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Richard
Campbell

RunAs Radio is a weekly Internet Audio Talk Show for IT Professionals working with Microsoft products. The full range of IT topics is covered from a Microsoft-centric viewpoint.



Greg
Hughes

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Randy Williams on the Different Sides of Sharepoint!
March 25, 2009



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Brandon Wenn: From runasradio.com, you're listening to RunAs Radio, the Internet audio talk show for IT professionals with Richard Campbell and Greg Hughes. This is Brandon Wenn, announcing show #102, with guest Randy Williams, recorded Thursday, March 12, 2009. RunAs Radio is produced each week by PWOP Productions, providing professional media and podcasting services online at pwop.com. You can follow the boys on Twitter at twitter.com/runasradio.

Richard Campbell: Yes, you are listening to RunAs Radio. I'm your host Richard Campbell with me, as always, my co-host Greg Hughes.

Greg Hughes: Hey Richard, how are you today?

Richard Campbell: Ah, no worries man, busy, busy, busy, busy.

Greg Hughes: Yeah, plenty busy.

Richard Campbell: And rolling along with the shows again, trying to figure out Speaker Idol for TechEd U.S.

Greg Hughes: Yeah. So, what's the story this year?

Richard Campbell: Well, we've moved down, back down to one week so that's good for me because I had to do both weeks last year.

Greg Hughes: Right and it's in a L.A., is that right?

Richard Campbell: Yes, Los Angeles smaller venue. It's going to be packed, I hear they're going to cram it full. Even though I know with the economic downturn, some of the conferences are really struggling, I think TechEd, their timing has been impeccable by going back to one week and a smaller venue. I think they're still going to sell out.

Greg Hughes: Yeah and it's always a good show and TechEd has gone through so many changes over the years and in a way, this is kind of, I guess you could say a sort of kind of going back to some of its original roots from an organization and sort of size perspective.

Richard Campbell: I agree.

Greg Hughes: Which could be kind of cool, I mean one of the things about TechEd that is always been great is you have, especially in a two week and the big ones is that you have a lot of great choices

and just a huge venue and there's probably something to be said for making it a little more intimate and really focused.

Richard Campbell: Yeah, intimate with 6,000 of your closest friends.

Greg Hughes: Yeah, which is different than 11,000 of your closest friends right?

Richard Campbell: I think that's true, absolutely.

Greg Hughes: Yeah, so it should be interesting.

Richard Campbell: Absolutely, it'd be fun. Let's get right to our guest here, Randy Williams is a SharePoint MVP working as Senior Consultant and Trainer for Synergy Corporate Technologies. He currently specializes in architecting and developing solutions on SharePoint. He also teaches a 5-day Developing SharePoint class around the globe. He's lived in Hawaii since 1994 and he has nearly 20 years of IT experience covering an eclectic range of technology including picking up certifications along the way such as the MCSE, the MCSA, the MCDBA and the MCTS for WSS and MOSS development. He runs the SharePoint Users Group in Hawaii in the Hawaii.NET users group and he maintains an active blog focused primarily on SharePoint development subjects. You can find those posts at sharepointhawaii.com/randywilliams.

Greg Hughes: Where does he live again?

Richard Campbell: Hawaii.

Greg Hughes: Hawaii.

Richard Campbell: Yeah.

Greg Hughes: What a rough place to be a consultant or to do work; huh?

Richard Campbell: So Randy, you do suffer so? Trapped out there in that terrible place?

Randy Williams: Yes. I am out in this horrible place and as matter of fact we had some humor the other day if you guys had a copy of Saturday Night Live with The Rock poking some humor at our culture out here. I'm happy to be on here, happy to be on the show. An early morning but a beautiful, hopefully sunny warm morning here in the windward side of Oahu but I'm happy to be on the show and unfortunately I don't actually get to do a lot of work in my backyard so to speak but it is a wonderful place to live and after doing a little bit of travel whether it's on the mainland or perhaps in Asia, it's also a wonderful place to come back to at the end.



Richard Campbell: Yeah I guess you're sort of in the middle between going back into the U.S. or going over to places like Japan or Singapore, Hong Kong?

Randy Williams: Yeah we're almost halfway going towards the Asia direction it's a little bit farther but actually it might seem crazy but I actually prefer almost going that way. It seems as though the service that you get on the airplanes and certainly the cost of living as you go that direction tends to be cheaper with the exception of Japan, of course, but I just love to travel which I'm very fortunate to be able to do.

Richard Campbell: I'm with you man. I live in Vancouver but I almost never work in Vancouver.

Greg Hughes: And he's almost never in Vancouver. Just like to point that out. I'm taking your wife's side on this one here.

Richard Campbell: Nice. Thanks for that. My friend. So, it looks like you have a little focus on SharePoint here Randy, how did you end up in SharePoint?

Randy Williams: Well, interesting question. Well I've been a crossover between the IT Pro side and the Dev side for a number of years now and I will try to give you the short version around, 97-98, I had been doing a bunch MCSE like things, doing tons of Windows implementation, training on that side and then the web, of course, started getting big, ASP technology was getting big, jumped into that for a few years. ASP.NET of course, came out in '01. You guys were talking about TechEd earlier, that's actually where I got one of my first deep dives in ASP.NET technology, fell in love with it. I had been doing SQL for a bunch of years, SQL Server, that is and then about 4 or 5 years ago, I had a chance in a previous job to work with SharePoint 2003 and had dabbled a little bit in '01 and just really liked the business side of it in addressing some of the collaboration challenges that I know many organizations face. Frankly, I didn't take that particular incarnation of the product was all that great, although we did do a few installs of it, a number of web parts that time and then when '07 came out or V3 as we sometimes say, just a radical improvement in the architecture, development of it got so much easier, the day-to-day management got much easier and overall it's just a thrill and a joy to work with. I loved the product, I love what I'm doing with it. I love the value that it can bring organizations and I hope that will continue as we move into the next release sometime next year.

Greg Hughes: Well, it's a real, pretty common thing I think for Microsoft to have, whatever the naming nomenclature is but V3 of a product be the

first substantial platform mature release that they do. So, I worked with SharePoint 2001 in beta before it was released actually built an extra net site on that believe it or not and then worked with 2003.

Randy Williams: Yeah.

Greg Hughes: So, yeah exactly. So, I'll concur with you wholeheartedly that MOSS, the 2007 the current release is, it really is leaps and bounds beyond even just the version just previous to it. It's really a platform, it's a terrific platform for building collaborative and even just informational business applications, isn't it?

Randy Williams: Absolutely. In fact, one of the things that we talk about is the tools continuum which allows you to basically take, depending on what your skill set is, a solution need that may, in fact, be developed through the UI so going in and creating lists or libraries as needed or taking that more towards, say a business analyst or a web master with a tool like SharePoint Designer in being able to do some degree of customization or at the far end of the right spectrum, you might say is then leveraging out a full developer suite of tools in Visual Studio and of course being able to leverage anything within the .NET framework or in the SharePoint object model.

Greg Hughes: Right.

Randy Williams: So from end to end you really have a fantastic suite.

Richard Campbell: So, is this really a developer's tool or is it something that the IT pro needs to be concerned about? I'm still trying to figure out where it really lives for most companies implementing it.

Randy Williams: Oh, that is a fantastic question Richard. It really is a tool that I think can best be managed by both ends of the spectrum, by the IT pro side and the developers side I mean. And having played both those roles at different points in my career, I can really get a sense of how the technology is directed towards those needs...

Richard Campbell: Right.

Randy Williams: And the fact that we want to add a third angle to that triangle is really that business tool as well and I think that also brings out some issues that I know we in the IT industry face all the time which is how can a development team build and sustain a solution and then of course hand in it over to an IT pro team which needs all to do their day-to-day management.

Richard Campbell: Right.



Randy Williams: SharePoint is one of those systems that transcends all those boundaries and it really does bring up some new and interesting and sometimes old challenges that have never been addressed. So that's, in fact, one of the things that I'm trying to do in both my projects and in my teaching engagement is to be able to bring all of these communities together to, in fact, collaborate in a much better way to provide better value to our organizations that we serve.

Well yes, the question is how does a product really come in the door? Is this an IT initiative or a Dev initiative because I can see both certainly from a document management point of view, it seems like an IT product but all that customizations sort of lends itself to stuff that developers look at a requirements list and say, "we can best, quickest do this with SharePoint."

Richard Williams: Well I think the best answer to your question, while I think there's both some interest that both the IT Pro and the Dev side will bring but I really think it's a business decision. Although some of the early adapters tend to be from the IT side what we're now seeing is a lot of CEO's, CFO's the executive level are starting to see...

Richard Campbell: Right.

Randy Williams: Really core challenges within their organization and now as we've really start to get into the heart of this economic down turn and organizations need to work better, they need to work faster, they need to share knowledge they find tools like SharePoint can in fact give them that, bring them high value at a pretty low entry point cost and so I really think that there's an opportunity for SharePoint to enter an organization from all ends Dev side.

Greg Hughes: Sure.

Richard Campbell: IT pro side, even from the business executive side.

Greg Hughes: Ultimately, I mean I know it's just painful even to think about and it's hard to get from here to there especially in larger organizations but shouldn't IT initiatives and Dev initiatives and business initiatives really all just be business initiatives? I mean bringing that altogether and I know this is sort of Kum Ba Yah kind of wish that I have probably I guess but SharePoint's a good example of a platform that does facilitate the different parts of the organization coming into one place and being able to work together to solve business problems as opposed to solving an IT problem separately solving a Dev problem, separately solving a business problem?

Randy Williams: Absolutely. As a technologist I think I'm as guilty as my peers in wanting to bring technology in for technology sake, let's face it ...

Greg Hughes: Yeah.

Randy Williams: We do this because, in part, we think it's cool we like to do that but of course we do have to remember this is all about dollars and cents and we have to make sure we're looking at the ROI and the bottom line. Fortunately with SharePoint, I can sleep at night knowing that I'm not only doing cool stuff but I'm also bringing great value but that business side absolutely we have to make sure we keep focused on.

Greg Hughes: So, where some of the big business solutions that you've seen or you've participated in or you've observed elsewhere? Do you have some examples of people leveraging SharePoint in a way that maybe stands out recently to really take advantage of the platform?

Randy Williams: Ah, putting me on the spot, oh well let's see, where do we start? Well first of, we do see a lot of it certainly transcending most vertical and horizontal markets so I don't think that's really any specific market that I could say it speaks best to. We've been working a lot with the Health Care and Insurance Industries lately and what we're finding in some of those verticals is that they, of course, have legacy technology and need to conform to various regulations of course HIPAA being one of them and as they're trying to perhaps cut some of the costs, they might be using some other third party solutions providing records management, providing record management but not providing the whole suite of tools that SharePoint brings and I think that's one of the areas that I think Microsoft has really hit the nail on is being able to satisfy a number of different areas that are a challenge for an organization which includes search and document management and collaboration and enterprise content management. Now, I'm not saying SharePoint nails all those things in a perfect way but it does enable each of those core challenges to be addressed in a singular product...

Greg Hughes: Right.

Randy Williams: In ways, say that a document may not address certain things or say a work flow solution may not address them. So, in the health care space I can't really give you too many details, we're finding that it's just bringing that knowledge that exists in so many different style or solutions and for example, leveraging tools like the business data catalogue which enable us to pull information from external line of business system which could be running on SQL server or could be running on DB2 or any traditional relational database or even through



web services being able to surface that information in a single place such that people don't have to go in to three or four different systems to find the information they need to make their important decision. So, SharePoint is really that one-stop-shop, if you will, where much of the data can either live in the system or at least provide you a jump point to where that is to make our job faster and easier.

Richard Campbell: So is this really about cost-savings maneuver using SharePoint?

Randy Williams: Well, I think yes, it absolutely is a cost saving but I think it's also a productivity opportunity as well. As you study the patterns that organizations have and some of the real challenges is that they really spend an incredible amount of time trying to find the information that they need to make decisions and we find that from top to bottom in the org chart from the information worker up through the mid level managers to the executives, the problem is and I'm again guilty of this is as well is building so many different stovepipe systems over these past 20 years, we find that not only overlapping information but different information listed in so many different places that there's not really one place I can go to, to get that information.

Greg Hughes: Yeah.

Randy Williams: Now, I'm not saying SharePoint is going to be replacing all these systems but in some cases I think of it as the glue that can perhaps tie a myriad of systems together so that I have the ability to give information to the right person in a much faster and quicker way.

Greg Hughes: Right. How do I know what I know is an organization right is that there's all the knowledge out there but not access to that knowledge. So providing that can be a real valuable thing.

Richard Campbell: But are we just describing a portal here then, that this is the portal product?

Randy Williams: Yes, so we're definitely talking about the portal product. I mean it is that gateway, if you will, to the organizational assets which include the explicit knowledge that we know the lives in documents and the tacit knowledge that lives in people's brains, the know-how, if you will but I think where SharePoint address that portal solution is not really just providing a bunch of links like let's say typical intranet might be but in fact a whole solution where the searching and the enterprise content management, the document management can all in fact live in one solution, in one place and when you talk about the learning curve and being able to integrate with the set of tools that people already love

and know, well they know them, whether they love them it's probably arguable. I'm talking about Microsoft Office, people live and die by Word, Excel, PowerPoint and tools like this and of course that office server is really just an extension of that client that we've used for so many years.

Richard Campbell: So, what about the development stories, is this really the strength of SharePoint that it's good for developers to work in or is it, I worry that the overhead of learning to function in SharePoint is greater than the cost of just building the app of yourself in, say, ASP.NET?

Randy Williams: Good question. I'm a developer, so I may introduce some a bias in an answer like this but I will try to stay as neutral as I can. I don't think SharePoint is necessarily the end-all-be-all solution whether that, to address an IT Pro need or a business need or even a Dev need. What I think consultants and technologists like I can do, is go in and recognize what an organization's needs are, figure out what SharePoint does well because there are parts of it that, to be fully honest, that are very difficult to work with but when you find those areas where there's a particular need like there's a solution that you have to build that's going to be based on document management, you have the choice of either purchasing a third party document management engine or building a document management solution yourself which I see people reinvent that wheel over and over again or you can build something on top of the SharePoint engine itself and I think that is actually the change that we're seeing that SharePoint brings to the future of development. For example, if I can take you guys back about 10 to 15 years most of the solutions we've built, we built at that point we're client-server, they were built right on top of the operating system, we had a client, there's a smart client and there's a smart client and a smart server and we provided a pretty good technology. As that moved forward, up until 5 or 10 years ago we then started building solutions on top of some type of middle layer and if we used the .NET framework or as Java as an example, we insulated ourselves one more layer abstracted it if you will one more layer from the operating system, I see SharePoint taking it one step further that is instead of building a solution, let's say it's an ASP.NET solution or say a Java Beans solution, we're now building, let's say, a SharePoint solution which leverages not only the operating system infrastructure, the .NET infrastructure, it's now also this rich, powerful SharePoint object model to handle work flow and document management, security and searching and being able to build a solution that leverages all of that without having to rewrite that, I think that's where the value is and if this solution need that you have can take advantage of those bits that are already in place that already worked, that are already tested, that people already



know, I think there's some real Dev opportunities there to build a faster and better solution.

Richard Campbell: You know, you've mentioned search a couple of times now and I'm sure for a lot of organizations, the most frustrating thing in the world is "I know we've worked with this customer before, I just can't figure out when or where." Could you talk about a bit the challenges or how search works in SharePoint, is it really across all the documents like how good is it?

Randy Williams: Well, I'll answer your last question. First, how good is it? I would say SharePoint search or to be clear, the enterprise search engine in MOSS is pretty good. I think there's some improvements that, of course, need to be made for it to become verb like in the way that Google is. Microsoft has made some investments in fast technologies and as many of you probably heard. That's being incorporated in that to the product but that being said, I think there's still a number of fundamental capabilities that the search engine is bringing to the average organization and when we talk about where content is, as I've mentioned earlier, we realized that content isn't going to live in one system. It's not going to necessarily live in every single document or every PDF or some type of file artifact that gets created, it's going to live in line of business systems, it's going to live in the heads of different people and so where I think the SharePoint search engine really stands out is to be able to incorporate all these different sources of information and be able to integrate that within a single search solution such that when I'm searching let's say for a critical document or information on a particular customer, I can, in fact, consolidate all that knowledge, all those information assets into a single place such that I'm going to get every person and everything that our organization knows about this particular entity. Now with that said, that's just doesn't happen magically, there's a little bit of architecture that goes into that ...

Greg Hughes: Sure.

Randy Williams: And pointing to sources but that's really the goal of the enterprise search, is to be able to help people find that information even though they have no idea where it lives.

Greg Hughes: Now you've mentioned a couple of times, having information in the heads of different people and then your alluding to being able to find that, now I assume that MOSS doesn't include the brain implant to be able to wirelessly connect to what it is I'm thinking about but what do you mean when you're talking about that if I'm an individual working in a company or an organization, how do you capture that information, what is SharePoint do for you?

Randy Williams: Well, just to be clear I want to point out what's that actual distinction is. Within organizations two forms of knowledge exist, we have explicit knowledge that is codified into typically a single document or perhaps a single record in a database and then we have the tacit knowledge which is the knowledge that's locked on people's minds, it's really not practical or even able to be put on paper. Take for example, how do you ride a bike? Well, if you'll ask me how I ride bike, I would not be able to put that in paper but when we get into SharePoint that tacit knowledge, of course, is going to be locked in people's minds and then if we can then capture at least who knows what, in the organization when I'm executing let's say people search, I can find those resources in the organization that I know have done things like this and then by finding that person I can then ping that person to then be able to get that first person narrative on what exactly they did, what were the challenges and how, in fact, did they learn to how to ride a bike and can they teach me? So, it's really trying to find those artifacts, those explicit documents and the people knowledge that the organization has.

Greg Hughes: You mentioned earlier that SharePoint is not perfect and I think my view of it in watching with the way Microsoft has done this over these three major versions of the product is they don't intend for it to be perfect, they've really opened up the partner channel if you will, so the third party channel to be able to extend the system and especially with the current iteration of it. Are there, what's been your experience in that regard? Is it a lot of value that's being added by the channel if you will?

Randy Williams: Absolutely. There are rich and wonderful opportunities for the IAC channel out there to enhance what the product already does. First thing, before I give you a couple of examples, let me just point out that I think that capability and that ability to build on a product is in fact one of the major advantages that I think SharePoint brings because it's not only this wonderful UI technology that people see but it's also underlying infrastructure technology that it's really just be programmed, the programmatic API that...

Greg Hughes: Right.

Randy Williams: Microsoft exposes to us and so having that rich set of technology that can be then enhanced through additional solutions is where companies like say Nintex can offer a fantastic web-based tool to be able to drag and drop using the browser a work flow solution or how, let's say, organizations like Bamboo can write rich and powerful web parts that allow, let's say, common and very simple needs I to you know, "What's the weather like on the big island or what's the raining weather in



Vancouver going to be like today?" Trivial things like are very, very core things where there is a particular web part that's going to serve an exact need. So, absolutely the programmatic side or the programmability of the site from both third party IAC solutions but also in-house organization, they can provide a custom fit-like-a-glove opportunity to address really core things in a near perfect way.

Richard Campbell: So I guess it kind of brings us down to sort of the core issues here. I see lots of folks struggling with scalability with SharePoint, performance issues, what's sort of the picture around this? How scalable is SharePoint really and why are people having so much trouble with it?

Randy Williams: Good question. Let me talk about the scalability aspect first, there are a lot of improvements that Microsoft has made and are continuing to make in the scalability area. First, just looking at the server side, there's a wonderful set of scalability in terms of multiple front end web servers, multiple application servers that are serving up the, that are doing the content indexing and executing the search queries that come in. There are capabilities to be able to extend other applications services like Excel services that can take some of the load, perhaps, off of other line of business systems and bake it into the core arm as we call it in SharePoint. So I think there's actually an opportunity to be able to leverage SharePoint in 99% of the organizations. I would certainly agree that perhaps a percentage of the Fortune 100 or maybe even multinational organizations that struggle in some of the ways and I would say those struggles are not so much necessarily SharePoint related but they are just challenges that you face with other solutions. You've got multiple locations in probably different countries that you have to deal with, you've got replication issues, you've got disaster recovery issues and so I think part of that challenge is that because SharePoint is now being relied upon to do so many more things that any one solution, historically, has not been able to solve it means everything is kind of baked in that, so it's almost as though the family jewels are in one place which might be good or might be bad because of that aspect of it, I think there's difficulty in carving out what is the right amount of hardware that's necessary? What is the right amount of reliability and fault tolerance and what service level agreement does the product needs to support and let's face it a good part of it is just the lack of knowledge of how the product works and getting proper training for an IT team and I think at times, SharePoint is also a victim of what I'd like to call a paradox of simplicity. This is a problem that I think Microsoft has somewhat help promote over the past 10 to 15 years where it's just so easy, I mean there's a wizard that you just run through that does the installation, anyone can sell SharePoint. Well, that might be true but to be able to

configure and tune it in the exact way, it requires years of skill and so I think that's something that organizations are still addressing and recognizing that that is a cost that they do have to build at some point whether that's through a consulting partner channel or just internal resources that need to come up to speed on how it works. It's still a very new product and organizations are still struggling with that training aspect.

Richard Campbell: And I get the sense then, is the solution to scaling SharePoint, you can just throw more hardware at it?

Randy Williams: Well...

Greg Hughes: To a certain extent, right?

Randy Williams: I would say that that is an option. I don't think that's necessarily address the core problem. If there are fundamental architectural shall we say difficulties or maybe just poor decisions that were made in what does what and part of that just might be, as I mentioned earlier, SharePoint doesn't do everything well so there might be a decision or two that needs to be made as to what in fact SharePoint is going to do.

Greg Hughes: Sure.

Randy Williams: So, if the problem is just performance and performance only, then perhaps throwing more hardware at it or increasing the bandwidth is going to solve the problem. There are also just a number of tweaks and tunes that we can do inside the product. For example, if the experience from the client side is just poor and it takes too long to download the Java Script and the CSS content. There's a number of adjustments that can be made to improve that experience. So I think the best answer to that question Richard is to really understand what the problem is and then put the right team on that so that you could address it.

Greg Hughes: Sure.

Randy Williams: And that being said, there's also, in addition to a number of consultants that are out there, one of the things that I've always been overly pleased with is the amount of community support that's out there from the MVP's and also some of the social resources that you can buy on TechNet and MSDN. There are a ton of people out there that are pretty smart, they can help you guide it and there's no cost to you for that.

Richard Campbell: Do you get a sense of how SharePoint is best served? Is this really for internal usage or can you really build external facing websites



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and what do you do differently between those two scenarios?

Randy Williams: Oh boy! Well, I'm going to give you my opinion, it's not necessarily reflective of what Microsoft would say, my opinion is SharePoint is a great intranet solution.

Richard Campbell: Right.

Randy Williams: It's a fantastic tool to be able to capture that knowledge within an organization. I do not believe it's as good of an external facing solution. Now, by that, I really am talking about an internet-facing solution not necessarily an extranet and part of the problem is when we get into the true internet facing area there are just some core parts of the product that do need to be reworked and there will be some improvement in Office 14 but some of those challenges today that we have are accessibility, performance, cross browser, some key things that I'm just going to believe that Microsoft didn't have enough time to address in this version.

Richard Campbell: I buy that and I have seen some big externally facing sites built with SharePoint but I do think that's the exception not the rule, the most of them seems to be internal.

Randy Williams: Yeah, that's true and those that I've talked to that have been able to build a solution, in our site is built on SharePoint synergyonline.com. There are just a number of challenges that go into building it in a way that is going to provide that degree of performance and accessibility that your customer is going to accept. Now if you can't do it, it just may not be the best value for what the product can do best.

Richard Campbell: Right. Randy, we're just about out of time here, any final words? Places we should be looking for more information, Hi mom?

Randy Williams: Well, yeah of course. Hi mom! She's not too far from you Richard, she's actually in Coeur d' Alene, Northern Idaho.

Richard Campbell: Oh, yeah.

Randy Williams: But I'm actually just thrilled to be on the program, do whatever I can to help spread the knowledge as to the value that I think this product can bring, again from both the Dev and an IT Pro and a business perspective. Looking very much forward to the next version, MVP's has got a sneak peek of some of the Office 14, the code name for the product at the MVP Summit last week. I'm not able to share any of that for NDA reasons but there's going to be some great improvements, it's going to be much more integrated to Office and a lot of the challenges that we

addressed today and even some of the strengths, are going to be much improved. I'm looking forward to it.

Richard Campbell: Randy Williams thanks so much for coming to the show.

Greg Hughes: Thanks Randy.

Randy Williams: Okay, thanks guys.

Richard Campbell: And we'll talk to you next week on RunAs Radio.