



## Message from the Chair of North American Advisory Council, DynAA

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As 2012-2013 Chair of the North American Advisory Council for the Microsoft Dynamics Academic Alliance it is my honor to introduce the 2013 Proceedings of the Dynamics Academic Alliance Preconference. Calling this body of work a proceedings is more than appropriate. Proceedings are, of course, what academics call the collected papers and results of a meeting but the word itself reflects that what we do happens in real time, all the time: it is always proceeding. This is especially true in information technologies and enterprise systems where maintenance of understanding and skills requires constant contact with users, consultants, software vendors, and academic peers. This proceedings and the accompanying DynAA Preconference are two tools in our arsenal for meeting this challenge.

We received a record number of submissions this year and the breadth of contributions continues to grow in several ways. International submissions are up from the past, thought this may in part be due to consolidation of Microsoft Convergence to one annual event; recent history included a European based Convergence in the fall of the year. More Dynamics products are represented in the submissions we are seeing as the DynAA more accurately comes to reflect the breadth of Dynamics installations in practice. Finally, we are making great progress obtaining focused curricular and instructional submissions along with the more traditional research presentations and program overviews.

Any proceedings naturally reflects the work of a team but without a doubt Dr. Huei Lee, who leads the DynAA Advisory Council Research & Publications Committee, was the team leader, coach, and played several positions as well. His efforts – and all of DynAA – leverage off the tremendous support and leadership we receive from the Microsoft employees on the DynAA team: Katie Hasbargen – the program lead, and program managers Lyndsey Creamer, and most significantly for the Preconference and proceedings, Ashley Pecoraro. As usual, our DynAA Advisory Council members contribute above expectations by performing reviews, planning presentations, and filling in where needed. Our Council members truly represent academic service to the profession at the highest level.

I hope you find the Proceedings useful to your research and teaching. If so, tell others so we can grow in quality and relevance. If not, do help the DynAA by letting us know better your needs, interests, and expectations. In either case, stay involved by expanding use of Dynamics in your teaching and research, contributing to and attending the DynAA Preconference, reaching out to Dynamics partners and customers in your region, and evangelizing Dynamics to your peers.

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