



TeraTech News

Tools for Programmers

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CFUN-03 Big Success

By Michael Smith
This year's CFUN-03 went extremely well. 350 attendees enjoyed themselves and learned lots of ColdFusion information. TeraTech thanks all those who helped out and recognizes all its sponsors and speakers who came. The two days were long and eventful, and we hope that next year will be just as wonderful. If you missed out this year don't forget to mark your calendar for June 26th & 27th 2004. To view pictures from the event go to <http://www.cfconf.org/cfun-03/>



Resource Scheduling Project

By Michael Smith
TeraTech is architecting a web-based program for a multi-office law firm to schedule over 100 conference rooms, for individual meetings and coordinated video conferencing. We are using the Fusebox methodology on the project and this has helped us to identify new features and to remove unneeded items /prior /to coding starting. The work has been split into different logical circuits and fuses and split up among 5 programmers to speed up the development. It is being implemented in ColdFusion with a SQL Server database.



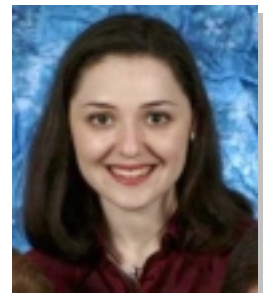
Ask the Coach

Margarita Rozenfeld

Q: I was recently promoted from a technical to a management position. What makes an effective manager and how can I create a successful team?

A: I use the following formula in training managers: Capabilities + Values + Relationships = Successful Leader. Most people are promoted based on their capabilities, such as project management or business development skills. Next step is to look at values - the principles guiding your leadership and decision-making. If they include the three Cs - clarity, commitment and consistency, and you are living them with integrity, you're in great shape! However, to end up in the Fantastic Managers Hall of Fame, you need the last piece - relationships. By asking questions, listening and helping your staff meet their goals, you will gain the trust, buy-in and loyalty to build a successful team.

Success Coach
Margarita Rozenfeld empowers individuals and organizations to reach and surpass their goals through coaching, facilitation and training.



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User Impatience may limit Search Engine Marketing

What Internet users see after they click on a link in a search engine had better match their expectations, or they will quickly abandon the site, according to a research announcement <<http://lists.internetworld.com/cgi-bin3/DM/y/hRdx0HwHUF0GuZ0BBDw0AO>> from Penn State. For companies seeking to attract visitors and customers via search engines, the meta information



they provide to the search engines about their pages is therefore critical. The report found that search engines could do better, too: 50% of their results are irrelevant. Source: Internet World
<http://www.iw.com/newsletters/subscribe.php>

Cultural Positives

(Part 3)

Turn your attention to the positives, and the sophisticated, savvy mindset of today's workforce is even more obvious when discussing the factors that they do desire. Here are some of the high points that people at all levels say they want *for* themselves and *from* their managers:

- ◆ The opportunity to truly "make a difference."
- ◆ To be treated fairly.
- ◆ To trust management and be trusted by them.
- ◆ To embrace the idea that work can and should be fun.
- ◆ Accurate prioritizing of company, team, and individual goals while keeping them synergistic
- ◆ No "blue sky" projects or scheduling.
- ◆ A positive "can-do" attitude (aggressive, but realistic—the glass is half full).
- ◆ A conscious effort to stamp out "not invented here" syndrome (in all its varied forms) so as to not waste time reinventing the wheel.
- ◆ Continuing development and quality improvement in people, product/services, and processes.
- ◆ Committing to employees, customers, and investors—and meeting those commitments.
- ◆ An open, accurate, company-wide flow of information starting from the top.
- ◆ An environment that encourages people to reach their full potential, professionally and personally.

Again, each positive on the list covers a multitude of specifics and some are direct reversals of items on the negative list.

Using the two lists together with your own philosophy you can create/nurture/change the culture of your company (and even your group). Learn how in *Creating/Changing Your Culture*, the final part of this series in August.

RampUp Solutions is the manager's mentor for culture creation/infrastructure, retention, and hiring—all on a shoestring budget.

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Building Community on the Web

By Beth Barnett

2. Web Forums and Whiteboarding

This series of articles examines strategies for building community among website visitors. These strategies can be used by

- Professional or trade associations building stronger connections with the membership
- Local governments holding town meetings
- Businesses fostering a strong, loyal customer base.

With the Internet, we have the promise of *virtual community* – a community that is not bound by time or space. Newsletters and other publications, meetings, surveys, and committees are some of the tools that have been used historically to build community. With



the Internet, the community can be more present, more available. Participants can join in when it is convenient – day or night – to talk and to listen. One participant's day can be another's night. The community is worldwide – time zones, distance, access to transportation are no longer obstacles. There is more opportunity for exchange between members. This virtual community is a great resource for meeting people, sharing, and solving problems. It is also a great resource for collaboration.

Web forums provide a slightly stronger community atmosphere than discussion lists. Participants communicate through a website on which the messages on a particular subject are threaded together – giving more of the feeling of a conversation or dialog. One popular tool for web forums is FuseTalk – a reasonably priced forum server which can be customized in look (to fit into the look and feel of the website) and customized by functionality (such as tapping into the registration database for user names / passwords and aggregating data on a participant).

How about collaborative work on the web?

Whiteboarding is a web-based tool that allows work groups to meet on the web and markup the same document together. The group schedules a meeting at which all participants launch an application (e.g., Microsoft Word) and work together on the same document. All participants can see the document on a whiteboard on their computer screen, as the document is marked up and edited by the group. FuseTalk and other web forum software support whiteboarding.



Another form of web-based collaboration involves **document sharing**. In this case, a limited group of people has access to a directory of files. When one person takes out (downloads) a document, it is frozen until that individual returns it. This is a great tool for a working committee. It manages the editing process to make sure that all members are seeing the same version with all the edits.

Next month we will look at how Environment and Website Design affect community building.

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

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