

## August 2017 Newsletter

PASS Summit is just a little over two months away. We are making plans to be a big presence at the summit once again. We are looking forward to meeting and talking with many of you in the halls, the Community Zone, the WIT Luncheon, and at afterhours events.

We are excited to announce that for the second year, the WIT group is hosting a networking happy hour event on Tuesday evening before the Welcome Reception. Attend this to meet other women data professionals. We will also be launching a new book written by Women in Tech. [Sign up here!](#)

We would like to congratulate the [21 women listed as speakers](#) out of 115 announced so far. You may be wondering what it takes to become a PASS Summit speaker. It begins by volunteering as a speaker for your local user group, SQL Saturdays, and the many virtual groups. You have a story to tell, and there are people in the community who can learn from you.

When you register for PASS Summit, please use our discount code, VC15NKH5, for \$150 off. Be sure to check the box for the [WIT Luncheon](#). Our speaker, Heather Richie, will talk to us about communication and how to bridge the communication gaps in the workplace.

Thanks to SentryOne for sponsoring the event for us once again this year. They have also signed on to sponsor the chapter for the next year. Make sure you stop by the SentryOne booth at PASS Summit and thank them for their support!



--Rie and Kathi

### The Google Manifesto

Like many tech companies, Google hires more male engineers than female engineers. Despite this, Google has programs in place to promote the closing of this gender gap. Earlier this month, a Google engineer sent out a memo to the company saying that these programs are unnecessary. That women inherently do not make good engineers and are not interested in STEM careers because of biological differences.

While it's true that there are differences between men and women, it's not true that women can't be great engineers or technologists. In fact, a woman, Ada Lovelace, invented modern computing!

Women are making strides in many career fields such as medicine and law, but the percent of women in technology has been dropping since the 80s. How much of that is that due to the unwelcoming and sometimes hostile cultures pervasive in these environments?

A couple days after the memo came out, I met up with women from the local Women's Techmakers group to talk about speaking at conferences. Since I work from home, my week was fine, but the others talked about how the Google memo was the main topic of conversation at their jobs. It was disheartening when they realized that some of their fellow team members agreed with the Google engineer and think women don't belong in tech despite our hard work and talent.

So, what can we do about this? For one, those of us established in careers can make sure that we are mentoring and supporting the young women just getting started. We can make sure that our daughters and granddaughters know that tech is not just for boys, that it's fun for girls, too. We can learn about unconscious bias and work to eliminate it in ourselves. And, you men out there, stand up for the women in your workplace, and make sure they are heard!

--Kathi

## Great Links

We are always looking for input from our members. Please drop us a line at [witvc@sqlpass.org](mailto:witvc@sqlpass.org) if you have something you would like to share, would like to write an article for the newsletter, or if you would like to present a webinar. We are looking for any topic that would be interesting to the WIT group and data platform topics presented by women. This is a great way to get experience as a speaker.

[Google Manifesto Hits a Nerve in Silicon Valley](#)

[Computer Programming Used to be Women's Work](#)

[What Happened to Women in Computer Science?](#)

[Sheryl Sandberg: Here's How Men Can Support the Growth of Women in Tech](#)

## Webinar Schedule

| Date       | Webinar   | Presenter             |
|------------|---|-----------------------|
| 9/5/2017   | <a href="#">SSMS Shortcuts &amp; Secrets</a>  | Kendra Little         |
| 9/21/2017  | <a href="#">He's Assertive, She's Aggressive: Recognizing patterns of unconscious bias in the workplace</a> | Andrea Mascher        |
| 10/18/2017 | <a href="#">The Power in the Simple Act of Doing</a>  | Kellyn Pot'Vin-Gorman |

## PASS Summit Speakers

| Session Title  | Speaker               |
|--|-----------------------|
| <a href="#">Mental Health in Tech</a>  | Dr. Jennifer Akullian |
| <a href="#">Beyond The Install: Monitoring Availability Groups</a>             | Tracy Boggiano        |
| <a href="#">Imposter Syndrome: Are You Faking It &amp; Will they Find Out?</a> | Mindy Curnutt         |
| <a href="#">Tuning In-Memory Indexes</a>                                       | Kalen Delaney         |
| <a href="#">Speed up R Solutions with Azure ML</a>                             | Ginger Grant          |
| <a href="#">Applied Data Science for the SQL Server Professional</a>           |                       |
| <a href="#">Database Server Templates in Azure Resource Manager</a>            | Amy Herold            |

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|--|-----------------------|
| <a href="#">Indexing Deep Dive for Beginners</a>   | Kathi Kellenberger    |
| <a href="#">Standing on the Shoulders of Giants: Community-proven PowerShell Solutions for Every Data Platform Pro</a> | Chrissy LeMaire       |
| <a href="#">Why Did My Clever Index Change Backfire?</a>   | Kendra Little         |
| <a href="#">Transitioning from Integration Services to Azure Data Factory</a>  | Meagan Longoria       |
| <a href="#">Data Modeling and Design for New Features in SQL Server and Cosmos DB</a>                                  | Karen Lopez           |
| <a href="#">How Much Data Loss is "Near Zero" Data Loss</a>  | Margarita Naumova     |
| <a href="#">DevOps Tool Combinations for Winning Agility</a>   | Kellyn Pot'Vin-Gorman |
| <a href="#">Master Data: Theory &amp; Reality</a>  | Swagatika Sarangi     |
| <a href="#">Adaptive Query Plans? What's Up With That?</a>   | Gail Shaw             |
| <a href="#">Query Store and Automatic Tuning in SQL Server</a>   | Erin Stellato         |
| <a href="#">Solving Common Performance Problems Using Query Store</a>  |                       |
| <a href="#">Lighting up Big Data Analytics with Apache Spark in Azure</a>  | Jen Stirrup           |
| <a href="#">Build a Performance Monitoring Toolset for SSAS Using PowerBI</a>  | Shabnam Watson        |
| <a href="#">Behavior-Driven Design and Test Automation: Agile Enablement for DW and BI Teams</a>                       | Lynn Winterboer       |
| <a href="#">Visual Data Storytelling: How to Tell a Compelling Story that Matters to Your Users</a>                    | Mico Yuk              |
| <a href="#">Introduction to Cortana – Turning Data into Intelligent Action</a>   | Melody Zacharias      |

## SQL Saturdays

| Event             | Location | Date     | Session Title   | Presenter                  |
|-------------------|----------|----------|---|----------------------------|
| SQL Saturday #655 | Auckland | 9/2/2017 | <a href="#">Empowering your Business with Measure (Power BI), Act (Powerapps) and Automate (Flow) Tools</a> | Anupama Natarajan          |
| SQL Saturday #655 | Auckland | 9/2/2017 | <a href="#">Endless Possibilities: R and Power BI</a>   | Leila Etaati               |
| SQL Saturday #655 | Auckland | 9/2/2017 | <a href="#">The Tricky Part of Doing Tricky Things in your Database</a>                                     | Karen Lopez                |
| SQL Saturday #655 | Auckland | 9/2/2017 | <a href="#">DBA and DEV Panel Discussion</a>  | Karen Lopez, Vitor Fava... |
| SQL Saturday #667 | Oslo     | 9/2/2017 | <a href="#">Governing Power BI in large organizations. A story from a global classification company</a>     | Ida Bergum                 |

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|-------------------------|--------------|-----------|---|--|
| SQL<br>Saturday<br>#667 | Oslo         | 9/2/2017  | <a href="#">Power BI Administration and Best Practices Implementation Techni</a>                    | Ginger Grant                             |
| SQL<br>Saturday<br>#648 | Johannesburg | 9/2/2017  | <a href="#">How to become the most sought after SQL Server professionals in SA</a>                  | Vanessa Raath                            |
| SQL<br>Saturday<br>#648 | Johannesburg | 9/2/2017  | <a href="#">Go, Go, QueryStore!</a>   | Gail Shaw                                |
| SQL<br>Saturday<br>#648 | Johannesburg | 9/2/2017  | <a href="#">The Power of Social Media with PowerBI using Twitter, Facebook and Google Analytics</a> | Jeanne Combrinck                         |
| SQL<br>Saturday<br>#648 | Johannesburg | 9/2/2017  | <a href="#">Azure SQL DW vs Azure Cosmos DB vs Azure Data Lake Store</a>                            | Minette Steynberg                        |
| SQL<br>Saturday<br>#670 | Banja Luka   | 9/9/2017  | <a href="#">Power Bi for beginner IoT developer</a>   | Catalin Gheorghiu,<br>Jelena Miodragovic |
| SQL<br>Saturday<br>#637 | Cape Town    | 9/9/2017  | <a href="#">Exploring Twitter Campaigns, Facebook and Google Analytics data in PowerBI</a>          | Jeanne Combrinck                         |
| SQL<br>Saturday<br>#637 | Cape Town    | 9/9/2017  | <a href="#">Why are there pirates and snakes in my SQL Server?</a>                                  | Gail Shaw                                |
| SQL<br>Saturday<br>#637 | Cape Town    | 9/9/2017  | <a href="#">Adaptive Query Plans? What's up with that?</a>  | Gail Shaw                                |
| SQL<br>Saturday<br>#632 | Cambridge    | 9/9/2017  | <a href="#">What's new in Power BI Report Server</a>  | Prathy Kamasani                          |
| SQL<br>Saturday<br>#632 | Cambridge    | 9/9/2017  | <a href="#">Data Science Fundamentals</a>   | Stephanie Locke                          |
| SQL<br>Saturday<br>#632 | Cambridge    | 9/9/2017  | <a href="#">Columnstore killed the OLAP-Star?</a>   | Niko Neugebauer,<br>Gabi Münster         |
| SQL<br>Saturday<br>#664 | Katowice     | 9/16/2017 | <a href="#">Integracja języka Python z MS SQL Server 2017</a>                                       | Agnieszka Cieplak,<br>Tomasz Cieplak     |
| SQL<br>Saturday<br>#664 | Katowice     | 9/16/2017 | <a href="#">Build your first bot - no code required!</a>  | Stephanie Locke                          |
| SQL<br>Saturday<br>#659 | Durban       | 9/16/2017 | <a href="#">Exploring Twitter Campaigns, Facebook and Google Analytics data in PowerBI</a>          | Jeanne Combrinck                         |
| SQL<br>Saturday<br>#659 | Durban       | 9/16/2017 | <a href="#">Adaptive Query Plans? What's up with that?</a>  | Gail Shaw                                |
| SQL<br>Saturday<br>#659 | Durban       | 9/16/2017 | <a href="#">Parameter sniffing and other cases of the confused optimiser</a>                        | Gail Shaw                                |

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|-------------------------|-------------|-----------|--|---|
| SQL<br>Saturday<br>#659 | Toulouse    | 9/16/2017 | <a href="#">Turn insight into action using Microsoft Flow and Power BI</a>                       | Isabelle Van Campenhoudt,<br>serge Luca |
| SQL<br>Saturday<br>#673 | Denver      | 9/16/2017 | <a href="#">Intro to Integration Services (SSIS)</a>   | Angela Henry                            |
| SQL<br>Saturday<br>#673 | Denver      | 9/16/2017 | <a href="#">Biml 101: Automation and Patterns</a>  | Yuliya Quintela                         |
| SQL<br>Saturday<br>#673 | Denver      | 9/16/2017 | <a href="#">Source Control and Database Projects - Just Do It</a>                                | Leslie Weed                             |
| SQL<br>Saturday<br>#673 | Denver      | 9/16/2017 | <a href="#">Impostor Syndrome: Are You Faking It &amp; Will they Find Out?</a>                   | Mindy Curnutt                           |
| SQL<br>Saturday<br>#673 | Denver      | 9/16/2017 | <a href="#">Even I Can Power BI!</a>   | Julia Renz, Jeff Renz                   |
| SQL<br>Saturday<br>#673 | Denver      | 9/16/2017 | <a href="#">Kerberos Delegation Made Simple</a>  | Kathi Kellenberger                      |
| SQL<br>Saturday<br>#673 | Denver      | 9/16/2017 | <a href="#">Behavior-Driven Design and Test Automation: Agile Enablement for DW and BI Teams</a> | Lynn Winterboer,<br>Cher Fox            |
| SQL<br>Saturday<br>#673 | Denver      | 9/16/2017 | <a href="#">Why NULL is not a value (and other SQL gotchas)</a>                                  | Wendy Pastrick                          |
| SQL<br>Saturday<br>#673 | Denver      | 9/16/2017 | <a href="#">The Next Frontier- Opportunities When Migrating to the Cloud with Virtualization</a> | Kellyn Pot'Vin-Gorman                   |
| SQL<br>Saturday<br>#673 | Denver      | 9/16/2017 | <a href="#">Level Up Your Biml: Best Practices and Coding Techniques</a>                         | Cathrine<br>Wilhelmsen                  |
| SQL<br>Saturday<br>#631 | Wausau      | 9/16/2017 | <a href="#">What is new in SQL Server 2016 for DBAs?</a>   | Ameena Lalani                           |
| SQL<br>Saturday<br>#631 | Wausau      | 9/16/2017 | <a href="#">Learn History from Temporal Tables</a>   | Ameena Lalani                           |
| SQL<br>Saturday<br>#647 | Boston - BI | 9/23/2017 | <a href="#">Keynote: Diversity &amp; Inequality in the Workplace: Why It Matters</a>             | Rie Irish                               |
| SQL<br>Saturday<br>#647 | Boston - BI | 9/23/2017 | <a href="#">Tips for Getting Started with the Azure Data Platform</a>                            | Melissa Coates                          |
| SQL<br>Saturday<br>#647 | Boston - BI | 9/23/2017 | <a href="#">Azure Data Catalog – Turning Unused Assets into Usable Knowledge</a>                 | Melody Zacharias                        |
| SQL<br>Saturday<br>#647 | Boston - BI | 9/23/2017 | <a href="#">Introduction to Cortana – Turning Data into Intelligent Action</a>                   | Melody Zacharias                        |

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|-------------------------|-------------|-----------|---|----------------|
| SQL<br>Saturday<br>#647 | Boston - BI | 9/23/2017 | <a href="#">DAX 101</a>   | Belinda Allen  |
| SQL<br>Saturday<br>#647 | Boston- BI  | 9/23/2017 | <a href="#">Give more power to the users! -<br/>Decision Support Using Power BI SP<br/>&amp; O365 data for a Small Business</a> | Yana Berkovich |
| SQL<br>Saturday<br>#647 | Boston - BI | 9/23/2017 | <a href="#">Take Me to your Data - why Data<br/>Stewardship is needed NOW!</a>  | Beth Wolfset   |