



TeraTech News

Tools for Programmers

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TeraTech donates ColdFusion class to DCWW

By Michael Smith

TeraTech has donated a ColdFusion class to DC Web Women, a non-profit organization that helps women in the DC area web industry. The class on Saturday, April 12th is open to any DCWW members and covers an introduction to ColdFusion. TeraTech president Michael Smith said, "We are happy to help out DCWW in learning new technology and advancing their members' goals."

TeraTech has taught similar free classes at other non-profits and government agencies over the last three years. For more information on getting a free class for your organization email michael@teratech.com



CFUN-03 Conference

By Michael Smith

CFUN-03, the fifth annual ColdFusion conference, is set for June 21st and 22nd, 2003, in Washington DC. Last year's event was sold out with 300 attendees. One of them said, "I wanted to drop you a note and say thanks for the CFUN-02 conference. I have been to many conferences in my 21 years of professional programming, and this by far was the best conference I have ever attended. The information provided by each and every presenter was top notch. I can't wait for CFUN-03, and, if pre-registration were available today, I would sign up today! This conference is an incredible value and to me was worth many times the price. Take care and thanks again for all the great speakers!" -Joe Hayes

This year's conference has 18 nationally known speakers including Charlie Arehart, Ray Camden, Hal Helms, Michael Smith, Michael Dinowitz, Simon Horwith and Shlomy Gantz. There will be multiple tracks with

subjects for beginner ColdFusion, Advanced ColdFusion, Fusebox, Flash and Project Management. There will also be an exhibit zone where you can learn about the latest MX products - last year sponsors included Macromedia, Paperthin, New Atlanta, New Riders, CFDJ Magazine, Open Demand, Fusion Authority and Fusetalk.



CFUN-03 is run by MDCFUG and TeraTech (the winner of the CFDJ award for best consulting company). For more information see <http://www.cfconf.org/cfun-03/> or call 301-881-1440

It's "And" Not "Because" (continued)

By Miki Saxton

Ego-merge is often the by-product of the best companies/managers, where people are very involved, have high esprit de corps, and are passionate about their mission and success. It also happens with more Machiavellian managers who try and foster this attitude within their organization as a retention tool. Ego-merge does, in fact, encourage people to stay, but it also cripples them and reduces their long-term value to the company.

It's every company's/manager's responsibility to help their people grow and become



stronger, not to subtly cripple them in the hopes that they won't leave. Better, it's in both the manager's and the company's best interest to become people-builders.

Why? Because reputation, both the manager's and the company's, is everything when hiring, and being known for your great G&S (grow and strengthen) policies will help you attract, develop and keep the best and brightest. Sure, you'll lose them now and then when they're ready for the next challenge and you can't provide it, but the benefits resulting from their ultra-high productivity and creativeness during the time they're with you will far outweigh the loss when they do leave.

How? Through some simple actions. G&S isn't rocket science, nor does it have to be costly.

1. Treat *everyone* on your team and in your company with the same level of respect you want.
2. Listen to your people. Encourage and assist them as much as possible in developing the skills they need to take their next step—even when it makes your life a bit more difficult.
3. Always remind them that for all their successes, challenges, and failures it's "and" *not* "because."

But what if you're a manager pushing G&S *down* while your own manager is either blind to it or the type who sees ego-merge as a plus? What can you do as just a worker with no control or leverage?

Awareness is the best protection against ego-merge. Recognize that it exists, understand what it is, know its symptoms and whether you're prone to it, then monitor yourself, always remembering that the opposite of ego-merge is *not* arrogance.

1. Post a watch for the first symptom of ego-merge: when your glow of accomplishment for an exemplary project you did is quickly quenched by negative internal news or media coverage. The greater the offset the greater the ego-merge.
2. Listen to yourself. When describing a project (successful or not) or coup (large or small), listen to how you describe it and where and how you attribute it's success or failure. Adjust accordingly.
3. Offset and reduce ego-merge in others by publicly giving full credit to those around you at all levels up and down for their contributions.

Miki Saxon, CEO RampUp Solutions, Inc. Be a discussion leader and/or participate in RampUp's TalkBack. Register now at www.RampUpSolutions.com
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2003 MILESTONES

IDC expects a number of significant milestones to be passed over the course of the next 12 months. By the end of 2003, there will be more than 600 million PCs and 1.5 billion portable phones worldwide. There will be more than 700 million Internet users, 250 million mobile Internet users and over 80 million broadband households worldwide. And more than 1 billion email boxes will have been created by the end of 2003.

Online Surveys

By Beth Barnett

We have come across two good reasons to use surveys on a website. Many associations and businesses use opinion surveys to ask visitors what they think about issues of importance. This is a good way to get audience participation and website loyalty. The survey can be tabulated automatically so that the results are displayed online, real time. People love to see how their opinion compares to others; sharing the findings online builds community.

A completely different way to use surveys online is an e-business application. Does your company or association need to collect survey data? Putting the survey online is less expensive than mailing printed

surveys. You can restrict who gets to complete the survey through login permissions. The data are stored in a database so it is ready for tabulation. No data entry woes.

One example of the opinion survey is TeraTech's survey tool, ttSurvey. The ttSurvey has an easy to use content manager to construct the survey using any type of question (yes/no, single answer (radio button), multiple answers (checkboxes), numbers, text). ttSurvey not only displays the survey on the website but also the results, on a separate page. The content manager lets you pick which questions display online, so items like contact information can be suppressed. We use the tool to poll the ColdFusion community about practices (e.g. Who is currently using CFMX?) and interests (e.g. What topics to cover at CFUnderground). Our clients have purchased ttSurvey customized for their websites.



TeraTech Survey Designer/Administrator					
Click link in Survey Title column to test the survey.					
ID	Survey Author ID	Survey Title	Description	Responses	Links
10	1	Test Survey	Survey for 10/10/02	10	R S L
11	1	Test Survey	Test Survey that attempts to use a random type of question	11	R S L
12	1	Test	Test	12	R S L
13	1	Test Survey	Who is coming to F1 this night?	13	R S L
14	1	Test Survey	Questions for 10/10/02	14	R S L
15	1	Test Survey	Test Survey	15	R S L
16	1	Test Survey	Survey for 10/10/02	16	R S L

We recently completed an e-business survey for an association. The association does an annual industry survey on critical incidents. This is a complex survey with about 100 questions and branching. Branching is the technique that allows the respondent to skip a section which is not relevant to him. Since this association does this and several other surveys annually, they asked us to build a tool that let's them build web-based surveys. The tool, written in ColdFusion on SQL server, lets the user construct the survey questions and identify the questions critical to branching. The website is connected to the AMS system so that login security rights are related to membership status.

Do you know of any other ways that surveys are used on websites? Please email your ideas to beth@teratech.com.

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

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