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Tags

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Canada's Association of Information
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Microsoft Canada



Next Week - Global MVP Summit

I look at the world around me and I see this constant connection and working together as communities. Time's Person of the Year was "us" or online communities and this was not a coincidence. This is especially true of Gen X and Gen Y who represent a youth bulge worldwide. On the [IT Executive Alignment Tour](#), Barnaby Jeans talks about the different generations, their attributes, and the increasing need to focus on the "user experience" to drive high value and differentiation: Veterans (company loyalty); Baby Boomers (financial focus); Gen X (independence); Gen Y (personalization)—again it's the Gen X and Gen Y who are leading this movement. In my interview with [Sean O'Driscoll](#), Senior Director/GM for CSS Community and for the MVP program worldwide, he also points to communities and how important it is to engage. In fact, if you haven't read the interview, it's worth taking a look since he gives you good strategies on working with communities. This is especially true of IT workers and leaders. For example, recent research indicates the most valuable source for information is now from the community. You will hear this in an upcoming Security Podcast for IT Managers.

This then brings us to the largest resource and source of community-based independent experts on 90 different technologies, Microsoft Most Valuable Professionals or [MVPs](#). Have a look at the prior link and you will find how diverse this group is and the wide spectrum of expertise they provide. There are 3500 of them worldwide and they represent the best. An IT authority or expert becomes an MVP through a secret vetting process however it's based upon outstanding contributions to communities. As an example, I did an [interview last year](#) with [Roger Sessions](#) that appeared here and he's an MVP. Roger is considered one of world's foremost authorities in software architectures. Last week I talked about the interview with MVP, [Arthur Entlich](#), who provides valuable insights into imaging and printing. And there's the continuing outstanding blogs from regular contributor to the IT Managers Connection forum, VanTUG President [Graham Jones](#), MVP.

This brings us to the [most significant event](#) in some time, the [Global MVP Summit](#). Canada has one of the largest contingents of MVPs participating in this invitation-only gathering. From March 12 to 15, the city of Seattle will be host to the world's "unique coming together" of these independent experts to share, collaborate, deep-dive into technical sessions. There is no other event like it!

Cheers,
Stephen Ibaraki

Posted: Wednesday, March 07, 2007 7:50 AM by [cdnitmgr](#)
Filed under: [Stephen Ibaraki](#), [Events](#)

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John Osley Director of Community Evangelism
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Archives

May 2007 (6)

April 2007 (20)

March 2007 (14)

February 2007 (21)

January 2007 (18)

December 2006 (4)

November 2006 (18)

October 2006 (16)

September 2006 (23)

August 2006 (28)

July 2006 (26)

June 2006 (38)

May 2006 (28)

April 2006 (30)

March 2006 (38)

February 2006 (41)

January 2006 (28)

December 2005 (28)

November 2005 (8)

October 2005 (8)

September 2005 (2)

August 2005 (7)

