



# TeraTech News

## Software connections to your information

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### New TeraTech Website

For those pacing in anticipation for the brand new TeraTech website, the wait is over. We have launched our brand new site that is, dare we say, much more enticing.

Along with it is our brand new campaign. As we are ColdFusion experts, we specialize in keeping your servers and applications healthy with a similar approach to the healthcare industry. It is best to get your servers and applications checked regularly, making sure that preventative measures are taken to keep them running up to speed. The earlier a problem is found, the easier it is to correct it. This holds true in virtually every instance in life, and sick or slow servers are no exception. TeraTech suggests having your servers and applications checked regularly so that they might be resolved quickly and efficiently by our expert staff. Sometimes the worst problems are those that sneak up on you slowly and become disabling from within.

But some times there are problems that need to be solved now. Problems over crashing servers can't wait for the weekend or even tomorrow morning. For those problems needing immediate attention, we have the ability to quickly and efficiently fix problems with your servers, similar to going to an emergency room. We can respond immediately to these types of "emergency" situations, ones that cannot wait until the next day. Our ability to work at unconventional hours allows us to help our customers in any fashion they need.



### Success at ColdFusion United 2008

This years ColdFusion United was great! Those who came were a part of history, the 10<sup>th</sup> annual CF United conference, and the first one ever held at the DC Convention Center. People have said this was the best one ever with its range of topics and speakers as well as the events and antics being put on splendidly.



For all of those that could not make the conference, we are in the process of putting different presentations on the CFUnited websites so you can download them and watch them at your leisure. This is also useful for those people who just LOVED some of the presentations and want to watch them over and over again. To access these, go to [www.cfunitied.com/blog](http://www.cfunitied.com/blog) and scroll down to the entry dealing with "Presentations Recorded on Connect."

In addition to this, there were different interviews and roundtables recorded and also uploaded so that we all might have the pleasure of listening in on them. Thanks to Brian Meloche for recording these, some of the people interviewed are John Farrar, Liz Frederick and TeraTech's President Michael Smith. To hear these interviews, go to [www.cfconversations.com](http://www.cfconversations.com).

Thanks to everyone who helped in making this years' CFUnited the best one ever! We'll see you all next year!

### TeraTech Training Class Schedule

TeraTech offers training classes for ColdFusion and Fusebox for every skill level. Here are the upcoming classes you can sign up for.

**CF201: Intermediate ColdFusion** July 22<sup>nd</sup> 10am-5  
This class is taught by one of our resident ColdFusion Experts, Mr. Ajay Sathuluri and covers a range of topics: Security issues such as closing backdoors and forgotten passwords, Members Only issues like timeouts and cookies, Session Tracking including variable and structure dump, Locking issues like CFAdmin settings and CFLOCK tag, and Form Validation and why it is important.



Ajay Sathuluri is a Senior Web/Database Engineer and Instructor for TeraTech, Inc. He has been using CF since 1999. He specializes in ColdFusion application architecture and database design.

All classes are held at TeraTech's Rockville headquarters. To sign up for these classes, or for a full class

schedule list, go to <http://www.teratech.com/go/training/class-schedule>.

### MDCFUG Lunch

Four months and still going strong, the Maryland ColdFusion User Group Lunch is still the talk of the town. These lunches are a success because people continue to come and network with other people working with ColdFusion.

To accommodate all the different things people want to eat for lunch, we have chosen a new location for this month's lunch. It will be held at the food court connected to Union Station metro on Monday, July 28<sup>th</sup> at 1pm. There are various places to eat McDonalds, Au Bon Pain, and Corner Bakery just to name a few so everyone's taste can be accommodated. I, Matt Weiss, will be in the main eatery cul de sac with a CFUnited 2008 shirt on to be easily identifiable. Bring some money for food, a great attitude and plenty of business cards for the contacts you will make.

Like our monthly MDCFUG meetings at TeraTech's Rockville headquarters, lunch is a great way to connect with other people working in ColdFusion and to discuss related issues in an informal setting. Also like our monthly MDCFUG meetings, the MDCFUG lunch will be completely free, with exception to the price of your own food.

If you are interested in having a lunch, but are not close to the location we chose, please let us know. All questions, comments, concerns and suggestions should likewise be directed to me, Matt Weiss, Matt (at) teratech.com. Also, please contact me if you plan on coming so I can provide a contact number for the day of the event. I will send out an email the morning of the lunch to remind people. Hope to see you all there!

### Culture and Strategy in a Downturn

Creating and sustaining a culture of innovation isn't easy in the best of times, but what do you do when 'best' is a distant memory and the times are well on their way to 'worst'?

**According to Wall Street "wisdom" you throw your strategy out the window, cut your staff beyond the**

**bone and focus on now—since even a quarter is too long-term.**

Wall Street approach is to pull in your head and limbs like a turtle and spend as little as possible—and that means getting rid of people.

But not so fast. Statistics show what any employee can tell you, including the ones who aren't directly affected, that **layoffs don't motivate**.

According to [Think Before You Fire](#) in Business Week,

*"For companies, layoffs are a quick, albeit unpleasant, way to trim costs, right? Not necessarily. A recent study of 200 enterprises found that even a modest downsizing can unleash an exodus of valuable employees. For instance, companies that laid off 0.5% of their staff experienced, on average, a turnover rate of 13%—compared with an average turnover rate of 10.4% at companies that didn't do layoffs. (Academy of Management Journal)"*

And that additional 2.6% of turnover are rarely the folks you'd choose to lose.



Way back in 2001, when thousands were being laid off, Frederick Reichheld, author of *The Loyalty Factor* (1996) and *Loyalty Rules!* (2001) showed in carefully researched studies that a **5% improvement in employee retention translates to a 25%-100% gain in earnings**.

So what are the advantages of layoffs?

**They take the least creative effort from management and Wall Street approves.**

**Keeping your people and juicing innovation and productivity when times are tough takes work—lots of it.**

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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