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Visual Studio Developer Conference

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**New York**



**September 10-13**

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## Dear Visual Studio Professional,

Three very different cities, but similar great content aimed at helping professional developers and development managers like you get the most out of Visual Studio, the .NET Framework, and ASP.NET.

You'll find similar programs at whichever city you pick – New York, Boston or Dallas – focused on giving you pragmatic, useful content that helps you develop software better and faster.

The core of each VSLive! event is the technical, breakout sessions. Here we constantly survey our attendees to learn what is critical to their work, and bring together a mix of speakers with years of experience to share what they've learned in real production environments.

Around these breakout sessions we build keynotes that give you insights on technologies just around the corner so you can plan for the near future. In New York, we have one of the first presentations on Microsoft's just-announced approach to data modeling, code-named "Data Dude." Keynotes for Boston and Dallas are being planned now.

Then we add intensive, full-day workshops to give you a deep immersion in major areas that help you leverage these emerging technologies and tools.

You get to choose the sessions that are most important to your work. But for any professional working in the Microsoft Windows space, whether you're writing ASP.NET applications or client-side code, doing secure data access or UI design, we offer top-flight presentations on the technologies you need to master.

Check out this brochure, then go online for the latest agendas.

[www.vslive.com/newyork](http://www.vslive.com/newyork)

[www.vslive.com/boston](http://www.vslive.com/boston)

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Thank you for your support.

James Fawcette,

President, FTP, Inc.

P.S. For your best value, sign up for the Gold Passport; you'll not only get access to every session and every workshop, but you'll save hundreds. Call 800-848-5523 or 1-650-378-7100, or register online at [www.vslive.com/newyork](http://www.vslive.com/newyork), [www.vslive.com/boston](http://www.vslive.com/boston) or [www.vslive.com/dallas](http://www.vslive.com/dallas).

## The VSLive! Gold Passport



The Gold Passport at VSLive! offers the best value for your time and money. The all-access pass will allow you to move freely between breakout sessions in both technical conferences, Smart Client Live! and ASP Live!, plus take your pick from four pre- and post-conference workshops. Create a schedule that's as flexible and diverse as the job you do now. Get a year's worth of learning under one roof, at one time.

**Save \$300 off the standard rate when you register by the Super Early Bird deadline.**

## Why Our Attendees Come Back Year After Year

**“Technically excellent.”**

**“It's great to have a conference where the presenters have real world experience.”**

**“Overall quality of the presenters and content is excellent.”**

**Register Early & Save**

**New York**

September 10-13

**Boston**

October 24-27

**Dallas**

November 14-17

## Key Topics and Event Highlights

**ASPLive!**  
Developers Conference**Solutions for server-based compiled code that delivers HTML to browsers**  
Pg. 4**SmartClient**  
*Live!***Combine the ease of Web deployment with the power of local computing**  
Pg. 6

### Workshops

**Practical full-day seminars on your top technology concerns**  
Pg. 8

### Speakers

**Hear from the top names in the industry**  
Pg. 11

### Register Today

**Register early and save with Super Early Bird and Early Bird discounts**  
VSLive! New York: **SEB deadline June 28 / EB deadline August 9**  
VSLive! Boston: **SEB deadline August 16 / EB deadline September 20**  
VSLive! Dallas: **SEB deadline August 30 / EB deadline October 11**  
Pg. 16

## Why choose VSLive!?

- **Reputation:** VSLive! events have set the standard of excellence in developer conferences
- **Choice:** Variety of topics with all the tools you need to take your projects through the next year...and beyond
- **Multiple perspectives:** Hear from industry leaders, including the Microsoft development team
- **Flexibility:** Choose a package catered to your budget and needs
- **Community:** Meet a wide range of people just like you

#### *Plus all attendees receive:*

- 12-month subscription to *Visual Studio Magazine*
- Attendee CD with all session slides and sample code
- Year-long membership to the Virtual VSLive! Online Community
- Commemorative computer bag and t-shirt
- Complimentary wireless access in the conference area

**New York****September 10-13****Boston****October 24-27****Dallas****November 14-17****ASPLive!**  
Developers Conference

## Get Manageable, High Performance Apps with ASP.NET

The ASP Live! conference at VSLive! provides real application security solutions and techniques for writing dynamic, high-performance Web applications.

ASP.NET combines unprecedented developer productivity with performance, reliability and deployment. In two back-to-back days, our expert practitioners will demonstrate how to get the most from ASP.NET 1.1 and utilize the enhancements ASP.NET 2.0 brings to the table.

### Attend ASP Live! and learn techniques for:

- Sharpening critical developer skills
- Improving productivity and performance
- Creating a better user experience
- Securing Web applications

### ASP Live! sessions will cover the latest tools and technology:

- Ajax
- CSS
- Data binding
- Atlas
- Webcontrols
- SharePoint
- System.Transactions
- ADO.NET
- WinFX
- And much, much more



**ASP Live!** is part of the all-access package when you hold a Gold Passport. See page 15 for details.

**New York**

September 10-13

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November 14-17

# ASP Live! Highlights

Check out these sessions planned for VSLive! New York. View the full agenda and session descriptions online at [www.vslive.com/newyork](http://www.vslive.com/newyork).

## Ajax Style Web Development with ASP.NET and Atlas

*Vishwas Lele, Applied Information Sciences*

Ajax (Asynchronous Javascript and XML)-style Web applications are growing in popularity because of the demand for richer user experience in browsers. A number of high profile sites including Google maps and Gmail, as well as sites like A9 and Flickr, are based on the Ajax-style. We'll look at how ASP.NET 2.0 makes it easier to develop Ajax-style Web applications using asynchronous callbacks. Learn how asynchronous callbacks are integrated into the ASP.NET HTTP Pipeline.

## Programming SharePoint 2007

*Bill Wolff, Agility Systems*

SharePoint 2007 radically changes how a developer works with SharePoint technologies. Sites now make full use of ASP.NET 2.0. Customizable site starter templates enable users to build their own sites. Pluggable service-provider models for personalization, membership, navigation and enhanced security improve extranet support. Document management with content types and enhanced policies target compliance needs. Users can configure and manage workflows without coding. Blogs, Wikis and RSS feeds are now standard lists. FrontPage has morphed into SharePoint Designer which knows ASP.NET 2.0, CSS, WWF, XSLT and XHTML standards. This talk will cover all of these features from a developer's perspective and give insight into where coding is added to visual designers and templates.

## CSS, Skins and Themes for the ASP.NET Developer

*Paul Sheriff, PDSA, Inc.*

Want to make your HTML efficient and easy to maintain? Cascading Styles Sheets (CSS) are the answer. Many developers use an HTML Table structure to layout their data input pages. While this works, it is not the most efficient way and is not very flexible. Learn how to use CSS to build input pages that can change without modifying every page and every table in your ASPX pages. Also, learn the difference between Themes/Skins and CSS.

## Best Kept Secrets in .NET

*Deborah Kurata, InStep Technologies*

There are many new features in VS 2005, some of which have gotten great publicity while others have been left lurking in the shadows. This session will shed some light on these lesser-known features to help you make the most of Visual Studio 2005 and .NET 2.0. Did you know you could set Application-level events? That there is now a true global error handler? There is a better way to manage connection strings? That you can now automatically retain user's settings? This session will cover these topics and much, much more.

## ASP.NET 2.0's Data Binding Features

*Ken Getz, MCW Technologies*

ASP.NET 2.0 makes it incredibly easy to bind user interface to data. Thanks to the new SqlDataSource, ObjectDataSource, XmlDataSource (and more) data source controls, you can easily display and modify data without writing a single line of code. If you need to modify the built-in behavior, of course, you can react to any of the many events these data sources provide. This session focuses on introducing the data source controls, along with the new data-bound controls, including the GridView, DetailsView and FormView.

## ASP.NET Personalization

*Chris Kinsman, Vertafore*

How do you store information about your users? Session? Database? Come to this session and check out the new features in ASP.NET 2.0 that provide strongly typed access to information you have defined about your users.

## Inside C# 3.0: Extension Methods, Query Expressions & Expression Trees

*Richard Hale Shaw, Richard Hale Shaw Group*

LINQ, DLINQ, XLINQ – what the heck? What you need to know is this: C# 2.0 anonymous methods are incredibly useful but require a bit of plumbing to be effective. In C# 3.0, you get an elegant, expressive syntax for generating anonymous methods called lambda expressions. Another C# 3.0 feature, extension methods, let you define a static method in one class, but use it as an instance method in some other class, all without deriving or modifying the latter. Combine the two and you can create query expressions to perform SQL-like and XQuery-like searches on collections. You can store the queries – not the results, but the query itself – in an expression tree data structures for re-use. C# 3.0 will transform your day-to-day C# development into elegant, high-level expressions.

## Large Scale ASP.NET Rendering and Enterprise Control Development

*Mark D'Urso, Microsoft*

ASP.NET 2.0 has a variety of new features available for quickly creating robust Web sites. Master Pages allows HTML layout and server controls to be factored into a reusable set of components that can be recombined at runtime into device specific presentation modes. The Virtual Path Provider allows developers to hook in to the HTTP response life cycle in ways that were previously only available to ASP.NET itself. Join us and learn how MSDN and Tech Net have leveraged these and other technologies to create a scaleable, high performance Web site.

## Dig Into the Testing Tools in Visual Studio 2005

*Russ Nemhauser, Nemhauser Media*

Visual Studio 2005 brings powerful testing and quality assurance tools. In this session, you will learn how to create and use unit tests and web tests. You'll learn how load tests can help you scrutinize your own code and how powerful new features can help you locate performance bottlenecks quickly, even without any prior knowledge of performance monitoring. Attendees will see just how easy it is to set up and implement a reliable framework to ensure that the highest quality web applications are deployed.

## Build Distributed Object-Oriented Apps in .NET 2.0

*Rockford Lhotka, Magenic Technologies*

Get an in-depth look at the concepts and techniques from Rockford Lhotka's Expert VB 2005 and C# 2005 Business Objects books on distributed business object programming updated for .NET 2.0. You will learn how to design Windows and Web-based applications based on distributed business objects, achieving high levels of reuse, scalability, long-term maintainability, and other benefits. Learn how to apply System.Transactions, generics, new ADO.NET features, data binding and WinFX when building distributed applications on .NET 2.0.

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## SmartClient *Live!*

### Pragmatic Focus on VB, C#, VSTS and .NET 2.0

The Smart Client Live! conference at VSLive! will help you simplify smart client development and deployment. Our expert practitioners will share strategies and best practices for building Windows applications.

Smart Client Live! offers two days of practical solutions for real world dilemmas. Combine the ease of Web deployment with the power of local computing.

#### Attend Smart Client Live! and learn techniques for:

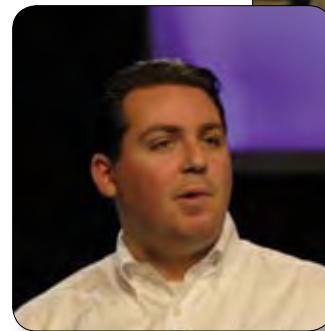
- Building cleaner code
- Validating your data
- Securing applications
- Creating a richer user experience

#### Smart Client Live! sessions will cover essential development topics:

- .NET Framework 2.0
- C# 2.0 and C# 3.0
- VB.NET
- SQL Server 2005
- Click-Once Techniques
- Windows Forms
- Windows Presentation Foundation
- DLINQ
- BizTalk
- And much, much more



**Smart Client Live!** is part of the all-access package when you hold a Gold Passport. See page 15 for details.



**New York**

September 10-13

**Boston**

October 24-27

**Dallas**

November 14-17

# Smart Client Live! Highlights

Check out these sessions planned for VSLive! New York. View the full agenda and session descriptions online at [www.vslive.com/newyork](http://www.vslive.com/newyork).

## Data, Dude!: Visual Studio Team Edition for Database Professionals

**Richard Hundhausen, Accentient**

"Data Dude," as Microsoft referred to it internally, has been missing from the Team System family. This will soon change, and we will have another Team System edition, one specifically for Database Professionals. Version control, schema and data change tracking and comparing, unit testing of T-SQL, sample data generation and refactoring support will enable the DB professional to be part of the team. Come to this session to take an early look at the product and see if you'd like to be a Data Dude.

## Windows Presentation Foundation Basics – an Introduction for UI Developers

**Billy Hollis, DotNetMasters**

It's time for UI developers to become familiar with the next generation of UI technologies. This session introduces WPF from a conceptual level, stressing differences from Windows Forms and focusing on capabilities and overall design. Most concepts are illustrated through examples, including the structure of XAML, layout options, 3D and overall application structure. We'll discuss likely scenarios for early adoption of WPF, and discuss potential obstacles to adoption and how they might be overcome.

## Data Binding Custom Objects and DataSets

**John Papa, ASPSOFT**

The .NET Framework introduces a new assortment of interfaces and features that make binding both DataSets and custom objects to Windows Forms easier and more powerful than ever. In this session, I will demonstrate how the binding interfaces work and how to bind different types of objects to the WinForms, and how to implement different interfaces to notify the application when specific events occur such as when a property changes.

## SQL Server 2005 Everywhere

**Jackie Goldstein, Renaissance Computer Systems**

This session will introduce you to SQL 2005 Everywhere (SQL Mobile) and show you how you can build today both standalone and occasionally connected applications with this lightweight database engine. We will show the various options and tradeoffs for synchronizing with a central database server.

## Click-Once

**Jeff Levinson, The Boeing Company**

Have you ever wondered why everyone says the web is where it's at? All the new applications have to be web based, but why? The answer is simple: lower cost of maintenance. No one thinks web applications are superior to desktop applications – state management is a mess, the user interface (while getting better) is hardly user friendly, and then there's the back button on the browser. If you want a windows forms application but don't want to pay for the cost of maintenance and the difficulty with upgrades then Click-Once is for you. Learn how to leverage the power of Click-Once to centrally deploy and update your application with virtually no effort. Give your users what they want – a clean, responsive interface which is always up to date!

## Composite Smart Client Design

**Keith Pleas, Guided Design**

This session illustrates several approaches to building "composite" smart clients, which allow organizations to build a single client framework that can be customized by developers depending on specific application requirements. At the low end of the complexity scale, this consists of pluggable forms. At the high end, this approach is taken by the "Composite UI Application Block." This session explores the tradeoffs made when selecting and implementing a "composite" design.

## Occasionally Connected Systems

**Steve Lasker, Microsoft**

Empower your users with Smart Client applications that work where the user is, not where the network may be. Many developers assume wireless will be everywhere enabling applications to communicate to centrally located servers regardless of where the user is. Any developer that has actually tried deploying connected applications knows that this is really just a dream of an alternate universe that simply frustrates users with reality. In this session we'll cover the future direction Microsoft is heading for enabling your users. We'll cover the architecture and technologies you can use today to prepare yourself for the upcoming features.

## Datasets, Business Objects or Just DLINQ

**Sahil Malik**

Have you heard about LINQ (Language Integrated Query)? Are you more of a Dataset person, or more of a business object person? What happens to this religious war in the light of DLINQ? Come and explore a balanced view of Datasets and business objects, and what DLINQ means to you.

## Client/Server Communication Options

**Rockford Lhotka, Magenic Technologies**

Many of us need to choose a client/server communication technology for our current development. How do you choose between WCF (Indigo), Web services, WSE, Enterprise Services, Remoting, DCOM and MSMQ? In this session, you'll learn the strengths and weaknesses of each option in terms of their use today, and migration to WCF in the future. If you are developing n-tier client/server systems, this session is a must!

## Introduction to SQL CLR Development

**Andrew Brust, twentysix New York**

It's made headlines, and it's pretty cool: SQL Server 2005 integrates the .NET common language runtime and can host stored procedures, triggers, functions and user-defined types written in VB or C#. In this session we'll cover the A-B-Cs of writing SQL CLR code. You'll learn how to take advantage of SQL Server's integration with Visual Studio for development, deployment and debugging of your SQL CLR assemblies. You'll also learn how to deploy plain Class Library assemblies using nothing more than T-SQL commands. Perhaps most importantly, we'll look at when and where SQL CLR programming is best used, and when you're better off sticking with T-SQL.

## Enterprise Integration in Vista

**Kent Brown, twentysix New York**

Do WCF and WinWF make BizTalk irrelevant? The answer is no, but BizTalk's role in the platform will evolve over time. This talk will explain the core strengths of all three of these technologies, their weaknesses, their overlap and the appropriate usage scenarios for each.

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## VSLive! Workshops

*More Technical Content Than Most Conferences' Entire Programs*

Each regional VSLive! will offer a choice of four full-day, in-depth workshops on today's top technology concerns. Get intensive training on programs critical to your performance.

Check out these workshops planned for VSLive! New York. View the full agenda and session descriptions online at [www.vslive.com/newyork](http://www.vslive.com/newyork).

### Building Data Driven Solutions: Developing with ADO.NET 2.0

**John Papa, ASPSOFT**

Data access using ADO.NET is at the core of most .NET enterprise applications. This workshop discusses .NET 2.0 data access strategies using ADO.NET 2.0, SQL Server 2005, XML, System.Transactions and Enterprise Library. I will review the ADO.NET 2.0 model and discuss how its integral parts work together. Performance and maintenance are two of the most important factors in building an enterprise solution. Learn efficient ways to implement ADO.NET database connections, automate closure of connections and use connection pooling. We will also review how to defend against SQL injection attacks, as well as how to take advantage of the new data binding techniques in both ASP.NET and Smart Clients. Managing the SQL Server 2005 features wisely in application architecture is crucial. I will discuss how to reap the rewards of these features and show how the XML datatype can benefit an application. Building a solid Data Access Layer (DAL) is a decision that many design teams face. I will review the important factors in determining how to choose a DAL for an application. Finally, I will wrap up by discussing the future of data access in .NET including DLINQ and ADO.NET v3.

### Day-long Tutorial on ASP.NET 2.0

**Fritz Onion, Pluralsight**

This day-long tutorial will provide an introduction to the new features of ASP.NET 2.0. Ideally, the attendees of this tutorial will have some experience building Web applications with ASP.NET 1.1. With more than

50 new server-side controls and many new pieces of web infrastructure, ASP.NET 2.0 brings more new features than any web development technology in recent memory. Attendees of this workshop will come away with a solid understanding of the new features in 2.0.

### Programming with Windows Communication Foundation ("Indigo")

**Aaron Skonnard, Pluralsight**

Windows Communication Foundation (WCF), codename "Indigo," is Microsoft's next-generation platform for building connected systems using .NET. WCF makes it possible to build secure, reliable, and transacted systems through a simplified programming model that unifies and extends many of the previous .NET technologies including ASP.NET Web Services (ASMX), WSE, .NET Remoting, .NET Enterprise Services, and System.Messaging. WCF is sure to change the way every .NET developer builds connected systems in the years ahead. This workshop provides fast-paced exposure to WCF and teaches you how to get started today.

### Advanced Windows Forms

**Billy Hollis, DotNetMasters and Keith Pleas, Guided Design**

Ready to move beyond the basics of forms-based applications? Learn advanced techniques with real-world examples in this Black Belt session on Windows Forms. You'll discover capabilities you never knew existed, learn to use advanced OO capabilities in Windows Forms, find out how to build large, complex Windows Forms applications, and get an advanced look at the changes in Windows Forms 2.0 for Visual Studio 2005. The workshop will include several production-ready components and examples for you to use in your own projects.

Check [www.vslive.com/boston](http://www.vslive.com/boston) and [www.vslive.com/dallas](http://www.vslive.com/dallas) for the latest workshop confirmations for each event.



All workshops are included when you hold a Gold Passport. You can also add a workshop to your **ASP Live!** or **Smart Client Live!** package for just \$395. See page 15 for details.

# Your New York Contents at a Glance

## Pre-Conference Workshops - Sunday, September 10

9 a.m. - 6 p.m.	Building Data-Driven Solutions: Developing with ADO.NET 2.0	Day-Long Tutorial on ASP.NET 2.0
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## Conference Day 1 - Monday, September 11

9 a.m.	<b>Keynote: Data Explosion: The Last and Next Decade in Data Management</b>			
	Smart Client Live!		ASP Live!	
10:30 a.m.	Data Binding Custom Objects and DataSets	SQL Server 2005 Reporting Services	CSS, Skins and Themes for the ASP.NET Developer	Best Kept Secrets in .NET
11:45 a.m.	Creating Controls for Windows Forms	SQL Server 2005 Everywhere	Introduction to ASP.NET 2.0 Web Parts	Everyday Use of Generics
	Lunch			
2 p.m.	Click-Once	SQL Server Express for the .NET Developer	ASP.NET 2.0's Data Binding Features	Understanding and Using My and The VB Application Framework
3:15 p.m.	Composite Smart Client Design	Occasionally Connected Systems	Membership Features in ASP.NET 2.0	Best Practices for Creating Reusable Managed Code Libraries
4:30 p.m.	Resources and Localization	DataSets, Business Objects or Just DLINQ	ASP.NET Personalization	Inside C# 3.0: Extension Methods, Query Expressions & Expression Trees

## Conference Day 2 - Tuesday, September 12

9 a.m.	<b>Keynote: Visual Studio: Amplify your Impact</b>			
	Smart Client Live!		ASP Live!	
10:30 a.m.	GDI+ Jumpstart	Data, Dude!: Visual Studio Team Edition for Database Professionals	WebControl Development Enhancements in ASP.NET 2.0	Large Scale ASP.NET Rendering and Enterprise Control Development
11:45 a.m.	Windows Presentation Foundation Basics – An Introduction for UI Developers	Using XQuery to Retrieve & Manipulate XML Data with SQL Server 2005	CSS Control Adapters for ASP.NET 2.0	Dig into the Testing Tools in Visual Studio 2005
	Lunch			
2 p.m.	Embed Workflow into Your Next Application	ADO.NET 2.0 Enhancements for SQL Server 2005	Creating Custom ASP.NET Providers	Programming SharePoint 2007
3:15 p.m.	Client/Server Communication Options	Introduction to SQL CLR Development	Asynchronous Pages and Tasks in ASP.NET 2.0	Ajax Style Web Development with ASP.NET and Atlas
4:30 p.m.	Enterprise Integration in Vista	Integrated SQL Server Debugging in Visual Studio 2005	Diagnostics and Health Monitoring in ASP.NET 2.0	Build Distributed Object Oriented Apps in .NET 2.0

## Post-Conference Workshops - Wednesday, September 13

9 a.m. - 6 p.m.	Programming with Windows Communication Foundation ("Indigo")	Advanced Windows Forms
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Agenda is subject to change. Should a speaker be unable to attend, all efforts will be made to replace him or her with one of comparable value.

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**New York****September 10-13****Boston****October 24-27****Dallas****November 14-17**

## New York Keynotes

*Preview the latest innovations in development. Hear insight from Microsoft insiders.*

### **Data Explosion: The Last and Next Decade in Data Management**

**Corey Thomas, Group Product Manager, SQL Server, Microsoft**

Monday, September 11 at 9 a.m.

Data powers business and harnessing that power can make the difference between success and failure. However, today's data world is getting increasingly complex with an unprecedented explosion in the volume of data and new, divergent data types rapidly emerging. Against the backdrop of these exciting new trends, Corey Thomas, one of Microsoft's recognized leaders in the database industry, delivers a clear vision for how these changes will create a new business landscape and how to maximize opportunities within that realm.

As a new business imperative, people from all industries need to take full advantage of their rich data assets in order to meet evolving, unanticipated market demands. Today's data and information are crossing new terrain. Data can be found in dynamic Web documents and applications, on proliferating handheld devices and at home stored in a new breed of media appliances or entertainment systems. Unfortunately, without standard security, management and restore features, these new information environments cannot protect or help manage data in the same manner as traditional database platforms. What does this mean? Ensuring a secure, highly manageable and accessible database platform is the new secret to success whether it is a large enterprise, small business or individual innovator.

Delivering on this insight depends on understanding immediate customer needs and anticipating future data challenges. With a clear vision and execution plan, Microsoft explains that by providing products and services for ALL data from birth to archival, the data platform will turn current data challenges into future business prospects.

### **Visual Studio: Amplify your Impact**

**Ian Knox, Group Product Manager, Visual Studio Team System, Microsoft**

Tuesday, September 12 at 9 a.m.

Explore new Visual Studio features, from language enhancements, improved designers, and smart-client development tools to Visual Studio Team System — a suite of software lifecycle management tools that helps teams transform how they develop software. Learn about some of the innovations and upcoming features in Visual Studio "Orcas" to help you be more productive and deliver high quality, secure applications.



### **VSLive! New York Conference Chair**

**Andrew Brust, *twentysix New York***

Andrew is Chief, New Technology at *twentysix New York*, a Microsoft Gold Certified Partner. He is the lead author of *Programming Microsoft SQL Server 2005*, serves as Microsoft Regional Director for New York and New Jersey, is a Visual Basic MVP and a member of Microsoft's Business Intelligence Partner Advisory Council. He has over 18 years experience programming and consulting in the Financial, Public, Small Business and Not-For-Profit sectors and can be reached at [andrew.brust@26ny.com](mailto:andrew.brust@26ny.com).

Visit [www.vslive.com/boston](http://www.vslive.com/boston) and [www.vslive.com/dallas](http://www.vslive.com/dallas) for details on Boston and Dallas keynote presentations as they are announced.

# VSLive! Conference Speakers

**Andrew J. Brust**, *twentysix New York VSLive! Conference Chair*



Andrew Brust is Chief, New Technology at *twentysix New York*, a Microsoft Gold Certified Partner. Andrew is lead author of *Programming Microsoft SQL Server 2005* and serves as Microsoft Regional Director for New York and New Jersey.

**Kent Brown**, *twentysix New York*



Kent Brown is the manager of the *Enterprise Integration practice* at *twentysix New York*. Kent has 17 years of experience in software development in the *Pharmaceutical, Financial Services, Insurance, Legal and Manufacturing industries*.

**Miguel Castro**, *Infotek Consulting Group, Inc*



Miguel Castro is a .NET consultant, author and trainer with over 20 years of IT experience with a background in full automation solutions encompassing all aspects of a project's life cycle. He is president of *InfoTek Consulting Group, Inc.*

**Mark D'Urso**, *Microsoft*



Mark D'Urso is a developer working on creating the next generation content delivery and rendering system for *MSDN and TechNet*. Mark has worked on search and a variety of content rendering frameworks for *Microsoft.com*.

**Stephen Forte**, *Corzen, Inc.*



Stephen Forte is the Chief Technology Officer and co-founder of *Corzen, Inc.*, a provider of online market research data for *Wall Street Firms*. Stephen is the Microsoft Regional Director for the *NY Metro region* as well as an MVP and INETA speaker.

**Ken Getz**, *MCW Technologies*



Ken Getz is a senior consultant with *MCW Technologies* and splits his time between programming, writing and training. Ken has written many technical books, including *ASP.NET Developer's Jumpstart* with Paul D. Sheriff.

**Jackie Goldstein**, *Renaissance Computer Systems*



Jackie Goldstein has achieved international recognition for expertise in *Windows and .NET development and Visual Basic and database applications* in particular. He is the principal of *Renaissance Computer Systems Ltd.*

**Richard Hale Shaw**, *Richard Hale Shaw Group*



Richard Hale Shaw is the founder of the *Richard Hale Shaw Group*, which has trained software developers since 1993. An outspoken critic of broken devtools, Richard specializes in consulting and training on .NET programming in *C# and Managed C++*.

**Billy Hollis**, *DotNetMasters*



Billy Hollis is an author and software developer from *Nashville*. Billy is co-author of the first book ever published on *Visual Basic .NET, VB .NET Programming on the Public Beta*. He is the *Regional Director of Developer Relations* in *Nashville* for *Microsoft*.

**Richard Hundhausen**, *Accentient*



Richard Hundhausen is a principal consultant with *Accentient*. He has over 20 years of software and database development experience. His primary area of evangelism is the intersection between .NET development and *SQL Server development*.

**Chris Kinsman**, *Vertafore*



Chris Kinsman is one of the founders of *Guided Design* and is formerly the VP of *Technology* for a family of *Web sites* that provide information for developers. He is the Chief Architect for *Vertafore*, an insurance *ISV*.

**Deborah Kurata**, *InStep Technologies*



Deborah is a professional software architect, designer and developer. She provides consulting services in the areas of project architecture and design, software development and mentoring services.

**Steve Lasker**, *Microsoft*



Steve Lasker is a Program Manager for *VS* at *Microsoft*. He is responsible for many of the data design time features in *Visual Studio*. Steve's team owns the *Typed DataSet designer, Data Wizards* and the new *Data Sources* window.

**Vishwas Lele**, *Applied Information Sciences*



Vishwas Lele is a Principal Architect at *Applied Information Sciences* where he has been involved in the development of .NET based applications. He regularly conducts .NET classes including security seminars for developers.

**Jeff Levinson**, *The Boeing Company*



Jeff Levinson is a Solution Design & Integration Architect with *The Boeing Company*. He holds the following certifications: *MCSD, MCSD.NET, MCDBA, SCJP and Security+*. He is a Microsoft Architect MVP and author of two books on .NET development.

**Rockford Lhotka**, *Magenic Technologies*



Rockford Lhotka is the author of the *Expert VB 2005 Business Objects* and *Expert C# 2005 Business Objects*. He is a contributing author for *Visual Studio Magazine* and is the *Principal Technology Evangelist* for *Magenic Technologies*.

**Leonard Lobel**, *Sleek Technologies, Inc.*



Leonard Lobel is the CEO and co-founder of *Sleek Technologies Inc.*, a development shop specializing in *Microsoft-based solutions* with an early adopter philosophy towards new technologies. He has been programming since 1979.

**Adam Machanic**



Adam Machanic is an independent database software consultant, writer and speaker based in *Boston*. He has implemented *SQL Server solutions* for a variety of high-availability *OLTP* and large-scale data warehouse applications.

**Sahil Malik**



Sahil Malik is a Microsoft MVP [C#], INETA speaker and the author of a bestselling *ADO.NET 2.0* book. He is a consultant, trainer and mentor in various Microsoft technologies.

**Russ Nemhauser**, *Nemhauser Media*



Russ Nemhauser is a Microsoft ASP.NET MVP and a Microsoft Certified Professional, and has served as an Architect, Developer, Team Leader and Project Manager over the past several years.

**Fritz Onion**, *Pluralsight*



Fritz Onion is a co-founder of *Pluralsight*, a premier *Microsoft .NET training provider*. Fritz is the author of *Pluralsight's ASP.NET curriculum*, with courses delivered around the world. He is the author of the highly-acclaimed book *Essential ASP.NET*.

**John Papa**, *ASP.SOFT*



John (C# MVP and MCSD.NET) has been working with *Microsoft distributed architectures* for over 10 years. He has enterprise experience architecting and developing with .NET technologies including *ASP.NET* as well as *WebForms* using both *C# and VB.NET*.

**Keith Pleas**, *Guided Design*



Keith is one of the founders of *Guided Design* and has worked for more than two years on the team developing the .NET Framework and *Visual Studio.NET*. He is also a contributing editor to *Visual Studio Magazine* and has developed *Microsoft Professional Certification Exams*.

**Paul Sheriff**, *PDSA, Inc*



Paul D. Sheriff is the President of *PDSA, Inc.*, a Microsoft Partner in *Southern California*. Paul acts as the Microsoft Regional Director for *Southern California* assisting the local Microsoft offices with *Developer Days*.

**Aaron Skonnard**, *Pluralsight*



Aaron is a co-founder of *Pluralsight* where he focuses on *XML and Web services technologies* on the *Microsoft .NET platform* including such areas as *BizTalk Server 2004 and Indigo*. Aaron has spent years developing course materials and teaching.

**Bill Wolff**, *Agility Systems*



Bill Wolff is an independent consultant, trainer and architect specializing in *Microsoft development technologies*. He ran the consulting firm *Wolff Data Systems* for 15 years and directed armies of consultants in the dot com world.

## New York



September 10-13

## New York Venue, Hotel and Travel

As a VSLive! attendee, you are eligible for a **special room rate of \$199 per night at our Conference Hotel, the New York Marriott at the Brooklyn Bridge**. Located just outside Manhattan, a quick subway or taxi ride to all major NYC attractions, the New York Marriott will host all VSLive! sessions and activities.

### About the New York Marriott

The New York Marriott at the Brooklyn Bridge is located in Renaissance Plaza. The only full service hotel in Brooklyn is **just five minutes** from Manhattan and the Financial District. Nine major subway lines are accessible within one block. Neighborhood attractions include the Brooklyn Bridge, the Brooklyn Botanical Garden, the Prospect Park Zoo and more. The Marriott features a 12,000 square foot health club with lap swimming pool, wireless Internet access in public areas and high-speed Internet access in every room.

To reserve your room at the VSLive! special attendee rate of **\$199 per night**, please call 888-436-3759 and reference group reservation code **VSLIVE**. Rooms are subject to availability and must be reserved **by August 21, 2006**, so book early to lock in your discounted rate.



New York Marriott at the Brooklyn Bridge  
333 Adams Street  
Brooklyn, NY 11201  
Tel: 718-246-7000 or 888-436-3759

### Airline

#### Fly United and Save

VSLive! attendees qualify for United Airlines discounts of 5% to 15% off fares. Some restrictions will apply. Please call United's Specialized Meeting Reservations at 800-521-4041 and reference ID number **563DX**.

There are 3 area airports convenient to the Marriott:

- New York/LaGuardia (LGA) – Approximately 10 miles and a \$25 taxi fare to hotel
- New York/John F. Kennedy (JFK) – Approximately 20 miles and a \$45 taxi fare to hotel
- Newark (EWR) – Approximately 20 miles and a \$65 taxi fare to hotel

### Automobile

#### Special Discounts from Hertz

Hertz is also offering discounted rates on rental cars to all VSLive! attendees. Please call 800-654-2240 for details and reference number **CV 03N10001**.

The onsite parking rate at the Marriott is \$18 per day.

### Visiting New York

Discover all there is to see in the Big Apple. From sightseeing at the Statue of Liberty, the Empire State Building and the U.N., to visiting the over 150 museums, 18,000 restaurants, scores of Broadway shows and limitless retail stores, there are endless activities to fill your free time. Visit New York City's official tourism site, NYC & Company at [www.nycvisit.com](http://www.nycvisit.com), to start planning your trip today!

**Boston**



**October 24-27**

## Boston Venue, Hotel and Travel

Our mission is to deliver content that squarely addresses this relatively unique time for Windows and .NET developers:

- .NET 2.0 will have been out and available for nearly a year
- .NET 3.0 (formerly WinFx) won't be available for another year

Consequently, you'll find **both** the Boston and Dallas shows focused on:

- Getting more mileage out of .NET 2.0 (C# 2.0, VB2005 and VS2005)
- Addressing migration to .NET 2.0 if you've not already done so
- Using Team System and Team Foundation Server to put it all together

--Richard Hale Shaw, Conference Chair for both Boston and Dallas



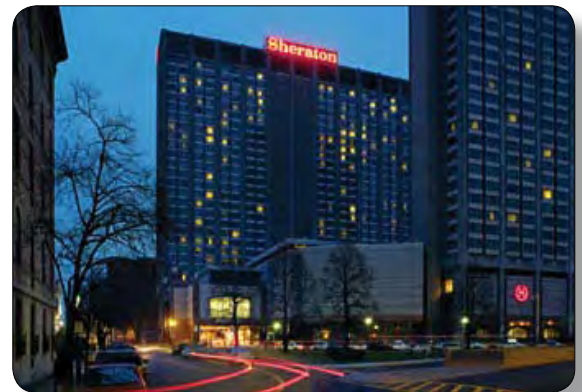
Richard is the founder of the Richard Hale Shaw Group, and specializes in consulting and training on .NET programming in C# 2.0 (and 3.0), where he created the "C# 2.0 / .NET 2.0 BootCamp" as well as the "Advanced C# 2.0 BootCamp." He's a member of the INETA speakers bureau, and has been recognized by Microsoft as a C# MVP since 2004. You can reach him at [www.RichardHaleShawGroup.com](http://www.RichardHaleShawGroup.com).

As a VSLive! attendee, you are eligible for a **special room rate of \$229 per night** at our Boston headquarters, the **Sheraton Boston Hotel**. All VSLive! sessions and activities will take place at the Sheraton.

### About the Sheraton Boston

Centrally located in Boston's charming Back Bay, the Sheraton Boston Hotel is just four miles from Logan Airport. The Sheraton is connected to both the Prudential Center and the upscale Copley Place Mall, together offering more than 200 shops and restaurants. Plus, the Sheraton boasts New England's largest swimming pool with a retractable roof. All guest rooms feature the Sheraton Sweet Sleeper™ Bed and high speed Internet access.

To reserve your room at the VSLive! special attendee rate of **\$229 per night**, please call 800-325-3535 and reference group reservation code **VSLIVE**. Rooms are subject to availability and must be reserved **by October 6**, so book early to lock in your discounted rate.



**Sheraton Boston Hotel**  
Prudential Center  
39 Dalton Street  
Boston, MA 02199  
Tel: 617-236-2000 or 800-325-3535

See page 12 for details on VSLive! airline and automobile discounts.

Call **800-848-5523 (or 650-378-7100)** • visit [www.vslive.com/boston](http://www.vslive.com/boston)

**Dallas**



**November 14-17**

## Dallas Venue, Hotel and Travel

We'll continue our commitment to practical information (where theory is the means, not the end). Our best speakers will give their best talks – the ones you'll get the most benefit from. Learn how to leverage best practices for developing with .NET 2.0 while preparing for .NET 3.0 (WPF, WCF and Windows Workflow Foundation).

See you in November!

--Richard Hale Shaw, Conference Chair for both Boston and Dallas

As a VSLive! attendee, you are eligible for a **special room rate of \$189 per night** at the Westin City Center, Dallas, home to all VSLive! sessions and activities.

### About the Westin City Center

Located in the heart of Dallas' arts and financial district, the Westin City Center is connected by a 15-story atrium to a variety of stores and restaurants and an indoor ice skating arena. The entire hotel is smoke-free and offers running maps by *Runner's World* magazine. The Westin also features an onsite fitness center and special WestinWORKOUT hotel rooms. All guest rooms feature the patented Heavenly® Bed and 24-hour room service.

To reserve your room at the VSLive! special attendee rate of **\$189 per night**, please call 866-837-4246 and reference group reservation code **VSLIVE**. Rooms are subject to availability and must be reserved **by October 30**, so book early to lock in your discounted rate.



**Westin City Center**  
650 North Pearl Street  
Dallas, Texas 75201  
Tel: 214-979-9000 or 866-837-4246

See page 12 for details on VSLive! airline and automobile discounts.

**New York**

September 10-13

**Boston**

October 24-27

**Dallas**

November 14-17

# VSLive! Registration Rates & Discounts

There are four easy ways to register for the VSLive! conference of your choice\*.

- Register online at [www.vslive.com/newyork](http://www.vslive.com/newyork), [www.vslive.com/boston](http://www.vslive.com/boston) or [www.vslive.com/dallas](http://www.vslive.com/dallas)
- Register by phone at 800-848-5523 or 650-378-7100
- Fax the registration page at the back of the brochure to 650-570-6310
- Or, mail it to:  
Conference Registration  
Fawcette Technical Publications, Inc.  
2600 South El Camino Real, Suite 300  
San Mateo, CA 94403

Please make checks payable to:  
Fawcette Technical Publications, Inc.

\* Please note attendees will be registered upon receipt of payment.

## Registration Packages

Sign up for the conference package that best meets your schedule and needs.

### Gold Passport

The VSLive! Gold Passport offers the best value for your time and money. It is your all-access pass to the ASP Live! and Smart Client Live! conferences and all workshops. Select the Gold Passport to create a schedule that is as flexible and diverse as the job you do now.

### A La Carte Schedule

Or, if you prefer, create an à la carte schedule based upon your specific technical interests. You may sign up for either one of the breakout conferences and even add a full-day workshop to your package. **Note:** You must register for one of the conferences to be eligible to sign up for a workshop.

### Alumni Discounts

Have you been to a previous FTP conference? If so, we want to extend special savings to you, our frequent, best customers. Register by the Early Bird deadline and we'll take an additional **\$50 off** your registration. For more details, call 800-848-5523 or 650-378-7100.

### Maximum Savings with a Group!

Corporate rates are available to companies sending 2 or more attendees. Registrations must be processed at the same time on

the same corporate check or credit card. For more information, please call 800-848-5523 or 650-378-7100.

### Registration Confirmation

Registration will be confirmed by email. You'll receive a message as soon as payment has been received and your registration has been processed. This email will include the package you have selected, the amount you have paid, and serve as your receipt for the conference. Please bring this to the onsite check in desk the first day of the event.

## Key Deadlines & Registration Policies

### Registration Deadlines

We encourage early registrations and will even discount the package you choose if you sign up by certain dates. View the Super Early Bird and Early Bird discount deadlines for each VSLive! conference on the back page of the brochure. Our conferences do sell out, and registering in advance helps ensure your spot.

### Transfers, Cancellation and Refunds

You may transfer your conference registration to another person within your organization at any time by notifying us in writing. If you must cancel, please notify the conference registrar in writing by the Early Bird deadline. You will receive a refund for the package you chose, less a \$150 cancellation fee. Cancellations made after the Early Bird deadline as well as "no-shows" are liable for the full registration fee.

In the event that the conference is cancelled by FTP, Inc., registration fees only will be refunded. Cancellations of travel and hotel reservations are the responsibility of the attendee.

### Special Requirements

If you foresee any special requirements while attending VSLive!, please contact the conference registrar at 800-848-5523 at least one month in advance, and we'll do our best to accommodate your wishes.

### Photo Release

From time to time we use photographs of conference participants in our promotional materials. By virtue of your attendance at VSLive!, Fawcette Technical Publications, Inc. reserves the right to use your likeness in such materials.

### And More...

Children under 18 years of age are not permitted to attend any of the conference. No cameras or recording devices are permitted in the sessions at VSLive! FTP will record portions of the conference programs, and audio clips will be available on the Virtual Conference Web site.

Call **800-848-5523 (or 650-378-7100)** • visit [www.vslive.com](http://www.vslive.com)

**New York**

**Boston**

**Dallas**

**September 10-13**

**October 24-27**

**November 14-17**



### The Gold Passport

The VSLive! Gold Passport offers the best value for your time and money. The all-access pass will allow you to jump between break-out sessions in both technical conferences, ASP Live! and Smart Client Live! and take your pick from four pre- and post-conference workshops. Create a schedule that is as flexible

and diverse as the job you do now. **Save \$300 off the standard rate of \$1,695 when you register by the below Super Early Bird deadlines.**

All-Inclusive Gold Passport	Super Early Bird	Early Bird	Standard
<b>VSLive! New York</b> September 10-13	<input type="checkbox"/> \$1,395 until June 28	<input type="checkbox"/> \$1,495 until August 9	<input type="checkbox"/> \$1,695
<b>VSLive! Boston</b> October 24-27	<input type="checkbox"/> \$1,395 until August 16	<input type="checkbox"/> \$1,495 until September 20	<input type="checkbox"/> \$1,695
<b>VSLive! Dallas</b> November 14-17	<input type="checkbox"/> \$1,395 until August 30	<input type="checkbox"/> \$1,495 until October 11	<input type="checkbox"/> \$1,695

### A La Carte Packages

If time and budget are tight, create a unique schedule based upon your specific technical interests. Sign up for either of the break-out conferences and add a pre- or post-conference workshop to your package. **Register by the below Super Early Bird deadlines and save \$200 off the standard rate of \$1,095. Note: you must register for one of the conferences to be eligible for a workshop.**

### Conferences

ASP Live!	Super Early Bird	Early Bird	Standard
<b>VSLive! New York</b> September 11-12	<input type="checkbox"/> \$895 until June 28	<input type="checkbox"/> \$995 until August 9	<input type="checkbox"/> \$1,095
<b>VSLive! Boston</b> October 25-26	<input type="checkbox"/> \$895 until August 16	<input type="checkbox"/> \$995 until September 20	<input type="checkbox"/> \$1,095
<b>VSLive! Dallas</b> November 15-16	<input type="checkbox"/> \$895 until August 30	<input type="checkbox"/> \$995 until October 11	<input type="checkbox"/> \$1,095

Smart Client Live!	Super Early Bird	Early Bird	Standard
<b>VSLive! New York</b> September 11-12	<input type="checkbox"/> \$895 until June 28	<input type="checkbox"/> \$995 until August 9	<input type="checkbox"/> \$1,095
<b>VSLive! Boston</b> October 25-26	<input type="checkbox"/> \$895 until August 16	<input type="checkbox"/> \$995 until September 20	<input type="checkbox"/> \$1,095
<b>VSLive! Dallas</b> November 15-16	<input type="checkbox"/> \$895 until August 30	<input type="checkbox"/> \$995 until October 11	<input type="checkbox"/> \$1,095

### Conference Add-ons

Pre-Conference Workshop	Standard
<b>VSLive! New York</b> September 10	<input type="checkbox"/> \$395
<b>VSLive! Boston</b> October 24	<input type="checkbox"/> \$395
<b>VSLive! Dallas</b> November 14	<input type="checkbox"/> \$395

Post-Conference Workshop	Standard
<b>VSLive! New York</b> September 13	<input type="checkbox"/> \$395
<b>VSLive! Boston</b> October 27	<input type="checkbox"/> \$395
<b>VSLive! Dallas</b> November 17	<input type="checkbox"/> \$395

**Phone:** 800-848-5523 (or 650-378-7100)

**Web:** [www.vslive.com](http://www.vslive.com)

**Email:** [conferences@fawcette.com](mailto:conferences@fawcette.com)

**Fax:** 650-570-6310

### Alumni Discount

I have been to a previous FTP conference and qualify for an additional \$50 discount.  \$50 Discount

### Attendee Details

Please fill out completely and print or type information as you wish it to appear on your badge. Photocopy this form for additional registrations.

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Country \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

### Payment Options

Spaces cannot be confirmed until payment is received in the form of check, credit card or money order. Invoices are available for a \$25 processing fee.

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**MAILROOM** | If addressee no longer works here, please route this to the training director of the MIS department.

**Register By the Super Early Bird Deadlines and Save!**

**Call 800-848-5523**

**Visit [www.vslive.com](http://www.vslive.com)**