

Application Information

IMPORTANT: Please note that your answers to all of the following questions will be published and made public on the PASS elections website (<http://elections2011.sqlpass.org>). Your email address and the email addresses of your public references will be public. Other contact information (including but not limited to phone numbers, mailing addresses, etc.) will be redacted for privacy reasons.

The following will not be published:

Part One

- Your home phone
- Home address
- Work phone
- Work address

Part Eight

- PASS Volunteer Reference
 - Phone #
 - Email Address
- PASS Public Reference
 - Phone #
- Personal and Work Reference
 - Name
 - Phone#
 - Email Address

PART ONE - CONTACT

1. Please provide your Contact Information:

Name: Geoffrey Neal Hiten (Common form: Geoff N. Hiten)
 Home Phone: <redacted>
 Home Address: <redacted>

Employer: Intellinet
 Department: Consulting Operations
 Job Title: Principal Consultant
 Work Phone: <redacted>
 Work Address: <redacted>

Email: GeoffH@Intellinet.com
 Years of Experience in SQL Server: 18

PART TWO - EDUCATION

2. Education (list all appropriate types of educational experience - Degree, Diploma, University - please detail location):

Tuscaloosa County High School
(Northport, AL)

Bachelor of Science in Computer Science. The University of Alabama College of Engineering.
(Main Campus, Tuscaloosa, AL)

PART THREE - COMPANY/PROFESSIONAL BACKGROUND

3. Describe your company's business:

Intellinet is a business technology consulting company. We focus on helping executives succeed through the strategic application of business technology solutions. Intellinet is Microsoft Partner with eleven Gold certifications and is a Microsoft Consulting Services Preferred Service Provider. Intellinet has been in business since 1993 and focuses solely on Microsoft technologies.

4. Please provide your current job title:

Principal Consultant

5. Please describe your primary job responsibilities:

I am responsible for client service delivery, pre-sales support, database and virtualization architecture, technical leadership in database and virtualization, small team leadership, and mentoring junior consultants. My primary job metrics are on time and on budget service delivery with high client satisfaction metrics.

PART FOUR - STATEMENT OF INTENTIONS (Short Essay Format)

(Please note that these answers should relate to your public campaign platform)

6. Please discuss why you would like to serve on the PASS Board of Directors:

I began my career with SQL Server in 1992 with the first release of SQL Server 4.2 for Windows NT Advanced Server v.3.1. I initiated a project using SQL Server and quickly found myself in over my head. The NNTP newsgroups and the original MVPs saved my job and launched my career. Once I started understanding a little of the product, I started answering a few questions, just to take some load from the "real experts" so they could answer the tough problems. Little did I know that the work I would put in finding answers and working with the community would prove the finest training available. Fast-forward several years and I received an invitation to

become one of those “real experts” as a Microsoft MVP, opening further opportunities for personal and professional growth.

Without the SQL community I would have not had the chance to even get started in this field, much less achieve the success and recognition I have today. I come from several generations of teacher and am proud to uphold that tradition, albeit in a different form. Helping the community through technical teaching has taught me more than I could have ever learned any other way.

Serving on the board for the past year has taught me a lot, both about PASS and about leadership. I hope to put that experience to further use for the next two years.

7. Tell us about your accomplishments in other volunteer organizations; detail the key things you learned from these experiences:

A few years ago, I served as President of our local Homeowner’s Association (HOA). For those unfamiliar with the concept, HOAs take the place of municipal zoning and code enforcement when new housing developments outpace the existing municipal boundaries. They also manage commonly owned properties such as pools and tennis courts since public parks are scant outside formal city limits.

This position taught me a great deal about the practical side of managing an organization. It is hard to write a letter to a random stranger telling them they need to fix their fence or maintain their lawn. It is excruciatingly difficult to do so to your neighbour, especially if you want to keep them as a friend. It is also tough to face the remaining homeowners and explain why person X does not have to meet the same obligations the rest of us do. Add to that the complexities of budget management, long and short term projects, delinquent homeowners, vendor relationships and busybody neighbours. My leadership abilities and people skills improved dramatically over the course of my tenure, for simple survival if nothing else.

I took the job because the previous board fell apart after inter-personal conflicts. The neighbourhood needed a functional board, if for no other reason than to manage the common resources such as pool and tennis courts. I knew I could at least put together a board that would meet the basic needs of the neighbourhood without causing hard feelings between board members. When I turned over the office two years later, the board was functioning smoothly, the budgets were met, we had retained a lawyer to handle the unpleasant letter writing, and we had increased our capital reserves. Overall, I am proud of my service to my neighbours.

Last year I did not receive enough votes to be elected to the board. I was fine with that decision by the community as I knew my active participation in the election “raised the bar” for all the

candidates. My main goal was for the community to have a broad choice of strong candidates and I know I fulfilled that goal.

This year I was asked by Rushabh to serve an interim term to fill a vacancy due to resignation. Much of the experience was as I expected, especially the need for a thick skin to deal with all the community feedback. Some was unexpected and stretched my skills in areas I wanted to grow better such as leadership and organization. I believe I have supported and represented my Portfolio (Virtual Chapters, including WIT) well. The experience I have had this year will make me a stronger candidate and better board member.

8. If elected to the PASS Board, what goal would you set to contribute to the benefit of PASS? How would you work to accomplish that goal?

I strongly support a move away from individual portfolios to the committee system proposed by Andy Warren and Allen Kinsel. One of the biggest challenges in taking on the director role was knowledge transfer from the previous portfolio owner. This is not only difficult for the director, but it is an ongoing problem for the Virtual Chapters, as I rapidly learned. This structure will take us from the "Hero" model to a truly operational structure. I would then request to serve on the proposed Summit/Rally committee as I feel that is the best fit for my skills and passion.

PART FIVE - LEADERSHIP AND MANAGEMENT (Short Essay Format)

9. Please describe your management and leadership background, listing specific examples of teams or projects:

In most of my positions in the last ten years, I have been in a mentoring or team leadership position. Here are some specific major projects that required serious leadership and coordination:

Database Infrastructure - Careerbuilder.com - 2003-2004 This project was part of an overall web site software and infrastructure redesign intended to allow Careerbuilder to service web traffic as a top 25 web site and retain our existing fast (4 sec or less) page delivery and rendering speed. In addition to the technical architectural challenges, I had to coordinate multiple internal and vendor resources to achieve a 300% capacity increase in 90 days. I implemented this database platform on time and within budget.

Virtualization BI Platform – Canal Insurance – 2009 – I designed and implemented a Virtualization platform for a BI solution for Canal Insurance. The BI solution was from another outside vendor while Canal personnel were learning about virtualization from the ground up. Much teaching and training was required for a successful deployment that the client could own after I was gone. A last minute data size change, requiring triple the production data store, made this interesting, but once again on-time and on-budget were achieved. This implementation was so successful it became a Microsoft Case Study.

10. Are you or have you been a member of any board (volunteer or professional)? Please describe:

As I noted earlier, I served for two years as HOA President. There is little thanks, no compensation, and lots of headaches that go with that job. My kids have a better place to live and play because that job was done competently. I learned a lot about organization and leadership, so it was definitely a worthwhile experience.

I have also served for the past year on the PASS board with a portfolio responsibility of Virtual Chapters.

11. Do you have formal management or leadership training? If so, please provide details of this training and an example of a time this training was directly beneficial:

Dale Carnegie Leadership Training Class – Internationally recognised leadership and communications training course.

During my employment at Tuscaloosa Steel in Alabama, the president of the company had University instructors come over for monthly management, leadership, and communications training sessions. Much of that training has been quite useful over my professional life, even though the classes lacked formal curricula.

12. Have you participated in any strategic decision-making processes? Please provide details of specific instances:

Most of my consulting engagements are related to a strategic business goal or obstacle. The expenditures I recommend are nearly always board-level decisions at medium and large companies. At the smaller organizations, such decisions often fall into the “bet the company” category. Technical merits, bits, bytes, and blinky lights have little or no meaning at that level. Sound business metrics such as risk, cost, investment, and return is the language of such decisions and is how I interact with most clients in the pre-sales area.

My approach to such decisions is that we live in an imperfect world and we have imperfect choices. We can intelligently choose the compromises that let us reach the best subset of our goals, if we know the implications of our choices and discuss them realistically. I am a firm believer that process is more important than outcome. My ideas are not my children; I don't get emotionally attached to them. I would rather facilitate a great solution than come up with a good one on my own.

13. Please describe your background/experience in dealing with organizational finances, including the size of the organization and sizes/types of budgets involved:

The HOA had theoretical income of \$37,950 per year. This was often temporarily diminished by delinquent homeowners and sometimes not recovered if there was a foreclosure or bankruptcy. Much of the expense was seasonal in spring and summer while income was reasonably steady year-round. We had to plan and save for multi-year projects such as pool resurfacing and tennis court repairs while not allowing on-going operations to suffer. Add in the random unplanned issue (non-compliant homeowner, death with non-payment and dispute amongst heirs, six month debate over changing mailbox standards, etc.) and it was an interesting two years.

I have also worked as part of the organizing committee for the Atlanta SQL Saturday events. The latest event had a budget over \$12K.

PART SIX - ACTIVITIES (Special Interest Groups, Committees or other activities)

14. Please describe your past volunteer history with PASS. Specifically cover both event speaker and non-speaker volunteerism:

I began attending AtlantaMDF meetings sometime in the 2000-2003 time frame. After being awarded MVP by Microsoft in 2003, I started to volunteer to speak once per year at the monthly meetings. I started attending the PASS community summit in 2003 as well. I have attended every summit since then. In 2006, when Douglas McDowell moved out of Atlanta, I joined the leadership team of AtlantaMDF. In 2008 when Erik Veerman resigned his position upon the birth

of his fourth child, I assumed responsibility for Speakers, Sponsors, and Venue at the request of the other leadership team members. I have spoken at numerous SQLSaturday events and helped organize and execute the Atlanta events. I have also spoken at several other SQL PASS chapters including NESUG (Boston) and NTSUG (Dallas).

I have been an Interim (appointed) board member for the past year.

15. Please give an example of a project you worked on for PASS that you followed through to completion. Describe how your specific contribution has benefited the PASS organization:

I consider my participation inseparable from my volunteer efforts. Attendance, support, assistance are all the same to me. A specific example would be the SQLSaturday movement. I wrote to Andy Warren shortly after reading about the events, wanting to have one in Atlanta. I was invited to speak at #3 in Jacksonville and learned a lot about the events. I quickly realized that I did not have enough time to put on such an event and provide the necessary level of service to AtlantaMDF. It took several months but I finally located and persuaded Stuart Ainsworth to lead an event in Atlanta. When I was appointed to the PAS Board this year, I already had a replacement leader ready to take over AtlantaMDF. If leadership is "success through others" then I must put forth this as an example of leadership and persistence.

16. Detail your participation in other volunteer organizations/boards (be specific about your contribution and in what capacity):

Again, my HOA experience comes to mind first and foremost. I believe I have detailed the challenges and rewards of such a position sufficiently. I would like note that HOA board positions are strictly volunteer and are uncompensated.

AtlantaMDF SQL User group leader directly responsible for speakers, sponsors, and venue.

SQLSaturday event assistant organizer and speaker.

PART SEVEN - OTHER ACTIVITIES

17. Detail other professional certifications:
Microsoft SQL Server MCP (First certified on SQL 6.5)

18. Detail any awards received:

Microsoft SQL Server MVP (2004 – Present)

19. Detail some of your more recent published professional articles, books, etc.:

PART EIGHT - REFERENCES AND BACKGROUND CHECK

(Please note that a short letter of recommendation from your references is highly beneficial, and should be included in the sections below.)

*Volunteer References - You **must** provide references from 3 PASS volunteers with whom you have worked during your volunteer tenure at PASS.*

<redacted>

*Public References – You should provide references from people who agree to support you publicly. These references **must** have reviewed this application and provided a written explanation of why they support your candidacy to be published with this application. (These may be the same or different people than your volunteer references above.)*

20. PASS public reference #1 (please provide daytime phone and email)

- a. Reference Name: Andy Leonard
- b. Reference Phone #:
- c. Reference Email Address:
- d. Statement of Support from Reference:

Re: Letter of Reference

To Whom It May Concern:

I've known Geoff Hiten for several years. He is well-known in the SQL Server Community as an HA (High Availability) expert. He's also a tireless volunteer in our community; facilitating local user group meetings, organizing events (SQL Saturday), and serving as a director for the PASS (Professional Association for SQL Server) Board of Directors.

Geoff's technical abilities are unquestioned. He has years of experience delivering to clients requesting solutions from the mundane to the near impossible. Geoff is good at his job.

Geoff is willing to consider to the thoughts of others, weigh the options carefully, and render a decision based on a balance of his internal integrity and the information on-hand. He is also willing to honorably state and argue his position when others disagree. His transparency in this regard sets him apart from many of his peers.

Without hesitation, I recommend Geoff as a leader; technically and in the Community.

Sincerely,



Andy Leonard

21. PASS public reference #2 (please provide daytime phone and email)

- a. Reference Name: Joe Webb
- b. Reference Phone #:
- c. Reference Email Address:
- d. Statement of Support from Reference:

To the PASS Nominating Committee:

I really appreciate your commitment to the SQL Server community and the time that you've dedicated to furthering it and improving it by serving on the 2011 Nominating Committee. I hope that the work that the other volunteers and I did on the PASS Election Review Committee earlier this year makes your job a bit easier than in prior years.

As you kick off your work for this year's election, I would like to submit to you my support for Geoff

Hiten as one of the community's elected representatives on the PASS Board of Directors.

Through his

work as a PASS volunteer and other community activities, Geoff continually demonstrates his commitment, passion, and support for the SQL Server community. And I believe that the community is better for his efforts.

I would be more than happy to talk with each of you, individually or collectively, further if you'd like.

Warm regards,

Joe

--

Joe Webb | WebbTech Solutions

22. PASS public reference #3 (please provide daytime phone and email)

- a. Reference Name: Tim Radney
- b. Reference Phone #:
- c. Reference Email Address: TimRadney@synovus.com
- d. Statement of Support from Reference:

I feel that Geoff is the perfect candidate for the PASS BOD as he has already proven himself capable of fulfilling the duties as he stepped in early this year to fill an open position. Geoff exemplifies community and building a stronger community by growing user groups and encouraging others to speak.

When I think of Geoff Hiten I think of a man with integrity and who is honest to the core. Very few people come into your life that you would just take their word on an issue, but Geoff Hiten is one of those people for me. I respect Geoff both professional and personally. Geoff has what can be referred to as the helper gene. Geoff wants to help others grow in their career and offers both technical and professional support. He will help others grow in their knowledge of IT as well as how to conduct themselves in the work place.

For these reasons I recommend Geoff for the Board of Directors and support his decision to run 100%.

Tim Radney
Chapter Leader - Columbus GA SQL Users Group
PASS Regional Mentor - U.S. Greater South East

Personal Reference – Optional

23. Personal reference (please provide daytime phone and email)

- a. Reference Name: Philip Pledger
- b. Reference Phone #: <redacted>
- c. Reference Email Address: <redacted>
- d. Statement of Support from Reference:

To the PASS Board of Directors Nominating Committee, It is with great enthusiasm that I am writing to recommend Geoff Hiten to serve on the PASS Board of Directors. I have had the pleasure to work with Geoff at two different companies as both his supervisor and his peer for a total of almost 10 years over the last 20 years. I have also seen first hand how effective he has been in a senior leadership position with the AtlantaMdf SQL Server user group. He has worked to organize multiple SQL Saturday events and also contributed as a presenter.

Microsoft has recognised his contribution to the SQL Server community with a long run of SQL Server MVP awards. My first contact with Geoff was in 1990 when he was hired to work at Tuscaloosa Steel Corp. In the early 90's, Geoff took the lead in getting us up and running on SQL Server 4.21. In the late 90's I had the good fortune to work with Geoff at a start-up in Atlanta. Once again, Geoff took the lead in getting our database infrastructure up and running. Over the years, he has contributed much of his time to the SQL Server community and freely shared his knowledge with others. I know first hand of Geoff's passion for SQL Server and his commitment to helping others in the field. I strongly believe that he will be a valuable asset on the PASS Board of Directors. Phil Pledger Sr Database Architect, MFG.com

Work Related Reference – Optional

24. Work-related reference (please provide daytime phone and email)
 - a. Reference Name: Chris Saltz – VP Client Solutions and Alliances – Intellinet
 - b. Reference Phone #: <redacted>
 - c. Reference Email Address: <redacted>
 - d. Statement of Support from Reference: Attached

PASS bloggers - screened and approved by PASS - during the campaigning period for the purpose of blogger interviews with candidates.

I am aware that the term for which I am applying begins January 1, 2012 and ends December 31, 2013. If elected, I agree to fulfil the duties and obligations of the elected position to the best of my ability." *(Please answer yes or no to all of the above):* _____ *YES* _____