

January 23, 2008



Community Connector

A Biweekly Newsletter for SQL Server Professionals

DATABASE TRENDS AND APPLICATIONS

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Dear Sandy,

Another Year...

Chuck Heinzelman

Director of Technical Publications



As we start another year, rather than reflecting on what happened last year I'd like to take a little time to look ahead at the year to come. It is going to be a tremendous year in our industry, and I think that it is worthy of an editorial.

First of all, there's a virtual conference being held this week (Thursday, January 24, to be exact). You can register for the event [here](#). This event isn't just a bunch of pre-recorded sessions. There will actually be live Q & A at the end of each Web-based session, and there will be a virtual PASS booth where volunteers will be answering questions about PASS. If you stop by the booth, tell them that I sent you. It won't get you anything, but it will let them know that you heard about it from me!

Next, there's a little launch event happening at the end of February. February 27, 2008, to be exact. On that day, Microsoft will be holding the first of over 200 launch events for Windows Server 2008, Visual Studio 2008 and SQL Server 2008. The event on the 27th is in Los Angeles, California, but it will be followed by a series of events around the nation and world. If you want to learn more about the launch, check out <http://www.microsoft.com/heroeshappenhere/default.aspx>.

Last, but certainly not least, is the 2008 PASS Community Summit. This year's event is going to be held in Seattle, WA, from November 19 - 21. The first PASS summit after the SQL Server 2005 launch was held in Seattle, and it was an amazing event. I can't wait to see this year's event -

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being that it is going to be our first event after the launch of SQL Server 2008. You can get more information about the summit (and find a link to the registration site) at <http://www.sqlpass.org>.

I know that what I just wrote sounds like a bunch of things that I was put up to by our marketing department. I can honestly say that Bill Graziano (the new VP of Marketing for PASS) did not put me up to this. Neither did anyone from Microsoft. I am truly excited about what this year holds for both the SQL Server product and the SQL Server community. I hope that you can take some time and attend some of these events. If you happen to run into me at one of them, please introduce yourself. I always enjoy meeting other SQL Server professionals and sharing stories from the trenches. Who knows, maybe you're the one who has the answer to the latest problem that I have run across at work!

Reminder: The Virtual Event is Tomorrow (January 24, 2008)

Visit the Virtual PASS Booth at the "Get Ready for SQL Server 2008" Virtual Event.

Join PASS as it partners with SQL Server Magazine and Solid Quality Mentors for the day-long virtual event to be held January 24, 2008. The event will kick off with a keynote that will address SQL Server 2008 readiness. You'll learn how to prepare for an upgrade and how to prepare for the future evolution of SQL Server.

Following the keynote, you'll have a choice of sessions across three tracks: Administration, BI, and Developer.

In the Administration Track, you'll learn:

- about the importance of SQL Server virtualization
- how to tune SQL Server for better performance

In the BI Track, you'll learn:

- about SQL Server Reporting Services and how it integrates with Microsoft Office SharePoint Server
- about building a SQL Server Integration Services framework

In the Developer Track, you'll learn:

- about developer tools available for SQL Server

- and about Language-Integrated Query

Don't miss your chance to register for this free virtual event coming soon on Jan. 24, 2008!

THE EVENT URL:

<http://events.unisfair.com/rt/sql~jan08?code=pass>

Call For Speakers for 2008 European PASS Conference: Deadline January 31st

The 2008 European PASS Conference Call for Speakers is only open for 1 more week! Submit your abstract today!

[Click here](#) to submit your abstract.

PASS is an association for users, run by users. It is important that our members be involved and help build the community they are a part of.

As a speaker at the [2008 European PASS Conference Summit](#) in Neuss, Germany (Near Dusseldorf), April 15 and 16, 2008 , you will receive:

- Complimentary registration to the 2008 European PASS Conference
- Industry recognition
- Networking opportunities with hundreds of attendees

Microsoft employees are encouraged to submit presentations using the online submission form, however, please note that these submissions will be reviewed and abstract status will be determined by Microsoft.

The deadline to submit a presentation is January 31, 2008. If you have any questions, please e-mail speakerbureau08@european-pass-conference.com. Thank you and we look forward to your participation!

PASS 2008 Community Summit

The 2008 Community Summit will be held at the Washington State Convention & Trade Center in Seattle, Washington, November 19-21, 2008. We will be calling for abstracts at the end of January/early February - watch for submission details on the PASS [website](#) and in the next

Connector.



SQL Saturday! in Tampa, Florida

February 16th, 2008

[Register](#) now to participate in a one day free training event for SQL Server Professionals.

There will be over 25 technical sessions, lots of raffle prizes, and... free lunch!

The [call for speakers](#) closes on January 14th, so if you are interested in presenting, contact them today.

SQL Saturday will be held at Doubletree Hotel Westshore in Tampa, Florida.

For more information, check out their website:
www.sqlsaturday.com

SQL Server 2008 CTP5 Beta Now Available for Free in a Secure Hosted Environment!

PASS, MaximumASP, Dell and Intel have partnered to offer this advance preview...

Try out real-world data online in a secure, hosted environment - you don't have to download or install a thing - and your feedback will influence the final version!

Get started today at www.sqlserverbeta.com and discover the powerful functionality of the **latest** version of SQL Server 2008 including:

- Reporting Services
- Language Integrated Query (LINQ)
- Predictable Query Performance
- Transparent Data Encryption
- Integrated Full Text Search
- Sparse Columns
- Spatial Data Types

- Grouping Sets

Visit www.sqlserverbeta.com today!

Tree by Tree - The Mile High Million



Denver Metro Convention & Visitors Bureau planted a tree in PASS' honour in appreciation of our business from the 2007 Summit. Tree by Tree - Mile High Million is a Denver metro-wide initiative, administered by Denver Parks and Recreation, to plant one million trees in the metro area by 2025.

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

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