



# TeraTech News

## Tools for Programmers

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**December 2003**  
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### **MAX 2003 Report**

By Michael Smith



The Macromedia MAX 2003 conference was held in Salt Lake City. The week kicked off with the TeraTech CF\_Underground V conference, which helped programmers to become better project managers and guru coders. The product manager for ColdFusion, Tim Buntel and his boss Damon Cooper dropped in for the panel.

At MAX the emphasis was on delivering "experiences" to users, so that they make fewer mistakes on website applications and stand there longer. Rich Internet applications (RIA) using Flash were shown a lot. And if you have only occasionally connected devices (such as PDAs) then Central provides tools for data caching and synchronization. ColdFusion is alive and kicking with the 6.1 solid release and 10 million new googleable CFM pages developed this year! We saw a preview of "CF 7" (Blackstone) that could do reporting, protect source code and used flash components for grids and forms.

CSS was another hot technology, supported by Dreamweaver WYSIWYG mode and in Flash text. For Flash apps the new language Flex provides a code-based way to generate Flash forms and animations (just like ColdFusion dynamically generates HTML).

For more info see <http://maxbloggers.com/> and if you missed MAX then catch CFUN-04 on 26-27 June 2004 [www.cfconf.org/cfun-04/](http://www.cfconf.org/cfun-04/)

### **Ask the Coach**



Q: All of the sudden, my business has slowed down - now what?

A: Many entrepreneurs fall into the "flood and drought" pattern. They network like crazy to get clients and are flooded with work. Overwhelmed, they don't make time to network again until they hit drought. To build a consistent flow of business, it's essential to stay on top of networking and marketing even during your busy periods. Holidays are a great time to reconnect with your clients, prospects and associates by attending holiday parties (or throwing one); sending personalized gifts or holiday cards (I emphasize personalized); and offering holiday promotions. Make a commitment for 2004 to consistently build and maintain business relationships throughout the year to avoid the stress of "flood and drought".

Success Coach Margarita Rozenfeld propels entrepreneurs and organizations to profit and succeed by expanding their capacities, resources and networks. She is also the Founder of YES!Circle, a networking, education and support organization for entrepreneurs. Contact Margarita at 703-989-8016 and [margarita@yescircle.org](mailto:margarita@yescircle.org) or visit [www.ofessence.com](http://www.ofessence.com) and [www.yescircle.org](http://www.yescircle.org) for more information and resources.

### **Father of Relational Databases dies at 79**

By Michael Smith

Take a minute to thank the founder of relational databases, Ted Codd, who died earlier this year at age 79. Before Codd's work databases didn't have a common structure or language - now we have related tables and use the SQL language to manipulate data. Codd was a mathematician by training and based his

database ideas on mathematical set theory. While Codd worked at IBM it was Oracle who developed the first relational database in 1978. Now most databases such as SQL Server and Access are relational. For database designers reading this it, was Codd and his partner Chris Date who invented third normal form for databases, to avoid duplicating data.

### Dear Miki,

We are a small start up that will be going through a major growth phase in 2004. Our people are worried that work won't be as much fun once we get bigger. This is a significant concern to me because I believe our culture is a major factor in both our creativity and amazing productivity. Is there any way to protect the culture we have that won't retard our growth?  
-- EB, CEO, Santa Clara



Dear EB,

You and your people have valid cause for concern. Companies are usually started by a core group who share similar philosophy, attitudes, and vision. Careful hiring is the solution, but that often falls by the wayside during fast growth periods involving robust staffing. When the "wrong" people do get hired it can badly damage or totally change a company's culture. Remember that a person with terrific skills and experience and lots of charm can still be "wrong" if their personal philosophy and attitudes aren't, at the least, synergistic with the company culture. Here are three things you can do to help avoid "bad" hires:  
Define, ratify and publicize your culture and its infrastructure (infrastructure refers to specific attitudes and policies that support your culture and make it work). Include the intangibles when writing the job description (Write me if you would like a copy of my *12 Steps to a Fillable Req*).  
Describe your culture, including infrastructure components, and stress your commitment to it during interviews in order to alert people ahead of time as to the environment you have now and *plan to keep*. This is especially critical when hiring your senior staff or other managers who will, in turn, be hiring. Be prepared for the possibility of prime candidates withdrawing because the climate is not to their liking.  
Of course there will be changes in the culture as the company matures, but they should be evolutionary rather than revolutionary, well thought out and planned, which will make them much more acceptable to your people.

### Dear Miki,

My husband and I own a small company and are getting ready to hire our first full time salesperson. Up to now I've been handling most of the sales (my husband is more on the tech side). He says that hiring salespeople is no big deal and as long as they have a good track

record in their previous sales they can manage themselves. I don't agree. I have no experience to guide me, but that just feels wrong. What do you think?  
Linda, San Francisco

Dear Linda, The short of it is, you're right; it's not that simple. I have a client who was in a similar situation. Before he hired me, Jack, the CEO, hired a guy with a fantastic sales record everywhere he had worked, explained what the company was working to accomplish and gave him pretty much free reign. In the year the salesman was with them he sold two accounts. He did do other necessary work and managed one large client. When he left he went to work in a field totally unrelated to anything he'd sold before. He's been there six months and is on track to earn over 125K in commission.

What was the difference? Management. Based on his track record Jack assumed that he could manage himself. He didn't give him the structure, goals, quota, etc., necessary to be a success. Jack and I analyzed it fully and he thinks that the failure was 80-20, with the 80% his responsibility. Hind sight is 20/20, and Jack believes that if he had taken the time to do what was needed instead of expecting the salesman to completely self manage, the salesman would be with him still and doing a spectacular job.

When you start interviewing, ask one of your advisors or pay a qualified consultant to act as your sales manager, do the final interview, assist you in checking the references (be sure they include peers, subordinates and customers, not just bosses) and show you how to structure the compensation and job so both the salesperson and the company win.

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Miki Saxon, founder and CEO of six-year-old retention firm RampUp Solutions, mentors managers via phone and email on issues of retention, culture, motivation and hiring using out-of-the-box solutions that aren't money based.

Send your questions and comments to

**AskMiki@RampupSolutions.com**

Enjoy discussions with a wide variety of experts every Wednesday evening @ 6 PM Pacific time. Just click

<http://www.rampupsolutions.com/talkback/index.cfm>

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