

CODEMASH
Free Your Mind!

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WHAT IS CODEMASH?

CodeMash is a 2.5 day developer conference focusing on fostering the exchange of ideas, enthusiasm, and technology for a cross-platform, cross-discipline audience.

WHY SHOULD I ATTEND CODEMASH?

You should strongly consider attending because you'll have the opportunity to attend sessions and keynotes from some of the software development industry's finest minds. CodeMash has keynote addresses from luminaries who have been motivating forces behind some of the most significant products, methodologies, and changes in the development industry:

- Brian Goetz: Author of *Concurrency in Java* and an expert on concurrency and all things Java.
- Scott Hanselman: Open Source proponent, archetypal tool geek, and blogger/podcaster extraordinaire.
- A third keynoter yet to be announced.

Other internationally-recognized speakers include:

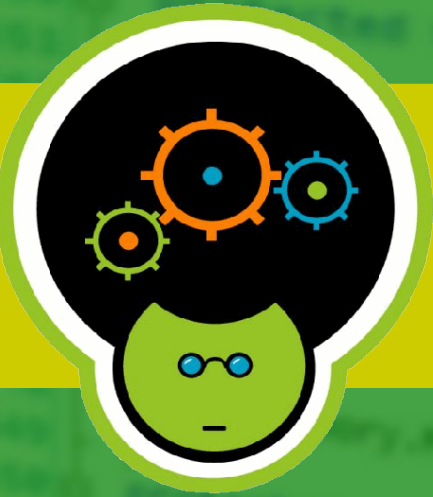
- Jay Pipes – Community Relations Manager for MySQL and author of Pro MySQL.
- Neal Ford – Senior architect at Thoughtworks and a globally recognized technologist and contributor to the No Fluff Just Stuff conference series and anthologies.
- Bill Wagner – Regional Director and expert on all things C# and author of Effective C#
- Joe O'Brien – Founder of EdgeCase and fervent advocate of all things Ruby

If that's not enough then consider that CodeMash has nearly 50 sessions covering an immense range of technologies in-

Java
+ Ruby
+ .NET
+ Python
+ PHP

GOOD!

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cluding .NET, PHP, Java, Ruby, and other platforms. CodeMash includes sessions on design, architecture, testing, agile methodologies, and deep dives into areas of the technologies just mentioned. Some of the session topics include:

- Real World C# 3.0 (Bill Wagner, Microsoft Regional Director, Microsoft MVP and author of “Effective C#”)
- DSLs in Static and Dynamic Languages (Neal Ford, editor “No Fluff, Just Stuff”)
- RESTful Web Services (Dave Donaldson, Microsoft MVP)
- Performance Coding Techniques for MySQL (Jay Pipes, North American Community Relations Manager, MySQL)
- Why I Love Python (Bruce Eckel, Internationally Recognized Speaker and Author of “Thinking in Java”)

Are you worried that the conference focuses too much on technologies outside your regular domain? Take a look at the conference sessions (<https://www.codemash.org/SessionList.aspx>) and consider that you could spend the entire conference focused on one area such as .NET, methodologies, architecture and never have to hear anything about Java, PHP, or Ruby if you don't want to!

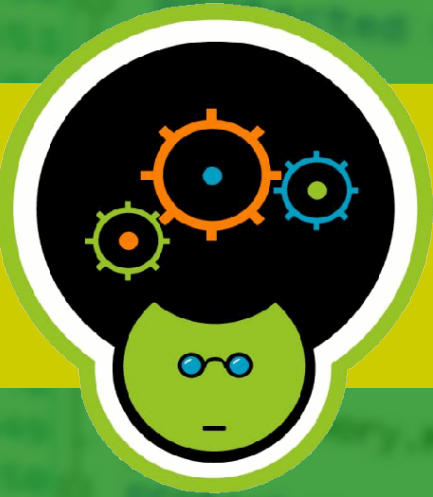
Are you concerned that a specific topic you're interested in is missing from the session list? Take advantage of the Open Spaces sessions and gather a group of folks together to have a conversation on that topic. Read more about Open Spaces at the Wikipedia entry: http://en.wikipedia.org/wiki/Open_Space_Technology.

Are you having problems convincing your management on the value of attending such conferences? First off, consider this blog post written by one of CodeMash's founders on this exact topic: <http://frazzleddad.blogspot.com/2006/11/why->

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[conferences-matter-and-how-to.html](#). Developers are a critical asset to any company, and training is critical to keeping those assets up to speed and motivated. That blog post may give you ammunition to help persuade bosses who are reluctant to dig into their pockets.

Secondly, consider the insanely low price of CodeMash: \$175 normal registration, and \$88 per night for a room at the Kalahari Lodge. (That rate expires 12/24.) Similar conferences such as Software Development Expo or DevConnections run in the thousands, plus you have to get on a plane and fly out to the east or west coast. CodeMash is exceedingly cheap and is right in the middle of the Heartland region.

Are you concerned about the distance to the conference's location? CodeMash 2007 had attendees from over 12 states travel in to Sandusky. If they're excited enough to travel then you ought to be too!

To find out more information about CodeMash, please visit the conference's site at www.CodeMash.org. There's session information and background on the conference there as well as an RSS news feed you can use to track conference announcements. You should also jump into the vibrant CodeMash community via the Google discussion group at <http://groups.google.com/group/codemash>.

CodeMash is a terrific opportunity for developers of all ilk in this region. It's a conference that should not be missed!

(As a sidebar: Perhaps one of the best reasons to attend is that CodeMash is being held at a hotel which has an indoor water park. What's better than hundreds of pasty-white geeks running around a water park in January?)

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