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Carl Franklin



Richard Campbell



Carl Franklin and Richard Campbell interview experts to bring you insights into .NET technology and the state of software development. More than just a dry interview show, we have fun! Original Music! Prizes! Check out what you've been missing!

Text Transcript of Show #139

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(Music)

Carl Franklin: Hey, hey, hey! We are here at Show #5 from Philadelphia, Pennsylvania.

Richard Campbell: We have 25% of the shows done, and yet we have hardly driven anywhere.

Carl Franklin: I just heard an interesting statistic that I am going to let one of our guests tell us, because it just blew my mind; so I'll leave that for later. I don't even know why I brought it up, as a matter of fact.

I am on drugs right now; did you know that?

Richard Campbell: I've heard that about you.

Carl Franklin: Okay. Well, anyway, we are in Philadelphia and not Malvern. We actually came down into the city of Philadelphia. We had a throng of about -- oh, I don't know -- 65, 70 people, something like that?

Richard Campbell: Something like that.

Carl Franklin: Great time, great show, and we are here as always talking to the listeners of .NET Rocks! and people in the community; and Guest #1 is none other than?

Mitch Ruebush: Mitch Ruebush.

Carl Franklin: Mitch, how are you?

Mitch Ruebush: Doing great!

Carl Franklin: I have only seen you at, let's see, DevTeach, TechEd, PDC. Other than that, we don't hang out, because we don't live in the same area.

Mitch Ruebush: No, don't get up to Connecticut very often.

Carl Franklin: So who are you, and what do you do?

Mitch Ruebush: I am Mitch Ruebush, and I am an architect at ING Direct; and basically, I am responsible for skating the enterprise vision for their architecture, moving that forward, trying to collaborate with some of the other architects.

Carl Franklin: These are the guys with the weird ads with the guy sitting on the park bench, right?

Mitch Ruebush: Yeah, that's ING.

Richard Campbell: They've got the orange thing going on. They're Dutch.

Mitch Ruebush: Yes. Did you ever see the one with the running money? It's good to know it's there when you need it? Yes, they are Dutch, yes.

Carl Franklin: Yeah. And you guys also have an office in Hartford, I believe, right?

Mitch Ruebush: Yes, for ING; so we are ING Direct, which is the direct banking arm; different subsidiary, but ING America is.

Carl Franklin: Our good friend, Mark Dunn, works with those guys at Hartford.

Anyway, so I did expect to see you here, only because Bill Wolf told me in email; but I didn't know that this was where you were based.

Mitch Ruebush: Yes, out of the Philadelphia area. So this is where I do my work, participate with the user groups; doing work with an architect script now, which is the International Association of Software Architects, moving all this stuff forward.

Carl Franklin: So this sounds like a lot of extracurricular work. What is your typical day at work like?

Mitch Ruebush: Oh, my typical day at work? Basically, I am involved with -- you know, I talk to the business, trying to find out what their strategic values are, and then moving that forward and trying to decide how to reuse different technologies to basically address those needs.

So, for example, one of the things I noticed early on was, the business does workflow, Who'd ever think of that, right? So the business is doing all this workflow stuff, and basically what I did was looked at getting some kind of workflow engine going so that we could start modeling things and then building other services around that; so we've got a lot of services going, various ways of getting those services; web service is one of the means, but something else. I am impressed with the size of this microphone, though (laughing).

Carl Franklin: Yeah. This is approaching Gene Rayburn size here in the Match Game. Remember that microphone? It was like ...

Mitch Ruebush: I feel like I am small to this.

Carl Franklin: Actually, most of this is pop-filter. It's an illusion.

Mitch Ruebush: That way, you don't get sound.



Richard Campbell: Yes, these are microphones well-suited for mobile interviews in various conditions.

Mitch Ruebush: Or beating people over the head or something.

Richard Campbell: Well, sometimes, you need a weapon in an interview. They get like that sometimes.

So when you talk workflow, are you talking BizTalk?

Mitch Ruebush: BizTalk was one approach we were looking at taking. It's great for orchestration; but the workflow in BizTalk -- not that we want to say this too loud, I guess -- the workflow in BizTalk was not very up to snuff; and so that's why they made some announcements at the PDC that are very exciting around .NET and workflow around .NET.

Richard Campbell: So that's the Workflow Foundation?

Mitch Ruebush: Yeah, the WW.

(Laughter.)

Mitch Ruebush: Windows Workflow Foundation (laughing).

Carl Franklin: We won't even talk about that.

(Laughter.)

Richard Campbell: Well, there's nowhere to go from that. Thanks very much, Mitch. It's been a --

Mitch Ruebush: Oh, you're welcome. Yeah, so that's exciting.

Carl Franklin: So what do you typically speak about? I know you are a speaker,. Are these the kinds of things that you talk about?

Mitch Ruebush: Yeah. So basically, what I have been doing work with, we also do a lot of work with SharePoint and stuff; but mostly what I speak about is, I have been speaking about Java, Interop services, service-oriented architectures, architect-related stuff, I do some SQL Server 2005, working on white papers and speaking on some of that, too.

Richard Campbell: I don't imagine you can get through the banking business without dealing with Interop. That's just life.

Mitch Ruebush: That is life, yes; so we are both a Java and .NET shop, along with an obscure system called Profile, which uses MUMPS --

Richard Campbell: Oh, how nice!

Mitch Ruebush: -- as a database. Yes, I think everybody is familiar with that out there.

Richard Campbell: Because you're just able to play with more text files.

Carl Franklin: I had MUMPS once.

Mitch Ruebush: Yeah, it uses MUMPS' RPCs to talk with it. Yeah (laughing)?

Carl Franklin: I only know MUMPS through talking to my brother, who that was his first real programming job was taking care of MUMPS and learning it. And I guess it was like you program it with just one big, long string or something like that, right?

Mitch Ruebush: Yes, basically, yeah. It's been isolated with a nice queue that you can just drop things on, and it reads from the queue, so you don't have what to deal with it much (laughing).

Carl Franklin: Do me a favor; hold the mike just a little closer.

Mitch Ruebush: A little closer.

Carl Franklin: Yeah, that's good, Gene Rayburn style.

Okay. Well, what is it that you particularly find fascinating about all this new stuff coming out?

Mitch Ruebush: Like I mentioned, the workflow is very interesting, because as you look at business processes and stuff, they are very workflow-centric from most -- let's say the mortise we were talking about earlier, which is the average developer out there. He basically is going to the business and saying, "Okay, what do you need?" And they go, "First, we see this screen; and then somebody answers this, then we go to this screen; and then we go to this." So they are very well in that thought process; and so what I am really looking is, you know, looking at that and developing tools around that. I am excited that Microsoft is releasing it as basically a framework that we can build some tools around along with their designers and stuff, and then going forward with that and really looking at it from, let's say, a configuration-management, release-management point of view or what-if scenario-type point of view and basically building tools to be able to support the business, eventually getting up to another big-term,



model-driven development; so I'm very much into the architecture side of things.

Carl Franklin: So the team system is looking good for you?

Mitch Ruebush: Yeah, around the SDLC stuff, that has some exciting stuff in it, and we are looking at that, certainly.

Carl Franklin: All right. So here is your opportunity for a call for action or a shameless plug or anything else that you want to say. The world is listening, go ahead and say it.

Mitch Ruebush: Basically, architecture's it (laughing)! So we need architecture.

Carl Franklin: Without good architecture, you will fall on your face.

Mitch Ruebush: Maybe, maybe not; but ...

Carl Franklin: Pretty much --

Mitch Ruebush: -- it will be hard to get a lot of value out of everything you do. Everything will be siloed.

Carl Franklin: Right.

Richard Campbell: Thanks, Mitch, it was great to see you.

Mitch Ruebush: Okay. It was great seeing you, too. Bye.

Richard Campbell: Take care.

Carl Franklin: All right. So our second guest is?

Scott Stump: Scott Stump.

Carl Franklin: Scott, who are you, and what do you do?

Scott Stump: I am the Chief Technology Officer at Software Logic. We're a business and technology-services company that focuses in areas that help our clients creatively apply Microsoft products and technologies to solving critical business problems.

Carl Franklin: So you're a consultant.

Scott Stump: We're consultants.

Carl Franklin: Okay. So, Scott, what kinds of things are you working on these days?

Scott Stump: Well, our largest application that we are working on is a project for Verizon, which

is a 100% .NET-based. We actually started working with Verizon about three years ago.

Carl Franklin: Nice. Cool.

Scott Stump: And the problem we were trying to solve was, they have about 400 to 500 different medical and insurance plans that they offer to their employees nationwide, and this entire process was being done on paper.

Richard Campbell: 400 to 500 ?

Scott Stump: Exactly.

Richard Campbell: Wow!

Scott Stump: They had about three-quarters of a million subscribers, and the entire process for actually submitting documents from the insurance company to Verizon was done on paper; so you can imagine the volume of information we're talking about.

Richard Campbell: Unbelievable, yeah, it must have been crazy.

Scott Stump: Well, they actually would have their insurance companies truck these documents to a single place in Maryland, and they'd have their interns spend pretty much most of the summer compiling this information into, believe it or not, Excel spreadsheets.

Richard Campbell: Wow! So from one crazy mess to another crazy mess.

Scott Stump: Well, exactly; and one of the problems they had, it was just so difficult to actually share this information in any meaningful fashion with their specialists throughout the country. You can imagine emailing a spreadsheet around, trying to keep it up-to-date and make any meaningful sense out of it.

Carl Franklin: The thing that occurs to me is, this seems like the kind of project that .NET was just cut out for.

Scott Stump: Well, absolutely. I mean, our primary goal in developing this application was really to allow them to extend this information to the web, to give their specialists access to this data from anywhere in the country and really providing some meaningful value, not just a data repository.

Richard Campbell: This is all HR, basically; it's all internal employees and all of the stuff that they need to deal with. You have all these different plans?



Scott Stump: Well, it's internal. We actually handle the very front end of the process; and what we are doing is, we are actually dealing direct with the insurance companies. What we will do is, we will process this information and turn it around to a third party that's actually handling the direct employee enrollment.

Carl Franklin: Sweet. So this application has been going on for ... or, this project has been going on for a quite a while?

Scott Stump: We actually started this three years ago, when the very early days of --

Carl Franklin: This same project for three years, okay.

Scott Stump: This same project, yes.

Scott Stump: We've had such great success with it, we have extended it over the years.

Carl Franklin: Okay. So I understand that you have done some work with Rocky Lhotka's CSLA.NET.

Scott Stump: Absolutely. We are actually very big on having a consistent framework across all of our applications. Our intent is that any of our developers working with our teams could actually move from project to project and expect a certain level of architectural consistency so that you are not relearning things from the ground up; you can have an expectation that if you work on a given project, that it is going to be the same.

Richard Campbell: Well, the implication here is that the application is very wide, because you have all these different insurance companies. Are d the front ends all different for them?

Scott Stump: Well, we have 70 different insurance companies that use this application nationally, and they actually come in through what is a somewhat personalized front end of the application; so they can only see the information that they deal with for their specific company.

Richard Campbell: I imagine that this tech covers all the gamut of .NET technologies from web services to ASP.NET to Smart Clients to ... doing anything with mobility at all in this particular project?

Scott Stump: Well, we haven't touched on anything with mobility yet. The backend database is SQL Server. In fact, we're actually upgrading the series of applications to Sequel 2005, Visual Basic 2005; and we actually host the application ourselves, so we have some experience with other Microsoft management products.

Richard Campbell: Very interesting. So it's like an ASP model.

Scott Stump: Absolutely.

Richard Campbell: And I can imagine that SQL 2005 is going to play a huge role for you in the data-mining side of the things.

Scott Stump: Well, actually, not only the data-mining; but also just SQL Reports, and that's another ...

Richard Campbell: Reporting services.

Scott Stump: Reporting services.

Richard Campbell: I mean, the whole point to this project was to get the data back out again, right?

Scott Stump: Well, absolutely. It doesn't do any good just to pool this into one large repository. What Verizon is looking to do is to get meaningful information out of it to be able to make important business decisions based on that data, not just to collect and regurgitate it .

Carl Franklin: Scott, do you have a particular favorite feature of the new framework or the languages or anything else?

Scott Stump: The biggest thing for us is actually the team system. One of the things we've always struggled with, with Microsoft products and technologies has been just the complete lifecycle management of what it means to develop, deploy and support an application.

Richard Campbell: And you put three years into this app now, so there is a whole lot of cycling going on.

Scott Stump: Well, absolutely, and it's unfortunate that team system won't be launching with the rest of the products in the next month or so. We were really hoping to see that; but for us --

Carl Franklin: Haven't you been using the Beta at all?

Scott Stump: Yeah, we have actually installed the Betas and the CTPs and more CTPs and more CTPs after that.

Richard Campbell: All right. Yeah, definitely not the sort of app that configures easily. It's a very complicated chunk of software.



Scott Stump: Well, it is; and Microsoft has made some architectural changes throughout the lifecycle leading up to the launch of this piece of software, and that's something that we have struggled with -- that they made certain changes as far as what parts were on different tiers of the application.

Richard Campbell: This is the price for being first, right?

Scott Stump: Well, yeah; but you also get the opportunity to really be able to hit the ground running with it when it's finally launched.

Richard Campbell: So are you part of a Tap program or the Send program, one of the programs that are early introductors?

Scott Stump: Well, Microsoft only had about, I think, 10 to 15 companies participating in that; but we have been following along since the beginning. We aren't in the Tap program, but we've certainly been taking advantage of the CTPs as they become available.

Richard Campbell: I was thinking the other side of this is, you guys probably have some influence over what this product is ultimately going to look like.

Scott Stump: Well, we've certainly provided a lot of feedback on the website as far as the features we would like to see and complaints that we have. I mean, there are certainly things that have come up performance-wise just getting the application up and running that we have provided direct feedback to Microsoft on.

Carl Franklin: Well, Scott, that sounds like a very, very cool project -- not as cool as bigpumpkins.com but very, very cool.

(Laughter.)

Richard Campbell: So, where is this going? I mean, there is no end inside, obviously. This is an endlessly developing program.

Scott Stump: Well, we actually have a core "product" that is pretty much a set. We are looking at developing add-on modules to this to support other areas of Verizon's business and also to extend this to third parties that they deal with.

Richard Campbell: Interesting.

Carl Franklin: Yeah. Well, Scott, thanks a lot for talking to us and being on the Road Trip. Is there anyplace that you have a blog or anything that we developers can watch?

Scott Stump: No, I don't; but you can check out our website at www.softwarelogic.com.

Carl Franklin: Fabulous. Thanks, Scott.

Scott Stump: Thank you.

Carl Franklin: Okay. And our third guest is?

Laura Hunter: Hi! My name is Laura Hunter, and I am an Active Directory Engineer from the University of Pennsylvania.

Richard Campbell: This is the troublemaker from the front row.

Carl Franklin: That's right.

Geoff Maciolek: The whole show.

Richard Campbell: The whole show. She was on us; but I noted you perked up when I talked about Active Directory in the mobility devices.

Laura Hunter: Yes. It's called comic relief. I am here to serve, yes.

Richard Campbell: Because we were trying to figure it out up here, so I am glad you are here.

Carl Franklin: I am going to let Richard ask the questions, because I am pretty much Active Directory-stupid; don't have a lot of experience with it.

Richard Campbell: But now, we've got to get the start out of the way. You've popped this number out, because I was talking about how we'd done. This was Show 5 of 20, so that's 25% of the shows. We've hardly driven anywhere yet. We've got a whole bunch of country to go across, and then you came up with this number.

Laura Hunter: Well, assuming that this number is to be believed -- and as we know, 49% of all statistics are made up --

Richard Campbell: Including that one

(laughing).

Laura Hunter: Exactly. But assuming that this statistic is to be believed, 40% of the population of the United States resides within a one-day drive of Philadelphia.

Richard Campbell: Yeah, I could buy that, too. I mean, the Northeast is the most popular corridor, and things are different up here; and I am from the West, so I am not used to all these people everywhere.



Laura Hunter: I actually tend to believe it, because I could make it to Florida in 24 hours. It wouldn't be a fun drive, but I could do it.

Richard Campbell: See, that's another measure of the Northeast, too. You guys are crazy.

Laura Hunter: I don't think that's endemic to the Northeast; I think that's everywhere.

Carl Franklin: You know, it's true that there's more people here, because the roads are more squished together, and they are smaller and more screwed-up than they are anywhere else in the country.

Laura Hunter: And we're not very nice when you try to merge.

Carl Franklin: No.

Richard Campbell: No, merging is not for the weak around this town.

Carl Franklin: So why are you here tonight?

Laura Hunter: I am here because I am friends with Bill Wolf, who runs the Philly .NET users group; and Bill and I keep running into each other at various conferences and in airports, since we live very close to each other, and I keep threatening to show up to the .NET users groups, even though I am a SysAdmin, and I have virtually no business being here; but I am here to show support for the Philadelphia-area user group community, and I actually really enjoy listening to and seeing presentations that are outside of my area of specialization, because it keeps me on my toes, I always learn something new, and Smart Phones as an Active Directory client, yikes.

Richard Campbell: Yeah, that's something, isn't it?

Laura Hunter: I'm liking that.

Richard Campbell: So you picked an interesting show to crash. We are not the usual user-group show. It's a different thing. What did do you think?

Laura Hunter: I thought it was really wonderful. Our guitarist friend here just absolutely made me crack up. There was a guitar, it was wonderful, it was very funny: Jimmy Hendrix singing "My Darling Clementine".

I'm sorry, was I spoiling that?

Carl Franklin: No, I never did that one before. It just occurred to me when he said, "Jimmy Hendrix."

Richard Campbell: So, I mean, you're serious about Active Directory if you're actually making a career out of it. What sort of space are you working in, like, business-wise?

Laura Hunter: Right now, I am standing up an Active Directory infrastructure for an office of the University of Pennsylvania that is sorely in need of one. They have been working on a Windows NT environment for several and, I might say, far too many years; and so my job is to come in there and see what's going on, see what technologies are in place, see what processes are in place and upgrade their technology and upgrade their Active Directory infrastructure to make everyone's lives easier and hopefully allow the Help Desk staff to actually leave at 5:00 o'clock once in a while. That would make me a popular person.

Richard Campbell: Yeah. I mean, you are still finding NT boxes? I get a chill when I find an NT4.0 box still running.

Laura Hunter: There are NT4.0 boxes all over the place. I think we just got rid of our last '98 client about 6 months ago.

Richard Campbell: Ouch.

Laura Hunter: Oh, yeah; oh, yeah. Let me tell you how much fun that wasn't.

Richard Campbell: But I guess that's also the nature of universities, too. A huge amount of gear and in lots of different generations, old, new and otherwise.

Laura Hunter: Yes, very much so; and whenever I see a presentation like this, which is talking about the next greatest thing in hardware or the next greatest thing in software, I am the one sitting in the back of the room raising my hand saying, "What happens in higher ed?" And I am sure it's not unique to higher ed; but what happens in my environment is that we spec out hardware. Desktop, server, laptop, we spec it out for a four-year lifecycle so that the student walking in their first day of their freshman year can buy a computer and have it stay with them until they graduate.

Richard Campbell: Right, and that means maintaining an infrastructure that supports that gear that's now four years old.

Laura Hunter: Exactly, which means that the machine that I put on someone's desk today



that's running Windows XP is still going to be sitting on that desk in 2009 and more than likely 2010 and 2011 still running Windows XP. So I love all the new stuff; but, hey, can you back-port some of the good security features for me?

Richard Campbell: Yeah. Well, and I am sure you are thrilled to get rid of the last '98 box. That at least gives some avenue to moving towards AD.

Laura Hunter: I was about to put a bullet into it if they didn't take it offline. "I am sorry, it's just not working anymore. It was working yesterday. I don't know what happened."

Richard Campbell: "Can't imagine what happened."

Carl Franklin: "This chip caught fire somehow. I don't know."

Richard Campbell: "It's the oddest thing."

So now goes the NT4.0 boxes.

Laura Hunter: Yes, yes, we are working on getting the NT4.0 boxes out, and I am going to be moving those to either 2003 or I might sit around for another couple of weeks, months, and just wait for R2, because I have been playing with the Beta a lot and I am really very happy with the Beta; and I think it will have some very useful features, particularly for UNIX Interop. We're higher ed. UNIX is everywhere. I've got to get Active Directory to play with UNIX, I've got to get Mac clients to play with Active Directory.

Richard Campbell: Samba 3 is going to become your friend.

Laura Hunter: Oh, yeah.

Richard Campbell: Yeah, I've got a couple of those running myself; it's not any fun. So, but NT4.0 boxes are old enough now, I can't imagine you are going to be doing a lot of upgrades; it's going to be replacements.

Laura Hunter: Oh, no, no, this is all going to be not even nuke-and-pave; but it's going to be standup new hardware.

Richard Campbell: Standup new hardware, make sure the services are taking care of, turn the old box off, walk out the door.

Laura Hunter: Turn the old box off, you know, move everything over -- actually, probably move everything over before you turn the old box off, that would ...

Richard Campbell: Takes all the fun out of it, though, doesn't it?

Laura Hunter: That would probably be a better way of doing it; but I am actually fairly excited about being able to just stand up a brand-new infrastructure, because while it has its challenges, I know where all the bodies are buried.

Richard Campbell: Yeah, you did it. It's your fault.

Laura Hunter: Exactly. Anything that's wrong, I did it wrong and I can fix it.

Richard Campbell: Yeah, you did it wrong, and there's no hunting things down.

Laura Hunter: Exactly.

Richard Campbell: And then you look at a 6-, 8-year-old NT 4.0 box, there's some ghosts in there you can't even imagine, not even just in the driver space.

Laura Hunter: Exactly (laughing).

Richard Campbell: Well, it was a lot of fun . It's not.NET; but, you know, we could go all night on AD complaints. We haven't got into the forest versus the domain model. That's a whole other can of worms.

Laura Hunter: The forest is the security boundary; the security boundary is the forest.

Richard Campbell: (Laughing.)

Laura Hunter: Anywhere you read that a domain is a security boundary, please send me that URL so that I can point it out to someone and say, "Pick this."

Richard Campbell: "It's wrong, it's all wrong."

Laura Hunter: "It's wrong . It's just not right. It maybe should have been right at some point, but it's just not."

Carl Franklin: So you told me before we started talking on microphone that you have a blog.

Laura Hunter: Yes, I do, www.shutuplaura.com.

Carl Franklin: Oh, that's a great URL.

Laura Hunter: Oh, it's a wonderful URL. It actually happened as a result of a joke that occurred during TechEd, as many things happen as a result of beers at TechEd; but I just thought it was a wonderful site for my blog, because that



way, I could post whatever was running through my insane, little brain at the time; and if you happen to disagree with me and want to tell me just shut up, I have already done it for you.

Richard Campbell: You are already there.

Laura Hunter: Already there, shut up.

Richard Campbell: I am just trying to conceive the sheer volume of technology developed involving beer and TechEd.

Laura Hunter: You would be amazed.

Richard Campbell: It's astounding.

Laura Hunter: You would be amazed. Like the conference I was at last week, I was at a conference and literally was starting a new job the very next day, the next day that I got back from the conference; and I am telling my father about this, and he says, "Well, Laura, you should just, you know, get to bed on time every night so that you are not jet-lagged when you start your new job."

Richard Campbell: That's not how conferences work.

Laura Hunter: And I said, "Dad, you don't understand. All the interesting stuff I learn is over beers at 1:00 in the morning. I'd have to take notes at the bars. It just never ends.

Carl Franklin: You know, Carl and Gary's homepage started at over beers at TechEd.

Richard Campbell: And pretty much so did .NET Rocks!, if I remember correctly.

Carl Franklin: That's right, as a matter of fact. All right. Well, thanks a lot.

Laura Hunter: Thank you.

Carl Franklin: And finally tonight, Bill Wolf, the ringleader of this whole mess, how are you, Bill?

Bill Wolf: Pretty good, Carl.

Carl Franklin: So what is your title officially?

Bill Wolf: Well, I am a consultant, .NET and SQL consultant, and I go under Agility Systems as the company name.

Carl Franklin: Okay.

Bill Wolf: Basically, that's me and a couple of friends helping me out on projects.

Carl Franklin: And in terms of the user group.

Bill Wolf: Well, I have been doing consulting for 25 years and user groups for 25 years. My first user group was DOS, . That dates back a little bit.

Carl Franklin: Wow. I've heard of that, actually.

Bill Wolf: Yes, "Dose", they used to call it..

Carl Franklin: "Dose her up."

Bill Wolf: Currently, I run the Philly.NET user group. We have about 1900 members, do at least two or three meetings a month. This is one of two meetings this week; last week, we had meetings. So we keep pretty busy in this area, and --

Richard Campbell: I did look at the website; and, yeah, you are right. When you have talks several a week, it's quite a thriving group.

Bill Wolf: Yeah, we have done this going on four years now, the NET group.

Richard Campbell: Wow.

Bill Wolf: And we are one of the largest in the country. And through my involvement in Philly.NET, I became active in INETA -- which, of course, is the International .NET Association -- and been helping them out for almost four years now. I am currently on the Board there, and I run the Speaker Bureau, and Carl would know a lot about that..

Carl Franklin: Yeah.

Bill Wolf: He has done a lot of events for us as a speaker.

Carl Franklin: I have done lots of Speaker Bureauing, yeah.

Bill Wolf: So the Speaker Bureau is one of the most coveted parts of INETA. This year, I think we will do almost 270 events at various user groups around North America, including Canada. We actually go to Canada (laughing).

Richard Campbell: Yeah, once in a while, I see INETA speakers up in Canada. They're usually begging to get them up there; it's a long way to go.

Carl Franklin: The "I" stands for "International", after all.

Bill Wolf: That's right, and I do work with some of the other regions. Actually, all the regions have Speaker Bureaus. Ours is the largest; but we do



help each other out, and I help with the website at INETA.

But one of the interesting things we are doing now is, we just signed a contract with Microsoft Academic, and we are going to be doing 40 events starting January next year, various universities around the country. And part of the plan there is to take a local .NET user group and partner them with a local University Student Ambassador so we can show the students what the migration would be from an interested or involved student to a businessperson who goes to professional organizations.

Carl Franklin: You know, it must be very hard to be a Microsoft fan as a student in the university campuses these days.

Bill Wolf: Yeah, I think I sense a lot of that; but the truth is, I think, most universities run on Microsoft Office, as most enterprise customers do. So, you know, do they hate Microsoft? It's easy in the development space.

Carl Franklin: Well, it's a culture, right? It's a culture of open-source Linux, you know, that's just pervasive in universities.

Bill Wolf: Yes, but I think because .NET has been so successful in the corporate marketplace, I think you are going to see that bubble down into education.

Carl Franklin: Yeah, I hope so.

Bill Wolf: I think Vista will have a lot to do with that, Vista and Avalon, the excitement of the user interface and --

Carl Franklin: And the framework is going to be right there.

Bill Wolf: The kids want their application to look like X-Box.

Richard Campbell: I think that's a very valid point. I also think from an administrative point of view that the architecture is a lot more tolerant to the kind of scale that universities demand for their machines.

Carl Franklin: So, it's interesting. As I have been talking to the guys of Microsoft Academic Alliance to Darryl McDade about this issue about how to sort of seed the universities with smart, interested students, get them the resources that they need to sort of do a good job at evangelism in getting the word out about things. You have any advice?

Bill Wolf: Well, I am hoping this program is successful and that the students ... I had a

meeting when I was at the MVP Summit in Redmond. I had a meeting with some of the top Student Ambassadors and presented the program to them; and they seemed fairly interested but it's not something that they have done before. It's going to take a little while to get them involved.

Richard Campbell: I guess one of the challenges we deal with with Student Ambassadors is,, they are going to constantly turn over. They are only there for four or five years, so you are never going to have a long-term member; it's always going to be somebody new every other year, right?

Bill Wolf: But there are some steady people at Microsoft that are fostering this program, and INETA has been involved will academics for the last couple of years. They used to judge the Imagine Cup. It's something they're sort of phasing out, but they were very involved with that for years.

Carl Franklin: Yeah. Well, that's good. Good luck on that, and I hope it works.

Bill Wolf: I think it will.

Carl Franklin: Great.

Bill Wolf: So we've got a lot of interesting things planned with INETA the next year or so. You will hear more from us.

On the business side, I am sort of working away from coding, which is interesting. I always loved coding. I've done VB. I have been coding for 25 years; and the kind of work I do now is a lot of business intelligence, enterprise-application integration, doing a lot of data-mining, data warehouse, integrating that through Portal, SharePoint, SQL Reporting Services.

But I go into a company, Architect Solutions out of many Microsoft products and cobble them together. A lot of it revolves around Active Directory; using that as the base security. And so that's what I do in my spare time.

Carl Franklin: Well, it sounds fun.

Richard Campbell: And for the user group, just where can they find it, and what's coming up next?

Bill Wolf: Well, www.phillydotnet.org -- you've got to spell out the "d-o-t-n-e-t" -- this week, this Wednesday, we actually have a good presentation. Bill Vaughn, the "Hitchhiker's Guide to VB," it's the same presentation. He just



did a VS Live, so he is coming in. That's sponsored by INETA.

Richard Campbell: He has owned that "Hitchhiker's Guide" name for a long time. I've got a Cerlox-bound version VB 3.0 and SQL 4.2 doing the Hitchhiker's Guide. It's fabulous.

Bill Wolf: It works for him, and that should be a good presentation.

INETA is sponsoring or coordinating launch events through about 250 cities, so the cities that have user groups that don't have one of the top tier-one launches -- there's only like 15 cities that are having the big, grand launch events -- INETA is working with Microsoft and sending a package of content giveaways, things like that; and there is a speaker at each city, and we are going to have that in December at our user-group meeting. We are going to basically do simpler content to what's at the launch. But we are going to do something interesting there, because we are at a Microsoft facility that has two projectors and two screens; so we are going to try to do the whole thing simultaneously in C# and VB.

Richard Campbell: Cool! What a great idea!

Bill Wolf: And we are going to get people to come in and, you know, put a little sign, "Sit this" --

Richard Campbell: Pick your side.

Carl Franklin: That is cool.

Bill Wolf: And then we will have to do the tastes great/less filling thing, add a little bit of fun.

We have a real good session in January. Chris Menegay is coming to do team systems. He is very, very well-known in that area. A lot of good people coming in the next year, so take a look at our website, and see what we have posted.

Carl Franklin: All right. Thanks a lot, Bill. It's been a pleasure speaking for your group.

Bill Wolf: Good talking to you, Carl.

Geoff Maciolek: The [.NET Rocks!](http://www.dotnetrocks.com) Visual Studio 2005 Road Trip is made possible by Microsoft, without whom this whole Road-Trip thing is a complete waste of time; and by Innerworkings, helping developers reach their full potential, online at www.innerworkings.com; and by Telerik, providing innovative ASP.NET web controls such as the r.a.d. controls suite, online at www.telerik.com; and by Data Dynamics, makers of Active Reports.NET, 'simple, powerful and cost-effective reporting for Windows Forums and

ASP.NET web applications, online at www.datadynamics.com; and by Developer Express, makers of Code Rush, Refractor and many other first-class .NET developer tools, online at www.devexpress.com.

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(Music)