3rd Annual TCF IT Professional Conference

Friday, April 25, 2008

The College of New Jersey

Sponsored by:

IEEE Region 1

IEEE Princeton/Central New Jersey Chapter

Princeton Joint Chapters of the ACM / IEEE Computer Society

Schedule

	Track	
	Technical Room 210	**Management** Room 211
8:00 AM	R E G I S T R A T I O N	
9:00 AM	Getting Groovy with Java Michael Redlich ExxonMobil Research & Engineering	Protecting Intellectual Property Michael Feigin
10:00 AM	Ruby on Rails: Create a Web Interface to a Database in Minutes Barry Burd Drew University	Legal Issues on the Internet-A Brief Update Frederic Wilf Morgan, Lewis, & Brokius LLP
11:00 AM	Are we on the right track with Current Internet Application Development Tools Mel Heravi	Open Source Legal Issues Edmund Walsh Wolf, Greenfield & Sacks, P.C.
12:00 PM	L U N C H & N E T W O R K S E S S I O N	
1:30 PM	Survey of Performance Analysis of Servers for Web Technologies Guy Ferraiolo CNET Networks, Inc.	The New Science of Leadership Gary Clayton
2:30 PM	Microsoft's SharePoint Technologies Arthur J. Hedge III Castle Ventures LLC	How to Build, Maintain, and Motivate an IT Staff Dave Tainer GMHC
3:30 PM	Virtualization Paradise and Pitfalls Robert Waffenschmidt	Data Governance at GMAC Rob Lux GMAC

Getting Groovy with Java - Michael Redlich

Groovy is an agile dynamic language for the Java platform that builds upon the strengths of Java but supports features such as closures, builders, and dynamic typing. Groovy seamlessly integrates with all existing Java objects and even simplifies testing by supporting unit tests and mock objects. Tasks such as file I/O and data processing with databases (handling result sets, XML markup, etc.) can be written in only a few lines of Groovy code. This is indeed very powerful and increases developer productivity. Groovy code can be embedded in Java code (and vice-versa) and can even be used with the Spring Framework.

This seminar will introduce you to Groovy and demonstrate some examples comparing Java code with corresponding Groovy code that'll have you saying "Groovy!"

Michael Redlich is a currently a Senior Research Technician at a petrochemical research organization in New Jersey with extensive experience in developing custom web and scientific laboratory applications. Mike also has experience as a Technical Support Engineer for Ai-Logix, Inc. where he provided technical support and developed computer telephony applications for customers. He has been a member of the Amateur Computer Group of New Jersey (ACGNJ) since 1996, and currently serves on the ACGNJ Board of Directors as President of the club. Mike previously served as Secretary and has been facilitating the monthly ACGNJ Java Users Group since 2001. His technical experience includes computer security, relational database design and development, object-oriented design and analysis, C/C++, Java, and other programming/scripting languages in both the PC and UNIX environments. Mike has co-authored a number of articles with Barry Burd for Java Boutique. He has also conducted seminars at Trenton Computer Festival (TCF) since 1998, TCF Professional Conference since 2006, and other venues including the New York Software Industry Association (NYSIA) Java Users Group, the Princeton Java Users Group, and the Capital District Java Developers Network. Mike is the co-chair of a local Science Ambassador program where he has conducted numerous science demonstrations for various elementary schools in New Jersey. Mike holds a Bachelor of Science in Computer Science from Rutgers University.

Ruby on Rails: Create a Web Interface to a Database in Minutes - Barry Burd

Ruby is an interpreted, reflective, purely object-oriented programming language. Ruby has open classes, messages rather than method calls, closures, and "duck" typing. With a Ruby add-on named Rails, you can create a simple Web application (a Web interface to a database) in minutes. You can enhance the application with other add-ons -- add-ons for searching, for authentication, for credit-card processing, and for other common tasks. Some real-world practitioners claim a five- to ten-fold productivity increase when they switch from Java to Ruby on Rails.

A new version of Rails (Rails 2) was released in December 2007. This year's TCF Professional Conference talk is for newbies and for people familiar with Rails 1. The talk introduces Ruby on Rails and describes the new features in Rails 2.

Barry Burd is a professor of Computer Science and Mathematics at Drew University in Madison, New Jersey. He's the author of several books, including the textbook Pascal by Example (which is still in print!), the ever-popular Java For Dummies, and Ruby on Rails For Dummies.

Are we on the right track with Current Internet Application Development Tools? - Mel M. Heravi, PhD

- You will learn a non-traditional way of creating sophisticated Internet applications in days, rather than months and years with far fewer resources.
- Are internet application that much different than traditional environments? The answer NO, you will see for yourself in a live demo.
- Why did we move away from assembly languages ? complicated, low level and kind of unmanageable right? Then why are we stuck with HTML coding? If you liken HTML to the assembly language of internet, you will be learning about a new approach that is by comparison 4GL.
- Can you build an online application in ½ hour or less? You will see for yourself that the answer is YES, Its all about the tools you use and how you use it.
- Toolkits are supposed to be enablers to the developers. You have by now learned that to do the simplest thing on the internet requires a great amount of effort and manpower. It does not have to be. Its all about the tools and the direction you are heading. With the crowed in which case you are following all the time or ahead of the crowed and take control of your time and money.
- You will learn why most successful companies, like Google, AOL, Yahoo never followed the main path and developed their own approach.

There will be short demo on "the making of a web application in ½ hour" Demo requires a projector so that audience can see for themselves how its done as well as question & answer session for about 10-15 minutes.

Dr. Heravi received his education in Manchester,England. A B.Sc in Mechanical Engineering, followed by M.Sc in Computational Fluid Dynamics and a Ph.D in Aerospace. His doctoral thesis was on a reverse design of highly subsonic aircraft engine intake, the result of which is apparent in all new highspeed aircrafts.

The nature of his studies lead him to NASA Ames at Moffett Field in California where he was a senior real-time man-in-the-loop simulation engineer (world's largest simulation facility). He participated in such highly visibility projects as, Space Shuttle, Osprey, X-Wing and other futuristic aircrafts.

Later Dr. Heravi moved to Boeing Defense in PA, to pursue his long time dream of designing a graphic language for Control System Engineers. His dream became a reality when he designed and developed CLIP (Control Law Interface Program) where engineers could draw block diagram on a computer screen and go to simulation and see their results (matlab did the same a decade later). HeI also taught courses in Computer Science and Engineering at San Francisco State University and the University of San Francisco.

Dr. Heravi was there at the start of X-Windowing system and worked as a consultant to most major financial institutions in the US. Provided training in X/Motif and developing applications.

Survey of Performance Analysis of Servers for Web Technologies - Guy Ferraiolo

This talk briefly surveys current tools, procedures and concepts in the context of achieving significant computer performance improvement. The primacy of concepts and procedures over software tools is a major theme. Although the focus is on web technologies the discussion has general applicability to any performance analysis domain.

Guy Ferraiolo has 28 years experience in the software industry. He is currently a Principal Software Engineer at CNET Networks, Inc. where he has been a member of the Performance Measurement and Analysis group for 7 years.

Microsoft's SharePoint Technologies - Arthur J. Hedge III

SharePoint is the fastest growing product in Microsoft's history. Come learn what all the fuss is about. SharePoint provides a unique architecture that lets groups collaborate on projects, documents, and numerous other tasks. It also provides enterprise search functionality, enterprise content management tools, forms-driven processes, and a complete application development framework for supporting knowledge workers. We will provide an overview of the SharePoint architectures, demonstrate the core features, and explore some of the creative ways that organizations are using the tools.

Arthur Hedge is the President of Castle Ventures LLC. Castle Ventures is a consulting firm focused on Information Technology specializing in Security, Collaboration and Business Process Management solutions. Mr. Hedge has over 20 years of consulting experience in the Information Technology field with both privately held and publicly traded firms. Before starting Castle Ventures in 2002, he was the Vice President of Professional Services for Steelpoint Technologies.

Mr. Hedge is a graduate of the Massachusetts Institute of Technology. He lives in New Jersey with his wife and two sons. He is a member of a number of professional organizations, including the IEEE Computer Society and the Association for Information and Imaging Management. He is active in standards work for AIIM. Mr. Hedge serves as a mentor for Columbia University's Technology Management program. He is a board member of the Foundation for Teaching Economics. He is a frequent speaker and writer on technology subjects.

Virtualization Paradise and Pitfalls - Robert J. Waffenschmidt, MSEE, PMP, MCP

Virtualization may now be the hot topic in your CIO's office. This technology promises significant savings through the reduction of server counts, floor space, administrative costs, power and cooling requirements. While significant savings can and are being realized, it is not as simple and straightforward as it may seem at first. The improper execution of a virtualization strategy is full of risk and can destroy the good reputation of your IT department as well as the company's bottom line. Properly planned and executed with the right tools, virtualization can save money and reduce risk at the same time. This lecture will discuss virtualization myths and demonstrate the use of a tool which analyzes empirical performance and configuration data to produce maximum results with low risk outcomes. If time permits a live demo will be performed.

Robert holds a BS and MS in Electrical Engineering from Polytechnic University of NY. He started his career as a research engineer at the Grumman Corporate Research Center (G-CRC) in 1984. While at the G-CRC he co-authored work on Expert and AI systems, Robotics, Spatial Light Modulators, Neural Networks, Imaging and Target Recognition Systems. In the 90's he joined Northrop Grumman Information Technology where he has led a variety of notable IT projects including the Brookhaven supercollider magnet production program, wide area ships engineering design (after hurricane Katrina) and the VDE (Virtual Design Environment) winner of the 2005 Long Island Software Award (LISA).

Protecting Intellectual Property - Michael J. Feigin

Michael J. Feigin, a New Jersey-based patent and trademark attorney, will speak about the process of obtaining software patents, what their worth is, and the controversy over whether software should be patentable at all. The presentation will explain what a patent is, procedures to protect your rights, and how to obtain a patent in the United States and abroad. Mr. Feigin will also touch on such issues as the enforceability of "terms of services" agreements--the EULA--and what end users should know.

Mr. Feigin has prosecuted many patents before the U.S. Patent Office, including for AT&T, NEC, Rus-Engineering, and others. He has his own practice and enjoys working directly with entrepreneurial clients as well as established businesses. He can be reached at michael@feigin.us; http://feigin.us.

Legal Issues on the Internet: A Brief Update - Frederic M. Wilf

The attention garnered by social networking and user-generated content on the Internet reflects the increasing role that the Internet plays in everyday life. The resulting legal issues faced by businesses and individuals continue to evolve, including an increased focus on privacy law, identity theft, online contracts, and the protection of intellectual property. The first half of the session will briefly review current issues. The second half will be an open forum for questions and discussion. Feel free to email your questions and your concerns to the speaker at fwilf@morganlewis.com at any time before the session, or bring your questions to the session.

Fred Wilf has been representing companies and individuals with their business, technology and intellectual property law issues since 1985. Fred focuses on issues involving information technology and the Internet, including electronic commerce, computer software and hardware, developers, vendors, consultants, publishers, licensees and users, ranging in size from sole proprietors to Fortune 100 enterprises. He is of counsel to Morgan, Lewis & Bockius LLP, a firm of over 1300 lawyers in 23 offices around the world. Morgan Lewis maintains a web site at http://www.morganlewis.com and Fred may be reached at fwilf@morganlewis.com

In addition to his practice, Fred writes and speaks on topics involving technology and the law, including many talks at TCF since the late 1980s.

Open Source Legal Issues - Edmund J. Walsh, Esq.

Open source licensing is now a consideration for every software developer and for every software "buyer." But it is far from simple and monolithic. While some have built businesses around open source licensing, open source is incompatible with some business models. The benefits, as well as the limitations and risks, of open source licensing will be covered. Recent changes in the GPL, a widely used open source license, as well as possible trends towards litigation in the open source community will be covered. This presentation is targeted to engineers and executives who must understand the business implications and pitfalls of using open source.

Ed Walsh is a shareholder and member of the Electrical & Computer Technologies Group at Wolf Greenfield, the largest law firm in New England devoted exclusively to intellectual property law. Electrical and computer-related clients benefit from Ed's experience in IP strategy development and execution, including patent prosecution, clearances and counseling, IP portfolio management, litigation, licensing, consulting agreements, and joint development agreements. His areas of technical expertise include semiconductor processing and high-speed circuit design, software, networks and network management, connectors and interconnection technology, and many types of test equipment. Before coming to the firm, Ed had over 14 years experience serving as in-house counsel for technology companies, the most recent of which was as Chief Intellectual Property Counsel for Teradyne, Inc., a position he held for 10 years. Previous positions held by Ed include that of Division IP Counsel for Textron Specialty Materials and Patent Attorney for Raytheon. Prior to entering law school, he worked as an electrical engineer, developing operating system software and analyzing communications systems.

Ed received his undergraduate degree in Electrical Engineering from Boston University, a masters degree in Electrical Engineering from Stanford University, and his law degree from Suffolk University Law School. He served as both an Adjunct Professor and Lecturer in electrical engineering at Boston University, where he taught classes in circuit theory and dynamic systems theory. He was a Fellow of the National Science Foundation and has also been a faculty member for both the Massachusetts Continuing Legal Education IP Program and Suffolk University Law School's Advanced Legal Studies Program. Ed taught a Suffolk Advanced Legal Studies course entitled Maximizing Business Value From IP, was a guest lecturer at Boston University School of Management for a class on IP strategy, and has presented and written extensively on open source software.

The New Science of Leadership - Gary Clayton

Forget touchy-feely. Forget carrot-and-stick. In fact, forget most of what you have been told about successful project and organizational leadership and client management. In this topic, we'll explore how neuroscience is changing our ideas about successful leadership and client interaction. We'll focus on how three of these concepts can benefit you and simple things you can do take advantage these concepts. Along the way, we'll look at five key questions:

- How rational is rational thinking?
- How important are the organization/project team and the client?
- Who is the real organization/project leader?
- What is the purpose of formal organizational/project controls?
- Where do leadership and management differ?

Understanding the three neuroscience concepts and the answers to these five questions will enable you to recognize risks to your organization/project. Within the presentation, we will identify steps you can take to manage these risks and improve your effectiveness.

Gary is a leadership consultant and coach, helping executives and their teams improve their effectiveness in achieving organizational and project goals. He has been an electronics engineer, management consultant, VP of IT and Director of Consulting Services for the Americas for a Swedish-based logistics software company. Gary has many years experience in developing and leading globally dispersed organizations and project teams. He has been "dropped" into the leadership of several runaway projects and out of control organizations.

Gary and his teams have worked with over 70 corporations and agencies, ranging from the FAA, AMP and Unisys to Fannie Mae, Black & Decker and Kellogg. His projects have included nationwide reassignment of VHF/UHF flight-control frequencies in the US, development of software life-cycle methodology training courses for Andersen Consulting (now Accenture) and leadership of multiple global software implementations.

Gary has a BSEE and a Masters in Organizational Management and Development. He leads Empowerment Partners LLC, which provides leadership and life skills consulting and coaching to executives and their teams.

How to Build, Maintain, and Motivate an IT Staff - Dave Tainer

An excellent IT staff starts with a good second-in-command, the person you trust as much as yourself. This person could be an IT Generalist or have one specific skill, but it has to be someone that can replace you, at least temporarily. Once this person is in place, you can begin to see what roles are required in your organization, for instance, where to hire experience (and pay more), and where to hire young (and pay less). We'll look at basic flow chart options for different size organizations and needs and also how best to retain the high performers. Interview tips for all levels of IT staff, and how to tailor motivation to the individual are key elements of the presentation.

Dave Tainer is Director of Information Systems for GMHC, a Manhattan-based nonprofit that was first in the fight against AIDS. Dave is responsible for providing IT guidance and vision to operations and programs since coming on board in January 2006. He has successfully implemented structured corporate principles of IT management (CoBIT, MOF), which have resulted in increased productivity, faster network access, enhanced security, compliance with HIPAA, and a data migration to a governmental database and reporting system. He was instrumental in securing a $1,106,000 technology-only capital grant from NYEDC which has allowed for a state-of-the-art network infrastructure, new workstations for all staff, and a VoIP implementation.

Prior to GMHC, Dave was adjunct faculty at DePaul University in Chicago since 2000, teaching in three departments: Human-Computer Interaction as a Usability specialist, Computer Science as a database and systems specialist, and Digital Cinema as a technical specialist (digital cinematography). He previously taught business statistics at other Chicago-area universities, mostly for MBA programs.

Between 1998 and 2005 Dave served as founder and senior partner of BuTain, Inc., a technology consulting firm specializing in IT Strategy and Management Consulting. He previously held the position of CIO for Unified Management, a professional employer organization (PEO). During his tenure at Unified, Dave was a frequent guest speaker on all IT issues in the PEO industry at events, conferences and roundtables, and helped Unified Management define the cutting-edge in PEO technology and information management. Dave honed his expertise during an applied academic career in Sociology and Statistics, which led him into studying social behavior, applying it to marketing and advertising, and finally helping build the technology that he manages today. He is married to Mary S. Butler, an accomplished Online Media Strategist and most recently the Editor of ForbesAutos.com in New York and currently with Avenue A | Razorfish. He very much enjoyed his summer teaching inner-city kids html programming and Web site basics for the Gallery 37 project in Chicago several years ago. Dave is an independent filmmaker of near-zero renown who also works on soundtracks for other filmmakers.

Data Governance at GMAC - Rob Lux

GMAC Financial Services is an $18 billion dollar that is currently undergoing a major transformation after Cerberus Capital Management acquired a 51% interest in November 2006. The two sustaining elements to any financial services company are access to capital and access to accurate and timely information. Recognizing this GMAC has invested in an Enterprise Data Program to ensure that its data is managed as a strategic asset that can be utilized as a trusted source of information.

A key lever in this program is Data Governance. GMAC Mortgage has had an effective Data Governance program in place since 2003 and this program has been extended as GMAC has integrated its various divisions.

GMAC has utilized independent organizations such as the CIO Executive Board to benchmark itself and track results. The presentation will be show GMAC has achieved measurable gains in the area of Data Management.

This presentation will highlight the real-world successes and failures of GMAC's Data Management program. Topics will include:

- How to initiate a Data Governance program, potential roadblocks you can expect to encounter, and strategies for overcoming them
- The foundational elements of an Enterprise Data Strategy
- What role Data Governance, Data Stewardship, Data Services play in ensuring the success of an Enterprise Data Strategy
- How to structure a Data Services organization to deliver value
- How GMAC utilized people, processes, and technology to build a consolidated data repository for strategic data that is shared across the enterprise

Rob is the Chief Technology Officer of GMAC ResCap. He has responsibility for all of GMAC ResCap's Architecture and Infrastructure.

Mr. Lux has been at GMAC since 1998. Prior to GMAC, he held leadership positions with EDS, Reuters, and Globe Ticket. He also has held IT positions at the Philadelphia Stock Exchange and IBM.

He has a BS Degree from Drexel University, a Masters from the University of Pennsylvania/Wharton, is a Certified Mortgage Technologist (CMT), and holds a PMP certification from the Project Management Insititute.