

## cf.Objective() - A Managers Guide

**Your Training Budget Tight?  
You have room in your budget to send your employees  
to one conference this year...Which should it be?**

**How about a conference featuring:**

- **The top speakers in the ColdFusion community** -- Sean Corfield, Jason Delmore, Mark Drew, Chris Scott, Mark Mandel, Joe Rinehart and many more.
- **In-depth, solid presentations on more advanced topics** -- perfect for your intermediate and senior developers!
- **An intimate atmosphere** -- small enough to give your developers access to those experienced speakers and attendees, so that they will learn even while they network!

All this for the modest price of **\$549 for three days** if you register by March 31, 2009, saving you \$70 off the regular registration fee of \$629. Even at full price this is an amazing value, so you can send several developers without breaking your budget! In addition, if you register one person for the conference before the deadline you can get all your remaining attendees at the early rate, regardless of when they register!!

**What conference will give you all of this for such a low price?**

**I'm talking about cf.Objective() 2009  
(<http://www.cfobjective.com>), of course!**



cf.Objective() is the first conference to concentrate entirely on the most advanced and cutting-edge techniques in the ColdFusion world. On May 14-16 2009, at the Hyatt Regency Minneapolis in Minneapolis, MN, ColdFusion programmers from all over the world will gather to learn about Enterprise-class ColdFusion programming from proven speakers and experts.

There will be no basic "Introduction to ColdFusion" sessions at cf.Objective()... CFCs, frameworks, unit testing, and all the other things that go into an object-oriented approach to ColdFusion, will be covered here and here alone.

Most conferences leave off where `cf.Objective()` starts. Because it's smaller and more focused, `cf.Objective()` presentations teach skills that solve real-world software challenges.

### **Just look at these sample sessions:**

#### **Building an Object Oriented Model - Bob Silverberg**

This session will present an approach to implementing a common set of services and gateways. Through the use of abstract classes you will see how to eliminate duplicate code and how to encapsulate logic to increase the cohesiveness of your entire model. We will start with the basics, describing what services and gateways are, and then look at building a model from the ground up. You'll leave the session with an understanding of the components that go into building a model, as well as some of the object oriented principles that will help guide you in your design efforts. This session is aimed at beginning to intermediate developers who have some experience with and knowledge of basic OO concepts and are interested in learning about some of the design considerations that go into building an OO model.

#### **Setting up a Solid ColdFusion Development Environment - Kurt Wiersma**

Learn about how you can setup a local development environment that closely mimics your production system. This session is filled with tips and tricks on how you can make your machine a better place to develop solid applications. In this session we will discuss how to setup a multiple instance install of ColdFusion with Apache virtual hosts along with a great combination of Eclipse plugins. Couple this setup with a test database powered by MySQL and a solid source code control system and you have a powerful development environment setup on your workstation.

Other sessions include: **Essential Flex and ColdFusion Integration** by Theo Rushin Jr., **Object Relational Mapping with ColdFusion** by Jason Delmore and other topics regarding the next release of ColdFusion.

This conference is perfect for senior developers and team leaders or anyone looking to take their skills to the next level. Get your team ramped up for the next release of ColdFusion!

At `cf.Objective()` 2009 your developers will be immersed in an atmosphere that is intimate and friendly and will have the opportunity to learn from and network with the top thinkers in the ColdFusion community. They will return to work with new skills that will be instantly useful. The investment in time and money will be worth it!

#### **What will this cost you?**

- **Two-day Conference (Thursday - Friday or Friday - Saturday): \$499** Through March 31, 2009; \$549 on or after April 1, 2009
- **Three day conference (Friday, Saturday and Sunday): \$549** Through March 31, 2009; \$629 on or after April 1, 2009

What will your developers gain for that price, and what knowledge will they lose if they don't attend?

**Register now at <http://www.cfobjective.com>**

