



TeraTech News

Tools for Programmers

We make you a computer hero every day

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TeraTech has moved!

By Liz Arroyave

We are pleased to announce our new location. Since August 1st we have relocated our offices to the following address:



**405 East Gude Drive, Suite 207
Rockville MD 20850**

Our new location is a chance for us to experience a new and improved environment and will become a successful atmosphere. We would be more than glad to show you around our new facility; just give us a call at **301.424.3903**

Please make a note in your address books and call us if you need directions or assistance.

Fusebox 4 Conference

By Michael Smith

Fusebox version 4 has just been released and TeraTech is organizing the Fusebox 4 conference in Las Vegas, NV for 8/30/03-9/01/03. Fusebox is a framework for writing ColdFusion program in an organized and easy to maintain way. Fusebox 4 with XML vastly expands the capabilities of Fusebox 3 by leveraging the power of XML. Most of the logic and control of your application will now be written in XML -- for those of you already familiar with FB3, this means the fbxSwitch file has been replaced with an enhanced equivalent in XML -- and your actual fuses will remain written in your language of choice. Because of the language-independent nature of XML, this also means you can easily port an FB4 app from one language to another simply by translating your fuses and substituting the new set of core files. While Fusebox 4 is not dependent on CFCs, it works easily with them. FB4 also supports core file plug-ins that let you easily modify core file

behavior without going crazy editing the core files directly. Finally FB4 is pre-parsed for extra speed.

Speakers include Hal Helms, John Quarto-vonTivadar, Sandy Clark, Michael Smith, Ben Edwards, Jeff Peters and Stan Cox. There is a Foosball tournament for Saturday evening. For more information see

<http://www.cfconf.org/fusebox2003/>



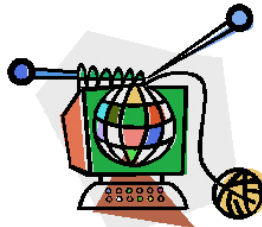
Building Community on the Web (Part 3)

By Beth Barnett

Environment

The welcoming environment -- the context of the website -- is just as important for building community. After all, you wouldn't go looking for a friendly Cheers bar in the elegant and formal Waldorf Astoria. Likewise, the home page of the website, the menu, the organization of the site, all play together to invite participation and stronger ties to the website owner, online and off.

Building community starts with the home page and the design of the website. Community-building websites are approachable and welcome participation. Another key to success is that the website is well maintained so that your people come back frequently to see what is going on. Here are some ideas for setting the right tone in the environment:



Website Design

The tenor of the website should be welcoming. A good way to achieve this tone is to organize the main menu by audiences. In the case of a business, the audiences are customers, partners, and investors. In the case of a professional or trade association, the audiences are frequently association members, the press, and the public.

Another important design tool for welcoming participation is the menu. Use lay language rather than technical jargon for the menu titles. Make it easy for users to pull down submenus without overwriting the

content of the page. Use breadcrumbs on each page so the user knows where s/he is on the website.

It can be easy to reorganize a website. TeraTech has designed administrative areas that allow the website's content manager to reorganize the menu and change the menu titles. This menu manager can handle multiple 3 or more menu levels.

Some users like to navigate a website through the menu; others prefer to use a search engine. A well-designed search engine is key to encouraging participation in the website. There are various search engine strategies; some are better at finding useful information than others. A better search engine meets the needs of the searcher. Searches can also be analyzed to find out what topics and pages are of most information. The analysis findings can be used to revise the menu so that hot topics are found with the fewest clicks.

Next month we will look at how Keeping Content Fresh helps to build community. You can reach Beth Barnett at beth@teratech.com

Creating/Changing Your Culture (Part 4)

By Miki Saxon

In general, culture comes from the top and rarely can be changed from below. However, if you are strong enough and believe deeply enough, then for better or worse you can become an umbrella to your organization and separate it from the culture of the company in general. Since this is a very difficult path to choose, it's wise to make the choice consciously and not find yourself accidentally bucking your company's culture.

In brief, here are the steps to take to start the process of creating/ changing your culture. Whether you are CEO of a startup or a first level supervisor in a large company, you need to:



1. **Know who you are:** Since this step is strictly between you and yourself, you need to be brutally frank regarding your attitudes towards people, motivation, what's important, what's OK to do, etc. It doesn't really matter with which list (positive or negative) your attitudes and beliefs are synergistic, what matters is that you know where they fall and are comfortable with that.
2. **Define your cultural goals:** Using the knowledge acquired from the first step decide the kind of culture you want and write a description including your vision and the specific infrastructure (attitudes, practices, etc.) that are needed to make it reality. The true test of accuracy for your cultural vision is whether you would want to work in a similar culture. If the answer is yes then you can proceed with it; however, if your response is "no way" then you need to rethink what you want because over the long haul people tend to gravitate to people like themselves (likes really do attract). In other words,

you will be hired by and work with those with similar attitudes.

3. **Know what you have:** Honestly assess (warts and all) whatever culture currently exists in your company and department (if you have one or more people you have some kind of culture); without a detailed assessment you won't know what you need to tweak, change, circumvent, ignore or avoid.

(Steps 4-7 revealed next month)

RampUp Solutions is the manager's mentor for culture creation/infrastructure, retention, and hiring—all on a shoestring budget. For more information, or permission to reprint this article, visit us at <http://www.RampUpSolutions.com> or write miki@RampUpSolutions.com
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Ask the Coach

Q: I've been working in the tech field for 12 years and am considering going out on my own. Am I out of my mind to start a business in this tough economy?



A: Every new business owner asks this question. Leaving a secure job and starting something new and uncertain is a tough, scary decision. But consider this - during the Great Depression some business thrived; during economic booms some businesses failed. What drives success is not the state of the economy, but your state of mind. Do you believe in yourself and your vision? Entrepreneurial skills can be learned as long as you possess an entrepreneurial spirit. Do research, take classes, get support and launch your dream today - there is no time like the present! Need help launching a dream? Success Coach Margarita Rozenfeld empowers individuals and organizations to reach and surpass personal goals through coaching, facilitation and training.

Visit www.ofessence.com, www.yescircle.org or call 703-989-8016 for more information.

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If you missed previous articles, you can locate them at <http://www.teratech.com/news.cfm>

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