

Wednesday, May 11

8:30 - 10:00	Preconference Session Morning	1:00 - 2:30	Preconference Session Morning
10:00 - 10:15	Break	2:30 - 2:45	Break
10:15 - 12:00	Preconference Session Morning	2:45 - 4:30	Preconference Session Morning
12:00 - 1:00	Lunch		

Thursday, May 12

	BI	DBA	DEV	PD / WILD CARD
8:30 - 9:30	SQL Server Parallel Data Warehouse – Under the Hood <i>Brian Mitchell</i>	The Dirty Dozen: PowerShell Scripts for the Busy DBA <i>Aaron Nelson</i>	A data-logic approach to EF4 <i>Mattias Lind</i>	Iceberg, Dead Ahead! – Lessons from real life disasters for the database professional <i>Mike Walsh</i>
9:40 - 10:40	Performance Management Scorecards– Building a process to achieve top performance <i>Scott Schledwitz</i>	Troubleshooting Performance Problems by Reading the Waits <i>Eddie Wuerch</i>	Deploying Data Tier Applications to the Cloud <i>Joseph Dantoni</i>	Fragmentation and Performance Issues <i>Bryan Oliver</i>
10:40 - 11:10	COFFEE BREAK			
11:15 - 12:45	Reporting Services Boot Camp <i>Brian McDonald</i>	Understanding Storage Systems and SQL Server <i>Wesley Brown</i>	Avoid Common Mistakes in T-SQL Programming <i>Alex Kuznetsov</i>	ETL Head-to-Head: T-SQL vs. SSIS <i>Tim Mitchell</i>
12:45 - 1:45	LUNCH			
1:50 - 2:50	Near Real-Time Data Warehouse <i>Patrick LeBlanc</i>	The Enterprise SQL DBA <i>Scott Shaw</i>	T-SQL Code Sins: The Worst Things We Do to Code, and Why <i>Jennifer McCown</i>	Visual Studio 2010 Database Projects <i>Randy Knight</i>
3:00 - 4:00	Data Visualizations in SSRS 2008 R2 <i>Stacia Misner</i>	Data Encryption and Key Management in SQL <i>Said Salomon</i>	Writing faster queries <i>Tim Chapman</i>	Unlocking the Mystery of MDX <i>Bryan Smith</i>
4:00 - 4:30	COFFEE BREAK			
4:35 - 5:35	Business Intelligence with SharePoint 2010 and PowerPivot <i>Jen Underwood</i>	DBA Disaster Recovery Techniques To Keep Handy <i>Edwin Sarmiento</i>	What's new in SQL Server 2011 ("Denali")? <i>Aaron Bertrand</i>	SQL University: Lightning Talks <i>Jorge Segarra</i>

Friday, May 13

	BI	DBA	DEV	PD / WILD CARD
8:30 - 9:30	Reporting Services R2 Administration <i>Mike Davis</i>	Big and Tall: When to Partition <i>Kendra Little</i>	3rd Normal Form: That's crazy talk!!! <i>Thomas LeBlanc</i>	Helping Your Data Warehouse Succeed: 10 Mistakes to Avoid in Data Integration <i>Rafael Salas</i>
9:40 - 10:40	SSIS Data Flow Buffer Breakdown <i>Eric Wisdahl</i>	SQL Server Troubleshooting via DMV's <i>Steve Schneider</i>	Creating a Metadata Mart with SSIS - Data Governance , Data Profiling & Code Generation <i>Ira Warren</i>	The Data Mining Lifecycle <i>Carlos Bossy</i>
10:40 - 11:10	COFFEE BREAK			
11:15 - 12:45	Performance Tuning Analysis Services <i>Devin Knight</i>	Evaluate your daily checklist against 100+ instances of SQL Server while you get a cup of coffee <i>John Sterrett</i>	Data Dude for Devs and DBAs – Making Database Development Painless and Productive <i>Robert Cain</i>	Career Success in the Data Profession during Turbulent Times <i>Karen Lopez</i>
12:45 - 1:45	LUNCH			
1:50 - 2:50	Cool Tricks to Pull from your SSIS Hat <i>Julie Smith</i>	Deadlocking for Mere Mortals <i>Jonathan Kehayias</i>	SQL Server Storage Engine under the hood: How SQL Server performs I/O <i>Thomas Grohser</i>	SQL Azure 2011 - Cloud Database Deep-Dive <i>Scott Klein</i>
3:00 - 4:00	Zero To OLAP Cubes in 60 Minutes <i>Adam Jorgensen</i>	Windows PowerShell Best Practices for SQL DBA's <i>Ed Wilson</i>	SQL Tricks <i>A. P. Ward Pond</i>	Orders of magnitude: Scale-Out your SQL Server Data <i>Mark Broadbent</i>
4:00 - 4:30	SPONSOR RAFFLE & COFFEE BREAK			
4:35 - 5:35	Enterprise Data Mining for SQL Server Professionals <i>Mark Tabladillo</i>	Fundamentals of SQL Server Internals <i>Jeremiah Peschka</i>	AppFabric Cache and SQL Server 2008 <i>Todd Robinson</i>	Page And Row Compression How, When, and Why <i>Bradley Ball</i>