



# Benefits of TUG Membership

## What Does TUG Membership Mean to Your Company?

By Jay Burford



**W**hat does TUG mean to you? You probably don't think about that question very often, if at all. But would you to take a couple of minutes and reflect on the value that you (and your company) receive from TUG?

First, there are the MoMs. Five times a year we present two, and sometimes three education sessions. We bring in the industry leaders! They come to speak at our events from the leading companies in the business here in Canada and the United States, and from the IBM locations in Toronto and Rochester. They are often the Medal Winning Speakers from COMMON. These people are experts who write the code, develop the features, and consult on the business. They are the reason that the iSeries market continues to expand and grow and provides the features that your company requires. Moreover, they come to talk to YOU at the MoM, to tell you the current direction for the product.

However, it isn't a one-way street. They want to hear about, and you are able to tell them about your company's requirements. You are able to influence the future direction of the platform. This quality of education would be very expensive to purchase individually. Instead, you get to send all of your IT staff to the MoM for the price of your corporate membership. Besides the education at the MoMs, attendees from your company are provided with a meal and an opportunity to network with their peers — to resolve common problems and compare concerns and issues with the platform. Many attendees have received more than the value of the membership fee by discussing a system problem with the speaker or with a colleague at the MoM, and then taking the solution back to work the next day.

Secondly, there is the TUG magazine, published six times a year. The same experts who speak at the MoM, as well as many other industry leaders, write expanded articles on their field of expertise. The magazine is filled with meaningful content on the issues and directions, as well as insights and solutions that affect the IT world and the iSeries platform. Plus, there are sections on business issues such as project management — with case studies — and professional development articles.

Next, there are seminar discounts. As a corporate member, all of your staff may attend our special one-day education seminars at a members-only discount rate. If you send three or four employees to one seminar, the savings from this item alone will pay for your

yearly membership. Moreover, this is quality education, which TUG brings to you here in Toronto. (No travel expenses.) The latest example was a presentation on SQL — All You Need to Know About SQL in Five Hours — given by Skip Marchesani on October 28th.



*Skip Marchesani at TUG's recent SQL seminar*

In our effort to provide our members with the best education possible, we also provide the TUG Technical Education Conference (TEC) every April. (See Glenn Gundermann's article on page 12 of this issue for details on TEC 2006.) At the regular price, this is already one of the best education values available. Yet, as a TUG member, you receive a discount for every member of your staff. This too could pay for your yearly membership. More importantly, your employees, at all levels, will be receiving top notch, relevant education from the acknowledged experts and best presenters available.

Your TUG membership allows your staff to attend the five day long, twice yearly, COMMON Conferences by using TUG's Membership at COMMON.

Our members also have the opportunity to interact with their peers at special events such as the annual TUG Classic golf tournament or the recent 20th Anniversary boat cruise. At all of these events — the MoM, the one-day seminars, TUG TEC, and the special events — our members have the opportunity to network with knowledgeable iSeries executives and technical professionals, as well as the presenters. This allows them to seek out improved processes and to resolve current system problems that will benefit your company.

You and your whole IT staff receive all of these benefits and more — for the low price for a TUG corporate membership! Think about that.

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