

# Speaker spotlight: Lawrence Cramer

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[Lawrence Cramer](#) - Over 25 years of experience in marketing, advertising, and design. For the last decade he has focused on the web, his key interests being dynamic web design, development, and e-commerce. He has written numerous articles on these subjects for regional business publications and for the Adobe Developer Center. He speaks at web development conferences and teaches college courses on several Adobe products, and is a trainer for Lynda.com. Lawrence is an Adobe Community Expert, the CEO of Application Dynamics Inc., and the founder of Cartweaver.com. When he's not in front of a computer screen, you'll find him and his wife of 30-plus years behind the handlebars of a sport touring motorcycle seeing the sights of the Pacific Northwest.

**CFUnited session:** [Real world ecommerce with ColdFusion](#)

1. Have you spoken at CFUnited in the past?

No. I'm very excited to be speaking this year!

CFUnited is THE ColdFusion conference. It's the "must attend" best-of-breed conference because of the caliber of speakers and the no sales hype but real information focus of the event.

2. Why should people attend your session(s)?

Even in this down economy, one business sector is still experiencing growth... eCommerce. More and more developers are getting asked by their clients to develop eCommerce sites and they are finding it to be a more complex, specialized skill set than they expect. They are expected to not only develop sound eCommerce applications but know about many other things such as payment gateways, PCI compliance, security, merchant accounts and so on. My session will cover all these facets of eCommerce development.

3. Do you have any projects in the works that you will be revealing at CFUnited?

Yes. Can't say much more than that right now.

4. Besides your topic, what other sessions are you looking forward to?

I'll be like a kid in a candy store! Having difficulty narrowing down my choices so far!

5. What are some of the hot topics you'd like to see at RoundTable discussions?

## Anything Bolt. (the new dedicated ColdFusion Development Application)

6. Where can people find you at CFUnited?

At my session, and on Twitter... I'll be tweeting a lot and will tweet meet-up plans:  
<http://twitter.com/LawrenceCramer>

7. What's the latest news with you? Has anything changed since last CFUnited?

A lot! The economy has presented not only challenges but huge opportunities! Whenever you shake things up, new openings emerge.

8. What is unique about CFUnited?

It's focus! It's an opportunity to learn, not be "sold". It an opportunity to learn about ColdFusion and related technologies and to meet and network with the best in the field.

9. What do you like to do in your free time?

Go sport touring around the west with my wife and friends on my 2008 Kawasaki Concourse 1400, and do a little wine tasting. I'm a bit of a wine buff and Washington has a lot of great wine!

10. Besides the sessions, what makes CFUnited worth the cost of going?

The networking! If you go DON'T be a wallflower! Get out there, meet and greet and make new friends and contacts.