Abstract: The panel will outline, in a coordinated effort, lessons learned in starting, growing, and improving data warehouses - both from the IT perspective and from the end user perspective, as well as from management and non-management perspectives. Not surprisingly, lessons learned fifteen or more years ago, when we were calling the warehouse we were trying to design a database, and lessons learned on ongoing basis apply across time. Some lessons are obvious, such as, “Partner, don’t compete,” and “Give everyone credit.” Some are not, such as “Foster broadly based advisory teams and listen, listen, listen.” Some are controversial, like “Something is better than nothing.” And some are heretical, such as, “SAS won’t do it all.” The panel is likely to reference SAS ACCESS, PROC SQL, and PROC DBLOAD. It also is likely to address UNIX, Microsoft WINDOWS, and mainframe operating systems. The SAS and the database skill levels addressed range from beginning to advanced, but the lessons are especially addressed to those with leadership and team-member roles in making the warehouse work.