

# SQL Server

## CONNECTIONS

Sunday, March 27, 2011		PRE-CONFERENCE WORKSHOPS	OPTIONAL (NOT INCLUDED IN FULL CONFERENCE REGISTRATION)
<b>WORKSHOPS</b>	<b>TUSCANY B</b>	<b>TUSCANY G</b>	
9:00am - 12:00pm 1:00pm - 4:00pm LUNCH (INCLUDED) 12:00pm - 1:00pm	SPR01: The Building Blocks of a Healthy and Available SQL Server KIMBERLY L. TRIPP & PAUL S. RANDAL	SPR02: Day of Scripting: Plumbing The Depths of SQL Server / PowerShell Integration BOB BEAUCHEMIN	
<b>KEYNOTES</b>	<b>MEDITERRANEAN 4 &amp; 5</b>		
6:00pm - 7:00pm	<b>KEYNOTE: SharePoint. Everywhere</b> STEVE FOX, Microsoft		
7:00pm - 7:15pm	BREAK		
7:15pm - 8:15pm	<b>KEYNOTE: Unlocking Possibilities with Visual Studio</b> DAVE MENDLEN, Microsoft		

Monday, March 28, 2011		MICROSOFT DAY		
7:00am - 8:00am	CONTINENTAL BREAKFAST • VALENCIA TERRACE LOWER LEVEL			
<b>KEYNOTE</b>	<b>PALAZZO E</b>			
8:00am - 9:15am	<b>KEYNOTE: The Microsoft Information Platform</b> CHRISTIAN KLEINERMAN, Microsoft			
9:15am - 10:00am	COFFEE BREAK • MEDITERRANEAN FOYER			
<b>SESSIONS</b>	<b>PALAZZO H</b>	<b>PALAZZO G</b>	<b>PALAZZO E</b>	
10:00am - 11:00am	SMS03: SQL Server AlwaysOn: The Next Generation High Availability Solution ROHAN LAM	SMS08: New T-SQL Developer Features in SQL Server 2008 & SQL Server "Denali" UMACHANDAR JAYACHANDRAN	SMS10: Entity Framework for the DBA TIM LAVERTY	
11:00am - 11:15pm	BREAK			
11:15am - 12:15pm	SMS04: Large Scale Data Warehouses with Microsoft SQL Server 2008 R2 Parallel Data Warehouse CHRISTIAN KLEINERMAN	SMS06: Doing Database Dev Declaratively: Using SQL Server Developer Tools, Codename "Juneau", to Develop and Maintain Your Databases SARAH MCDEVIT	SMS09: Building Sophisticated BI Applications Using PowerPivot for Excel PETER SPRAGUE	
12:15pm - 1:45pm	LUNCH • VALENCIA TERRACE LOWER LEVEL • SPONSORED BY HP & RACKSPACE			
1:45pm - 2:45pm	SMS02: What's New in Security for SQL Server Denali? IL-SUNG LEE	SMS05: Developing and Deploying a Database Using Data-tier Applications DIPTI SANGANI	SMS12: SQL Server & SQL Azure: Extending Data to the Cloud MICHAL LESICZKA	
2:45pm - 3:15pm	SNACK BREAK • MEDITERRANEAN FOYER			
3:15pm - 4:15pm	SMS01: Project Apollo: Column Store Technology for Relational Data Warehousing in SQL Server SUSAN PRICE	SMS07: Rich Unstructured Data Management and Search for Your Digital Content with SQL Server 2008R2 SRINI ACHARYA	SMS11: Getting the Most Out of Data Visualization in SQL Server Reporting Services PETER SPRAGUE	
4:15pm - 4:30pm	BREAK			
4:30pm - 5:30pm	SBI204: Introduction to Incremental Loads ANDY LEONARD	SDV308: SQL Server User-Defined Functions - The Good, The Bad, The Ugly MACIEJ PILECKI	SDV306: Full Text Search in SQL Server 2008 and Denali BOB BEAUCHEMIN	
	<b>COQUINA BALLROOM</b>			
5:30pm - 7:30pm	EXPO HALL OPENS / OPENING RECEPTION • COQUINA BALLROOM • SPONSORED BY MICROSOFT & DEVELOPER EXPRESS			

Tuesday, March 29, 2011		(THIRD-PARTY SESSIONS)			SQL ServerCentral.com		
7:00am - 8:00am	CONTINENTAL BREAKFAST • EXPO HALL/COQUINA BALLROOM			SQLSERVERCENTRAL.COM		PARTNER TRACK	
SESSIONS	PALAZZO A	PALAZZO B	PALAZZO C	MEDITERRANEAN 3	PALAZZO F		
8:00am - 9:15am	SDB301: BLITZ! SQL Server Takeovers BRENT OZAR	SDB202: Remote BLOB Storage: The Questions and the Answers VICTOR ISAKOV	SDV201: Database Design for Developers ANDY LEONARD	SSC09: Introduction to SQL Trace BRAD M. MCGEHEE	No Session		
9:15am - 10:15am	COFFEE BREAK • EXPO HALL/COQUINA BALLROOM						
10:15am - 11:30am	SDV302: Index Internals: What you really need to know! KIMBERLY L. TRIPP	SDB203: What Every DBA Should Know About Sharepoint 2010 VICTOR ISAKOV	SBI201: Creating Report Subscriptions in Microsoft SQL Server 2008 Reporting Services PAUL LITWIN	SSC01: Locking and Blocking Made Simple JOE WEBB	PARTNER01: Elevate Your Understanding of the Cloud JIM BATTENBERG, RACKSPACE		
11:30am - 11:45am	BREAK						
11:45am - 1:00pm	SDV303: Optimizing Procedural Code KIMBERLY L. TRIPP	SDB304: Troubleshooting Deadlocks in SQL Server MACIEJ PILECKI	SDV304: Spatial Data "Stretches Out" in SQL Server Denali BOB BEAUCHEMIN	SSC02: Windows Operating System Internals for Database Pros K. BRIAN KELLEY	PARTNER02: Practical Machine Learning - Being Smart With Your Data SETH JUAREZ, DEVEXPRESS		
1:00pm - 2:30pm	LUNCH • EXPO HALL/COQUINA BALLROOM • SPONSORED BY HP & RACKSPACE • WOMEN IN TECHNOLOGY LUNCHEON. SIGN UP AT CONFERENCE REGISTRATION.						
2:30pm - 3:45pm	SDB305: VLDB: Recovering from Isolated Disasters KIMBERLY L. TRIPP	SDB206: SQL Server Clustering 101 DENNY CHERRY	SBI102: Build Your First SSIS Package ANDY LEONARD	SSC03: Learn SQL Server Internals Using Extended Events JONATHAN KEHAYIAS	PARTNER03: Turnkey Systems to Accelerate Exchange 2010 Deployments DEAN STEADMAN, HP		
3:45pm - 4:30pm	SNACK BREAK • EXPO HALL/COQUINA BALLROOM						
4:30pm - 5:45pm	SDB207: Consolidation, Clustering, and Virtualization: Choosing Wisely BRENT OZAR	SDV305: Getting SQL Service Broker Up and Running DENNY CHERRY	SDB414: Expanding the Scope and Ease of Use of Query Plan Guides in SQL Server 2008 BOB BEAUCHEMIN	SSC04: Tips & Tricks for Writing Better Queries JOE WEBB	PARTNER04: Technical Debt WOODY PEWITT, DEVEXPRESS		
5:30pm - 7:00pm	T-SHIRT GIVEAWAY • EXPO HALL/COQUINA BALLROOM						
VENDOR SESSION			MEDITERRANEAN 4				
6:30pm - 7:30pm	VENDOR01: Introduction to High Speed Coding in Visual Studio with CodeRush MARK MILLER, DEVELOPER EXPRESS						
EVENING EVENTS		PALAZZO A		PALAZZO F & G		PALAZZO H	
7:30pm - 9:30pm	DevConnections OpenSpaces SPONSORED BY THE MICROSOFT MVP PROGRAM		R/C Madness JUVAL LOWY AND RICHARD CAMPBELL		Architecture Katras (Class is limited to 50 people) TED NEWARD		

Wednesday, March 30, 2011		(THIRD-PARTY SESSIONS)			SQL ServerCentral.com		
7:00am - 8:00am	CONTINENTAL BREAKFAST • EXPO HALL/COQUINA BALLROOM			SQLSERVERCENTRAL.COM		PARTNER TRACK	
SESSIONS	PALAZZO A	PALAZZO B	PALAZZO C	PALAZZO F			
8:00am - 9:15am	SDB208: More DBA Mythbusters PAUL S. RANDAL	SBI303: Programming SQL Server 2008 Reporting Services PAUL LITWIN	SSC05: From the Ramparts: Knowing What to Look for in SQL Server Security K. BRIAN KELLEY				
9:15am - 9:30am	BREAK						
9:30am - 10:45am	SDB310: Index Fragmentation: The Hidden Menace PAUL S. RANDAL	SDB311: Troubleshooting Parallelism Problems in SQL Server VICTOR ISAKOV	SSC06: How to Optimize TEMPDB Performance BRAD M. MCGEHEE	PARTNER06: Best Practices for Architecting, Deploying, and Optimizing SharePoint 2010 RYAN VANOSDOL, AVEPOINT			
10:45am - 11:45am	COFFEE BREAK • EXPO HALL/COQUINA BALLROOM						
11:45am - 1:00pm	SDB412: Undocumented Tools and Trace Flags PAUL S. RANDAL	SDB409: Dude, Where Is My Memory? Understanding Microsoft SQL Server Memory Usage and Management MACIEJ PILECKI	SSC07: Wait Statistics: A Troubleshooting Methodology JONATHAN KEHAYIAS				
1:00pm - 2:30pm	LUNCH • EXPO HALL/COQUINA BALLROOM • SPONSORED BY HP & RACKSPACE • 2:15PM CRUISE GIVEAWAY • Must Be Present To Win						
2:30pm - 3:30pm	SDB213: Follow the Rabbit: Wrap-up Q&A PAUL S. RANDAL & KIMBERLY L. TRIPP	SDB215: Exploring the DAC and Everyone's Favorite Feature the DACPAC DENNY CHERRY	SSC08: Database Maintenance Essentials BRAD M. MCGEHEE	PARTNER05: SharePoint Multi-Tenancy in the Enterprise JEFF DEVERTER, RACKSPACE			
3:30pm - 4:00pm	ICE CREAM BREAK • FOYER						
4:00pm - 4:45pm	CLOSING Q & A AND PRIZE DRAWINGS • MEDITERRANEAN 4 & 5 • RICHARD CAMPBELL AND CARL FRANKLIN FROM .NET ROCKS!						

Thursday, March 31, 2011		POST-CONFERENCE WORKSHOPS		OPTIONAL (NOT INCLUDED IN FULL CONFERENCE REGISTRATION)	
WORKSHOP		PALAZZO F		PALAZZO G	
9:00am - 4:00pm LUNCH (INCLUDED)	SPS01: INDEXING STRATEGIES AND ANALYSIS KIMBERLY L. TRIPP		SPS02: VIRTUALIZATION AND SAN BASICS FOR DBAS BRENT OZAR		
12:00pm - 1:00pm					