



Message from the Chair of Advisory Council, DYNAA

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On behalf of myself and Mike Canniff, 2011 Chair-elect, I'd first like to express my appreciation to all who contributed to making this meeting of the Dynamics Academic Alliance a success. Certainly this includes the Microsoft staff – Janelle, Bethany, and Lyndsey – and all faculty and students who not only attended, but contributed to the program with papers and presentations. This is the first time the Academic Alliance has offered refereed Proceedings opportunities; a step we believe is significant given rigorous publications standards for faculty and limited academic budgets for conference attendance. Huei Lee, our Research & Publications Committee Chair, has performed an outstanding service organizing the entire review, selection, and publication process.

The Advisory Council has made significant progress this past year. You will hear about our efforts to facilitate student participation (led by Jerry Flatto), enhance member participation (led by Mike Canniff), and develop legitimate research and publication opportunities (led by Huei Lee). Many members of the Council have contributed substantial time and effort to move our agenda forward; many are in attendance – please take the time to get to know them. We encourage your participation in whichever area you may be interested and have many opportunities for new members.

The papers and presentations offer breadth and depth. They address higher level issues as well as specific course content. We organized them the way Microsoft and the Advisory Council organizes: business decision making and technology decision making. You can attend either track exclusively or alternate between tracks as you deem most appropriate for your own satisfaction. We encourage your participation; network freely; and share your concerns and ideas.

This past year has been exciting, fulfilling, and yes, frustrating, for me personally. Getting organized, changing the culture, working with SharePoint, and experiencing success and disappointment has had its ups and downs. Regardless of outcomes, I believe we have laid an important, functional, and value-adding foundation that will support us going forward as we deal with the ideas, innovations, and challenges that lie ahead. Thanks to all my colleagues who helped make this year a success.

John R. Grandzol, Ph.D.
2010 Chair, Advisory Council
Microsoft Dynamics Academic Alliance

