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 benefitted 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, CVTrek 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-Centric-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)

**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
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.
staying involved as she turns the reins over to Paul.

- Marty Zimelis of maz/Consultancy would like to recognize Tom Grohman, Tricia Wisneski and Melissa Binkholder from SHARE Headquarters. Without the outstanding efforts put forth by these three, the SHARE Online webcasts could not have succeeded. Their extraordinary efforts make it happen in the best SHARE tradition.
- Jim Willette of Sunrise e-Services recognizes Mike Biere of IBM. Mike not only volunteered to fill a cancelled session, but stayed extra days to do so. Mike's expertise is in business intelligence, a growing area for SHARE.
- Steve Ware of the University of Florida recognizes Paul Kettley of IBM who helped tremendously during the week by taking on the role and duties of IBM Hursley Representative (due to a retirement) and by helping out with project administration! Thanks, Paul!
- Kenneth Tomiak of Mainline Information Systems, Inc. and the Database (DB) Project welcomes Paul Pendle of EMC2 Corporation as a new Project Manager. Paul is stepping in as a brand new volunteer to fill this important position. Go Paul!

Save the Date
SHARE in Boston
August 1-5, 2010
Hynes Convention Center
Boston, Massachusetts

Enterprise IT professionals are currently facing a variety of challenges, including budget cuts, increasing demands from business, limited staff resources and so much more. At SHARE in Boston, we're providing you with sound advice, innovative solutions and key insights into emerging technical issues so that you understand their potential impact on the business value.

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