

Events



Austin Wrap Up Article

SHARE in Austin Starts 2009 Off Right

Highlights include focus on virtualization and service orientation, Miles O'Brien keynote and the Award for Excellence

March 12, 2009 – SHARE's first conference of 2009 took place March 1-6 and drew more than 1,400 enterprise IT professionals to the Live Music Capital of the World® - Austin, Texas, for nearly a full week of education and networking. Located at the Austin Convention Center, SHARE provided not one, but three keynote speakers during the conference, including Miles O'Brien, Karl Freund and Paul Borrel.

Keynote Highlights



Miles O'Brien spoke to a packed house at the SHARE in Austin General Session

An award-winning journalist who most recently served a 17-year tenure at CNN, O'Brien provided an insightful presentation on the impact of technology on the environment. As the opening speaker of the conference, O'Brien spoke to a packed house regarding the past, present and future of environmental issues facing the enterprise IT world.



O'Brien's keynote presentation on the impact of technology on the environment caught the interest of many attendees

Following O'Brien's session, the System z keynote address armed attendees with information about System z's technological advancements and what is in store for 2009. IBM's Karl Freund, Senior Vice President of Marketing and Strategy for System z, and Jose Castano, Director, System z Architecture and Technology, told the assembly of IBM's goals to drive System z to take on a broader set of applications and have it become known as a cost-effective platform across broader enterprise workloads.



Karl Freund spoke to a large audience during his System z keynote presentation

Paul Borrel, Senior Research Manager from IBM Research, rounded out the keynote trio with a broad overview of IBM research that has been conducted to date on the topic of service orientation.

2009 Award for Excellence Announced

Also during the opening session, SHARE and IBM jointly presented the highly coveted 2009 Award for Excellence to Blue Cross Blue Shield of South Carolina. The company has consolidated 250 distributed servers onto two System z servers with many other applications in the migration pipeline.



SHARE President Pamela J. Taylor posed with Blue Cross Blue Shield of South Carolina representative Bhanu Rai

According to Blue Cross Blue Shield of South Carolina, the information they received from conference sessions and professional connections at SHARE was invaluable in their selection of platform. It also guided many of the implementation decisions they made that resulted in simplified systems management. Bhanu Rai was in Austin to accept the award on behalf of Blue Cross Blue Shield of South Carolina. To learn more about the Award for Excellence, [click here \(p/cm/ld/fid=54\)](#).

Throughout the conference, SHARE's 2009 conference themes: Total Enterprise Virtualization and Service Orientation—The Foundation for IT Modernization took a predominant focus with session rooms dedicated to each topic area. SHARE in Austin also featured a number of user experience sessions from large organizations like John Deere and the State of Texas.

In addition to the education sessions, the SHARE Technology Exchange Expo housed more than 60 exhibitor booths, packed with the industry's top solution providers. These exhibitors informed attendees of the latest products and services available to improve the performance of their enterprise computing environments.

IBM/SHARE Student Career Day Boasts Best Attendance Ever

Through the IBM/SHARE Student Career Day, nearly 100 area high school and college students attended SHARE in Austin. This record-breaking attendance level allowed students to tour the SHARE Technology Exchange Expo, speaking directly with suppliers serving the industry and learning about various job opportunities.

zNextGen Continues to Grow

More than 60 zNextGen members attended the weeklong conference. The fast-growing, zNextGen community of professionals, who are new to z, now boasts nearly 500 members employed at 120 companies based in the U.S. and 15 foreign countries. While onsite, the zNextGen project hosted a Professor Panel session with IBM, and professors and students from the panel later met with the SHARE Board of Directors.

SHARE 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 San Jose:

- *IMS Somewhere Beyond the Moon* - **Rich Lewis**, IBM Corporation
- *Things I Wish I Hadn't Told You about DB2 for z/OS* - **Bonnie Baker**, Bonnie Baker Corporation
- *x86 Virtualization Technologies* - **Steven Loeschorn**, IBM Corporation
- *The Baby Boomer Exodus - Steps You Can Take to Avert a Crisis* - **Sandra Wade**, Software AG
- *Diagnosing Application Problems Under LE* - **John Monti**, IBM Corporation
- *Rexx Data STACK Versus Compound Variables* - **William Scheckler**, IBM Corporation
- *IBM Transformation: Major IT Consolidation Initiative for Project Big Green* - **Bill Reeder**, IBM Corporation
- *Introduction to VM Hands-on-Lab Part 1 of 2* - **Martha McConaghy**, Marist College
- *zNextGen's A SHARE'd History of the Mainframe: The Chronicles, Artifacts and Stories!* - **John Eells**, IBM Corporation
- *Planning for the Future of the Mainframe Workforce - Now What?* - **Reg Harbeck**, CA, Inc.
- *Enterprise Extender: Basic Concepts and Implementation* - **Sam Reynolds**, IBM Corporation
- *Using Enterprise Extender In the Network with Cisco SNA Switch* - **Ed Mazurek**, Cisco Systems

RAVE On!

RAVE (Recognize a Valiant Effort) is an accolade given to SHARE attendees by SHARE attendees to recognize outstanding efforts that are over and above the norm.

- Mickey Scott recognized **Satyan Bodla** who stepped in and composed a websphere portal presentation literally on the evening before the presentation was scheduled. Thank you!
- Daniel P. Martin recognized **Robert Neill** for his outstanding service as chair for multiple sessions.
- Harv Emery recognizes **John Hughes**. On very short notice, John agreed to present three sessions for the MVSE Project that would have been cancelled because the original speaker could not attend. Thank you, John!

- Steve Ware recognizes **Gene Hudders**. In addition to presenting two sessions, Gene stepped in to join a panel session and replaced a speaker that had to cancel. Gene also worked hard all week chairing and co-chairing sessions.
- Daniel P. Martin thanked **Brian Jagos** for his outstanding service as chair for multiple sessions.
- Karla Houser recognizes **Victor Freyer** for his "above and beyond" efforts this week. He has been covering the ITECH Project and other duties for Karla, who was unable to attend SHARE in Austin. Victor - thank you for your efforts!
- Mickey Scott thanked **Hyen Chung** for jumping in at the last moment and completing and presenting sessions 1479.
- Daniel Whitney recognized **John Hughes** who jumped in and presented two sessions, plus an additional session when the speaker could not attend.
- Steve Ware thanked **Gene Linefsky** for stepping in and tackling the projects administrative duties and for helping make for a great week at SHARE, including presenting two sessions.
- Mickey Scott recognized **Greg Truty** for jumping in and completing and presenting sessions 1477.
- Daniel P. Martin recognized **Rich Smarcina** for organizing and recruiting session chairs for LVM.
- Karla Houser would like to recognize **Jim Willette** for his "above and beyond" effort this week. He has been covering the ITECH Project and other duties for Karla, who was unable to attend SHARE in Austin. Jim - you are truly appreciated!
- Kenneth Tomiak recognized **Peter Van Dyke** for stepping up and taking on presenting many of the ISPF sessions. These sessions provide training in using the ISPF features and coding dialogs. Being part of 17 sessions will keep Peter busy, so his efforts are greatly appreciated.
- Karla Houser recognizes **Thyra Rauch** for her "above and beyond" efforts this week. Thyra has been covering the ITECH project for Karla, who was unable to attend SHARE in Austin. Thyra - your efforts are truly appreciated and you are doing a great job!
- John Jones recognizes **Morag Hughson** who willingly took over two sessions from a speaker who was unable to attend, thus ensuring the planned agenda was delivered.

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