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Community Connector

A Biweekly Newsletter for SQL Server Professionals

DATABASE TRENDS AND APPLICATIONS

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Dear Sandy,

My Top 10 Reasons to attend Summit 2007

By Rushabh Mehta



Everyone has Top 10 lists! So I decided to come up with my own for the PASS summit.

1. Meet Kevin Kline: Kevin is one of our top rated speakers, he consistently receives rave reviews from his audience worldwide. If you haven't heard him speak, this is your chance. Kevin is also the President of PASS - so be sure to ask him what he loves most about PASS
2. Participate in PerformancePoint 2007 launch: Microsoft Office PerformancePoint Server 2007 is launching - stay tuned for exciting launch news!
3. Select from more technical sessions than ever before: We have expanded our summit. We now have 130+ technical sessions dedicated to SQL Server and Microsoft Business Intelligence. Choose sessions from high profile speakers such as Itzik Ben-Gan, Kalen Delaney, Wayne Snyder, Erin Welker and James Luetkehoelter, as well as sessions from some top notch Microsoft speakers. Check it out [here](#).
4. Get in-depth training in SQL Server and Business Intelligence: We have expanded the number of pre-conference seminar choices and added some great BI content. This in-depth training is provided by leading industry experts. Check it out [here](#).
5. From Zero to Hero in Business Intelligence: We recognize that the in-depth training that we provide in the breakout sessions are not always appropriate for beginners. If you are new to BI or want to learn about it, we have intro sessions for you. (Oh and while I am on this point, I would like to thank Sukhdev for the "Zero to Hero" term. Sukhdev is



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- our chapter leader in Singapore and the owner of a training firm that offers "Zero to Hero" training for SharePoint Server)
6. Get your books signed by the people who wrote them: meet and interact with several authors of leading SQL Server and Business Intelligence books
 7. Meet the MVP's: Ok! So, what other conference gives you the opportunity to meet the folk that help you with your newsgroup questions and are powerful pillars of the community? The Microsoft MVP group recognizes PASS as a premier event where the SQL Server community can connect with the MVP's. Many of the SQL MVP's you know will be participating in the summit either as speakers, in the Ask The Experts area or simply roaming the halls waiting for you to say hi, or to ask them questions
 8. Meet the Microsoft Product Teams: This is your opportunity to have a voice in the development of products you use everyday. You can quiz this group about upcoming releases, and share your pain points with their products. So, if you have an idea for an exciting new feature, this is your chance to talk directly to the development team about it.
 9. Labs: We have hands-on labs as well as PSS labs. Schedule early so that you don't miss your chance to get some hands-on experience with new technologies or with trouble-shooting
 10. Meet the SQL CAT Team: Check out my article from the previous connector issue for a profile of this key Microsoft team.
 11. Did I mention celebrity Bingo!: As you meet with and interact with your peers and expand your circle, fill out your Bingo card for a chance to win some very cool prizes
 12. Meet the community: PASS is your community! Thousands of SQL Server users worldwide are the foundation of PASS. Many of you devote countless hours and energy to support and grow this community. This is your chance to meet and get to know like-minded individuals who are using SQL Server products and to share your experiences with them
 13. Check out cool products from our vendors: PASS has the largest tradeshow dedicated to SQL Server and Business Intelligence products. This is your chance to see the latest products in action and see which of these products can enhance your productivity or enable new capabilities. In addition, you will learn about solution providers and

consultants that specialize in SQL Server and BI space how they can help your organization. Be sure to stop by Quest Software's booth and thank them for being our STAR Partner this past year. They continue to be a valuable supporter of the SQL Server community. Many of these vendors will be offering cool SWAG - but remember to keep an eye out for valuable savings that will only be available to Summit attendees

14. Bragging rights: After all, you would have attended the world's largest user - run conference dedicated to Microsoft SQL Server and Business Intelligence.

Ok so this is more than 10! But, how can I cut any of these great reasons. It is like asking me to choose between Max, my dog or Xena, my cat!

Check out our [website](#) for more reasons to attend the PASS summit and e-mail me your ideas for reasons to attend the PASS summit.

I look forward to meeting with you in Denver this September.

PASS Election Process Underway

The call for applications for the next Board of Directors is now closed.

Election results will be announced at the [2007 Community Summit](#) in Denver, September 18th-21st.

All Pre-Conference Sessions now listed on the PASS website

Check out all the details [here](#)!

Women in Technology Luncheon at Summit 2007: Reaching Our Goals

The Women in Technology Luncheon
PASS Community Summit
Thursday, September 20, 2007

Lunch will be served

Whether we aspire to be a Vice-President, Senior DBA or Independent Consultant, each of us must take ownership of our professional development and career growth in today's working world.

How do you choose your goals? How do you achieve them? How important is networking to getting what you want?

The Women in Technology SIG invites you to a panel discussion with women who are in successful hi-tech careers. Join us and learn how these women have gotten to where they are today. Learn what has been most effective for them and hear their advice on what pitfalls to avoid.

Sharon Dooley and Lara Rubbelke are two of the participants in the WIT panel this year.



Sharon Dooley has worked with SQL Server since its first release. Her major areas of specialization are database design and performance tuning, though she also does a lot of administration. She has a consulting practice and teaches and writes courses for Learning Tree International, where she is SQL Server Curriculum Manager. Ms.

Dooley is the author of SQL Server 7.0 Essential Reference (New Riders) and the lead author of Professional SQL Server 6.5 Administration (Wrox). Sharon is an active member of PASS (The Professional Organization for SQL Server) and has presented at numerous conferences. She was named a Microsoft MVP in 2001 and was an MVP for SQL Server until 2004. In her spare time, she enjoys being bossed around by her three cats.

Lara Rubbelke is a Service Line Leader with Diginer in Minneapolis, MN, where she consults on architecting, implementing and improving SQL Server solutions. Her expertise involves both OLTP and OLAP systems, ETL, and the Business Intelligence lifecycle. She is an active leader of the local PASS chapter and brings her passion for SQL Server to the community through technical presentations at local, regional and national conferences and user groups and webcasts. Lara has recently authored a whitepaper for Microsoft detailing SQL Server 2005 Enterprise Edition features and was a contributing author of "Expert SQL Server 2005 Development". Lara has recently been

awarded Microsoft MVP for SQL Server.

The Women in Technology Luncheon will include discussion from the audience. Please come and share your questions, perspectives and experiences.

PASS Special Interest Groups

Communications SIG POD Casts

For the second year, the Communications SIG will be pod casting from the SQL PASS Conference.

If you're interested in being on the SIG Reporting Team and getting the chance to speak with fellow PASS attendees and leaders in the industry, please contact Grant.Fritchey@sqlpass.org

DBA SIG Live Meeting Announcement:

The next PASS DBA SIG live meeting event will be held **Wednesday, August 22th, 2007 at noon, Eastern Time.**

Brad McGehee will present Advanced Tips & Techniques for Using the SQL Server 2005 Profiler.

While most DBAs know how to use Profiler to capture a basic trace, what many DBAs don't know is how to leverage all of the Profiler events and use them to see exactly how their SQL Servers are running at the most basic level. The insights gained from this seminar will provide you new and unique ways to identify a wide range of SQL Server 2005 performance problems, giving you the technical knowledge you need to know to be a master DBA. Prerequisites: You should have a basic understanding of how to use SQL Server Profiler 2005.

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Brad's Biography:

Brad M. McGehee is a MCSE+I, MCSD, and MCT (former) with a Bachelors' degree in Economics and a Masters in Business Administration. Currently the Director of DBA Education for Red Gate Software, Brad is an accomplished Microsoft SQL Server MVP with over 10 years' SQL Server experience. Having founded the popular community site SQL-Server-Performance.Com, where he now acts as the technical editor and forum moderator, Brad specializes in

SQL Server Administration, Performance Tuning, and High Availability. He regularly consults with multiple clients, helping them to get the most out of SQL Server. Brad is a frequent speaker at PASS, SQL Connections, SQL Server user groups, and other industry seminars. Brad is the author or co-author of more than 12 technical books and over 100 published articles. His most recent book (as a co-author) is Professional SQL Server 2005 Administration by Wrox Press.

To attend the meeting, you will need:

- An Internet connection for the presentation
- A telephone connection for the audio

The URL for the meeting is:

<https://www.livemeeting.com/rm/microsoft/join>

The Meeting ID is SIGS

The Meeting Key is SGISSIGS

Audio Conferencing (Toll-free): +1 (866) 500-6738

Participant Code: 4048733

When attending the meeting, please observe the following common courtesies:

1. If you are using a speaker phone, please mute it unless you are asking a question. That way, other participants will not be disturbed by the noise in your environment.
2. If you need to leave the meeting temporarily, please hang up and call us back, unless your phone is silent when on hold. Your hold music and/or message is disturbing to other participants.

FIRST TIME USERS:

To save time before the meeting, check your system to make sure it is compatible with Microsoft Office Live Meeting: <http://go.microsoft.com/fwlink/?linkid=52354>

If you have any questions, please contact sharond@voicenet.com.

PASS Exhibitor Interviews - Part 5

We have conducted surveys of exhibitors at the PASS Community Summit, and decided to publish the results for the benefit of all of our members.

This issue's survey response is from **SQL Sentry**.

Tell us about the most exciting product(s) in your line-up.

SQL Sentry Event Manager.

Who is it intended to help?

DBA's and anyone performing DBA tasks.

What does it do?

SQL Sentry Event Manager is the ultimate scheduling, alerting and response system for optimizing schedule performance of database servers and related IT resources. Event Manager provides DBAs with "Outlook-style" visibility and functionality for managing SQL Agent jobs, Windows Tasks, and Oracle jobs in increasingly complex cross-platform environments. Designed in response to the needs of high performance database environments, SQL Sentry Event Manager delivers the tools and productivity necessary to manage intricate and voluminous job streams, including support for geographically distributed deployments and configuration of powerful cross-server event chains. Event Manager includes visual schedule management, schedule performance monitoring, alerting and response actions, graphical reporting, and advanced chaining and queuing for SQL Server 2000, SQL Server 2005, Oracle (8i, 9i, 10g) and Windows Task Scheduler.

What is the most significant advantage or workplace change that your product offers to its users?

The SQL Sentry Event Manager calendar view provides a clear picture of event schedules via an Outlook-style GUI, providing unprecedented visibility and control over scheduling issues that can impact server performance. The comprehensive and reliable notification system generates alerts for failures, long-running or hung events, schedule collisions and more, so DBAs can minimize the time spent on routine chores while maximizing the time devoted to more valuable, strategic efforts.

Many users are used to having most of their needs met by native tools. How does your product go over and above the native tool offering?

SQL Sentry Event Manager provides a visual display of SQL Agent jobs, Windows tasks, Oracle jobs, and many other types of events across the enterprise. The DBA can "see" how they relate to one another, enforce dependencies between the different events via cross-server / cross-platform chaining, and generally optimize the schedules much more efficiently than is possible with the native tools. Event Manager provides alerting and response features for many systems that have no native

alerting system, including Windows Task scheduler, SQL Server Reporting Services, SQL Server Maintenance Plans, and SQL Server Agent. Alerting features are centralized and can be configured globally for the entire enterprise in a few clicks, versus having to touch every server and every job on every server, dramatically reducing ongoing setup and configuration time for the DBA.

What's your vision for this product? What's it going to do in the future that it doesn't do now?

There will be continued development of the cross platform capabilities, more granular control over alerting, and greatly expanded performance monitoring capabilities beyond the current schedule-oriented performance features.

Tell us about licensing your product. Do you have any special programs in place for PASS members?

We require a license for every SQL Server instance, Oracle instance and Windows Task Scheduler instance that you plan to monitor with SQL Sentry Event Manager. There are two versions of Event Manager available; Enterprise Edition with advanced features and cross-platform support, and Standard Edition designed for small and medium-sized organizations and as an entry point for larger organizations. PASS members receive special discounts depending on volume.

Where can we find out more about it?

Click [here](#).

Grow Your Business at PASS!

The Professional Association for SQL Server (PASS) is your direct link to thousands of highly qualified prospects that will help you expand your customer base. 90% of attendees of the PASS Community Summit recommend, specify, approve and/or authorize purchases for their companies (source: 2006 PASS Member Survey).

Participation as a PASS exhibitor and/or sponsor provides your company with the opportunity to:

- Connect with SQL Server experts to promote your products and services
- Increase exposure and awareness for your company
- Achieve sales growth and generate valuable sales leads

- Cultivate existing relationships

Join leading industry exhibitors and sponsors who are participating in the 2007 PASS Community Summit.

A sampling of participants include:

- Microsoft
- Computer Associates
- Confio Software
- Embarcadero
- Idera
- Quest
- Unisys
- Cizer
- Dell
- SQL Sentry
- Red Gate
- Softartisans
- Solid Quality Mentors
- Xkoto
- Ntirety
- Doubletake
- AMB Data
- MaximumASP
- DBA24HRS
- Exact Solutions
- 90 Degree Software
- SQL Farms
- Xceleon Tech
- Ants
- Golden Gate
- ICSRSinteract
- SQL Sentry
- Wherescape
- Edgewood Solutions
- SQL Power Tools
- Parallel Computers
- SQL Magazine
- Wiley

For more information on how your company can benefit from participation as an exhibitor and/or sponsor, [click here](#).

Or contact Al Shuler, Expo Project Manager at (614) 225-1915 or email: Al@EventMarketingGroup.com.

PASS Organization & Mission

PASS was founded by Microsoft and CA to provide users of SQL Server a peer network and to help build a body of expertise to help educate millions of SQL Server users around the world.

Currently, PASS is a global community for more than 25,000 SQL Server professionals. It is the first independent, user-run, not-for-profit association dedicated to providing SQL Server users around the world with the tools and knowledge to achieve unparalleled business results.

Our Mission:

- Provide a forum for SQL Server education
- Build and grow the SQL Server Community
- Facilitate member networking & provide an infrastructure to enable the exchange of information within SQL Server disciplines- DBA/Developers, BI Professionals, etc.
- Work with Microsoft to influence the direction of the SQL Server product and services
- Publish high quality technical materials including the Connector & the SQL Server Standard Magazine
- Build the largest archive of user created SQL Server and Business Intelligence reference material

PASS Premium Members Save on Summit

If you are already a premium PASS member, you will receive a 200.00 US discount on your Summit registration. You can renew your Premium Membership as you register for the Summit to ensure that you continue to benefit from the many benefits of membership including:

- PASS Association eNewsletter(s)
- Discussion forums
- Past Summit Session Presentations
- Technical Webcasts/podcasts
- Book Reviews
- Technical Publications
- Discounts to key PASS events including the Summit
- Access to PASS resources for Regional PASS Chapters
- Job Target Tool (web resource)
- Access to participate & view - Industry Surveys & Market Research

Offer Expires: September 20, 2007

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