

July 25, 2008



Community Connector

A Biweekly Newsletter for SQL Server Professionals

DATABASE TRENDS AND APPLICATIONS

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PASS Community Summit 2008.
Nov 18 – 21, Seattle WA.
Register now.

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Dear Sandy,



SQL Server Heroes Unite Contest!

Prove that you've got what it takes!

Build the next generation of community applications on SQL Server 2008 in CodePlex: websites, enterprise suites, samples, gadget, tools, guidance, etc.

YOU could be a Grand Winner!

Don't miss your chance to enter, visit the [SQL Heroes 2008 Official Contest Rules](#) for full details.

Contest closes **August 31, 2008**. Winners will be announced at the [PASS Community Summit 2008](#) in Seattle, WA.

Be a part of it all...Submit your entry today and join us in Seattle, WA., Nov 18 - 21 for the SQL Server "don't miss" event of the year!

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Data Modeling

Chuck Heinzelman
Director of Technical Publications



Over the years that I have spent in the IT industry, I have encountered differing opinions on data modeling. Some people that I have worked with never did any data modeling. Others wouldn't consider working on databases without modeling them out first. Still others did some modeling, but did not implement the full data modeling life cycle.

Personally, I am a fan of data modeling. When I am given the opportunity, I will do a full modeling life cycle - starting at the conceptual level by gathering requirements, moving through the logical phase where I normalize everything out, then moving into the physical phase where we take the database-agnostic logical model and give it names and data types appropriate for the target platform. Unfortunately, I am not always given the time that I require to do the full life cycle. Don't get me wrong - I don't skip the modeling phase. I just streamline it a bit.

There are numerous tools available to aid you in data modeling. High-end tools such as Erwin and PowerDesigner provide both conceptual and physical environments for modeling. They tend to support automatic conversion from conceptual data types to physical data types, and will allow you to factor in setting specific to your target platform - even if that platform isn't SQL Server. If you cannot afford one of the high-end tools, you can use a tool like Visio or even just an old-fashioned legal pad or whiteboard.

So, do you do modeling or do you skip it? What tools do you use to help with the modeling effort? Drop me a line at chuck.heinzelman@sqlpass.org to share your thoughts.

PASS Community Summit 2008!

Register Now!

The time is fast approaching for the [PASS Community Summit 2008!](#) This year's Summit will be held at the Washington State and Convention Center in Seattle, November 18-21. We are proud to announce the participation of our sponsors and exhibitors, who so far are: Dell, Idera, Solid Quality Mentors, Double Take Software, xkoto, Hyperbac, Red Gate Software, Edgewood Solutions, Future IT, JNetDirect Inc, GoldenGate, Embarcadero Technologies, Global Knowledge and Scalability Experts, Inc....and this is just the beginning!

With over [130 in-depth technical and skills development](#)

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WANTED: SQL Heroes to win fortune and glory... and possibly a Windows Home Server!

[Click Here for full contest details...](#)

Promote the PASS Community Summit 2008!



Be a part of the excitement!

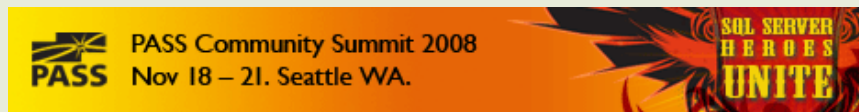
[Click here](#) to add colorful graphics, like this one, to your website, email and desktop!

Help us spread the word about the PASS Community Summit 2008!

[sessions](#) as well as fantastic [keynotes and speakers](#) on the SQL Server environment, this really is an event not to be missed. The PASS Community Summit 2008 promises to be the most exciting ever.

[Register now](#) to take advantage of the lower registration fees. Pay the discounted rate of \$1,595 and save hundreds of dollars...however, this discount won't last for long.

This is the event of the year that you don't want to miss!



Pre-Conference Agenda Update

4 Microsoft pre-conference sessions announced

The [PASS Community Summit 2008](#) is the single largest gathering of Microsoft SQL Server professionals in the world, bringing together the entire community - from the brightest and the best, to the newest SQL Server users.

With the success of last year's pre-conference seminars we have added more content to this year's line-up for [PASS Community Summit 2008: Pre-Conference Seminars!](#)

Attendees will now have 14 pre-conference seminars to choose from. Top notch educational classes taking place on **Monday and Tuesday, November 17th and 18th, 2008** - prior to the start of the Summit. [Click here to register!](#)

Microsoft Sessions:

The following sessions are just a sample of what will be available - more sessions to be posted.

Monday, November 17

Mosha Pasumansky

Deep dive into MDX (BI)

Rebecca Laszlo

Upgrading to SQL Server 2008 in complex environments (DBA)

Tuesday, November 18

Buck Woody

Join Our Mailing List!

Maximum strength: High-Availability and Disaster Avoidance/Response Strategies using Microsoft SQL Server Technologies (DBA)

Mike Pizzo (*Tentative*) and **Jose Blakeley** (*Tentative*)
.NET Data Access from A to Z (AppDev)

Customer Support Services Sessions:

Monday, November 17

Itzik Ben-Gan

Advanced T-SQL Querying and Programming in Microsoft SQL Server 2008 and 2008 (AppDev)

Brian Knight

SSIS 2005 and 2008 Boot Camp (BI)

Andrew Kelly

System Performance Monitoring & Troubleshooting (DBA)

Peter DeBetta

Securing SQL Server from Predators (AppDev)

Tuesday, November 18

Kimberly L. Tripp and Paul Randal

Database Maintenance: From Planning to Practice to Post-Mortem (DBA)

Kalen Delaney

SQL Server Data Storage Formats; Internals, Performance and Best Practices (DBA)

Bob Beauchemin

SQL Server 2008 Features for Developers (AppDev)

Erik Veerman

Designing, Planning and Tuning a Scalable BI Solution (BI)

Please visit the [Pre-Conference Seminars](#) webpage for full seminar abstracts or click here to [Register Now!](#)



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The logo for "SQL Server Heroes Unite" features the words "SQL SERVER HEROES UNITE" in a bold, serif font, set against a background of a stylized, fiery dragon or phoenix.

DBA SIG

Recordings

The DBA SIG is pleased to announce that the Live Meeting recordings, such as they are, are finally available. Many of the recordings do not have audio, a problem that we think we have finally solved. They are accessible on the DBA page. You must be a registered user to view the recordings.

July Live Meeting Postponed

Because of a personal emergency, the presenter for the July Live Meeting event has had to postpone the meeting. The meeting will now be held July 30th, at noon Eastern.

James Luetkehoelter will give a presentation titled "SQL Server Disaster Recovery: Recovery/Backup Planning".

Disaster recovery planning has essentially two phases: mitigation (trying to prevent or minimize the effect of a disaster) and response (actually recovering from a disaster). In the SQL Server world, the response phase is dominated by the backup and recovery process. When planning for the backup and recovery process, it is imperative to actually think about the process in reverse. Whatever backup scheme you end up using should be driven by the recovery needs the business requires. We'll look at various business cases and discuss possible recovery/backup schemes that might satisfy them.

James Luetkehoelter is an MSCE, MSCD, MCDBA, MCT, and Oracle Certified Professional who has been working in the database field for more than a decade. He is currently the principle consultant and owner of Spyglass LLC, a data-centric consulting company and the author of Pro SQL Server Disaster Recovery published by Apress. James is a frequent presenter at SQL Server conferences, both in the US and in Europe. His teaching and presenting style is best described as "eclectic", though some may say "just plain goofy". In his spare time he catalogues the various pronunciations of "Luetkehoelter". He is currently at 2,017 distinct variations.

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>

Meeting ID: SIGS
Meeting Key: SGISSIGS

The Location is:

<https://www112.livemeeting.com/cc/microsoft>

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](#).

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

IndyTechFest!

[IndyTechFest](#), the premier Developer/ DBA conference in Indianapolis will be held on **Saturday, October 4th**.

Hosted by [IndyPASS](#) and [IndyNDA](#), this year's conference includes over 30 sessions to fill your day with training from product experts and Microsoft MVPs.

Admission is free; but registration is required for attendance. Registration will open on Friday, August 22nd at noon.

For more information, please visit www.IndyTechFest.org

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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