rubyfuza 2014

6–7 February 2014

Program Guide

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Mad Mimi

Mad Mimi is a simple, intelligent and powerful email marketing utility that anyone can use. Mad Mimi makes email marketing easy for the creator, and easier on the eyes for the receiver. With ground-breaking technology, Mad Mimi is the simplest way to create branded, well-designed newsletters and promotions. Sign up free today and get started with simple, lovely email marketing.

https://madmimi.com · support@madmimi.com · @madmimi   **Ruby-level sponsor**

HETZNER™

At Hetzner South Africa we are passionate about web hosting – it's our core business and it's what we do best. By consistently delivering excellent service and cost effective web hosting, dedicated servers and custom hosting solutions, Hetzner has exponentially grown its market share, making it the leading web hosting company in South Africa. Inspired by our brand promise 'Trusted in Hosting', we focus on providing efficient, sustainable business models, quality service and customer satisfaction. A key contributor to our success is our people. We aim for our teams to manage themselves rather than rely on several layers of hierarchy. We want to give our people the freedom to explore, innovate and create. We recognise that our customers expect reliability and good value from us and it remains our ongoing commitment to earn and retain their trust.

http://hetzner.co.za · info@hetzner.co.za   **Ruby-level sponsor**

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platform45

At Platform45 we believe software is essential to the advancement of human potential. All businesses will, if they haven't already, become software businesses. We work with our clients to **create custom web and mobile software** that allows them to automate, innovate and ultimately engineer a better business.

http://platform45.com · neil+web@platform45.com · @platform45   **Ruby-level sponsor**

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amazon

Development Centre
South Africa

In 2006, Amazon Web Services (AWS) began offering IT infrastructure services to businesses in the form of web services -- now commonly known as cloud computing. One of the key benefits of cloud computing is the opportunity to replace up-front capital infrastructure expenses with low variable costs that scale with your business. With the Cloud, businesses no longer need to plan for and procure servers and other IT infrastructure weeks or months in advance. Instead, they can instantly spin up hundreds or thousands of servers in minutes and deliver results faster. Today, Amazon Web Services provides a highly reliable, scalable, low-cost infrastructure platform in the cloud that powers hundreds of thousands of businesses in 190 countries around the world.

http://www.adccpt.com/?page_id=95 · rubyfuza@amazon.com   **Sapphire and Workshop Sponsor**

Google™

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's mission in Africa is to make the internet an integral part of everyday life in Africa, by increasing its relevance and usefulness, eliminating access barriers for potential users, and developing products that are meaningful for the countries in the region. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe, Africa and Asia.

For more information, visit developers.google.com, and follow us on Google+ at plus.google.com/+GoogleDevelopers

http://developers.google.com · +GoogleDevelopers   **Sapphire-level Sponsor**

GitHub

GitHub is the best place to share code with friends, co-workers, classmates, and complete strangers. Over two million people use GitHub to build amazing things together. With the collaborative features of GitHub.com, our desktop and mobile apps, and GitHub Enterprise, it has never been easier for individuals and teams to write better code, faster.

Originally founded by Tom Preston-Werner, Chris Wanstrath, and PJ Hyett to simplify sharing code, GitHub has grown into the largest code host in the world.

https://github.com · support@github.com · @github   **Drinkup sponsor**

Unboxed Consulting

Unboxed Consulting build innovative and robust applications. We have a solid and well-honed development process that we are very proud of. Our first love is Ruby on Rails but we like to play the field as well. Based in Cape Town and London we work with large ambitious clients and also inspiring startups in both South Africa and the UK.

http://unboxedconsulting.com · hello@unboxedconsulting.com · @ubxd   **Emerald-level sponsor**

Vulcan Labs

At Vulcan Labs we go above and beyond to ensure our clients get the best solution for their unique challenge. Getting it right through clear communication channels, regular consultations and keeping our clients up to date.

http://www.vulcanlabs.com · info@ vulcanlabs.com · @vulcanalia   **Topaz-level sponsor**

{ polyglot }
PROGRAMMING INC.

Polyglot Programming is an Atlanta based software company with strong South African ties. Managing partners Lance and Marlene, an ex-Pretorian, lead a team of developers who are passionate about Ruby on Rails and other best in breed technologies. We work with startups and companies to develop prototypes, launch ideas, scale existing web applications and supplement internal development teams. Our Agile development process focuses on testing and ensures that we deliver feature-rich applications quickly and within budget. When they're not writing code, you'll find the team "purr programming" with resident company cat Allie or sampling wine and cheering for the Springboks.

http://www.polyglotprogramminginc.com · lgleason@polyglotprogramminginc.com   **Topaz-level**

African Stay
LUXURY ACCOMMODATION IN SOUTHERN AFRICA

African Stay is a reputable and reliable reservations company that arranges your accommodation in luxurious safari lodges, camps and exclusive hotels throughout Southern Africa.The accommodation we represent all offer unique facilities. Most especially, you will enjoy rare splendour and superb hospitality to make your visit unforgettable.

http://africanstay.co.za · info@africanstay.co.za   **Conference Organization**

MORNING SESSIONS

8:30 **Registration**

9:30 **Marc Heiligers** @rubyfuza
Welcome!

9:40 **Charlene Tshitoka** @charlymul
Software Development in Africa

10:30 **Ben Janecke**
Ping Ping or: How I learned to stop worrying and love remote paring

11:00 **Break**

11:30 **Rory McKinley** @rorymckinley
TDD: When the thrill has gone

12:00 **Murtuza Kutub** @murtazz
The Ultimate Refactoring Cheat Sheet

12:30 **Lightning Talks**

13:00 **Lunch**

Thursday, 6 February
AFTERNOON SESSIONS

14:00   **John Anderson**   @djellemah
    What is an object, really?

14:30   **Daniel Acton**
    Google APIs for Ruby on Ruby on Rails on Google Compute Engine

15:00   **Marié Whittington**   @mariebeetge
    Designing in a Rails Company

15:30   **Break**

16:00   **Robert Stuttaford**   @RobStuttaford
    Immutable Data...base?

16:30   **Danie Roux**   @danieroux
    Persistent data structures – good for UI

17:00   **Daniel Schierbeck**   @dasch
    Curly — Refactoring the view layer

17:30   **Drinkup**

MORNING SESSIONS

9:00   **Arrival**

10:00   **Tania van Wyk de Vries**
            Ruby on Microsoft Azure

10:30   **Lance Gleason**   @lgleasain
            Analytics for the Busy Ruby Developer

11:00   **Break**

11:30   **Matthew Mongeau**   @halogenandtoast
            The Art of Ruby

12:00   **Kevin McKelvin**   @kmckelvin
            Clean Code: Applying Object Oriented Principles

12:30   **Lightning Talks**

13:00   **Lunch**

Friday, 7 February
AFTERNOON SESSIONS

14:00 **André Arko**   @indirect
       Extreme Makeover: Rubygems Edition

14:30 **Simon van Dyk**   @siefi
       The Birds & The Bees

15:00 **Sally Lehman**   @SllyLhmn
       Email Delivery for Rails Folks (or 'How to send lots of email and not look like spam')

15:30 **Break**

14:00 **Nelson Pascoal**   @foomip
       Rubymotion – iOS and OSX development from a Ruby developer's perspective

16:30 **Richard Cochrane**
       Debugging in Ruby on Rails

17:00 **Zachary Scott**   @_zzak
       Contributing to Ruby

17:30 **Leave for Dinner**

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