

OAUG Member Snapshot: Sandra Vucinic

For some members, the OAUG is a way to connect with other Oracle Applications users, but for Sandra Vucinic it is a way of life. Nicknamed the Obi-Wan Kenobi of Oracle upgrades and Oracle database administration, Sandra wears many hats when it comes to running her consulting firm by day and salsa dancing with her husband by night. For her commitment to the OAUG's Geographic (Geo) and Special Interest Groups (SIG) as well as to the overall betterment of the OAUG, Sandra practically danced her way into the spotlight as our member snapshot for this issue of *OAUG Insight*.

Sandra's consulting firm, VLAD Group Inc., has been a member of the OAUG since 2003 and works with clients to help them implement and upgrade Oracle Applications, specifically supporting Oracle E-Business Suite environments. Her dedication and commitment has landed her three awards: OAUG Member of the Year in 2008, the Oracle ACE Award in 2008 and the NCOAUG Distinguished Service Award in 2007. Her true passion lies in serving the OAUG Upgrade SIG, which elected her as chair in 2010.

"The reality is we will always have to update applications," said Sandra. "Technology moves on, and users deal with that challenge constantly. Our goal is to give back to the OAUG by providing information that members

can use to make a seemingly impossible task much easier."

Along with her active involvement within the OAUG Upgrade SIG, Sandra has also served for the past 10 years on the board of directors for the OAUG Database SIG and the OAUG SysAdmin SIG. In addition, since 2007, she has actively participated in the Geo/SIG Committee, which oversees all the Geos and SIGs within the OAUG. She has participated in more than 100 Oracle presentations and has recently been invited to serve on Oracle's Customer Advisory Board for E-Business Suite Applications Technology.

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Sandra offers a few recommendations to other OAUG members on the benefits of getting involved:

Network with others: "The best thing that happened to me was becoming a member of the OAUG,"



said Sandra. "You can share your experiences and knowledge as well as help peers with similar interests. My career as an implementer of Oracle Applications would not be the same without the OAUG."

Volunteer within the organization: "It takes a lot of time and volunteers to make the organization better," said Sandra. "People need to step up and volunteer; it's the only way to make the organization bigger, better and more successful. If it wasn't for people willing to grow, teach and share, the organization wouldn't be what it is today. If you give back to the organization, in the end, you'll get so much more back in return."

When asked about the value of being a member of the OAUG, Sandra replied, "For me, being able to watch the transformation [of myself] from someone simply sitting in the audience at conferences to being able to help and influence others is astounding. I feel like a character in a movie, where you embrace sharing information and expertise to overcome problems and issues."

Perhaps Sandra is the Obi-Wan Kenobi movie character. She has also been dubbed a Martha Stewart chef for the exquisite meals she prepares. A consulting firm chief executive; Oracle implementer and mentor; OAUG leader; salsa dancer ... Sandra Vucinic seems to do it all – and does it well. 