



TeraTech News

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Don't Let Word Give Away Your Secrets

By Michael Smith

Did you know that your Word document could contain hidden data that can reveal too much about a document's murky past? No, well neither did SCO Group, a litigious Lindon (Utah) software company, when they filed a breach-of-contract suit against DaimlerChrysler. The Word document that they filed showed that the case had originally been drawn up as a suit against Bank of America in a California court! Hidden information in a Word doc (or Excel or Power Point) may include the names of the author and anyone who edited the document, reviewers' comments, the types and identification of computers on which the file was opened, and deleted text. If you have used the Track Changes feature then anyone receiving it can see the record of changes by using the "show markup" mode.

Nearly every business exchanges electronic documents with partners, competitors, and customers. If those documents are written in Word, they are likely to contain information you would rather not share outside your own organization. How do you prevent it? One tool that helps get the job done is Microsoft's Remove Hidden Data, a free add-in to Office XP and 2003. But a better way is to not email Word documents but send a PDF of the document instead.

BusinessWeek online

For more information see the Business week article by Stephen H. Wildstrom at <http://www.businessweek.com/technology/list/flash01.htm>

Using Technology for marketing and branding

TeraTech president Michael Smith spoke at the Yes!Circle L.I.F.E. (Learning Immersion for Entrepreneurs (L.I.F.E.) - If You Brand It, They Will Come!) at the John Hopkins University in Washington DC. Michael spoke on using technology to market your organization and to deliver your brand. Topics included the use of list servers, web boards,



voice mail, search engine optimization and content management systems. For more information on the event see <http://www.yescircle.org/> If you want a copy of the handout email michael@teratech.com

Double custom tag processing

By Matt Liotta



As many of you know, if a custom tag is called with an end tag then it is processed twice. While this is useful for some use cases, it can also be a problem when you don't write your custom tag in a way that takes the possibility of being called twice into account. The general wisdom is to use a cfif to determine which execution mode the custom tag is in. However, I saw the following on CF-Talk and thought it was interesting enough to share. A thanks goes to Paul Kenny for the following.

If there is no processing done, then just put the following code at the bottom of your custom tag code:

```
<cfexit method="exittag"/>
```

It will exit the custom tag and will not re-enter it for end-tag processing, even if you have a closed tag `<cf_tag />` Matt's blog <http://devilm.com/archives/000110.html>

Dear Miki

(continued)

This enhances people's understanding of the underlying tenets and provides guidance to management in cases of conflict or uncertainty. Because policy is your most potent infrastructure the most tangible and, therefore, the hardest to corrupt or ignore -it must be used most sparingly. Policies should be reasonably broad -macro rather than micro -since they are meant to support flexible processes, not ossified bureaucracy.



Second...

Once you have identified the parts of your culture you're ready to develop a Dual Mission Statement (DMS). Mission statements are excellent for supporting cultural infrastructure. Done correctly they are of great use to customers, vendors and employees. The Business Mission Statement (BMS) deals with the company's interaction *externally*, while the Cultural Mission Statement (CMS) discusses how the company interacts *internally*. Together they comprise the Dual Mission Statement.

The BMS is a description of exactly why the company exists, what it plans to do, and how it is going to accomplish its goals. A good BMS should be concise enough to post over everyone's desk and relevant enough that it will offer some guidance when they are struggling with key decisions. It's not too broad, nor is it generic or misleading. An example from a client is, "Our mission is to provide our customers with the best low line size telecommunications access products uniquely fitting their applications and needs at competitive prices."

Along with the BMS you want to create a powerful Cultural Mission Statement (CMS). The CMS is a summary of the philosophy and attitudes of the company *towards its people*. It, too, must be concise enough to post, and clear enough to guide people in their interactions. It must accurately reflect the philosophy and style of your CEO (as does your current culture). It should *not* be:

Not Vague

We support balance between work and family.

A partnership exists between us and our employees. We expect them to support the company when it has extraordinary needs, and, in return, we support their use of our family leave policies and encourage a balanced attitude between their work and personal lives.

Not Unattainable

We support our employees' charitable endeavors.

We offer budgeted financial support to non-profit efforts approved by a committee of our employees.

Not Empty

We want to hear what you think.

We maintain an open-door policy, with guaranteed response, so that our employees can pass on information knowing that something will be done and that the "messenger won't be shot".

[next month what to do with your DMS]

Safari books online review

By Robi Sen

Ever wished you had your favorite reference book at your fingertips at work or school? Well now you can with O'Reilly's Safari. O'Reilly's Safari is a novel online library where O'Reilly has digitized, stored, and made available online thousands of technical books. To use safari all you need is a account and a web browser and a connection to the Internet. When you logon to safari you can browse books by topics or search terms and select books to add to your bookshelf, which limits the number of books you have total access to at one time. The basic bookshelf comes with 10 book slots on it.



The number of books that are in the O'Reilly Safari is much greater than just the number of O'Reilly titles but also includes books from Macromedia Press, Sun press, New Riders, Addison Wesley, Prentice Hall and many more.

The system is very intuitive and easy to use. When you create your account you then get access to the full safari library. You can select titles by a wide range of criteria and browse through selected parts of their content, but for most titles you do not have full access to their content until you add them to your book shelf. My only complaint about Safari is its current search system. While most of the time I found it useful occasionally it was not able to find terms or text that I knew where in a specific title. Also the display and categorization of the returned search is awkward and not especially clear. Being able to search a book for specific information rapidly is one of the most powerful features of Safari and I am sure that O'Reilly will in time make this function even easier to use and more powerful.

For more information and a free 14-day trial see <http://safari.oreilly.com/>

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