



# TeraTech News

## Tools for Programmers

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Read about:

- **FLiP talk at SeaMUG**
- **CF Tip**
- **Directories in print and online**
- **New Member**
- **Monkey See, Monkey Don't**



### FLiP talk at SeaMUG

Michael Smith spoke about FLiP at the Seattle ColdFusion User Group (SeaMUG) on October 21. FLiP is the Fusebox Lifecycle Process and is a way of communicating between programmers and clients that

leads to far fewer misunderstandings than traditional approaches. The talk coincided with a Fusebox 4 class that Michael taught in Bellvue, WA, on the doorstep of Microsoft so to speak. While no one from Microsoft attended this time we hope that with Fusebox for ASP coming out there will be some next time!

### Defensive Coding Tip

By Michael Smith

When coding fuses it is smart to code defensively. What do I mean by that? If something goes wrong then the fuse code should deal with it and throw an error. For example if you expect a parameter user\_id to be present when the fuse runs then do parameter checking using CFPARAM without the DEFAULT attribute:

```
<CFPARAM NAME="user_id" TYPE="numeric">
```

If the user\_id is missing this will throw an error.

Also for any variables used in SQL queries use <CFQUERYPARAM>. This not only validates the datatype, it also prevents hackers from injecting bad SQL via URL parameters and also speeds up the query running in SQL Server or Oracle.



### Directories in print and online

By Beth Barnett

What is the best way to migrate a print directory to the web? Or to create an online directory?

First, let's clarify what we mean by directory. The yellow pages and an association's list of members and suppliers are directories. A listing of companies, such as Hoover's "Master List of U.S. Companies" is a directory. Lists with detailed information that adds value; such as the Columbia Books "Washington Representatives" is another kind of directory. Many businesses publish directories – directory publishers, associations, chambers of commerce, etc.

TeraTech's most recent venture into the directory business was to work with Columbia Books as they take hold of their position on the web. Columbia Books is well known for the quality of their directories, five titles including the highly visible and well-regarded "Washington Representatives".



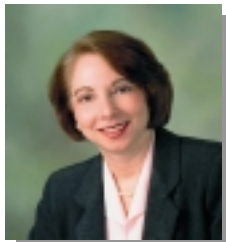
Our first product with Columbia Books was enhancing the www.lobbyists.info website. We improved the site by making the searches run much faster, making the website easier to use, and offering more flexible advanced searches. We worked closely with Columbia Books staff to apply our technical know how to their business and marketing requirements.

An even greater technical challenge lay ahead: bringing all the 5 directories together on the same platform. This change was necessary in order to post all of the information on the web. It provided the opportunity to create new product lines, to gain efficiency in data maintenance, and to integrate information from what were heretofore separate and independent databases. The goal is to establish a database structure that serves the needs of all current databases and can be adapted should other databases be added in the future. The databases for the current product line had different structures; different relationships between persons and organizations and between organizations with other organizations. The

structure has to be flexible enough to handle the current databases, and it has to be clever enough to handle future as yet unknown databases. The structure has to manage what information is published in the continuing print directory and on which website.

This is the kind of project at which TeraTech excels. We partner with Columbia Books. They bring the information asset and their business and marketing requirements. TeraTech brings our technical talent, quality project management and skills at listening to and communicating with the customer. To date, [www.lobbyists.info](http://www.lobbyists.info) has been launched. A new website on associations will be available by January 1, 2004 and more products will be launched in the New Year. Is this the best approach? This approach works for Columbia Books, but it would not work for all directories. Moving from print to web opens the door to huge and different ways to get value from an information asset. Good marketing strategy, valuable

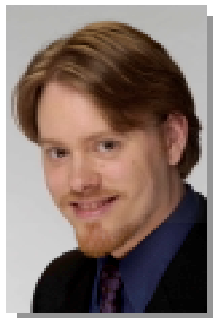
information and sophisticated technical expertise work together to make a successful migration of information from print to web.



*If you would like to speak with Beth Barnett contact her at 301.424.3903 x104 or [beth@teratech.com](mailto:beth@teratech.com)*

### **New Member**

Pete Krueger is the new Development Manager/ Application Architect for TeraTech. He comes to us with 6 years of experience in Web application design and construction. He has a degree in Electrical and Computer Engineering from Carnegie Mellon University, and is also a professional acting teacher in the Washington D.C. area.



### **Monkey See, Monkey Don't**

(Continue)

By Miki Saxton

However, what never ceases to amaze me is that these managers see nothing wrong (let alone illegal) in their actions and expect either *no* repercussions or maybe some *minor* grumbling—or they just don't care. What they never seem to expect are significant drops in productivity, high levels of turnover (even in this economy) and the occasional lawsuit. In fact, most of them are shocked when something does happen, and harbor serious doubts as



to whether the inequities actually have anything to do with it.

Of course, the most hilarious justification I hear is that "nobody will find out." You would not believe just how many line managers at all levels actually believe that people don't discuss their compensation/stock packages—companies even have rules that discussing it is not allowed and can be "cause for dismissal." Understand, these aren't old-line, dark ages managers I'm talking about, but really enlightened, 21<sup>st</sup> century, believe-in-empowerment types! When will managers learn that secret compensation is right up there on the reality scale with Santa and the Tooth Fairy!

Being treated fairly has always been at or very near the top of people's wish list. The only real change in the last thousand-or-so years is that it's moving from the wish list to the demand list.

So the next time I'm faced with a manager who doesn't have a clue, I'll just whip out a copy of the article to get my point across—and what do you want to bet some exasperated manager is going to look at me like I'm nuts and say, "So what? I hire people, not monkeys."

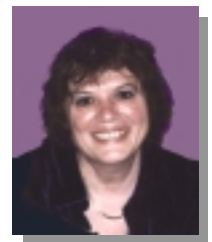
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Miki Saxon, founder and CEO of six-year-old retention firm RampUp Solutions, mentors managers via phone and email on issues of retention, culture, motivation and hiring, offering outside-the-box solutions that aren't money based.

Be sure to read ASK MIKI, The Manager's Mentor, online at [www.oaklandtribune.com/managers](http://www.oaklandtribune.com/managers) mentor and send your questions and comments to [AskMiki@RampupSolutions.com](mailto:AskMiki@RampupSolutions.com)

Chat *live* with the experts every Wednesday evening @ 6 PM Pacific time.

Just click [www.rampupsolutions.com/talkback/index.cfm](http://www.rampupsolutions.com/talkback/index.cfm)



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