

Events



Seattle Wrap Up Article

SHARE's Return to the Great Northwest Proves to be Major Success

March 31, 2010 - SHARE welcomed more than 1,100 enterprise IT professionals to Seattle, Washington for four days of user-driven content, networking and technical training, March 14-18. 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 hands-on labs and expert panel discussions.



To start the week off right, SHARE attendees gathered for the opening General Session on Monday, March 15. SHARE President, Pamela J. Taylor, addressed the SHARE community with organizational updates and the latest offerings from SHARE.

After her presentation, Pamela J. Taylor welcomed General Session Keynote, **Don Tapscott** to the stage. His presentation, "Grown Up Digital: The Net Generation and the Transformation of Talent, Marketing and Learning" discussed insights from the \$4 million research project behind his book, *Growing Up Digital*. Tapscott definitely captured the attention of the audience - even when his session went over! As Tom Harper mentioned on SHARE's Facebook page, "It was fabulous. I thought it [Tapscott's presentation] sent a positive message about young people, backed up by facts. I didn't care that it ran over a half an hour. It was well worth it. This is one of those presentations that I'm going to remember for years to come, like Jim Ballard's. It will become a classic! He was able to articulate a lot of things I felt, but was never able to say."



Following Tapscott's session, the System z Keynote presenter, **Tom Rosamilia** from IBM, discussed IBM's vision for System z, focusing on recent innovations that have demonstrated success in deploying new applications and modernizing legacy enterprise environments. He also provided a glimpse into the future of system architecture and software from IBM that forms the foundation for building a Smarter Planet.

Tuesday kicked off with the Enterprise Virtualization & Cloud Computing Keynote presentation with **Peter Coffee** from Salesforce.com. Coffee's presentation, "Enterprise Cloud Computing: Immediate, Urgent, Inevitable" revealed cloud security myths and showed how enterprise clouds can be secure.

Wednesday marked the final Keynote presentation as **Ray Bender**, Ph.D., took the stage as the IT & the Bottom Line Keynote. Bender's presentation, "The Need for IT Leadership in Difficult Economic Times" taught attendees the challenges facing them, and the skills that must developed to survive and thrive in these challenging times.

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 Denver:

- **1356: CICS Extreme Debugging - Hangs and Loops** (Ed Addison, IBM Corporation)
- **1350: CICS Performance Tutorial - Tuning I/O** (Gene Hudders, C\Trek Corporation)
- **3209: A Journey Through the Layers of Enterprise Extender Packets or How to Translate VTAM Messages into IP Talk** (Matthias Burkhard, IBM Corporation)
- **3208: Bumps on the Road to IP-Centricit-EE** (Judy Miskill, Social Security Administration)
- **5425: Understanding Digital Certificates on z/OS** (Ross Cooper, IBM Corporation)
- **5472: Common Security Exposures in the z/OS USS Environment** (John Connors, Vanguard Integrity Professionals)
- **6112: Best Practices on DB2 for z/OS Distributed Processing Environment** (Hugh Smith, IBM Corporation)
- **9212: Success with Linux on System z at Nationwide - Lessons Learned** (Jim Vincent, Nationwide Insurance)
- **9238: Configuring Linux on z/VM for Performance** (Barton Robinson, Velocity Software)
- **2164: Connecting the Dots: WLM, Dispatchable Units, zIIPs and zAAPs** (Glenn Anderson, IBM Corporation)
- **2225: z/OS 1.11: User Experience** (Skip Robinson, Southern California Edison and Larre Shiller, Social Security Administration)



SHARE Best Session Award Winners From Left: Matthias Burkhard; Skip Robinson; Barton Robinson; Best Session Winner Larre Shiller not pictured

NEW! SHARE Online from Seattle

The inaugural version of the virtual program, SHARE Online from Seattle, provided the user community an alternative training approach that's more mindful of travel restraints and workload conflicts.

SHARE Online from Seattle 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 the four keynote presentations as well as:

- SOA Yesterday, Today and Tomorrow

- Mythbusters: Taking on Virtualization - z/VM and Linux on System z
- Cloud Control for SaaS
- IT Architectural Principles for Designing a Dynamic Datacenter

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

NEW! SHARE e-Learning

Whether you have budget restrictions, have a conflict with an off-site training session or simply can't spend the time out of the office, SHARE has a new training option that supports your work demands. SHARE's new eLearning Program is a year-round training option that offers quality on-demand education accessible from your office.

How it works

- SHARE offers multiple programs throughout the year based on selected focus areas, geared toward varying job roles.
- The eLearning format walks you through instructor-led, modular, audio/visual presentations with 'stop-and-start' capability to accommodate your schedule.
- Multiple pricing options (including no-charge options) are available based on content and/or your membership status.

What you can access now

The first eLearning programs are focused on z/OS migration, which covers migrating to z/OS 1.9, z/OS 1.10, or z/OS 1.11, and ISPF, which provides an overview of ISPF, and an introduction on ISPF variables, messages, panels, skeletons, tables and dialogs.

What's coming

While much more will be coming your way, and SHARE will continue to update you as these new programs are made available, look out for the DFSMS series which is on the immediate horizon. In the meantime set SHARE's eLearning Program as a favorite on your browser and access the content when it best fits into your schedule.

SHARE Attendees Connect Virtually

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



Twitter

"SHAREhq#SS10" 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 Seattle-related news.



LinkedIn

More than 275 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 Seattle by continuing to use these tools!

RAVES!

- Steve Ware of the University of Florida recognizes **Gene Hudders** of c\Trek who went above and beyond his typical duties of SHARE speaker and project officer by "volunteering" to take on additional duties of project administration (due to a missing project member caused by bad weather on the East Coast of the U.S.) Thanks, Gene!
- Kenneth Tomiak of Mainline Information Systems, Inc. has nominated **Jacqueline Roemer** of ADP Corporation for a RAVE. The Database (DB) Project wishes to thank Jackie for running the project remotely for more than a year. And for

