his session and it was well received by the attendees. Way to go Frank! Thanks for your support.
 - Karla Houser from Caterpillar Inc. recognized **Melissa Binkholder** from SHARE Headquarters. Melissa coordinated the efforts to enable a speaker to present remotely to both attendees here in Boston as well as virtually. Without her help, an excellent session might not have occurred. Thanks Melissa!
 - Thyra Rauch from IBM Corporation nominated **Bruce Tannenbaum** from IBM Corporation for filling in for a speaker who could not travel at the 11th hour, and doing a great presentation with little time to prepare. Thanks!
 - Martha McConaghy from Marist College nominated **Gail Reilly** from EMC for "above and beyond" call out duty in organizing a program dinner and group outing.
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