



**cfunited**  
A ColdFusion, Flex & AIR Conference

# EDUCATION GUIDE

## How does CFUnited benefit higher education?

Enhancing your schools' competitive advantage by equipping students, teachers, and developers with a wide range of new concepts, skills, techniques, and best practices.

Arming students with the knowledge and experience of the industry's top experts.

Giving students an edge by making them aware of what's available, what's hot, and what's not.

Build a free support network for educators and students, and promote lifetime learning by providing industry contacts and resources.

*"ColdFusion is an important part of our strategy to enable rapid development of engaging rich Internet applications, and we are continuing to invest in great new capabilities in ColdFusion."*

- Kevin Lynch,

Adobe Chief Technology Officer

A COLD FUSION, FLEX, AND AIR CONFERENCE

[www.cfunited.com](http://www.cfunited.com)



LANSDOWNE RESORT JULY 28-31  
[www.lansdowneresort.com](http://www.lansdowneresort.com)

## What does CFUnited offer educators & students?

Topics & Speakers  
Adobe & Schools  
Pricing & Discounts

### ADOBE COLD FUSION

The fastest way to build Java based websites. The premier server-side solution for rich application development.

*"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. Return from the conference with additional knowledge, tools, and resources that directly impact productivity and quality of work being produced."*

- Phill Nacelli,

Writer and Software Architect

*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

*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

*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

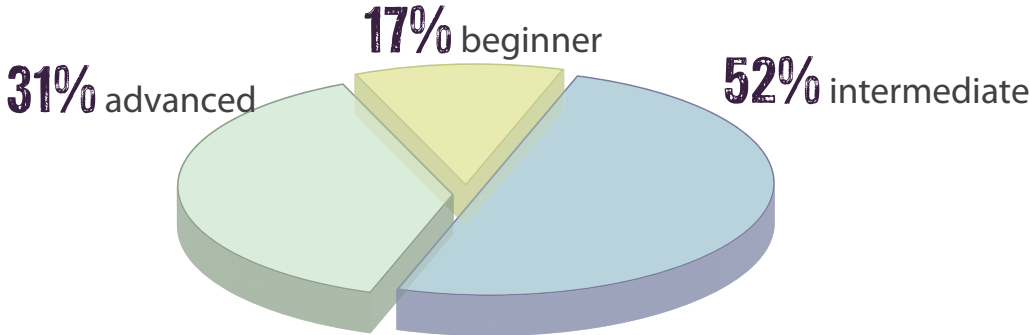
## **Dee Sadler**

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



# Statistics

## Level of conference developers



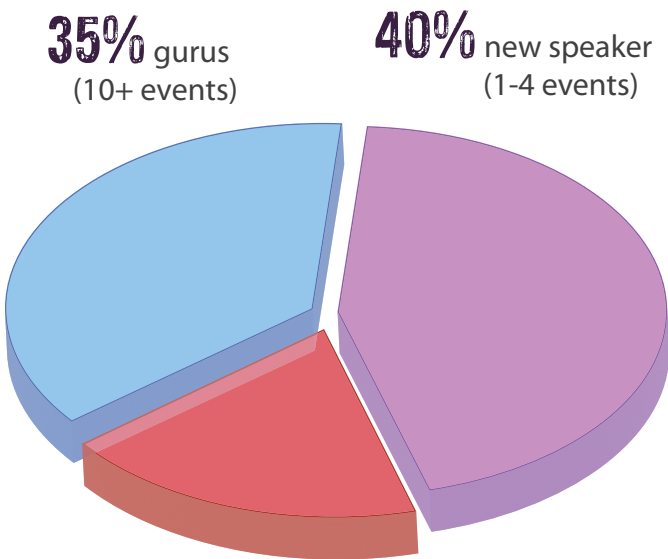
We did a thorough survey of our speakers. We have nearly 50 speakers from all over the world. This is THE place to get the best information from the best.

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.



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

# Topic Tracks



## AIR and UI Development

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



## Best Practices for Code and People

Tips and tools for improving and protecting your website. Team Management, Project Requirements, Customer Relations, Project Management.



## ColdFusion (advanced)

Building Applications, Charting, APIs, Custom Tags, PDF, Forms, Railo, Groovy, Facebook Apps, Geolocation, Web-Oriented Languages, and Integration.



## ColdFusion (basics)

Getting started with ColdFusion.



## Configuration, Testing & Deployment

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



## Databases

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



+



## Flex

An indepth look at building Flex applications. Includes basics and advanced.



## OO ColdFusion Development

Explore and expand your knowledge of CFCs and frameworks to improve the structure of your applications



# Highlights

## Keynote Speakers

Wednesday, July 28th

### Ben Forta, Adobe Systems Inc

Adobe Inc.'s Director of Platform Evangelism, Ben Forta has over two decades of experience in the computer industry in product development, support, training, and marketing. Ben is the author of the best-selling ColdFusion Web Application Construction Kit series, as well as multiple books on SQL, Regular Expressions, Java Server Pages, WAP, Windows development, and more. Over 1/2 million Ben Forta books have been printed in English, and titles have been translated into fifteen languages. Ben co-authored the official ColdFusion training material as well as the certification tests and study guides for those tests, writes regular columns on Internet application development, and now spends a considerable amount of time lecturing and speaking on application development worldwide.



[FORTA.COM](http://FORTA.COM)

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

Thursday, July 29th

### Charlie Arehart

A veteran ColdFusion developer and troubleshooter since 1997 with over 25 years in IT, Charlie Arehart is a longtime contributor to the community and a recognized Adobe Community Professional. As an independent consultant, he provides short-term troubleshooting/tuning assistance and training/mentoring for organizations of all sizes and CF experience levels ([carehart.org/consulting](http://carehart.org/consulting)).

Besides running the 2000-member Online ColdFusion Meetup ([coldfusionmeetup.com](http://coldfusionmeetup.com), an online CF user group), he also hosts the UGTV repository of recorded presentations from hundreds of speakers ([carehart.org/ugtv](http://carehart.org/ugtv)) and the CF411 site of over 1000 tools/resources for CFers ([cf411.com](http://cf411.com)). A certified Advanced CF Developer and Instructor for each version since CF 4, Charlie's spoken at each of the major CF conferences worldwide and is a contributor to all three volumes of Ben Forta's ColdFusion 8 and 9 WACK books.



[CAREHART.ORG](http://CAREHART.ORG)

## Advisory Members

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

Adam Lehman  
Andrew Powell  
Bob Flynn  
Brian Kotek  
Sean Corfield

Charlie Arehart  
Chaz Chumley  
Chris Scott  
Dan Wilson

Nafisa Sabu  
Raymond Camden  
Ryan Stewart  
Scott Stroz

Brian Rinaldi  
Simon Free  
Terry Ryan  
Todd Sharp  
Mark Drew



Cara Beverage, Tara Kossari, & Elliott Sprehn

# Benefits

## Lots to look forward to at CFUnited



Over 70 Topics to choose from.



Over 40 speakers to learn from.



Over 500 developers to network with.



Roundtables and BOFs



24/7 Wireless Internet and quiet work stations

## Connect to people you meet online



Twitter.com



Facebook.com



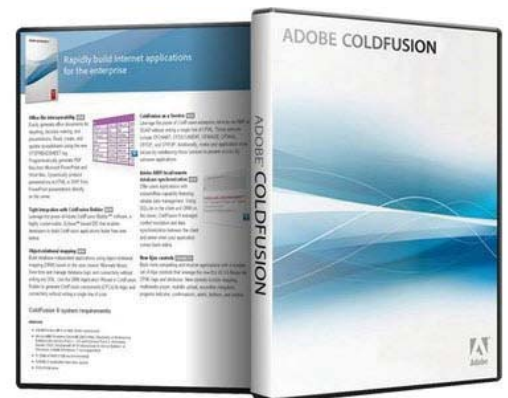
LinkedIn.com



ColdFusionCommunity.org

## FREE FOR EDUCATION COLDFUSION 9 WEB DEVELOPMENT PLATFORM

Available to all public and private accredited K-12 schools, and to colleges and universities. ColdFusion 9 for Education is a full version of Adobe's development and server platform. Through this free offering, faculty can now easily integrate ColdFusion into their curriculum and enable students to advance their Web application learning more quickly and easily.



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

*- John Paul Ashentfelter, Author and CTO*

# Prices



Classes will be held during the main event

<http://cfunited.com/go/classes>

List of Conference Topics

<http://cfunited.com/go/topics>



Wednesday, Thursday, Friday  
July 28th - 30th  
CFUnited Main Conference  
\$1049 (regular price)



Wednesday, Thursday, Friday, Saturday  
July 28th - 31st  
CFUnited Full Conference (includes  
repeat day)



Saturday only  
July 31st  
Conference Repeat Day (most popular  
sessions)

## 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 and use our airline discount  
More information at <http://cfunited.com/go/travel/>

## Discounts:

(excludes Training Classes)

Faculty Rate 20% off

Student Rate 60% off

Developers in Education \$200 off

Email [info@cfunited.com](mailto: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*

# CFUnited 09 Attendees of Higher Education

Anne Arundell Community College  
Babson College  
Catholic University of America  
Cedarville University  
College of William & Mary  
Cornell University  
East Carolina University  
Georgia Tech  
Grand Valley State University  
Hamilton College  
Harrisburg Area Community College  
Indiana University  
Indiana University Bloomington  
Lake Land College  
Michigan State University  
NC State University  
Northwestern University  
Ohio University  
Penn State University  
UNC Charlotte  
University of Guelph  
University of Baltimore  
University of Illinois  
University of Michigan  
University of Michigan Health System  
University of New Hampshire  
University of North Carolina  
Utah State University  
Wabash College  
West Virginia University  
Western New England College

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