

# WELCOME TO WORDCAMP CHICAGO 2014!

## What Is WordCamp?

WordCamps are informal, community-organized events put together by WordPress users like you. Everyone from casual users, to designers, to business owners, to core developers participate, share ideas, and get to know each other.

Our focus is to provide the best experience for you and to hopefully connect you with some of the WordPress Community's smartest minds and coolest ideas.

## Community Organized

Please keep in mind that WordCamps are 100% non-profit events organized and run locally by people volunteering their time and talents because of their love of the WordPress community.

## Helpful People

If you have any questions, comments or just want to talk to someone, look for our organizers and volunteers, or simply stop by the registration desk! Also be sure to visit our awesome sponsors and say hello, they made this event possible!

### Badge Colors:

 **Organizers**

 **Speakers**

 **Volunteers**

 **Sponsors**

Thanks for coming and enjoy the weekend!

**Michelle Schulp, Lead Organizer**



## CONNECT AND CONVERSE



### Connecting to Conference Center WiFi

Wifi is provided by University Center. Please find a volunteer or notify the front desk if you have trouble connecting to the wifi.



### Join the Conversation on Twitter!

One of the best parts of WordCamp is the great online dialogue! Connect with other attendees and speakers, share things you have learned, meet up with new people for lunch... keep the conversation going!

Our official conference hashtag is: **#wcchi**

Or tweet us directly: **@WordCampChicago**



### Can't Get Enough WordCamp?

WordCamp Chicago on Facebook:

<http://wcchi.co/facebook>

WordCamp Chicago on Flickr: <http://wcchi.co/flickr>

Find other WordCamps: <http://central.wordcamp.org>

Connect with other WordCampers: <http://wcchi.co/attendees>

Learn about our Code of Conduct: <http://wcchi.co/conduct>

# SATURDAY, JUNE 29TH

**ARCHITECT**

**ENGINEER**

**FOREMAN**

**8:00**

**Registration - Lobby**

**8:45**

**Opening Remarks - Lake Room**

(All weekend sessions are 45 minutes followed by a 15 minute break)

**9:00**

**WordPress Security–  
It's All About  
The Basics**  
Tony Perez

**A Walk Around  
the Loop**  
Kelly Dwan

**No Regrets  
Web Design**  
Hilary Fosdal

**10:00**

**Color Theory for  
Web Developers**  
Aaron Jorbin

**How NOT to develop  
(With WordPress)**  
Dan Beil

**Develop Very Mild  
Superpowers with Git**  
Brent Shepherd

**11:00**

**UX Real-Time Site  
Personalization**  
Jesse Friedman

**You Don't  
Need jQuery**  
Josh Broton

**How To Not Design  
Like A Developer**  
Tracy Apps

**12:00**

**Activities Hour**

Learn more in your badge and sign up at registration!





**1:00**

## **LUNCH: On Your Own**

Check the map for several great restaurants in the area!

**2:00**

### **Responsive Design with WordPress**

Joe Casabona

### **Designing for Interaction**

Travis Totz

### **Taking Your JavaScript Further**

Gregory Cornelius

**3:00**

### **Do Big Things With A Small Team**

Aaron Campbell, Pete  
Mall, Brian Krogsgard,  
Sara Cannon

### **Modular JavaScript**

K.Adam White

### **Wireframing Essentials**

Alison Barrett

**4:00**

### **Are you ready to learn a bit about Pricing**

Steve Zehngut,  
Chris Lema

### **Smart Design: Icon Fonts, SVG, and the Mobile Influence**

Sara Cannon

### **WP-to-JS and back again**

Nick Pelton

**5:00**

### **Advanced Topics In WordPress Development**

Andrew Nacin

### **101 Ways to Elevate Yourself and Demand Higher Fees**

Troy Dean

### **Designing for the First Five Seconds**

Ross Johnson

**6:00**

## **WordCamp After Party!**

University Center Rooftop Terrace

# SUNDAY, JUNE 30TH

	ARCHITECT	ENGINEER	FOREMAN
10:00	<b>Building Your First Widget</b> Josh Leuze	<b>Content Calendars for WordPress: Tips &amp; Tools</b> Mike Hale	<b>Moving your Plugin to GitHub: Trials, Tribulations, &amp; Testing</b> George Stephanis
11:00	<b>Check &amp; Double Check: Internal QA is Vital</b> Lisa Sabin-Wilson	<b>Accessibility Ready: Theming for a Larger Audience</b> Joe Dolson	<b>A house with no walls: Creating a site structure for the future</b> Lisa Ghisolf
12:00	<b>From Zero to WordPress Hero</b> Ben Lobaugh	<b>Introduction to IDEs and Debugging</b> Aaron Holbrook	<b>Building and Managing Large Multisite Networks</b> Sam Hotchkiss
1:00	<b>LUNCH: On Your Own</b> Check the map for several great restaurants in the area!		
2:30	<b>Project Management or How to Herd Cats</b> Becky Davis	<b>Multisite and Multi-network</b> John James Jacoby (JJJ)	<b>Passwords: The Weakest Link in WordPress Security</b> Brennen Byrne





**3:30**

**Put Your Site to REST  
With WP-API**

Rachel Baker

**Solutions Before  
Development:  
Creating WordPress  
Products That  
Actually Sell**

Rebecca Gill

**Use Google Analytics  
to Improve Your  
WordPress Website**

Yesenia Sotelo

**4:30**

**Surviving Support: 10  
Tips for Saving Your  
Users and Yourself**

Julie Cameron

**Speed as a Feature:  
Getting a Handle on  
Page Load Time**

Zack Tollman

**Freemium For the  
Rest of Us**

Patrick Rauland

For detailed schedule and descriptions visit:

[\*\*http://wcchi.co/schedule\*\*](http://wcchi.co/schedule)

Learn more about our world-class speakers:

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## **TRACK INFORMATION**

**Development**

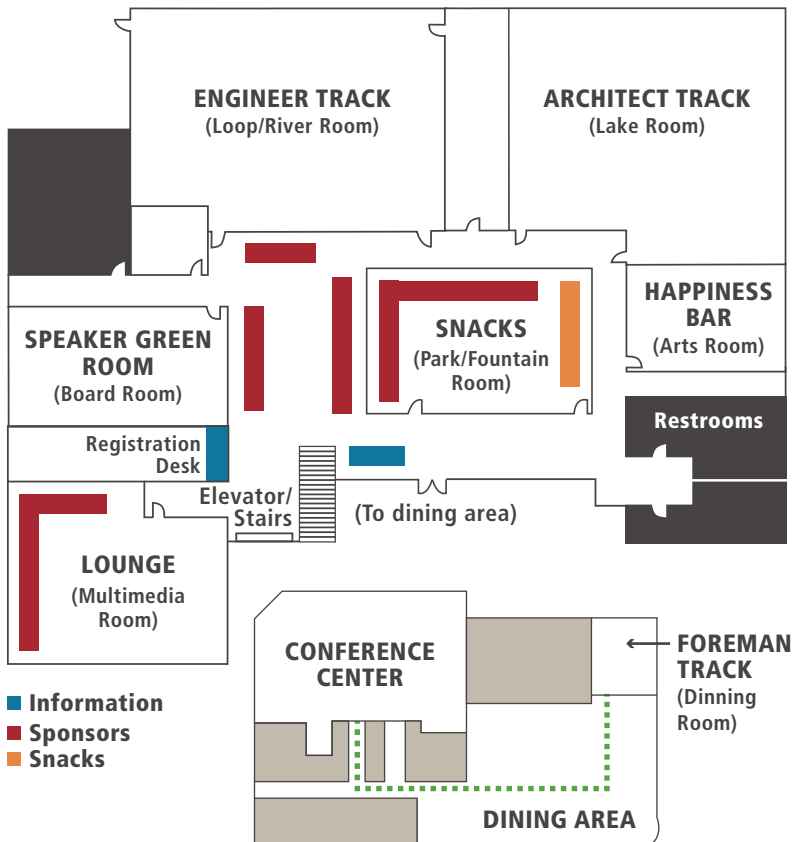
**Business/Project Mgmt**

**Advanced Development**

**General Interest**

**Design**

# CONFERENCE MAP





## SATURDAY ACTIVITY HOUR

Prior to lunch hour, we have several activities to choose from to help you get to know the city and your fellow attendees!

### Lightning Talks

Listen to the incredible stories of four community speakers in a more intimate conference setting (Loop/River Room).

### Architecture Tour

Sign up for the tour at registration, and join our local experts on a walking tour of some of the highlights of downtown Chicago.

### Networking Lunches

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All attendees are welcome to join us on the University Center rooftop terrace for an afterparty on **Saturday at 6:30pm**.

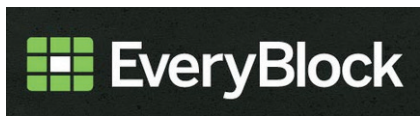
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# THANKS TO OUR SPONSORS!





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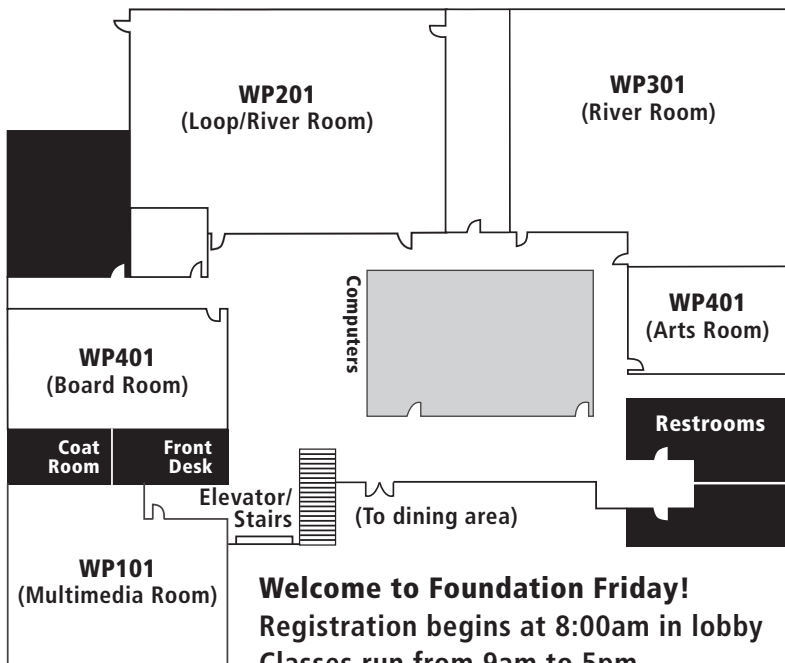
## HAPPINESS BAR

Bring your WordPress related questions, and our expert team of volunteers will be available to answer them! Taking place all day Saturday and Sunday in the Arts Room.

## AREA MAP

For a detailed, interactive map, visit: <http://wcchi.co/map>

# FOUNDATION FRIDAY



**Welcome to Foundation Friday!**  
Registration begins at 8:00am in lobby  
Classes run from 9am to 5pm  
Lunch Break is from 12:00pm-1:00pm

For more details on the Foundation Friday track schedules,  
visit: <http://wcchi.co/friday>

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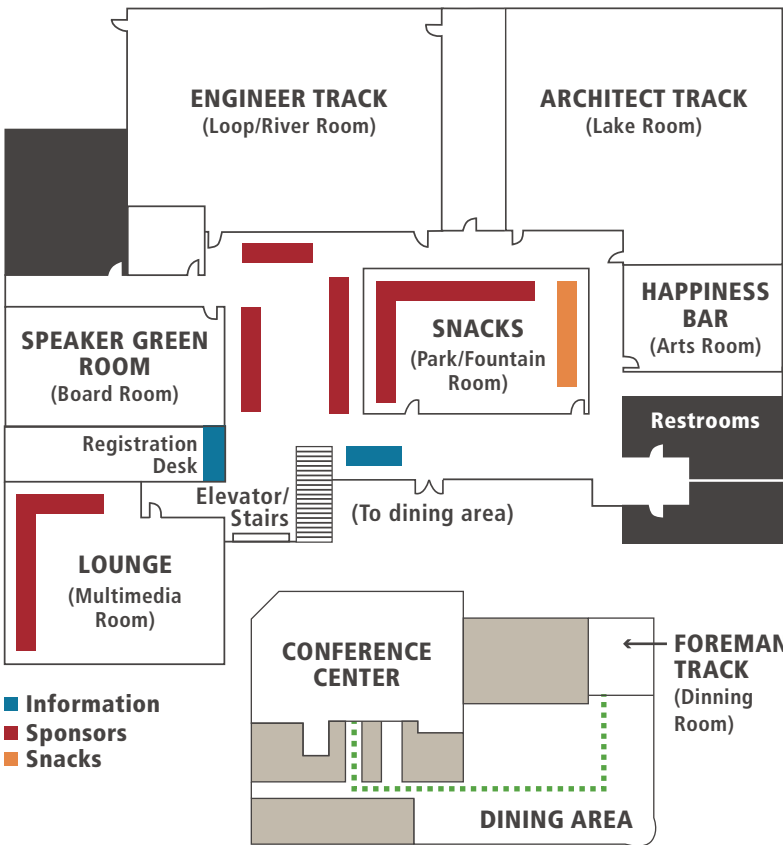
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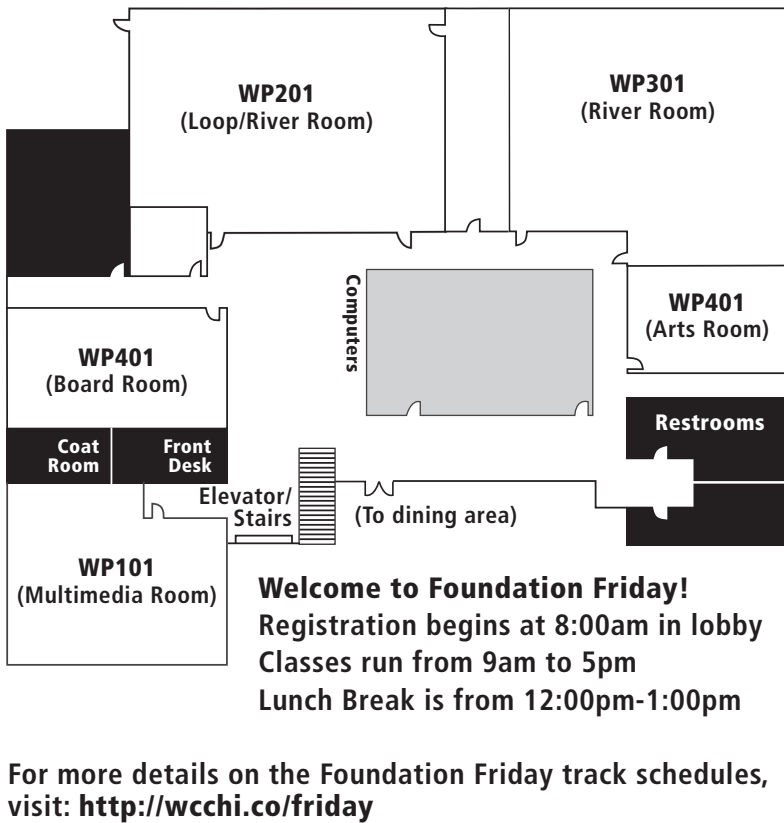
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