



## Message from the Chair of Advisory Council, DynAA

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Welcome to the Proceedings of the 2011 Microsoft Dynamics Academic Alliance Annual Pre-Conference. On behalf of myself and Jerry Flatto, 2012 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. This includes the Microsoft staff – Don, Bethany, and Lyndsey – and all faculty and students who not only attended, but contributed to the program with papers and presentations. The Advisory Council's theme for the past year has been outreach – to more academic institutions, students, Microsoft partners, and Dynamics customers. This theme also applies to our 2011 session agenda. We received paper submissions not only from across the United States, but from several continents! At this pre-conference you will attend sessions with a wide diversity of topics ranging from technical "how-to's", to pedagogical enhancements, to advanced operations research. In addition, this year sees an increase in other Dynamics products beyond the core GP user base. Huei Lee, our Research & Publications Committee Chair, has performed an outstanding service organizing the entire review, selection, and publication process.

The Advisory Council continues to advance the overall mission of building world class partnerships with educators, partners, and customers to impact students in higher education. You will hear about our efforts to facilitate student participation (led by Jerry Flatto), enhance member participation (led by Jeff Blessing), 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.

We organized Day One sessions in two concurrent tracks – novice or Dynamics new comers and more experienced education topics. Feel free to attend either track exclusively or alternate between tracks as you deem most appropriate for your own satisfaction. For Day Two – we will have exciting updates on the Academic Alliance program, Dynamics product road maps, and dialog with Microsoft Dynamics partners. And for the first time, the Academic Alliance has joined with the Microsoft User Group community. You will have the opportunity to meet Dynamics customers and listen to their "real world" solutions. We encourage your participation; network freely; and share your concerns and ideas.

I have enjoyed serving as Chair of the Advisory Council over the past year with the opportunity to work with such great colleagues from around the world. We continued to build upon the foundation that was laid during the past couple of years. We still have more work to reach out to more institutions and to publish as serious research journal based upon ERP methodology. Yet I'm confident that the Academic Alliance will flourish over the coming years as we continue with a common goal of providing a better higher education experience to our students. Thanks to all my colleagues who helped make this year a success.

Mike Canniff  
2011 Chair, Advisory Council, Microsoft Dynamics Academic Alliance