

September 8, 2008



Community Connector

A Biweekly Newsletter for SQL Server Professionals

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



Dear Sandy,

A New Feature

Chuck Heinzelman
Director of Technical Publications



PASS is always looking for high quality content that we can deliver to the PASS community - and the SQL Server community as a whole.

A number of things are going on behind the scenes to make this happen - this week we are launching a new monthly feature written by

Kevin Kline, titled "**Plays Well With Others.**"

A while back, Kevin approached me about writing a regular column for PASS. His idea was to write about professional development. This is a topic that is near and dear to my heart. I have delivered sessions in the professional development track at two different PASS conferences, and think that it is an extremely important topic for people in our industry to study. Given that, I naturally said "of course" when Kevin offered the column.

For those of you who don't know Kevin, he currently holds the role of Immediate Past President of PASS. He has been involved with PASS since the beginning back in 1999. In addition to his current role, he has served on the PASS Board of Directors in the roles of Vice President of Marketing, Executive Vice President and President. He is a regular speaker at PASS conferences and user group meetings around the world, and is a SQL Server MVP. Plus, he's a newlywed!

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Don't Miss Out On Exhibiting at PASS Summit 2008!

More than 3000 of your key customers and prospects are due to arrive in Seattle WA on November 18-21, 2008.

This largest gathering of SQL Server users loves to inform themselves about the latest and greatest complementary SQL technologies on offer.

So don't miss out, sign up today as a PASS Summit 2008 Exhibitor.

[Click here for more info.](#)

Please join me in welcoming this new column from my good friend, Kevin Kline!

Chuck

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TRENDS AND APPLICATIONS

If your business relies on one or all of the following topics:

- Performance Management
- Business Intelligence
- Data Management
- Data Warehousing
- Data Integration
- Database Security
- Regulatory Compliance
- Database Administration

[Subscribe](#) Today to **Database Trends and Applications** magazine.

Playing Well With Others

Professional Development for the SQL Server Technologist



Kevin Kline
Immediate Past President, PASS
SQL Server MVP

Welcome to my new monthly column for the Professional Association for SQL Server dedicated to enhancing your soft skills. For many members of PASS, the day-to-day grind of work tends to keep us focused on the SQL Server part of work and causes us to overlook the Professional. While we, as technologists, spend the majority of our time honing hard, technology skills, it's important to remember that we are first and foremost employed to add value to the business processes of the organizations we work for. The new column will cover a wide variety of topics, including soft skills like management, teamwork, communications, time management, and negotiations, as well as semi-soft skills like budgeting, project planning, project estimation, and so forth. And let's face it,

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people who are good at the soft skills while also having strong technical skills often see better career growth and more opportunities than those of us who are purely technical.

To kick off our column, I provide some homespun wisdom about effectiveness and efficiency in our jobs. These words are, of course, loaded with meaning and have produced multitudes of academic papers and big-name, New York Times best selling books. Everyone wants to be more effective and more efficient in their job. While I might bring up some of the more imaginative ideas and innovative concepts at other times in the column, I want to be direct with you today. Just as the simplest concept for financial well-being ("Spend less money than you earn!") is sometimes the hardest to implement. So too the simplest concept for effectiveness and efficiency can be hard to make a workplace rule.

The first and most elementary rule of efficiency is to spend the majority of your time working on projects that are your forte. Management studies have shown that people aren't just 50% or 80% more productive when working on what they're best at, they're actually 300%+ productive compared to activities where their skill is merely "satisfactory". Here's an example, if you're really good at crunching code, do not spend lots of time attending and running meetings. Delegate that to another member of your team or find someone on your team who does enjoy that sort of thing. If you're exceptionally good at performance tuning or designing databases into relational integrity works of art, do not spend all of your time writing requirements. You're simply ruining your sweet spot for productivity.

Of course, many of us are on the prowl for a promotion or better job, which often requires us to spend more time working on activities that are outside of our forte. I'll address how to get back to your strong points when your job asks more of you in a future column.

Now, there's a similar easy and elementary rule for achieving high degrees of effectiveness. The primary point to remember in being effective in your job is to focus your activities, at any given time, to only two or three things on which your performance will be judged. This might sound simple and easy, but I'm constantly surprised how many people find it almost impossible to say "No" when more work comes their way (and this also applies to their personal life at the PTA, with the kids' activities, with the church or volunteer organization, and so forth).

It's very simple. If you cannot focus on successfully closing out a small set of activities, you'll fail once you reach the point of being overwhelmed. Think of a juggler who seems quite

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competent juggling three balls. But when they try to juggle five balls, they're lucky that they can keep one of them from falling to the ground. Plus, anyone watching is thinking "That person can't juggle at all!" because they never saw the juggler successfully keeping three balls in the air. So, learn how much you can handle and then, when asked to do more, respond with "I'd love to take on this new project, but what of my existing projects has to be put on hold?" Taking on too many projects has the additional very detrimental effect of upsetting your work/life balance too, because most of us try to complete more projects by spending less time recuperating or with the family.

As with efficiency, we'll come back in the future to specific techniques you can use to stay on task and limit the number of active projects you're responsible for, even when management is asking you to take on more than you should.

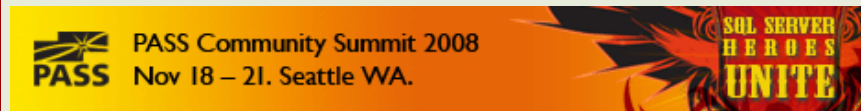
In the meanwhile, think of other soft skill questions you might have and I'll address them in future editions of the column. Send your questions to me at Kevin.Kline@sqlpass.org and be sure to include [PWWO] in the subject line.

Thanks!

- Kevin Kline
Immediate Past President, PASS
SQL Server MVP

PASS Community Summit 2008!

Register Now!



If you've been thinking of going to the PASS Summit and haven't registered yet, we urge you to **[BOOK NOW!](#)**

The PASS Community Summit 2008 promises to be the best SQL Server focused event anywhere. Join your peers for 3 full days of education and experience a [dynamic speaker line-up](#), engaging problem-solving discussions, and valuable networking opportunities. With over [130 in-depth technical and skills development sessions](#), you'll be able to take home information and tips that can be implemented as soon as you return to the office.

The PASS Community Summit 2008 will be a very rewarding experience guaranteed. We also have the fantastic support of our many sponsors and exhibitors.

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!

[Join Our Mailing List!](#)

[Register today](#) and encourage others to join you. With over 3,000 attendees expected, you really don't want to miss out.

A World Class Event. At A World Class City.

Don't delay. [Register today!](#)

More Microsoft Speakers Added to PASS Summit Agenda!

With already over 130 in-depth technical and skills development sessions to choose from at PASS Summit 2008, we're now introducing 30 additional new sessions brought to you by a host of talented Microsoft employees.

These sessions include a variety of topics such as data visualization, SQL Server 2008 on SCAN, SQLCAT and much more. The new session abstracts can be found [here](#).

[Register](#) today for PASS Community Summit!

Pre-Conference Agenda

Registration on Now!



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.

Visit the [Pre-Conference Seminars](#) webpage for full seminar abstracts or [Register Now!](#)

Women in Technology

6th Annual Luncheon & Panel Discussion

The **6th Annual Women in Technology Luncheon and Panel discussion** will be held at the [PASS Community Summit 2008](#) on **November 20th, 2008**.

The event will feature a panel of successful women who will share their ideas and experiences on the topic "**Strategies for Success.**"

For more details, please visit the [WIT Luncheon](#) web page.

PASS Community Connection

SQL Server Energy Events

Powered by PASS Community Connection

PASS has teamed up with Microsoft to offer [PASS Community Connection](#) - an event logistics kit & sponsorship incentive program that provides PASS Chapters with a framework for executing successful regional events.

In 2008/ 2009 Microsoft will provide detailed SQL Server content marketed as "**SQL Server Energy Events**".

The benefits of registering for the kit include:

- Funding to deliver a regional event;
- Access to top-notch resources;
- Listing of your event on the PASS Website.

Overall, this is a fantastic opportunity to obtain access to resources and content in order to execute a highly successful event.

To register your interest in receiving a PASS Community Connection kit, please fill out an email form. A PASS representative will then review your eligibility criteria.

For more details on PASS Community Connection, [click here](#).



Beta Exams

Registration Has Begun!

Now is the time to register for 2 upcoming Beta exams.

The first is **Beta Exam 70-452: Designing a Business Intelligence Infrastructure Using Microsoft SQL Server 2008**, and this contributes towards the Microsoft Certification: Business Intelligence Developer 2008.

The exam period will be from August 13 - September 10, 2008. All individuals interested in partaking in this exam are urged to [register now!](#)

Remember to use the promotional code: **3568C**
For exam preparation, please visit:
<http://www.microsoft.com/learning/exams/70-452.msp>

The other is **Beta Exam 70-450: PRO: Microsoft SQL Server 2008, Designing, Optimizing, and Maintaining a Database Administrative Solution**, and this counts towards the Microsoft Certification: Database Administrator 2008.

The exam can be taken from August 18 - September 16, 2008.

When registering for this exam, please enter the promotional code: **239F4**

[Register now](#) to book your place.
For exam preparation, please visit:
<http://www.microsoft.com/learning/exams/70-450.msp>

Beta exams are free and have limited availability so [ACT NOW!](#)

SQLSaturday #5 - October 11th, 2008

[Olympia Center, Washington](#)

This is a free one day training event for SQL Server professionals. The plan is to have two tracks with six sessions per track, and time for you to meet with sponsors and peers as well.



SQL Saturday is looking to provide intensive learning experiences that are fun and technically stimulating. **The secret is you!**

If you are interested in speaking at **SQL Saturday #5** at the **Olympia Center in Washington**, please visit the [Call for Speakers](#) web page. The call for speakers is open until **October 8th, 2008**.

If you would like to submit ideas for future sessions, please [CLICK HERE](#) to offer your suggestions.

SQLSaturday #5 is being coordinated by volunteers from the **Olympia Area SQL Server Users Group** and expenses are paid with the assistance of our great sponsors!

For more on this event, please visit [SQLSaturday #5](#).

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