



# TeraTech News

Creating excellent software since 1989

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Michael Smith, Editor

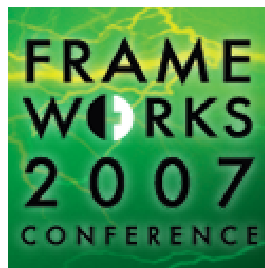
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## Read about:

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## Frameworks conference a big success

Over 120 developers came to the Frameworks conference in Bethesda. This year in addition to Fusebox and FLiP we had sessions on other frameworks such as Mach-ii, Model Glue, Ruby on Rails, ColdSpring and Struts, and other methodologies such as XP and test-driven development. Speakers included Josh Adams, John Paul Ashenfelder, Peter Bell, Raymond Camden, Sean Corfield, Oğuz Demirkapı, John Farrar, Peter Farrell, Rob Gonda, Hal Helms, Simon Horwith, Doug Hughes, Brian Kotek, Adam Wayne Lehman, Steve Nelson, Nat Papovich, Jeff Peters, Dave Powell, Andrew Powell, Christian Ready, Joe Rinehart, Jon Rowny, Chris Scott, Michael Smith, Elliott Sprehn, Chip Temm, Kurt Wiersma and Matthew Woodward.



## More is Better -- Internships.com reinvents itself

"How about selling to colleges rather than directly to individuals?" That was the question that our longstanding-client, Mark Robinholt, President of Internships.com, brought to TeraTech recently.

From his point of view, it was just a matter of a different pitch and a different mailing list. From the technical point of view, it meant a dramatic change in the flow of the website and clever augmentation to the database. Could we make these changes within a reasonable budget for a small business? Since this e-commerce

website was well constructed – modular and well documented – yes, we could do it! Now internship-seekers have two avenues to the 60,000 internships listed on [www.internships.com](http://www.internships.com). They can go to the website directly and register to search and apply for internships. Students who attend colleges that have purchased the service can search the database for free. The students enter the website through a homepage that is customized for the college – header and left nav bar have school name, colors, logo, and contact information. Customizing is easy: it takes Internships.com office staff less than 5 minutes to generate the college's custom page. Yes, TeraTech could change the site to sell to colleges and to individuals. The client has a new business opportunity and a new revenue stream.

## New TeraTech website

We updated [www.teratech.com](http://www.teratech.com) with a new layout using the Farcry content management system. This lets any staff member easily edit and add content without having to go back to the code each time. We have also added a blog to the site where we post tips and news.



## CFUNITED-06 podcast

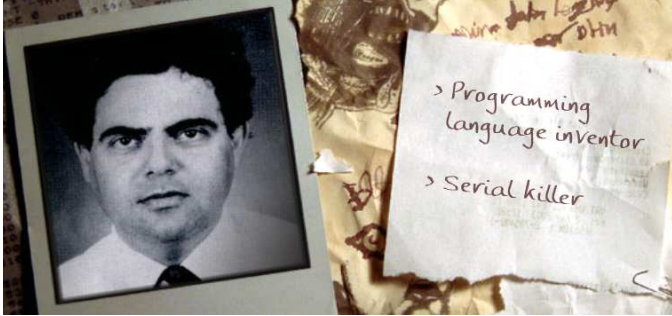
You can listen to weekly CFUNITED news, interviews and presentations on MP3 from our CFUNITED podcast. Your host is Christian Ready who also added the blog to the CFUNITED website. If you want to be interviewed on the show, email [michael@teratech.com](mailto:michael@teratech.com). To subscribe, see <http://www.cfunitied.com/blog/index.cfm/podcast>.



## Programming Language Inventor test

Sometimes when spending hours fixing a bug, it seems that programming language inventors have fiendishly clever minds designed to torture us programmers. Can you tell the difference between programming language inventors and serial killers? Take the test at:

<http://www.mattround.freemove.co.uk/files/killerquiz.swf>



## CFUnited Express in Atlanta and NYC

This one-day event brings CFUNITED to your home town and gives you a day of excellent training, an opportunity to network with the speakers and your peers. There is no risk because 100% of the CFUNITED Express ticket price can be applied to your CFUNITED-07 ticket in DC!

Atlanta: Date - March 15th, Thursday. Location - Renaissance Waverly Hotel. Cost - \$199, which expires 3/8/07. Speakers - Ben Forta, Charlie Arehart, and more.

New York: Date - March 8<sup>th</sup>, Thursday. Location - Graduate Center, CUNY. Cost - \$229, which ends 3/1/07. Speakers - Ben Forta, Shlomy Gantz, and more.

<http://www.cfunitedexpress.com/>

## Ask Miki - Assuring hiring success

For over 30 years, first as a headhunter, now as a coach, I've pushed the idea of involving new hires before they start; of putting out the effort to help them acclimate to the new work, culture and social networks that comprise their new home—as do the best managers and, I'm sure, other recruiters.



Now the concept has not only gone mainstream, it's moved to the executive suite and gotten its own trendy name—**outboarding**—and it's about time.

There's nobody out there who's smart enough to walk in cold to a new position at any level and perform or, as managers love to say, hit the ground running and contribute from day one. Here is how to do it.

Start by creating a buddy system for all new hires. Choose people interested in being a buddy (it won't work

to order them, in fact, that's likely to backfire), as close to peer as possible, strong in the areas the new hire needs coaching and knowledgeable about the company and its culture and social networks.

Although assigning a buddy reduces your involvement, it doesn't eliminate the need for contact with you during the period between acceptance and start. The goal is to make sure your hire-ee is thinking of herself as an employee of your company and not of where she currently works. This is a mind-set you want to start implanting even before you make the offer.

The purpose is to not only strengthen her connection to you and Widget, but also shorten the timeline between starting and actively contributing.

Based on the interviews, both you and your new employee know in which areas she needs to gain knowledge in order to come up to speed quickly. Here are nine steps to follow to accomplish that purpose.

1. Assign a buddy who can supply help and information on a proactive basis.
2. Take your new hire and the chosen buddy to lunch to introduce them and break the ice.
3. Take an assumptive approach when talking about anything in the future. Use phrases such as: When you're here, After you start, etc.
4. Give her information to read to familiarize herself with your company and its products.
5. Discuss the first project and give her information to take home.
6. Call her after she resigns to make sure things went smoothly.
7. Besides you and her buddy, have various members of the interviewing team call her occasionally to tell her how much they're looking forward to working with her.
8. Solicit her opinion; ask for her suggestions.
9. Don't overwhelm her.

Miki Saxon is President of RampUp Solutions, Inc. and provides products and coaching based on [MAP \(mindset, attitude, philosophy\)](#)<sup>TM</sup>.

<http://www.rampupsolutions.com/index.cfm?p=14>  
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