

cfunited

A ColdFusion, Flex & AIR Conference

Executive Summary:

Why send your developers to CFUnited?

- Give your company a competitive advantage by equipping your team with a wide range of new concepts, skills, techniques and best practices.
- Arm your company with the knowledge and experience of the industry's top experts.
- Avoid project disasters by making your team aware of what's available, what's hot, and what's not.
- Build a free support network for your team by providing them with industry contacts and resources.
- Improve team productivity and dramatically improve developer moral to boot.

During a recession it is the smart manager who makes calculated investments to get ahead of the competition. Bring valuable insight and knowledge in-house by investing in your development team today.

<http://cfunited.com>



August 12- 15, 2009
Lansdowne Resort, VA

Manager Guide

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"From back-end architecture to the front-end rich user interface, CFUnited covers the full spectrum of knowledge needed by today's web 2.0 application architects and developers. Your staff comes home from the conference with additional knowledge, tools and resources that directly impact your team's productivity and quality of software being produced."

- Phill Nacelli, Writer and Software Architect

CFUnited not only has some great speakers who are focusing on ColdFusion, but it has some of the leaders of the Rich Internet Application landscape as well. This conference will help your employees not only improve their current skillset, but it will also enable them to gain an understanding of what is possible on the leading edge of the development community.



David Tucker

Adobe Community Expert and Rich Internet Application developer, author, and trainer

It is one of the best places to learn from and hang out with the best minds in the ColdFusion universe.



Raymond Camden

His Fans call him the ColdFusion Jedi Master
Book Author, Software Engineer, Community Leader

Managers should send their developers to CFUnited to gain more exposure to best practices in software engineering. By learning from others, developers can be more efficient, write better applications and deliver functionality in less time.

CFUnited is a place to explore new ideas and techniques that will not only help your employees in their day to day work, but energize them in the way that only learning can.



Dan Wilson

Senior Developer and Consultant
Teacher and Mentor

Brian Rinaldi

ColdFusion programmer, Adobe Community Expert, User Group Manager



CFUNITED offers the best all-round learning experience for junior and intermediate ColdFusion developers, as well as those looking to expand their skills in Rich Internet Applications.

CFUnited is and has always been THE place to learn new and exciting tips and techniques from the experts in their fields. No other conference comes close to the level of knowledge one can get at CFUnited. Just hanging out with the likes of Ray Camden and Sean Corfield and many others is worth the price of admission. The learning doesn't stop in the session room at a conference like CFUnited.



Sean Corfield

Software Specialist, Adobe Community Expert, User Group Manager

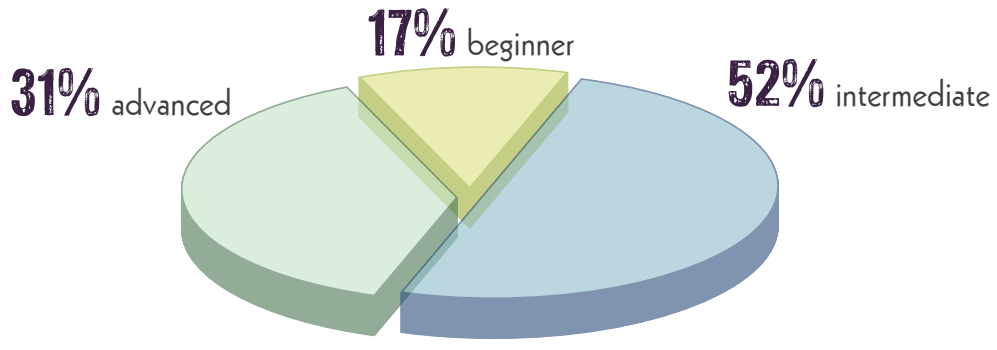
Dee Sadler

Adobe Certified Instructor, User Group Manager,
"Designer who codes"



Statistics

Level of conference developers



We did a thorough survey of our speakers. We have nearly 70 speakers from all over the world. This is THE place to get the best information from the best.

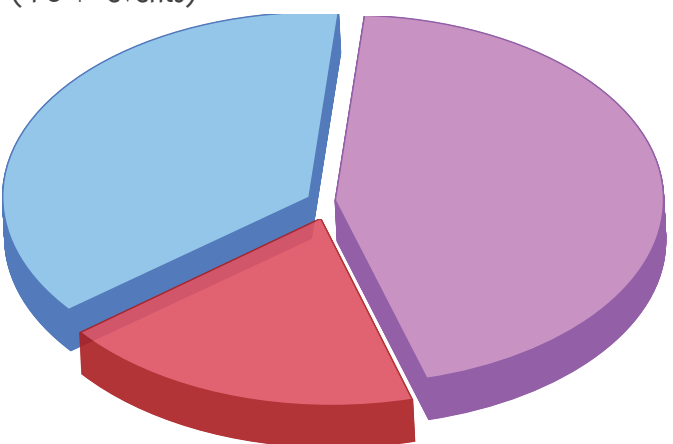
Over **80%** of our speakers still code 5 days a week. So they will relate to the same issues your developers face every day.

Experience of our Speakers

We like to mix it up. We have our long time gurus and we introduce new speakers to get new perspectives and fresh ideas.

Over **50%** of our speakers run their own company. So they know what it takes to save time and money and find short cuts to solving problems.

35% gurus (10+ events)
40% new speaker (1-4 events)



75% of speakers offer consulting services. So if your developer learned something extremely useful at CFUnited, they now have a connection they trust.

60% of speakers offer training services, which proves they are well practiced and knowledgeable about how to deliver the best presentations.

The selection process for topics:

Call for speakers - We received over 400 topic submissions from the CF community. We conducted a public Topic Survey to reveal the most popular topics. Our Advisory Board (see list on page 5) spent several weeks deciding based on votes and trends seen in the industry today.

Topic Tracks



AIR and UI Development

How to enhance the experience of your applications. Bring your application to the desktop

Key subjects: AJAX, Dreamweaver, Spry, CF/AIR Integration, Design diagrams, jQuery, CSS, iPhone apps



Best Practices

Tips and Tools for improving and protecting your website.

Key subjects: Open Source Code, Troubleshooting, Automation, Hack proofing, Error Handling, Application Security, Behavior Driven Design



ColdFusion (advanced)

Key subjects: Building applications, Charting, APIs, Custom Tags, PDF, Forms, Railo, Groovy, Facebook apps, Geolocation, Web-oriented languages, and Integration



ColdFusion (basics)

Key subjects: Getting started with ColdFusion, Setting up local Development Environments, Application.cfc



Configuration, Testing & Deployment

Deploy your websites with minimal issues and know what to expect.

Key subjects: Build/Deploy/Upgrade, Enterprise Installation, Load Testing, Cloud Computing, Source Control, Ant



Databases

Key subjects: SQL server, MySQL, reporting, procedures, integration, server tuning, Oracle, SQL Server Reporting Services



Flex (advanced)

An indepth look at building Flex applications

Key subjects: Data Visualization, Flash Catalyst, Component Architecture, Google App Engine, Groovy, Hibernate, Spring, LCDS, ActionScript, Design Patterns



Flex (basics)

Getting started with Flex

Key subjects: Building Desktop Apps, BlazeDS, CF/Flex integration, Best Practices, Skinning Components



Frameworks

Discover various Frameworks for ColdFusion and Flex

Key subjects: Mate, Reactor, Merapi, Fusebox, ColdBox, Swiz, Mach II, Model-Glue, ColdSpring, Transfer



Managing Projects

Key subjects: Team Management, Project Requirements, Customer relations, Project management, Estimating Projects



OO Development

Object Oriented programming

Key subjects: Java, Design Patterns, CFCs, RAD

Highlights

Keynote Speakers

Wednesday, August 12th

Ben Forta, Adobe Systems Inc

I am Adobe Systems Inc's Senior Technical Evangelist. In that capacity I get to spend a considerable amount of time talking and writing about Adobe products (with an emphasis on ColdFusion and Flex), and providing feedback to help shape the future direction of the products. By the way, if you are not yet a ColdFusion user, you should be. It is an incredible product, and is truly deserving of all the praise it has been receiving. In a prior life I was a ColdFusion customer (I wrote one of the first large high visibility web sites using the product) and was so impressed I ended up working for the company that created it (Allaire).



Ben Forta also highly recommends reading the ColdFusion Evangelism Kit:
www.adobe.com/products/coldfusion/pdfs/adobecoldfusionevangelismkit.pdf

Thursday, August 13th

Joe Rinehart

Joe Rinehart has been designing and developing applications based on Adobe products for over ten years. By participating in the Adobe community, blogging and developing open-source development tools like Model-Glue, Joe has built a reputation as a leader in the Adobe development community. Published in magazines such as Dr. Dobbs' Journal and The Fusion Authority Quarterly Update, he's also a regular speaker at technical conferences such as Adobe MAX. Find out more by reading Joe's blog, Firemoss, at www.firemoss.com.



Advisory Members

This conference is driven by the ideas and expertise of the industry's experts.

Charlie Arehart
Raymond Camden
Sean Corfield
Michael Dinowitz
Judith Dinowitz
Simon Free
Shlomy Gantz
Brian Kotek
Adam Wayne Lehman
Nate Nelson
Andrew Powell
Joe Rinehart

Chaz Chumley
Brian Meloche
Christian Ready
Peter Bell
Bob Flynn
Clark Valberg
Josh Adams
Ben Nadel
Scott Stroz
Michael Smith
Liz Frederick, Stellr
Nafisa Sabu, Stellr
Elliott Sprehn, Stellr

Benefits

Lots to look forward to at CFUnited



Over 90 Topics to choose from.



Over 50 speakers to learn from.



Over 800 developers to network with.



Sit face to face with gurus. Use round-table rooms for focused discussions



24/7 Wireless Internet and quiet work stations

Connect to people you meet online



Twitter.com



Facebook.com



LinkedIn.com



ColdFusionCommunity.org

Sponsors



Adobe



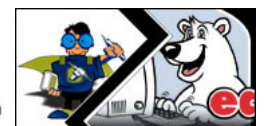
Paper | Thin



Learn Flex w/
Interviews Tutorials



www.TheFlexShow.com



There's no other conference that so thoroughly covers the developer side of the ColdFusion and Adobe world than CFUnited.

- John Paul Ashenfelter, Author and CTO

Prices



Tuesday
August 11th <http://cfunited.com/go/classes>
Pre-Conference Classes
\$549



Wednesday, Thursday, Friday
August 12th - 14th
CFUnited Main Conference
\$899 (regular price)



Wednesday, Thursday, Friday, Saturday
August 12th - 15th
CFUnited Full Conference (includes repeat day)
\$1049 (regular price)



Saturday only
August 15th
Conference Repeat Day (most popular sessions)
\$499 (regular price)

Ready to Register?

Go to <http://register.cfunited.com>
Select an option to register one person or a group
Use a discount code to get the best rate
Book a hotel room at the Lansdowne Resort on our travel page
Feel free to use our Continental Airlines discount
More information at <http://cfunited.com/go/travel/>

Discounts:

(excludes pre-conference classes)
Government Rate 15% off
Alumni Rate \$100 off
Corporate Group Rate (3 or more) 10% off
Email info@cfunited.com for codes

In addition to the depth of presentations by many of the industry's best, the open nature of the conference promotes problem solving conversations and information sharing that just can't happen elsewhere.

- Rob Rusher, Adobe Certified Expert, Community Leader, Consultant, Teacher and Mentor

Technology Managers Credo

If we are to stay competitive we must arm our talent with the tools and resources to face the technology challenges of today while laying the groundwork for the innovation of tomorrow.

If we are to grow with confidence we must nurture our talent so that our systems always reflect the best practices and standards of today's enterprise.

If we are to broaden our reach we must expand our horizons by actively staying aware of the ever-changing technology market, and gain the knowledge needed to profit from it.

Smart companies know that great software systems are at the heart of a healthy and growing organization. With the incredible influence that technology has on the way we do business, it's no wonder corporate expenditures in new technology are at record-breaking levels year after year. The ColdFusion landscape is changing very rapidly and those developers who don't stay up-to-date will be left in the dust. CFUnited is a great opportunity to catch up with all the latest and greatest enhancements in ColdFusion and especially the upcoming Centaur release!

At CFUnited 2009 your developers will be exposed to hundreds of new technologies, techniques, standards, and best practices that will change the way they think and work.

Many of the industries most respected experts will be on-hand to share their experience and knowledge through interactive workshops, demonstrations, seminars, and instructor-led training events.

CFUnited 2009 will be the largest ColdFusion developer's conference in History

Want to know more? **Speak directly to the organizer, Liz Frederick, 301-424-3903 x107**