



cfunited

A ColdFusion, Flex & AIR Conference

Manager Guide

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.

A COLD FUSION, FLEX, AND AIR CONFERENCE
www.cfunited.com



LANSDOWNE RESORT JULY 28-31
www.lansdowneresort.com

TOC

What the Pros Say	Pg 2
Statistics	Pg 3
Topic Tracks	Pg 4
Highlights	Pg 5
Benefits	Pg 6
Prices	Pg 7
Manager's Credo	Pg 8

"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*

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.



Brian Rinaldi

ColdFusion programmer, Adobe Community Expert, User Group Manager



Dan Wilson

Senior Developer and Consultant
Teacher and Mentor

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.



Dee Sadler

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

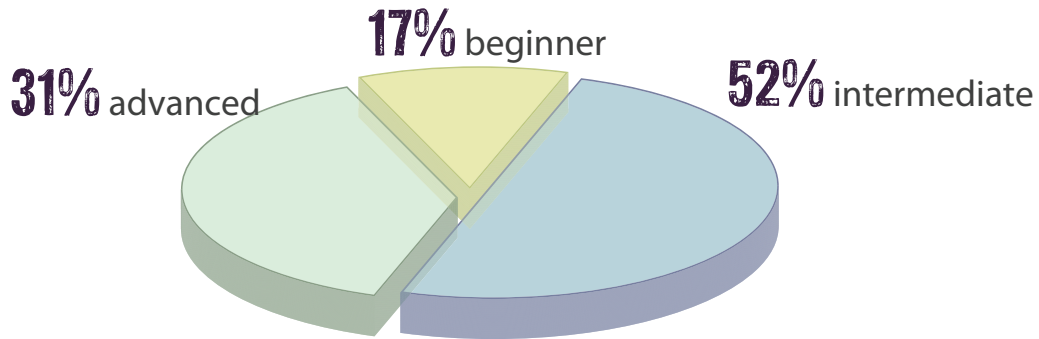


Sean Corfield

Software Specialist, Adobe Community Expert

Statistics

Level of conference developers



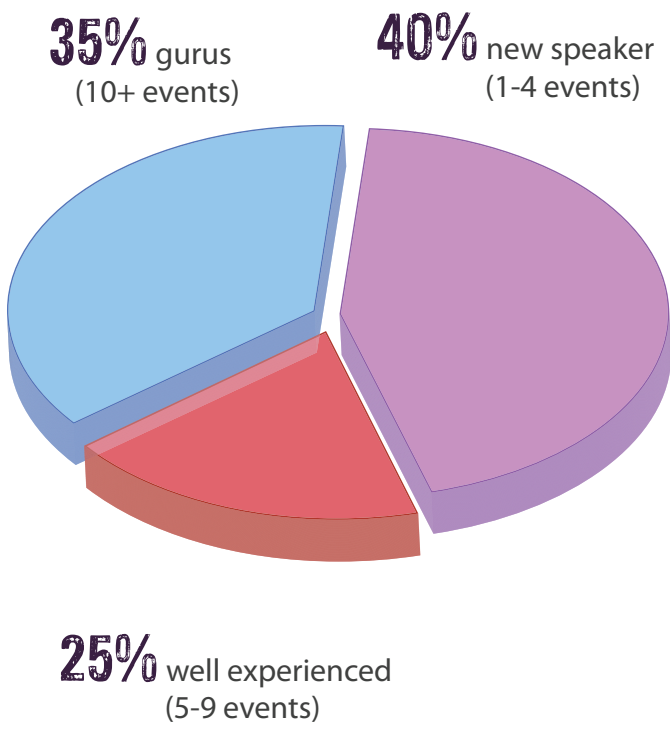
We did a thorough survey of our speakers. We have nearly 50 speakers from all over the world. This is THE place to get the best information from the best.

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

Ben Forta also highly recommends reading the ColdFusion Evangelism Kit:
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).

Besides running the 2000-member Online ColdFusion Meetup (coldfusionmeetup.com, an online CF user group), he also hosts the UGTV repository of recorded presentations from hundreds of speakers (carehart.org/ugtv) and the CF411 site of over 1000 tools/resources for CFers (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

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 50 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

Sponsors 2009



Learn Flex w/
Interviews Tutorials



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)
\$1149 (regular price)



Saturday only
July 31st
Conference Repeat Day (most popular sessions)
\$499 (regular price)

Ready to Register?

Go to <http://register.cfunited.com>
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/2010/travel>

Discounts:

(excludes Training Classes)
Government Rate 15% off
Alumni Rate \$100 off
Group Rate (2 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

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.

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

Want to know more? Speak directly to the organizer, Cara Beverage, 301-424-3903 x107