



TeraTech News

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CFUN Interview with Ben Forta

Michael Smith: I am talking with CF super-guru Ben Forta about his upcoming keynote talk at CFUN-04. Your topic is "cool stuff that we can't discuss yet". Can you tell me why it is cool?



Ben Forta: No. :-)

MS: So what recent releases from Macromedia can you talk about?

BF: Well Flex is out, as are updates to several of the MX tools.

MS: What about ColdFusion, any news there?

BF: Let's see ... Yes, there is news. No, I won't share. Yes, we are working on a new ColdFusion codenamed "Blackstone". No, I won't tell you what is in it. Yes, you'll want this one badly. And no, I won't tell you when it is scheduled to ship.

MS: So, reading between the lines, your talk will be about Blackstone?

BF: That would be nice, huh?

MS: I see that you have an ambitious user group tour coming up, and that it is around the time of CFUN-04. What will you be presenting to the user groups?

BF: It'll be some Flash and Flex (from a ColdFusion perspective), and sneak peaks at Blackstone.

MS: Aha! So you will be showing Blackstone. Will you be showing the same presentation at CFUN?

BF: The tour was deliberately set up in June to coincide with CFUN, and the locations were planned so that I'd be in the D.C. area at the right time. (Yep, the tour was scheduled around CFUN, now quit grinning). I will indeed be showing Blackstone at user groups throughout North America, but I am reserving one really amazing demo (of a feature that we have never publicly shown or discussed) for the CFUN keynote. CFUN attendees will be the first to see how ColdFusion can be used to ... oops, I almost gave it away.

MS: So I guess we will just have to come to your keynote talk on Sunday to find out what is cool and new.

BF: See you there. :-)

You can see more interviews at <http://www.cfconf.org/CFUN-04/news.cfm> and at Fusion Authority <http://www.fusionauthority.com/>
CFUN-04 is Sat 6/26/04 - Sun 6/27/04 in Washington DC area. It costs \$269.
For more information on CFUN see <http://www.cfconf.org/cfun-04/>

Class Schedule

Mon 4/26/04 CF 208 - Hal Helms Mastering Complex Variables \$349 - NEW!

Sat 5/01/04 CF 101 - Welcome to ColdFusion \$9.95

Tue 5/04/04 CF 102 - Introduction to ColdFusion \$349

Wed 5/05/04 - CF 204 H CFMX in Depth: Opportunities and Challenges - hands on 3 days \$1047

Tue 5/11/04 CF 201 - Building ColdFusion Skills \$349

Tue 5/25/04 FB 101 - Intro to Fusebox \$199

Tue 6/01/04 FB 201 - Intermediate Fusebox \$349



Classes limited to 12 students each so that you can be sure to get your own questions answered! Sign up today to guarantee a place at <http://www.teratech.com/training/>

TeraTech was a finalist for Best ColdFusion Training in USA in both 2003 and 2002.

CFUN Speakers

We have over 30 nationally know speakers at CFUN this year:

Charlie Arehart
Jo Belyea-Doerrman
Raymond Camden
Christian Cantrell
Sandra Clark
Sean Corfield
Robert Diamond
Michael Dinowitz
Steve Drucker
David Epler
April Fleming
Ben Forta
Shlomy Gantz
Mark Gorkin
John Hamman
Hal Helms
Simon Horwith
Larry Hull
Chafic Kazoun
Matt Liotta
Tom Muck
Rey Muradaz
Nate Nelson
Samuel Neff
Jeff Peters
Neil Ross
Stephen Shapiro
Michael Smith
Geoff Snowman
Jeff Tapper
Dave Watts



CFUN speaker bios and topics can be found at www.cfconf.org/cfun-04/

One of our new sponsors, Reiter's, will be running a CFUN bookstore and they will be hosting a book signing by some favorite authors during the event.
www.reiters.com

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Dear Miki

Dear Miki,

I am in charge of corporate planning & development for our company. We were once a small start-up, but our CEO likes doing deals and acquisitions. That leaves me to handle the integration of sometimes dozens of new people into our corporate culture. The problem is that I don't think it is working. The once strong culture that we had is seeping away. Is this inevitable? What can I do to help keep this the company with which I fell in love?
-- Mark, TX

Dear Mark,

Although your situation has similarities to the question of retaining a culture during major hiring growth that I addressed in my previous column, you have the additional challenges of little choice regarding who joins

and resistance to change on the part of the acquisition's employees. Although your CEO has left you to deal with retaining an environment that he created (culture does stem from the top), the good news is that he isn't trying to lose it on purpose; he's just focused on other things. That's good because it should mean that he's not actively against it; rather he's passive about maintaining it and will support your solutions if they don't require a lot of work on his part.

Obviously, as your company grows some change is required, but that doesn't mean that you'll have to lose what you love. Your goal is to set up an environment that will retain the best of your current culture and incorporate the best parts from the cultures of the companies you acquire which, in turn, will provide the infrastructure to support a flexible framework for the culture's future evolution. Doing this also helps integrate the acquired companies since you can bet that those employees are just as concerned about losing their culture as you are about losing yours.

First...

Culture is mostly about philosophy and attitudes, in other words, the way people think, so your first action is to identify and write up what really makes up your culture. Chances are you're most aware of the end results, so you'll probably need to backtrack to identify the source(s) of those features, i.e., describe the attitudes or underlying philosophy that made them happen. Identifying and understanding these intangibles can do more to support your culture, while leaving it flexible enough to grow with the company, than creating lots of new processes and/or policies that are prone to ossification.

In fact, I offer a cautionary word to our clients regarding the dangers in creating too many policies or too much process. Just as the Preamble to the Constitution delineates the doctrines underlying it, policy descriptions should identify the major underlying philosophy and attitudes involved.

(continued next month)

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

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