

(February 3<sup>rd</sup>, 2014)

If you know someone who you think would benefit from being an Insider, feel free to forward this PDF to them so they can sign up [here](#).



## Quick Tips for our Insider friends!

Hey Insiders!

This newsletter is coming to you from Tampa where we've just started the first week of classes for 2014, with Kimberly and me teaching IE1, Erin and Jonathan teaching IE0 in the room next door, and Glenn arriving later in the week to teach IEHW. And, this is just week1. We're here for two more weeks where we're offering IE2, IE3, IEBI, and IEDev.

If you're interested in joining us, there are a few seats left in the other Tampa classes.

Our Australia classes in March are filling up nicely – see the bottom of the newsletter for details. Also check details of the **Spring 2014 SQLintersection** conference (I blogged details [here](#)) – we just signed up some cool Microsoft speakers from the Hekaton team to be there – the full conference schedule will be available online this week.

The most recent book I've read is Malcolm Gladwell's [Blink](#). This is an excellent book by the author of [The Tipping Point](#) and is about the snap judgments we make in the first second or so in a situation, many times influenced by unconscious prejudices or pre-conceived notions. The book relates lots of interesting examples including police situations, orchestra auditions, evaluating artwork, marriage counseling, and many research studies. Gladwell explains how to get a handle on these by slowing down a bit and not forming the snap judgment, learning to read facial micro-expressions, and more. It's very, very interesting and inspired me to order the book [Emotions Revealed](#) on facial expressions. Highly recommended.

Please [let us know](#) if you liked what you read/saw here and/or have any suggestions for future Quick Tips.

Note: you can get all the prior Insider newsletters [here](#).

## Paul's Ponderings

I had a lot of feedback from the last newsletter around preventing DBAs from doing their jobs – it seems there are a \*lot\* of you in that frustrating situation.

One of the recurring themes in the feedback I received was that these kinds of problems are often caused by management, who either don't have the experience and capability to properly manage

a DBA team, or are biased against DBA activities by, say, rising through the ranks as a developer.

Here are some examples from the feedback I was sent (rendered anonymous and used with permission):

- Management that refuses to believe that disasters can strike so will not discuss RTO and RPO, won't give time for DR testing of critical systems, and disallows DBCC CHECKDB in any way because of perceived user impact. In one case, the IT manager refused to believe that SQL Server could add to the overall system resilience and trusted the SAN admin to be able to cope with all potential failures with no data loss.
- Management that refused to allow any out-of-hours work, so the data tier had no on-call DBA, no remote monitoring at all, and no ability for anyone to get anything fixed unless it was in office hours.
- Management always siding with the developers over performance investigations so the DBA always had to work with whatever crappy code was thrown over the wall from development.
- SQL Server change requests all routed through a central gatekeeper who had no technical experience at all, and then the DBA were forced to implement them.
- (Common one...) Management refusing to allow time for performance tuning and instead 'knowing better' that more hardware is always the key to solving SQL Server performance problems.
- Management not putting in place steps for security and allowing a former employee the opportunity to log into critical servers and format disks and destroy backups.
- Management who wouldn't implement a backup strategy but instead wanted to use replication to provide the only DR copies of critical data.
- Managers who consider themselves fabulous DBAs but aren't, and then nano-manage everything the DBAs do (worse than micro-managing ☺).

Now you might think that some of these are explainable through simple ignorance, but in all cases these were mandated even after having the correct course of action explained by a DBA.

**Call to action:** similar to last week's – if you're in a situation where poor management is forcing you to compromise your good judgment and putting the company's data at risk, make sure you've voiced your concerns to your management, and you've kept evidence of that (C.Y.A. if you end up being unfairly blamed and fired.) After that, join your local user group, network, find out about other potential employers who will appreciate you, your experience, and your drive to do what's right. But do make sure you look before you leap – I've heard some horror stories about moving to what turns out to be a worse situation after being lured in by promises and more money.

I'm curious to hear your thoughts on management causing problems, so please feel free to [drop me a line](#), always treated confidentially, of course.

## **Video Demo**

In this video Glenn explains how to check to see whether the Lock Pages in Memory (LPIM) right has been granted to the SQL Server Service account, how to check whether LPIM is actually in effect on your instance, and how to grant LPIM and configure SQL Server accordingly.

The video is six minutes long and you can get it:

- In WMV format [here](#).
- In MOV format [here](#).

You can get the demo code [here](#).

Enjoy!

## **SQLskills Offerings**

If you know someone who would benefit from our IE0: Immersion Event for Accidental/Junior DBA or IEHW: Immersion Event on SQL Server Hardware, refer them to us and when they register we'll send you a \$50 Amazon gift card. Either they (or you) just need to let us know you referred them, we'll match it up to their registration and send you the gift card.

Please know that all of our classes will run and their dates will not change. Additionally, most of our public training courses will be held in the first half of this year. We might add a couple of other classes in the second half of the year, but not all that many (maybe one or two IE1 deliveries and one IE2 and, if added, they'll be held in the US). Please plan accordingly.

Finally, to help your boss understand the importance of focused, technical training, we've added a few new items to help you justify spending your training dollars with us:

- [Letter to your boss explaining why SQLskills training is worthwhile](#)
- [Community blog posts about our classes](#)
- [Immersion Event FAQ](#)

## **2014 Immersion Events**

Tampa, FL (remaining events)

- February 6-7, 2014: **IEHW**: Immersion Event on SQL Server Hardware
- February 10-14, 2014: **IE2**: Immersion Event on Performance Tuning

- February 10-14, 2014: **IEBI**: Immersion Event on Business Intelligence
- February 17-21, 2014: **IE3**: Immersion Event on High Availability and Disaster Recovery
- February 17-21, 2014: **IEDEV**: Immersion Event for Developers

#### Australia

- Sydney, NSW; March 10-14, 2014: **IE1**: Immersion Event on Internals and Performance
- Melbourne, VIC; March 17-21, 2014 **IE1**: Immersion Event on Internals and Performance

#### Chicago, IL

- April 28 – May 2, 2014: **IE1**: Immersion Event on Internals and Performance
- April 28 – May 2, 2014: **IEBI**: Immersion Event on Business Intelligence
- May 5-6, 2014: **IEHW**: Immersion Event on SQL Server Hardware
- May 5-9, 2014: **IE2**: Immersion Event on Performance Tuning
- May 12-16, 2014: **IE3**: Immersion Event on High Availability and Disaster Recovery
- May 13-16, 2014: **IETS**: Immersion Event on Advanced Transact-SQL
- May 19-23, 2014: **IE4**: Immersion Event on Security, PowerShell, and Developer Support
- May 19-21, 2014: **IE0**: Immersion Event for the Accidental/Junior DBA

#### Bellevue, WA

- June 9-13, 2014: **IE1**: Immersion Event on Internals and Performance
- June 16-20, 2014: **IE2**: Immersion Event on Performance Tuning

See [here](#) for the main Immersion Event Calendar page that allows you to drill through to each class for more details and registration links.

### **SQLintersection**

Our Spring SQLintersection conference has an amazing line-up with 50 SQL sessions, 3 SQL keynotes, and 7 full-day workshops (2 pre-cons on Saturday [April 12], 3 on Sunday [April 13], and 2 post-cons on Thursday [April 17]). The main conference runs from Sunday evening, April 13 through Wednesday, April 16, 2014 in Orlando, FL at the JW Marriott.

We plan to pack in a lot of information about best practices, architectural/design decisions, platform choices, and new features coming in SQL Server 2014 (including a full day on pre-conference workshop and multiple sessions during the conference).

The specific sessions, titles, and abstracts are on the [SQLintersection](#) site and if you register for the full show package before February 24, 2014, you'll also receive your choice of an XBOX One, Surface 2, or a gift card.

Our confirmed speaker line-up includes: Kimberly L. **Tripp**, Paul S. **Randal**, Brent **Ozar**, Aaron **Bertrand**, Andrew **Kelly**, Bob **Beauchemin**, Bob **Ward**, David **Pless**, Erin **Stellato**, Glenn **Berry**, Grant **Fritchey**, Jeremiah **Peschka**, Jonathan **Kehayias**, Jos de Bruijn, Kendra **Little**, Kevin **Kline**, Mike Zwilling, Steve **Jones**, and Tim **Chapman**!

This is going to be THE *get-your-questions-answered* and *architect-the-RIGHT-solutions* event of the first half of 2014! Plus it's at the perfect time to get a jumpstart with SQL Server 2014.

### **Summary**

We hope you've enjoyed this issue - we really enjoy putting these together.

If there is anything else you're interested in, we'd love to hear from you - [drop us a line](#).

Thanks,  
Paul and Kimberly

[Paul@SQLskills.com](mailto:Paul@SQLskills.com) and [Kimberly@SQLskills.com](mailto:Kimberly@SQLskills.com)