

The 2014 Xojo Developer Conference

Tuesday, March 25th	
7 - 9 PM	Onsite Registration - Main Foyer
7 - 9 PM	Meet and Greet in the Pub Downstairs

Wednesday, March 26th			
7 - 9 AM	Onsite Registration - Main Foyer		
8 - 9 AM	Breakfast, Ballroom 3		
9 - 10 AM	Keynote, Geoff Perlman		
10 - 11 AM	Xojo iOS, Joe Strout Learn about all of the aspects of developing native apps for iPhone, iPad, and iPod Touch in Xojo. This includes the new iOS layout editor, managing multiple screen sizes, and using styles to give your app a unique look. Finally, we'll explore using declares into Cocoa Touch to give you ultimate power in your iOS apps.		
11 - 12 PM	The Xojo Framework, Joe Strout Xojo comes with a new framework, designed to be clearer, more consistent, and easier to use than the classic framework. While the new framework is deployed initially in iOS, it will eventually be used on all platforms Xojo supports. This session explores what's new, what's the same, and how you can prepare your own apps to make the transition.		
12 - 1 PM	Lunch, Ballroom 3		
1 - 2 PM	<table border="1"> <tr> <td>Getting More Out of OOP, Marc Zeedar For many Xojo developers, the challenges of making your application object-oriented can feel like more work than it's worth -- so we don't do it. Yet the benefits of easier coding, maintenance, and enhancement are huge. If you're not using enough OOP in your apps, this is the session for you. Marc wants you to get excited about using more OOP techniques by showing you the practical benefits and demonstrating how to use powerful object-oriented concepts like inheritance, interfaces, and basic design patterns.</td> <td>Design Patterns, Jared Zelek Do you want to write applications faster? Do you want to improve the quality of your code? Design patterns aren't about creating a "pretty" user interface. Rather, design patterns are reusable solutions used to design the critical code infrastructure of your application. If you are tired of throwing code against the wall to see if it sticks, then you need to learn about design patterns. In this presentation, Jared will cover the reasons to use design patterns along with concrete Xojo implementations used in real applications. You will leave this presentation with the understanding, motivation, and Xojo code to start using design patterns in your projects immediately.</td> </tr> </table>	Getting More Out of OOP, Marc Zeedar For many Xojo developers, the challenges of making your application object-oriented can feel like more work than it's worth -- so we don't do it. Yet the benefits of easier coding, maintenance, and enhancement are huge. If you're not using enough OOP in your apps, this is the session for you. Marc wants you to get excited about using more OOP techniques by showing you the practical benefits and demonstrating how to use powerful object-oriented concepts like inheritance, interfaces, and basic design patterns.	Design Patterns, Jared Zelek Do you want to write applications faster? Do you want to improve the quality of your code? Design patterns aren't about creating a "pretty" user interface. Rather, design patterns are reusable solutions used to design the critical code infrastructure of your application. If you are tired of throwing code against the wall to see if it sticks, then you need to learn about design patterns. In this presentation, Jared will cover the reasons to use design patterns along with concrete Xojo implementations used in real applications. You will leave this presentation with the understanding, motivation, and Xojo code to start using design patterns in your projects immediately.
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Wednesday, March 26th

3 - 4 PM	Leveraging the Power of the Database, Pat Delaney The database is more than <i>just</i> a datastore - it's a development environment in its own right. This session will demonstrate how the database can assist your Xojo applications by being a ready made 'Helper App' - offloading data processing to the database. Pat will show you how to use Stored Procedures and Triggers to avoid SQL Injection, handle Create/Update/Delete operations (CRUD) and create Audit Trails. You will also learn how to use database technology to accomplish more complex tasks, such as generating XML.	Writing Secure Apps, Christian Schmitz For Web, Desktop and iOS you want to make your applications secure and difficult to hack. Christian will show you key steps to avoid trouble and make your application more secure. Web access, databases, passwords and keys, file handling and much more.
4 - 5 PM	Debugging Techniques, Norman Palardy Bugs are common in software, there is just no getting around that. But a good developer can limit the time they spend finding and fixing bugs with the right techniques. This session, presented by Xojo Engineer Norm Palardy, focuses on the the different types of bugs: coding, implementation, and architecture, the theory of debugging, and techniques to find & fix those bugs using the Xojo debugger.	All Things Sockets, Kimball Larsen Allowing your apps to communicate with the outside world is vital in today's connected world. Sockets are used to transfer all kinds of data in all kinds of ways, but socket communication can be tricky to get right. Come learn all about the various types of socket communication available in Xojo, and see live examples of sockets in action.
5 - 6 PM	Ask the Xojo Engineers	
7 - 9 PM	Dinner Event, The Pub - Upstairs	

Thursday, March 27th

8 - 9 AM	Breakfast, Ballroom 3	
9 - 10 AM	<p>Getting and Keeping Happy Customers, Hamish Symington If you don't have customers to use your software, there's no point in developing it. This session looks at how to gain customers' confidence in you, your company and what you do, as well as how to convince them to employ you, try your product, and manage their expectations. Further, we'll be looking at how to keep your customers safe and happy once they're under your wing, and how to sustain the confidence in that relationship.</p>	<p>Intro to the Xojo Cloud, Greg O'Lone Xojo Cloud is the next step in making web development quick and easy. In this session Greg will go over the ways you can get the most out of your Xojo Cloud servers. If you are already building Xojo web apps or are only thinking of starting web development with Xojo, Xojo Cloud is the simpler way to host you applications. Xojo Cloud requires ZERO configuration, one click app installation, industrial strength security, and includes automatic backups and predictable pricing.</p>
10 - 11 AM	<p>Functionality and Scale Testing for Web Apps, Travis Hill First, you will learn how to automate basic functionality testing, answering the question: does your application respond correctly to various inputs and usage? Next, Travis will turn up the volume and demonstrate how to test that application under an increasing load to be sure it can scale to perform well in the real world. In addition, Travis will discuss techniques to address some common issues that these tests may reveal.</p>	<p>Simple Dialog Box Management, Ken Whitaker Most Xojo desktop apps present and retrieve information using custom designed dialog box windows. What should be extremely easy to program can easily become complex and unmaintainable in handling dialog box initialization, user interaction, and retrieval of information once the dialog is dismissed. This presentation provides a simplistic, componentized approach to handling a dialog box lifecycle starting with simple examples leading to more complex interactions for modal, modeless, and timed dialog windows. We'll cover the overall workflow that is needed to support customizable looks, local language, and platform dependencies.</p>
11 - 12 PM	<p>Database For Developers / SQL 101, Carol Keeney Whether you are using SQLite or MySQL, using databases properly is an essential skill for any good developer. Carol will offer a brief introduction to database design in SQL databases. A great session for new developers or anyone interested in tightening their database skills.</p>	<p>About the Xojo Compiler, Joe Ranieri Learn about the changes coming in our next generation compiler and how they will impact your development.</p>
12 - 1 PM	Lunch, Ballroom 3	
1 - 2 PM	<p>Intermediate Database Coding, Seth Verrinder Learn techniques to make your life easier when coding database applications in Xojo. Seth will cover topics like classes and ActiveRecord.</p>	<p>The Pragmatic Programmer, Paul Lefebvre Learn tips that will help you become a better programmer so you can use Xojo more effectively. In this session, Paul will discuss what it means to be a pragmatic programmer. Topics include: understanding your tools, defensive programming, flexible programming, thinking before and while you code, up-front planning, and working with teams.</p>
2 - 3 PM	<p>Working with Windows, Paul Lefebvre and William Yu There are all kinds of Window-specific technologies that work with Xojo. Come to this session to learn more about OLE, Office Automation, using native Windows controls, the Registry and more.</p>	<p>Understanding Threading, Thom McGrath Threads are a powerful tool, but very easy to implement incorrectly. Learn how and when to use threads effectively, where they can help and just as importantly, when they won't help.</p>

Thursday, March 27th

3 - 4 PM	Intro to the Web Control SDK, Greg O'Lone Learn from Xojo Engineer Greg O'Lone about creating custom controls for use in Web Application projects using HTML, CSS and JavaScript. Greg will show you how to create some basic controls and also discuss some techniques to help make distributing your controls to other developers more successful.	Designing Databases for Consumer Apps, Tom Catchesides Xojo has immensely powerful SQLite features which provide a solid toolbox for developers. Light Blue Software uses these tools to take full advantage of SQLite's power to build a consumer application. Behind the scenes it's simple for the application developers to work with, but even more importantly it's entirely maintenance free for customers. It might be easy to make an application linked to a database with Xojo but it's harder to build something that's scalable, easy to modify, rock solid, and entirely self contained. Drawing on years of experience, Tom will explain how to tame SQLite from its wild state into a trained workhorse.
4 - 5 PM	Practical User Interface Design, Paul Lefebvre Creating user interfaces with Xojo is easy and fun: it's just drag and drop! But coming up with the actual user interface design requires a bit more thinking. In this session, learn some strategies for designing simple, clean user interfaces that don't frustrate your users.	Xojo Consulting, Bob Keeney An introductory lesson on how to start and manage your Xojo consulting business including best practices for software development, consulting, and business in general.
5 - 6 PM	Ask the Xojo Engineers	
7 - 9 PM	Dinner Event, d.Vino	

Friday, March 28th

8 - 9 AM	Breakfast, Ballroom 3	
9 - 10 AM	<p>Xojo Reporting Tools, Bob Keeney and Seth Verrinder Bob and Seth will review the various reporting tools available for Xojo, their strengths and weaknesses and why you might want to use one over the other.</p>	<p>Security via Obesity, Kem Tekinay You've created an app or site that requires users to login, but how best to store their passwords? That question has tripped up even experienced coders so this session reviews techniques for validating logins while securing passwords, with a focus on "Security Via Obesity".</p>
10 - 11 AM	<p>Learning to Love Linux, Paul Lefebvre and William Yu Linux may not be used as much as Windows or OS X but it deserves your love, too! In this session, you'll learn about Linux-specific features, useful tips and other important considerations when creating desktop apps for Linux.</p>	<p>MonkeyBread Software Xojo Plugins, Christian Schmitz Join Christian for an overview of the plugin collection with over 50,000 features and the MonkeyBread Software Kits. Take advantage of the huge plugin collection developed over the last 14 years to help developers to quickly delivery better apps.</p>
11 - 12 PM	<p>Using MacOSLib, Kem Tekinay The Mac OS toolbox offers a variety of functions to help spice up your apps, but finding and using them can be difficult even if you are an expert. MacOSLib is a free package that exposes a lot of that power through classes that can be incorporated into your project. Learn where to find it, how to install it, and some of the features it offers.</p>	Repeat Session TBA
12 - 1 PM	Lunch, Ballroom 3	
1 - 2 PM	<p>Good Guy Listbox, Paul Lefebvre The desktop ListBox control is easily the most powerful and complex control in Xojo. It can do a lot, probably more than you think. In this session, Paul will show you how you can use its wide variety of events, properties and methods to create many user interfaces.</p>	<p>Sandboxing Mac Apps, Thom McGrath Sandboxing was introduced in OS X 10.7 as a means to protect users from potentially malicious or compromised apps. All apps sold through the Mac App Store are required to be sandboxed, so this session will help get you ready to sandbox your apps. We will explore why even non-MAS apps should be sandboxed, actual implementation, debugging, and common gotchas. You will leave this session feeling confident you can get your app sandboxed.</p>
2 - 3 PM	<p>Data Mining for Middle Management, Tim Hare Managers in small to midsize companies are sitting on a wealth of valuable data, but often don't have access to the IT resources or the ability to use the high-tech tools to get at and make sense of that information. Telios Systems Company developed a solution that abstracts the technical details and allows managers to access and manipulate data using natural language constructs. Telios Quiz Reporter has been very well received, and non-technical users are able to produce crisp, professional reports and charts that synthesize and illuminate business critical information. Tim will entertain and inspire as he describes taking a complex project from the back of a napkin to the front of the boardroom.</p>	<p>Desktop Application PubCoder: A Case Study, Angelo Scicolone Angelo will discuss the nuts and bolts of making of a desktop application in Xojo that is the key framework of a start-up company. PubCoder is an Italy-based start-up, founded in March 2013 by a group of developers and executives that have been working in the digital publishing industry for many years. Committed to enabling authors and publishers to create interactive e-books and applications for any mobile device, PubCoder was recently awarded first runner-up with a special mention at the CONTEC International Startup Showcase. Initial raising backers include venture-incubator H-FARM and a group of angel investors.</p>
3 - 4 PM	Repeat Session TBA	Repeat Session TBA
4 - 5 PM	Conference Feedback and Gaming Competition	

Friday, March 28th

5:30 PM

Conference Ends - *See You Next Year!*

*NOTE: Conference takes place in Ballrooms 4 & 5, sessions listed first are in Ballroom 4 & those listed second are in Ballroom 5