



TeraTech News

Software connections to your information

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Read about:

TeraTech Development Approach
Success at Yes! Circle
TeraTech Training Class Schedule
MDCFUG Lunch
Remaking a Corporate Culture

TeraTech Development Approach

The following is continued from last month's newsletter....

Last month we focused on Web Form Prototypes. This month, we will discuss Web Site Design in Fusebox and Developing Database Access Components.

1. Web Site Design in Fusebox

The system methodology used for the client is Fusebox 4.1 running on ColdFusion MX version 6.1. The design model to be employed is the Model-View-Controller (MVC) pattern.

With Fusebox and MVC there is a separation of the data from the presentation and business rules. A plan for the Fusebox model is developed from the form prototype by the system architect.

Detailed module functional requirements are prepared by the architect using the standard Fusebox "Fusedoc" model. (www.fusebox.org).

2. Develop Database Access Components

During Web site construction the data access model is translated into database access components using ColdFusion components. These data constructs enable the re-use of common data queries and update logic by all system functions.

To be continued in next month's newsletter where we complete our Development Approach with the final sections: Develop Common Web Services and Testing. . .

Success at Yes! Circle

Yes! Circle is a community of entrepreneurs in all stages of business development. They come together to network, enhance their business and interpersonal skills,

and share leads, ideas, and resources. The membership area of their website was built in static HTML which the Yes! Circle staff could not update by themselves. They relied on the original website developer to update it every time there was a new event or change in the monthly calendar or newsletter. This method of updating the membership area had become very inefficient and stressful.

TeraTech was brought in to make the process more time-efficient and less prone to errors. Within a week of beginning the project, we had moved the membership area into a database and displayed it dynamically using ColdFusion. The data can now be edited by Yes! Circle staff via an administrative interface, instantly updating the site each time a change is made. We also developed a member spotlight feature on their home page, as well as price changes and an editable success story feature. The admin area is tied into the existing admin menu, making it extremely convenient for Yes! Circle staff to update numerous aspects of their site.

Since the maintenance was completed over a year ago, Yes! Circle has been able to update their website on their own with no problems. Each time a new member is added to the directory or a new event or newsletter is posted, "we are thrilled with the functionality and user friendliness of the system" explains Margarita Rozenfeld, Founder of Yes! Circle. "The peace of mind that comes from being able to be self-sufficient, timely and responsive to our members' needs is priceless!"

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.

An Introduction to Flex 3 – Tuesday, April 1st, 10am-5
Taught by The Rushin, Jr., this class covers the basics of Flex 3, by going over how to create projects and fundamentals as far as visual and text controls. The class will also go detail about layout and navigation, talking containers, grid control, and cascading styles.

ColdFusion Admin 210 – Tuesday, April 8th, 10am-5
Taught by Ajay Sathuluri, This class will cover how to administer your ColdFusion server, with an eye toward

security. Subjects will include different sections of CF administrator, standard and enterprise, Sandbox security, JVM, and error handling.

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

We at TeraTech are constantly striving to better ourselves as well as better the communities we work in, including the MD ColdFusion User Group. Monthly meetings are held at our offices in Rockville every second Tuesday of the month, but for some people, it may be quite a drive to get out to Rockville, especially for an evening meeting.

MDCFUG Lunches are our answer to the distance problem people face. We will begin hosting casual lunches located at different places around the area for people to network and talk all things ColdFusion with others in the industry. This is a great way to make some contacts, as well as just have some informal fun with other people for lunch. (Only cost for attendance is your own lunch.)

The first of these events will be held at Cosi, located at 17th and Pennsylvania in NW Washington, D.C. (about three blocks south of Farragut West metro stop on the Blue/Orange line) on Monday, March 31st at 1:30 pm. There is no need to RSVP, just show up! A TeraTech representative will be there with a sign to ensure everyone is in the right place. Contact Matt Weiss at Matt@teratech.com with any questions, or if you are interested in having a lunch near you.

Remaking a Corporate Culture

I read a fascinating article about Troy Templeton and how he remade a corporate culture that wasn't broken at Trivest Partners, LLC.



Templeton wanted to change from "nearly 25 years of success with an attitude of entrepreneurial spirit that allowed the firm's lead deal makers to work on their own to create deals, to a teamwork culture that still let people be creative."

The fascination is because Trivest is an investment bank, and that spells big egos, and big ego's rarely 'play nice' with each other.

"That teamwork culture was a building process for Trivest that started at the top with Templeton and his senior leaders setting the stage by helping midlevel leaders take over projects. Once the idea of teamwork was created, Trivest worked on strategies to hire team players and create a framework for the company's entrepreneurial goals to be reached through team practices."

It was important to get people thinking beyond their own deals. To do this, "Templeton set an agenda for what he expected from the entire company and set the bar higher across the board to encourage people to think outside of their own deals to help others get across the finish line."

"The thing I try to do is set the big goals," Templeton says. **"If you don't aim high, you're not going to shoot high, so you may not attain all your goals all the time, but you are certainly going to attain a higher level of performance if you are going after the big goals rather than saying, 'I want to beat last year by 5 to 10 percent.'"**

Templeton considers culture the most important item when hiring; no matter how good the candidate's skills, Trivest will pass if they have no culture.

Everybody interviews and during the after-interview discussion he always asks one simple question: **"Would you like to go to lunch with this individual?"** Templeton's feeling is that if you wouldn't go to lunch with someone, they won't fit well on the team.

The big question, of course, is did it pay off?

"The resulting culture Trivest created has helped the company continue to grow. Not only does the company's portfolio manage companies with \$1.4 billion in revenue with more than 5,000 employees but **returns on investment, which had traditionally been around 30 percent at the company, have increased to more than 40 percent during Templeton's five years at the head of the firm.**"

A ten percent improvement – sure sounds like payoff to me.

Miki Saxon is President of RampUp Solutions, Inc. and provides products and coaching based on [MAP \(mindset, attitude, philosophy\)](http://www.rampupsolutions.com/index.cfm?p=14)TM.

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