



Message from the Chair of Advisory Council, DynAA

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Welcome to the Proceedings of the Microsoft Dynamics Academic Preconference 2012. On behalf of myself, 2012 Chair-elect, and Todd Schultz, 2012 Vice-chair, I'd first like to express my appreciation to all who contributed to making this meeting of the Microsoft Dynamics Academic Alliance (DynAA) a success. This includes the Microsoft staff - Don, Bethany, Lyndsey, Katie and Jane – 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 Microsoft Dynamics customers. This theme also applies to our 2012 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 Microsoft Dynamics products beyond the core Microsoft Dynamics 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 and partners to impact students in higher education. You will hear about our efforts to facilitate student participation, enhance member participation, develop and expand the availability of sample data sets, explore the use of Microsoft Dynamics to teach business intelligence, and develop legitimate research and publication opportunities. 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 the Saturday sessions in two concurrent tracks - novice or Microsoft 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 Sunday – we will have exciting updates on the DynAA program, Microsoft Dynamics product road maps, and dialog with Microsoft Dynamics partners. And again for this year, the DynAA has joined with the Microsoft Dynamics User Group community. You will have the opportunity to meet

Microsoft 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 a serious research journal based upon ERP methodology. Yet I'm confident that the DynAA 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.

Jerry Flatto
2012 Chair, Advisory Council
Microsoft Dynamics Academic Alliance