Little Rock TECHFEST

2013

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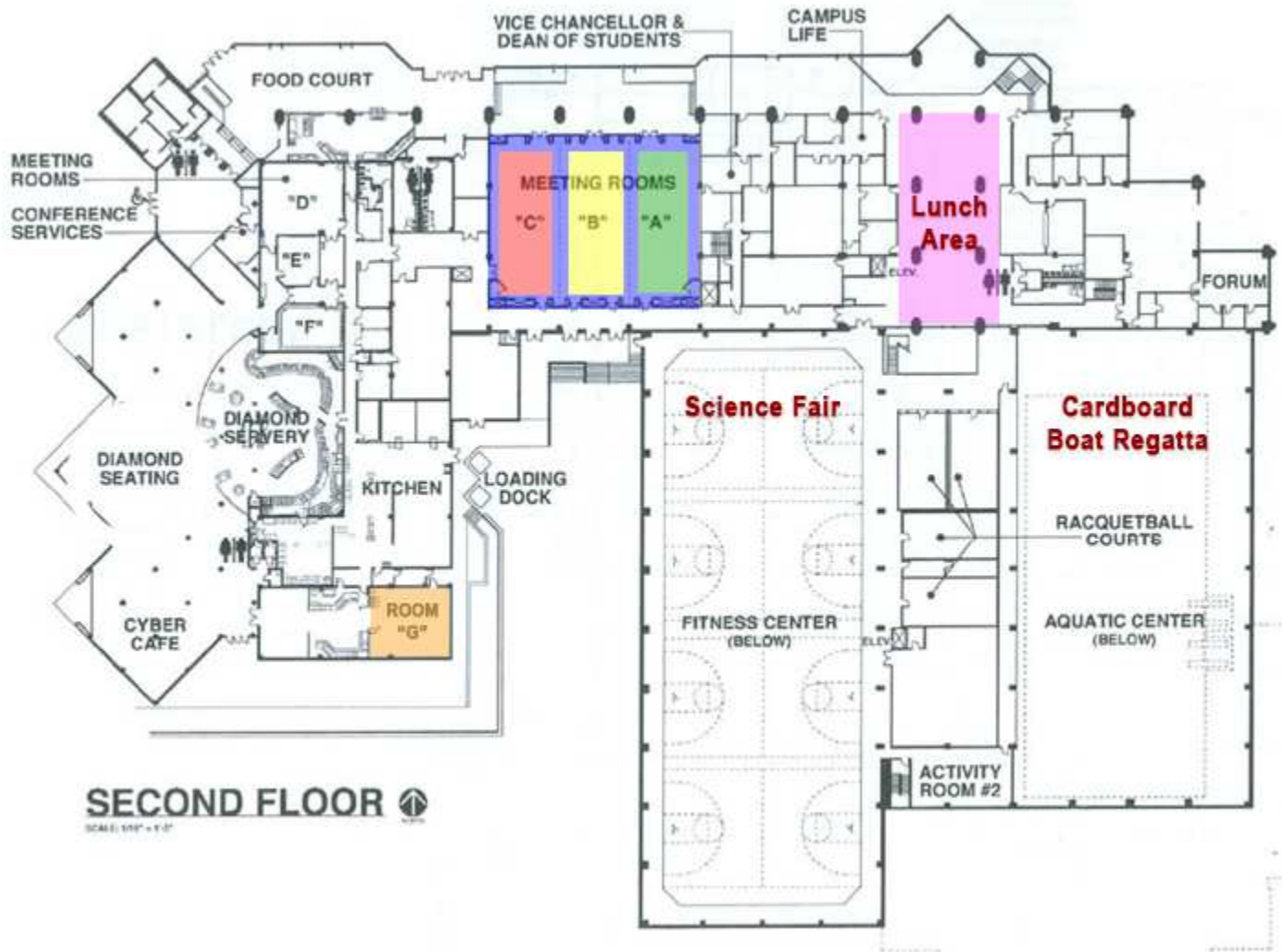| PLATINUM	GOLD	SILVER	BRONZE
idealoop	redgate *ingeniously simple tools*	MAINSTREAM TECHNOLOGIES *MANAGED SERVICES CUSTOM SOFTWARE HOSTING*	telerik *deliver more than expected*
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Welcome to Little Rock TechFest 2013

We are delighted to welcome you all to Little Rock TechFest 2013 where we hope each of you find presentations that will inspire you and help you take your design and development skills to a new level. The following maps, schedule and speaker bios will help you throughout the day to select a track that meets your individual interests. Enjoy!

Conference Schedule

SECOND FLOOR

Time	Track 1 (Ledbetter A)	Track 2 (Ledbetter B)	Track 3 (Ledbetter C)	Track 4 (Room G)
8:00 am – 8:30 am	Registration			
8:30 am – 8:45 am	Opening Announcements			
9:00 am – 9:50 am	Real-time Web Programming with SignalR Brian Sullivan	Programming with Kinect for Windows: From Hello World to Lightsabers in 60 minutes Latish Sehgal	iOS Development for the Enterprise LJ Wilson	SharePoint and jQuery Fundamentals Mark Rackley
10:00 am – 10:50 am	Fun with Json Shawn Weisfeld	Schema – The Next Frontier for the Search Engines Jonathan Goodman	Introduction to Drupal Jay Callicott	Introduction to Blender 3D Gordon Fisher
11:00 am – 11:30 am	Keynote (QBot – Heath Lehman)			
11:30 am – 12:30 pm	Lunch			
12:30 pm – 1:00 pm	Keynote (Dr. Mary Good – Little Rock TechPark)			
1:10 pm – 2:00 pm	What's New in ASP.NET MVC 4 Brian Sullivan	How Guest Blogging Increases Traffic and Improves Brand Recognition Jonathan Goodman	Beginners Guide To Developing For Android Sean Townsend	Managing the Mentoring Process Randy Walker
2:10 pm – 3:00 pm	What's new in Application Lifecycle Management 2013 Michael Wiley	Starting a Tech Company - What's Awesome and What's Not Michael Paladino	Introduction to the Android System Server: System Services Zach McCormick	Visual Communication for Effective Design Lee Ann Benson
3:10 pm – 4:00 pm	Windows 8 Powered by Azure Mobile Services Ryan Lowdermilk	Front End Preprocessors: Tricks, Failings and Workflows Jason Skinner	Your Graph is Showing: The Growing Trend toward Graph Databases & Social Data Greg Jordan	The .NET Ninja's Toolbelt Latish Sehgal
4:10 pm – 4:30 pm	Closing – Prize Giveaways			

Speakers

Brian Sullivan

Brian Sullivan is a senior consultant for Improving Enterprises in Dallas. He got his start in programming maintaining legacy mainframe applications in COBOL at a large trucking company, but quickly realized he needed to find a more productive environment in order to stay sane. He jumped at the opportunity to help transition some of those COBOL applications to .NET, and he hasn't looked back since. He has been working with Microsoft technologies for about 7 years, and is interested in increasing the exposure of agile techniques and methodologies in the Microsoft developer community.Brian Sullivan is the founder of the Shreveport .NET User Group and speaks frequently at local user groups and regional conferences. Brian is a Microsoft MVP in ASP.NET and a graduate of Harding University in Searcy, AR.

Real-time Web Programming with SignalR

Web programming has always been a one-way conversation; a client calls a server and the server sends a response. But what if you could go the other direction? What if your server code could call Javascript methods on your client? That's what SignalR allows you to do. Come see how this new library opens up a ton of possibilities for interactive and collaborative web applications.

What's New in ASP.NET MVC 4

ASP.NET MVC has come a long way from its initial release in 2009. Its feature set and maturity have grown by leaps and bounds with each release, and the new fourth version is no exception. In this presentation, we'll cover some of the new features, including the ASP.NET Web API, display modes, mobile enhancements, bundling and minification, and asynchronous controllers. You'll come away with an understanding of what the new framework version offers, and why you might want to upgrade your existing MVC apps to the latest and greatest.

Gordon Fisher

Gordon Fisher is the author of Blender 3D Basics by Packt Publishing. He has been a speaker at PyArkansas for the past several years and has spoken at: PyTexas, Siggraph, Comi-Con and BarCamp Conway. He is an award-winning animator and programmer.

Introduction to Blender 3D

Blender is the leading open-source 3D animation and game system. It is free and animators the world over use it for films, games, TV, scientific visualization, architectural walk-throughs and animation on the web. This talk will be an introduction to Blender, showing Blender's capabilities, how to use it, and goes step by step through a simple project.

The talk will begin with a display of a gallery of images created in Blender and a general introduction to Blender followed by a showing of portions of the video 'Sintel', the animation made entirely in Blender and shown at Siggraph in 2011.

Next, students will discover how Blender's unique Interface can be so powerful and be introduced to the major interface windows including the 3D View, Properties, Dope Sheet and others. There will be a short introduction to the Blender Game Engine and students will see how to create a simple real-time interactive game control. Next, we will step through the major steps of 3D animation production by creating and animating a 3D butterfly. This will explore many of the functions of Blender by:

• Making a template in the Blender 3D windows
• Creating a wing with polygonal modeling
• Assigning a texture to the wing
• Using nurbs modeling to create the body
• Adding a material to the body
• Using parenting to link the wings to the body
• Creating an animation keyframe
• Using the Timeline to create animation cycles.
• Animating the butterfly's course of motion.
• Simple lighting and tracking the butterfly with the camera
• Tracking the butterfly with the light
• Basic rendering settings

Greg Jordan

Manager of Web Development at Methodist Le Bonheur Healthcare, Greg has over 15 years of experience programming in various languages with a focus on native mobile & web development. Greg holds a Bachelor's degree and two Master's degrees, and is a Ph.D. candidate at the University of Memphis.

Your Graph is Showing: The Growing Trend toward Graph Databases & Social Data

NOSQL databases, such as MongoDB and Cassandra, have gained popularity as the data store for social networks and online communities because of their relative speed and simplicity. However, when creating connections in the data & understanding trends and commonalities, sites like Facebook and Twitter turn to graph databases.

In this discussion, we'll start with a quick overview of the database landscape and how graph databases fit within that landscape. Next, we'll dive into the world's leading graph database, neo4j, and look at what how it solves complex, connected data problems. The discussion closes with an in-depth look at examples demonstrating the power, speed and simplicity of using graph databases.

Heath Lehman

Heath Lehman lives in Little Rock, Arkansas with his wife and two children. He currently serves as the Chief Information Officer of BBA Solutions, Inc., the nation's third largest college textbook business. Through his consulting practice Heath advises several Fortune 100 companies in matters of social recruiting and business development. In addition to this role, Heath is a partner/adviser to the technology start-up companies QBOT.com and Esume.com.

 As an entrepreneur, technology investor, and innovator Heath focuses on continually improving business and education with game-changing software applications. He has a passion for social media, SEO/SEM and active content. Through his understanding of data driven analytics, Heath shapes business decisions with a disruptive fervor.

Heath has a Bachelor's degree in Accounting from Saint Leo University in Florida. After college he began his career in the insurance and investment industry building a start-up that was eventually acquired by American International Group NYSE (AIG). At the pinnacle of this career path he served as the Chief Operating Officer for four subsidiaries. Through this experience he gained a world-class education in Human Resources, Technology Development, Actuarial Data Analysis and Acquisitions. After AIG, Heath built and sold a mortgage bank to the National Bank of Arkansas.

Always returning to his roots, Heath continues to embrace the start-up. Embracing the motto "Boot Strap Don't Borrow" Heath believes innovation happens in the mind of the individual. The will to succeed and the ability to ignore failure gives everyone the opportunity to have their dream job. @heathlehman

Keynote - TBA

Jason Skinner

Being creative while concentrating on the big picture of new technologies, concepts and user interaction is so rewarding. I've been crafting web creations since the late '90s, with my roots planted in both graphic design and web development. So I see both sides of the online spectrum.

I am currently the Senior Web Developer at University of Arkansas for Medical Sciences

Front End Preprocessors: Tricks, Failings and Workflows

A preprocessor is a program that processes its input data to produce output that is used as input to another program. The output is said to be a preprocessed form of the input data, which is often used by some subsequent programs like compilers.

Okay, enough wikipedia. Preprocessors and frameworks can make life a breeze when it come to web development. The industry is still out on whether preprocessors and frameworks are even worth the effort, nevertheless which one is the industry standard.

You can look around the web and find a huge array of articles on SASS, LESS, Stylus, etc. It basically boils down to less effort mentally and physically to get results. What you don't find are workflows, failing and workflows in a small to big team environment.

I'll give examples of what I use and some other options (a versus match) of other preprocessors and frameworks out there. Basically, you will get the good, the bad and the ugly of the newish preprocessor world.

Jay Callicott

Jay Callicott is a Lead Drupal Architect for Mediacurrent, an Atlanta, GA based Drupal consultancy. Jay lives in Little Rock, AR and has been a Drupal fanatic for over 7 years (since version 4.6). As a side project, Jay is the lead developer for OpenChurch, a Drupal distribution for religious organizations. You can follow Jay at @drupalninja on Twitter!

Introduction to Drupal

This session will be for developers that are interesting in learning about Drupal, the popular open source CMS. We will draw some material from the popular "Hello Drupal!" course, in a condensed format (see http://training.acquia.com/hellodrupal).

The goals for this session will be the following:

- Understand the basics of "What is Drupal?"
- See how and why organizations are using Drupal
- Walk through the basics of how Drupal works and how to use the CMS
- Perform a small demo of how to download and install Drupal.

Developers of all experience levels are welcome including non-technical users interested in Drupal. Ideally this session will get developers a good grasp of what Drupal is and how they can get started.

Jonathan Goodman

Jonathan Goodman started his career over 20 years ago at the dawn of the Internet age producing websites for Fortune 500 companies. He is currently the President of Halyard Consulting, an Internet marketing firm, exclusively focused on WordPress development and search optimization. Jonathan holds an MBA from Fairleigh Dickinson University, an MS from the College of New Rochelle, and a BFA from the Ringling College of Art and Design. Jonathan is the author of the well received book The World of Internet Marketing: The Basics. He was professor of Internet marketing at the Silberman College of Business at Fairleigh Dickinson University for five years. He is currently a professor at The School of Internet Marketing. Jonathan has spoken at numerous conferences and conventions running the gamut from higher education symposiums to music industry conferences to WordPress WordCamps.

How Guest Blogging Increase Traffic and Improves Brand Recognition

This presentation details the importance of sharing fresh unique content within the blogging community. Attendees will learn the basics of what a backlink is and how it correlates to improved search results. The presentation will also provide a step-by-step guide on how to find the right blogger for your content and make sure your backlink stays on their site.

Schema - The Next Frontier for the Search Engines

In the beginning, webmasters focused their attention on Schema reviews and events. Today, microdata is expanding at a phenomenal rate; incorporating information for products, organizations, people, places, creative works with support for an infinite number of future categories. WordPress, one of the most widely used website content management applications, makes it incredibly easy to add Schema data to your website. This presentation will focus on three implementations of microdata for WordPress including the social component of Yoast's WordPress SEO Plugin, hcard data, and Geotagging. We will focus on the tricks and traps of getting microdata to work with an indepth look at the functions of each element and a review of the code through debugging tools including Google's Rich Snippet's Testing Tool. We'll look into the future of Facebook Open Graph and see how it can be incorporated into a website without interfering with the other microdata elements as well as examples of debug using the Facebook developer tools.

Latish Sehgal

Latish is a .NET consultant with Improving Enterprises and very passionate about software development and solving customer problems. He also leads the Dallas C# SIG. He can be reached via his blog at http://www.dotnetsurfers.com/ or twitter (http://twitter.com/latish).

Programming with Kinect for Windows: From Hello World to Lightsabers in 60 minutes

Kinect for Windows enables all kinds of new applications & experiences. Come to this session to find out how you can start using the Kinect SDK today. This C# code focused session will dive into the different aspects of the Kinect API. We'll cover color and depth cameras, skeletal tracking, working with audio and a lot of cool demoes.

The .NET Ninja's Toolbelt

As developers, we all have our favorite utilities, some used occasionally and then there are others that we refuse to work without. We might not use all of them everyday, but a good developer should know his options when the need arises. In this session, we'll go through the tools, utilities and hacks that can make you much more productive as a .Net developer.

Lee Ann Benson

Lee Ann Benson is currently a BI Consultant at Acxiom in Little Rock. Throughout her career she has helped close the gap between business users and IT by helping each group understand how the other operates and thinks. She has been in the Business Intelligence industry for over 10 years and holds a BSM - Accounting from Tulane University in New Orleans, LA.

Visually Design the User Journey

Vision is the most powerful and efficient way to communicate information in a technological world. Approximately 70% of our sense receptors are dedicated to vision. Understanding how the brain processes this information is essential to the effective design of web pages, applications, graphics and infographics that tell a story and lead users through the journey we want them to take.

We will briefly discuss the mechanics of sight, preattentive processing, limitations to perception and memory and Gestalt Principles of Visual Perception that will influence how we design for understanding and clarity.

LJ Wilson

LJ is a long time open source developer (PHP, Unix based languages) that went the .NET route and ultimately wound up getting heavily involved with iOS development using Apple's native tools (Xcode, Obj-C).He currently works as an iOS & VB.NET programmer for Arkansas Children's Hospital

iOS Development for the Enterprise

Covers the special considerations and infrastructure needs for developing iOS applications for the enterprise. It assumes that you have some experience with Xcode and Objective-C. Some of the specific topics will include:

- Setting up the Team
- Certificates & Provisioning
- Device Management
- Device & User Authentication
- App Management
- Handling App Updates
- Push Notifications
- Example Enterprise Production Apps
- Bonus - Setting up an internal App Store

Mark Rackley

Mark Rackley is a Solutions Architect for Summit 7 Systems with more than 17 years of experience designing and developing software solutions. Mark's daily responsibilities include forging the direction of solution architecture and development projects for clients while providing the best solutions for clients' unique problems. As a globally recognized SharePoint geek, Mark is an active blogger, presenter, author (and bacon aficionado) who is eager to lend his real-world knowledge of SharePoint to all who need it. In addition to speaking at various SharePoint conferences, Mark is the organizer of SharePoint Saturday Ozarks and can be found speaking at as many Saturday events as his professional and family life will allow. Mark engages his audiences with humor, real world stories from the trenches, and practical solutions. For more information follow Mark on Twitter at @mrackley or read his blog at www.SharePointHillbilly.com

SharePoint and jQuery Fundamentals

jQuery is the current ""SharePoint Silver Bullet"" promising to cure all your SharePoint ailments allowing customizations that at one point were unattainable without cracking open Visual Studio. But what is the real story with jQuery and SharePoint? How do you implement it with SharePoint? Should you implement it? Is it all a big hoax or is jQuery the missing piece to your SharePoint development took kit?In this session attendees will learn:1) Best practices for deploying jQuery in a maintainable way in their organizations2) What can be done with quickly and powerfully in jQuery taking advantage of incredible third party libraries3) What are the real consequences of using jQuery and when should you NOT use it.

Dr. Mary Good

Dr. Mary L. Good is the Dean Emeritus (Founding Dean) of the College of Engineering and Information Technology (E.I.T.) at the University of Arkansas Little Rock and is presently serving as a Special Advisor to the Chancellor for Economic Development. The E.I.T. College of UALR was organized in 1999 with the approval of the University Of Arkansas System Board Of Trustees and the Legislature. It grew from about 300 students in existing departments to over 1100 in 2012. It has developed nationally recognized programs in System Engineering, Information Quality, Nanotechnology, Modeling and Simulation and Construction Management. It is the linchpin for the workforce required for economic development in Central Arkansas. Good also presently serves on the boards of Saint Vincent Health System, and Delta Bank and Trust, both of Little Rock.

Previously Dr. Good served four years as the Under Secretary for Technology for the Technology Administration in the U.S. Department of Commerce, a presidentially appointed, Senate confirmed, position. The Technology Administration is the focal point in the federal government for assisting U. S. Industry to improve its productivity, technology and innovation in order to compete more effectively in global markets. In addition to her role as Under Secretary for Technology, Dr. Good chaired the National Science and Technology Council's Committee on Technological Innovation (NSTC/CTI), and served on the NSTC Committee on National Security.

Before joining the Clinton Administration, Dr. Good was the senior vice-president for technology at Allied Signal, Inc., where she was responsible for the centralized research and technology organizations with facilities in Morristown, NJ; Buffalo, NY; and Des Plaines, IL. She was a member of the Management Committee and responsible for technology transfer and commercialization support for new technologies. This position followed assignments as President of Allied Signal's Engineered Materials Research Center, Director of the UOP Research Center, and President of the Signal Research Center. Dr. Good's accomplishments in industrial research management are the achievements of a second career, having moved to an industrial position after more than 25 years of teaching and research in the Louisiana State University system. Before joining Allied Signal, she was professor of chemistry at the University of New Orleans and professor of materials science at Louisiana State University, where she achieved the university's highest professional rank, Boyd Professor.

Dr. Good was appointed to the National Science Board by President Carter in 1980 and again by President Reagan in 1986. She was Chairman of that Board from 1988 until 1991, when she received an appointment from President Bush to become a member of the President's Council of Advisors on Science and Technology (PCAST). Dr. Good has also served on the boards of Rensselaer Polytechnic Institute, Cincinnati Milacron, and Ameritech. She was also a member of the National Advisory Board for the State of Arkansas.

Keynote - TBA

Michael Paladino

As a founder and Chief Technology Officer, Michael Paladino leads the charge in ensuring RevUnit is pushing the bounds of technology while closely scrutinizing industry trends for what's next. Michael takes great pains to understand the business challenge and technical landscape in order to architect the right solution for RevUnit's clients.

Starting a Tech Company - What's Awesome and What's Not

Starting a technology-based company can be extremely rewarding. However, there are a number of surprises that can popup during the process. We'll go through some key learnings based on real-world experience in starting a technology-focused agency and attempt to help you plan for those surprises.

Michael Wiley

Michael Wiley is a Premier Field Engineer with Microsoft who specializes in Visual Studio Application Lifecycle Management (ALM), Powershell, and Windows troubleshooting. He is a regular technical presenter at local and regional events. Prior to working with Microsoft, Michael was a VB.Net MVP and a software engineer who delivered solutions in a variety of markets including healthcare, government, financial services, and information management. He is heavily involved in the Developer community and was the Founder and President of the Little Rock .NET User Group for three years. In his spare time Michael enjoys hiking, scuba diving, and creating haunted houses.

What's new in Application Lifecycle Management 2013

Microsoft's application lifecycle management tooling is all about enabling teams to deliver great software. In this demo-packed session, you will learn how to more effectively plan and track work by using the new Web-based project management tools; how to bridge the divide between development and operations by utilizing IntelliTrace in your production environments; and how to help keep team members on-task and ""in the zone"" with the new ""My Work"" and code review features. In addition to making your team more productive, we will show you how you can boost your overall code quality with new features such as code clone and an overhauled unit testing story in Visual Studio 2012.

Randy Walker

A MicroISV owner for 7 years, Microsoft MVP for 5 years, and former Board member for INETA, Randy Walker has dedicated his life efforts towards fostering the software development community and discipling young men for Christ.

Managing the Mentoring Process

Join us as we openly discuss the best mentoring methods of increasing technical and inner-office political skills aka ""social intelligence"". Find out the positives and drawbacks of the various methods and the difficulties in dealing with technical employees and their unique social skill sets. Geared for the entry to mid-level manager and project manager.

Ryan Lowdermilk

Ryan Lowdermilk is a Developer Evangelist for Microsoft in the Dallas/Fort Worth area. He educates and empowers developers to deliver first class application experiences to the Windows Phone and Windows 8 platforms.

Prior to joining Microsoft, Ryan served as a software consultant in the Los Angeles area with responsibility for designing and implementing customer relationship and business intelligence solutions. Ryan has worked alongside some of L.A.'s top entertainment and retail firms to design and implement custom software solutions which boosted productivity, lowered the bottom line and increased profitability.

Windows 8 powered by Azure Mobile Services

You want to write mobile applications, but you don't want to write a bunch of server code. No problem! You will be amazed at how little code it takes to access a server-side database from your mobile client. Ryan Lowdermilk will walk us through this hands-on-lab, in which you will build a Windows 8 mobile application using Windows Azure Mobile Services. You will enable: Structured storage, Push notifications, Integrated authentication. And you will have fun doing it.

Sean Townsend

Sean is a mobile developer originally from London who is currently enjoying life at Rockfish Interactive developing apps on the Android platform from Google. His first ever computer program was a text adventure he wrote in BASIC when he was 14 on the venerable Amstrad CPC464, but his first real job after University was working for the University of Essex in England writing C drivers to pull Census data off magnetic tapes. He progressed to C++ and when the web took off in the mid-90s, got his hands dirty with PERL and cgi-bin, and later, very early versions of Java and Javascript. He spent ten years working at Acxiom in Europe and the US on RedHat Linux grid networks to parallel process large datasets and writing performance-critical data matching software. Mostly in C++, eventually in Java. He still loves PERL, hates Threads, and thinks Android is the bee's knees.

Beginners Guide To Developing For Android

This presentation is a high level overview of the Android platform aimed at developers who are either genuinely interested in staring to develop their own apps, or are just plain curious about how Android works. The paper wont be digging into any code or anything at that level, rather it'll walk through some of the core Android concepts and design decisions, and will scratch the surface of some of the key classes (Activity, View, Fragment) and frameworks (Location, Media) that Android developers use every day. It'll cover a little bit about the development environment and tools Google have provided to help programmers debug and analyse, along with some of the key challenges in developing for mobile devices and challenges specific to Android in particular.

Shawn Weisfeld

Shawn is passionate about building awesome line of business applications and websites with .NET technologies. He is currently a Microsoft C# MVP and founder of http://UserGroup.tv. Read his full bio at http://about.me/shawnweisfeld

Fun with Json

Every time you turn around today someone is talking about services and one of the most common formats for data transfer on the web today is Json or JavaScript Object Notation, for is ability to be small and light on the wire and easily consumed by javascript clients. In this talk we will cover some ways to create Json services in ASP.NET. Additionally we will discuss some ways to consume these services from different types of clients: javascript in the browser with jQuery, .NET applications with JSON.NET and RestSharp. We will also look json2csharp a website that will generate POCO's from a json service.

Zach McCormick

I am a student at Vanderbilt University scheduled to graduate in Spring 2013 with a degree in Computer Science and Mathematics. I am currently interested in work in mobile computing and cyber security, as well as applied mathematics in finance. I plan on pursuing a Ph. D. in computer engineering. I enjoy teaching and sometimes give tutorials and lectures on Android or mobile development during the academic year.

Aside from academics, I own and operate a consulting company, Trailblazing Technology, Inc., in Nashville, TN, and consult for various organizations on different aspects of cloud computing and mobile applications.

Introduction to the Android System Server: System Services

Android is a Linux-based operating system designed primarily for touchscreen mobile devices such as smartphones and tablet computers. It is open source and released under the Apache license, thus anyone can take and modify Android to suit their needs. Modifications can be done for many reasons - to fit Android to new hardware, to add or remove features from the Android framework, or to learn how the internals of Android work, among others.

This talk is an introduction to the System Server of Android. System Server is a process that is started after the kernel is loaded and after Dalvik is initialized and running (the Zygote process). Most (if not all) of the system services, such as the power manager, the activity manager, and the package manager, are all started by the System Server and run under the process of the System Server.

Individuals or organizations wishing to modify Android may very well want to add, modify, or remove these system services to accomplish their needs. One may for instance want to introduce an Audit Service to log system events for security purposes. Another may want to introduce a Two Way Radio Service to manage hardware concerns on a two-way radio running Android.

This talk will focus on a quick overview of the boot sequence of Android, the Dalvik Virtual Machine and how Services run in Android, how the System Server starts and manages system services, and will end with a code example to add a system service that listens for a certain Intent and displays a message on the screen.