



## cf.Objective() - A Managers Guide

Do 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** – Jeff Coughlin, Brian Rinaldi, Jason Delmore, Raymond Camden, Mark Mandel 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!
- **Five tracks this year!** – Architecture & Design in Software, Integration & Tools, Process and Performance, Security and Front-End Development & **js.Objective (All JavaScript Track)**
- **ColdFusion Zeus topics** – See what is new from Adobe's upcoming release of ColdFusion.

All this for the modest price of \$849 for three days if registered by February 14, 2012. After February 14, 2012 the price goes to \$949. So you can send several developers without breaking your budget! Also 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! Sending more than two? We have multiple attendee discounts as well.

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

I'm talking about cf.Objective() 2012 (<http://www.cfobjective.com>)

cf.Objective() is the first conference to concentrate entirely on the most advanced and cutting-edge techniques in the ColdFusion world. On May 17-19, 2012, 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.

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:**

**Authentication Made Easy Using Twitter, Facebook, Google, and more - Billy Cravens**

Authentication is one of those features we seem to implement in every app. It's a chore for us, because poor security choices can mean failure. It's a chore for users: yet another password to remember. Why

not let those who have spent millions of dollars on this problem, where your users already have an account, deal with this? In this session, I'll show you how to implement the various authentication APIs that are out there, presenting a login experience that allows your user to choose from the various options that are available (Twitter, Facebook, Google, LinkedIn, and more). You'll also see how to wire this up to your application in a way that is unified to your app no matter what service your users choose.

### **Practical Performance - Make it go fast! – Dan Wilson**

All developers, managers and users agree applications should be very fast. Getting an application to go fast can be tricky. There are a lot of different ways to speed up different parts of an application. Which should you use? Which will give you the most bang for the buck? Which are a waste of time?

- In this session, we'll look at practical ways to figure out why your application is slow and what you can do about it
- Session Caching vs. In Process vs. Out of Process caching
- What is Write Through Caching?
- Bottleneck assessment
- Front Caches like Varnish and Squid
- When to use/avoid memcached
- When to use/avoid ehCache
- Practical experiences helping large scale weather stations and telethon web applications scale

### **Making Legacy Code Testable - Emily Christiansen**

Better design. Ease of adding new features. Knowing about defects before you check in. All of these are promised by unit testing and test-driven design. At conferences we are presented with software that has been designed with testing in mind. Testing always looks so easy with these examples. What about legacy code? How do we test that? Just because software wasn't initially designed for unit testing doesn't mean it can never be testable. It is simply a matter of refactoring that mass of untestable code into smaller, testable modules. In this presentation I will cover some strategies for taking legacy code from spaghetti code to testable code. I will also provide examples to illustrate these concepts. This will not be a talk about setting up MXUnit, instead it will cover making existing, problematic code work with MXUnit to achieve greater stability and peace of mind. After attending this presentation developers saddled with legacy code will be able to reap the benefits of automated unit testing.

## **js.Objective! JavaScript!**

**In today's mobile world where smaller devices are being called upon to do everything a desktop computer does it is time for developers to increase their skills with JavaScript. cf.Objective() is bringing a track of sessions on JavaScript.**

**Just look at these sample sessions:**

### **PhoneGap: Yea, its that easy.... – Scott Stroz**

There are several paths developers can go down to learn how to create 'native' apps for smartphones and tablets. Most include having to learn a new language. In this session, we will explore one option, PhoneGap, that allows us to use skill sets we, as web developers, already possess - such as using HTML, CSS and JavaScript. We will create a sample application that shows off some of the PhoneGap

API, how easily it incorporates with jQuery Mobile or Sencha Touch and how quickly you can get up and running when developing apps for smartphones and/or tablets.

### **Production Ready JavaScript - Elliott Sprehn**

Now that web applications are bigger and more complex than ever before we need to think about how to scale our code bases and what it means to write production ready JavaScript. This talk discusses the issues with building large scale JavaScript applications.

During this presentation we'll take a hypothetical app through testing, deployment, performance tuning, versioning, debugging, error reporting, dependency management and much, much more! This presentation presents the knowledge and lessons learned building the internal tools for Google Feedback and research that was done into the successes and failures of other large scale web applications.

### **Enterprise Javascript Applications - Simeon Bateman**

Javascript applications are here and if you are not prepared then you could be missing out on work and losing clients.

In this session we will look at building robust applications using Javascript. Whether you are a team of 20 or a soldier of one, building successful software starts with good frameworks and tools. Come on out and learn about how BackboneJS, CoffeeScript and jQuery can help you build amazing client side applications which run great on the desktop, mobile browser and can even be packaged for native mobile distribution.

**This conference is perfect for senior developers and team leaders (or those moving in that direction). Your developers will return to work with new skills that will benefit your organization. The investment in time and money will be worth it!**

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

Three day conference (Thursday, Friday and Saturday): \$849 through February 14, 2012, \$949 on or after February 14, 2012. Do not forget about Discounts for three or more people from the same organization.

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

**"I have high expectations – cf.Objective() is the best CF event of the year."**

**"Fantastic value, quality presentations, many choices, direct access to presenters, very deep, just fantastic."**

**"The content exceeded my expectations. I've been to Adobe Max, CFUnited and Flash Forward, many of these sessions at these conferences are full of fluff. I found the majority of cf.Objective's sessions to contain useful info. Thank you!"**

**"I'd only heard good things about cf.Objective(), so as a first-timer, I was very excited to see the venue and experience the content first-hand. I have not been disappointed!"**

Register your Team Now at <http://www.cfobjective.com>