A Tour of the New CNSV Website

Debra Willrett

Expert Software Consulting
February 28th, 2006
agenda

Expert Software Consulting
CNSV website preview
- Goals
- Tour
Development
- Technology
  - Structure
  - Presentation
  - Behavior
- Search engine ranking
Discussion
Expert Software Consulting

Background
- LisaProject, MacProject
- Readers Choice Software of the Year Award MacWorld magazine
- First graphical project management software
- First application to ship on the Mac by an outside developer

Expert Software Consulting
- Expertise
  - Internet technologies: DOM, DHTML, AJAX
  - Back-end technologies: ColdFusion, PHP
- Services
  - Consulting
  - Web Applications
- Clients
  - Member organizations
  - SMB
CNSV Goals

Goals

- Marketing CNSV
- Preserve existing url's search engine ranking
- Events calendar
- Consultants directory
  - Search
  - Printer-friendly
- Job bank
  - Search
  - Email announcements
- Hierarchy of site
  - *Two column format*
    - Efficient navigation, Jared Spool, UIE

Demo
UPCOMING CNSV EVENTS

A Tour of the New CNSV Website
Join a discussion about the new Tuesday, February 28, 2006
CNSV website including the design decisions involved and the technology behind the site.

Professional Selling in a Competitive Market: Tuesday, March 21, 2006
Systematic B2B
After an introduction into the marketing and the sales cycle, Gard will present proven techniques which can be used to win sales projects in a competitive market without sacrificing price.

KEYPOINT
IEEE-CNSV's monthly meetings are held at KeyPoint Credit Union, 2805 Bowers Avenue, Santa Clara, CA 95051 (East side of Bowers opposite Mead Ave).

Local IEEE events may be found on the e-Grid site. We are in

ABOUT IEEE-CNSV
IEEE-CNSV, the Silicon Valley chapter of the IEEE Consultants' Network, brings together consultants, clients, and interested parties to exchange ideas about electrical, electronic, and software engineering.

Search Our Consultants' Directory
Find consultants by keyword, name or company.

Search Our Job Bank
Find a consulting job by keyword, location or company.

List Your Job in the Job Bank
Looking for a consultant with specific skills to solve your problem? List your job in the IEEE-CNSV Job Bank and our members will contact you.

HOW ARE IEEE AND CNSV CONNECTED?
IEEE-CNSV is organized under the auspices of the Institute of
IEEE-CNSV Consultants' Network of Silicon Valley  CaliforniaConsultants.org

CNSV CONSULTANTS' DIRECTORY

labels 5168 | badges 5395 | meeting roster
member directory

Find consultants by keyword, name or company.

Results 1 to 4 of 4 for expert patents

Brian A. Berg  Chair
Storage, interfaces: CD, DVD, Berg Software Design
Disk, SCSI, IDE/ATAPI, USB.
Expert witness: patents, trade secrets.

Gabriel F. Groner, Ph.D.  Affiliate Member
Speech processing/recognition, S/W: Insight Solutions
voice-test, text-to-speech, Healthcare.
Expert Witness, Patents.

John Strawn  Affiliate Member
Communications, Audio Signal
Processing, Embedded Real-Time

CONSULTANT DETAILS

edit details  | delete consultant  | new consultant

Brian A. Berg  Chair
14500 Big
Bain Way,
Suite F
Saratoga, CA 95070-6076
408.741.5010
408.568.2303 (cell)
408.741.5234 (fax)
berg@bswd.com
www-bswd.com

Storage and Interfaces; Intellectual Property and Patents
Brian Berg has extensive experience with storage devices and interfaces, including Disk Drives, RAID/Disk Arrays, Optical Storage (CD, DVD, WORM, Magneto-Optical), Tape and Storage Area Networks (SAN), and SCSI, iSCSI, Fibre Channel, IDE/ATA/ATAPI and USB. He has written device drivers and software and firmware under Windows/DOS, UNIX variants (including Sun and Silicon Graphics) and embedded real-time operating systems (RTOSs). Mr. Berg has been a software developer, project lead, industry
IEEE-CNSV JOB BANK

List Your Job in the IEEE-CNSV Job Bank
Fill out the form and select submit to instantly notify all the IEEE-CNSV consultants of your opportunity.

Already a IEEE-CNSV Member?
Please sign in to access the CNSV member portion of the website including the Job Bank listings.

Become a IEEE-CNSV Member
Become a member of IEEE-CNSV now by downloading our online membership application form. Members have up-to-the-minute access to the IEEE-CNSV Job Bank listings and instant email notification when new jobs are posted.

Download Application
Applicants must send a completed application to Membership Applications with a check for $100 payable to "IEEE Consultants' Network of Silicon Valley".

LIST YOUR JOB IN THE JOB BANK

Title

Summary

Responsibilities*

Qualifications*
UPCOMING CNSV EVENTS

A Tour of the New CNSV Website
Join a discussion about the new CNSV website including the design decisions involved and the technology behind the site. Tuesday, February 28, 2006

Professional Selling in a Competitive Market: Systematic B2B
After an introduction into the marketing and the sales cycle, Gerd will present proven techniques which can be used to win sales projects in a competitive market without sacrificing price. Tuesday, March 21, 2006

CNSV EVENT DETAILS

A Tour of the New CNSV Website
Tuesday, February 28, 2006 7:00 PM
KeyPoint Credit Union, 2055 Bowers Ave, Santa Clara
Debra Willett

The design, technology and development tools used to create the new IEEE-CNSV website at CaliforniaConsultants.org will be presented. Debra will address user interface design decisions such as navigation and page layout; the technologies used including XHTML/DHTML, DOM, CSS, JavaScript and AJAX, and the design tools used including Macromedia Studio MX, Dreamweaver, Fireworks, and the ColdFusion back-end technology which manages the database.

About the Speaker:
Debra Willett is the founder of Expert Software Consulting. She specializes in web design for member organizations such as trade associations, user groups, alumni groups and clubs. Her websites offer member services, publish online member directories, and manage membership data, group calendars, online event registration and payment processing. Debra can be reached at dwillrett@ExpertSoftwareConsulting.com
650.470.2016
IEEE-CNSV MEMBERSHIP

Become a IEEE-CNSV Member

Become a member of IEEE-CNSV now by downloading our online membership application form. Members have up-to-the-minute access to the IEEE-CNSV Job Bank listings and instant email notification when new jobs are posted.

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MEMBER SIGN IN

Already a IEEE-CNSV Member?

Please sign in to access the CNSV member portion of the website.

user name

password

Forgot your password? Enter your user name and select Email.

Sign In

Email
IEEE-CNSV Consultants' Network of Silicon Valley  CaliforniaConsultants.org

CNSV CONSULTANTS' DIRECTORY

labels 5160  | badges 5395  | meeting roster
member directory

Search

Find consultants by keyword, name or company.

Results 1 to 4 of 4 for expert patents

Brian A. Berg  Chair
Storage, interfaces: CD, DVD, Disk, SCSI, IDE/ATAPI, USB.
Expert witness: patents, trade secrets.

Gabriel F. Groner, Ph.D.  Affiliate Member
Speech processing/recognition, S/W: Insight Solutions
voice-text, text-voice, Healthcare,
Expert Witness, Patents.

John Strawn  Affiliate Member
Communications, Audio Signal Processing, Embedded Real-Time

Joel Williams  Treasurer
Consultant, Business Start-ups.

EDIT CONSULTANT'S RECORD

Name and Degree
Brian A. Berg

Business Name and Website
Berg Software Design
www.bswd.com

Business Address, City, State, and Zip
14500 Big Basin Wa  Saratoga  CA
95070-607

Home Address, City, State, and Zip

Telephone
408.741.5010  (business)
408.560.9565  (alt)

Done
IEEE-CNSV JOB BANK

Find a consulting job by keyword, location or company.

Results 1 to 6 of 6

Xilinx FPGA Consultant
Xilinx FPGA Consultant (temp) with background in designing and writing VHDL code for Xilinx Spartan series 3. OpTun develops ROADM and WSS solutions based in PLC technology.

Mechanical Consultant
Mechanical Consultant (temp) with knowledge of optical telecom products and SolidWorks, Pro/E or other 3D design software. OpTun develops ROADM and WSS solutions based in PLC technology.

Windows/Linux Kernel Architect
Windows/Linux Kernel Architect needed to influence decisions about cross platform libraries, set up work and cross-train a Windows team.

Design Director
SNOCAR, Inc.

JOB DETAILS

edit this job | delete this job | new job

Xilinx FPGA Consultant
paolo@optun.com
www.optun.com

Summary
Xilinx FPGA Consultant (temp) with background in designing and writing VHDL code for Xilinx Spartan series 3. OpTun develops ROADM and WSS solutions based in PLC technology.

Jobs in the IEEE-CNSV Job Bank are for the benefit of IEEE-CNSV consultants only and should not be forwarded to non-members.
ABOUT IEEE-CNSV

The History of CNSV

Art Rahman established the Consultants’ Network of Silicon Valley (CNSV). The first organizational meeting was held in September, 1993, in a large room at the University of Santa Clara. Assisting Art were Pete Lazarus and Bill Rousseau.

The IEEE sections in Southern California and a Consultants’ Business Seminar in Anaheim, CA, in 1994 were helpful in getting the chapter established. In addition, a periodical published by the Alliance of IEEE Consultants’ Networks (AICN) that described the activities of groups around the country helped promote the chapter. Art ran CNSV until 1995, at which time the Bylaws were established, dues were set, and an officers’ election was held.

The CNSV meeting venue has changed over the years from the University of Santa Clara to its present location at the Santa Clara office of Keypoint Credit Union.

Past CNSV Chairs
- Dick Ahrons 2005
- Art Rahman 2004
- Don Vanatta 2003
- Carl Angotti 2002

FREQUENTLY ASKED QUESTIONS

What is a Consultant?
- An independent contractor, with unbiased views and approaches.
- A versatile problem solver with unique insight who can provide results quickly.
- A seasoned professional with many years of experience in his or her field.
- An additional resource only a phone call away, who is available when needed.

When should I use a Consultant?
- When you need specialized skills not available within your own organization. A consultant possesses a high level of training and will be up-to-date on state-of-the-art technical developments.
- When your requirements are uncertain, you can use our skilled professionals to assist you. Use of consultants can be very cost-effective when you need help with complex or short term projects.
- When you need expert help with the introduction of a new product or process. A consultant can provide immediate assistance with a new project, leaving your regular staff free to continue with their duties.
- When you need an impartial and objective evaluation of organizational or management plans. A consultant...
BECOME A MEMBER OF CNSV

You may join as a Member (voting) if you are currently a member of the IEEE; or, if you are not a member of the IEEE, you may join as an Affiliate Member (non-voting).

Networking is an important part of membership. We strongly encourage you to attend meetings for networking and to find out more about membership. This is also the easiest and most effective way for you to influence what the Network tries to do for your benefit.

Other benefits, beside these web pages, include activities that attempt to promote your interests such as representation at Wescon, speakers at meetings, seminars, and courses.

There are also IEEE Consultants Network organizations in other areas. If you are not in Northern California, you may wish to check the IEEE website for information on other Network organizations.

Download Application

Current dues are $50.00 for the calendar year. First time membership requires an additional initiation fee of $50.00.

Applicants must send a completed application to Membership Applications with a check for $100 payable to "IEEE Consultants' Network of Silicon Valley".

CONTACT CNSV

Email Lists

events calendar

Job Bank Submissions

job submission

Program Meeting Speakers

speakers

Membership Applications

Joel Williams
1240 McKendria Street
San Jose, CA 95126
408/249-5574
joel@eminux.com

Information

info@ieee-sv-consult.org
Structure - mySQL

What is mySQL?
- Open source enterprise level database
- Scalability
- SQL: ANSI-standard computer language
- [http://www.mysql.com/](http://www.mysql.com/)

Who uses it?
- 8 million installations
- Craigs List, Evite, Yahoo, Google...

Tables and relationships
- Members, events, documents, jobs
- Members post events, events have documents
- Insert, select, update, delete...

Examples

```sql
INSERT INTO Membership (Firstname, lastname) VALUES ( 'Joe', 'Young');

SELECT firstname FROM membership WHERE lastname = 'Young';
```
Structure - ColdFusion

What is it?
- Tag based server side scripting language: ASP, JSP, PHP

Capabilities
- Database query
- Flow of control
- Application framework
- Session variables
- Security
- Custom tags
- Components with functions
- Charting and graphing
- Email
- Non-html content, Word, Excel

Advantages
- Adobe
- Easy to learn and use
- Powerful enough for enterprise applications
- http://livedocs.macromedia.com/coldfusion/
ColdFusion example

<cfquery datasource="ows" name="movies">
    SELECT MovieTitle, DateInTheaters
    FROM Films
    ORDER BY DateInTheaters;
</cfquery>

<ul>
    <cfoutput query='movies'>
        <li>#MovieTitle#</li>
    </cfoutput>
</ul>
Presentation – CSS

What is it?

- Cascading Style Sheets
- Single source of presentation information
  - Skin your site
  - Print versus screen style
  - CSSZenGarden.org, 885 style sheets, one content

How does it work?

- Associated with HTML tag, Div and Span
- Selector {property:value}
  - tag.class {property:value}
  - .class {property:value}
  - #id {property: value}

- Properties
  - font
  - background
  - block
  - border
  - list
  - positioning
  - extensions
CSS - Example

.pageContent{
    padding:0px;
    width: 780px;
    margin: auto auto 10px;
    text-align: left;
    background-color: #FFFFFF;
    border: #CCCCCC;
}
.date{
    color: #666666;
    font-size: 9px;
    font-style: italic;
}
Behavior - DOM / DHTML / AJAX

What is it?
- **Document Object Model**
  - Tree structure of elements
- **Dynamic HTML**
  - Mouse over
  - Menu drop downs
- **Asynchronous JavaScript and XML**
  - Complete application
  - Mashups

How does it work?
- **Objects get named**
  - `<div id="consultantList">
- **Add, delete or modify objects**
  - `document.getElementById( ‘consultantList’)`
- **XMLHttpRequest object**
- **Framework:** JSMX for ColdFusion

Who uses it?
- **Microsoft Live, Flickr, Google Maps, Zimbra**
AJAX example

```javascript
function list_request(range){
    var httpParam = new Object();
    httpParam.range = range;
    http( "GET" , "list.cfc?method=getList" , list_response, httpParam);
}

function list_response(obj){
    document.getElementById("consultantList").innerHTML = obj;
}
```

```html
<ul id="consultantList"></ul>
```
Search Engine Ranking

Google Site Maps
- sitemap.xml
- Googlebot
- Site information

Existing URLs
- ieee-sv-consult.org/ahrons97.htm
- ieee-sv-consult.org/notice.htm

ISAPI_Rewrite
- URL manipulation
- regular expressions
- example

services.cfm?keywords=fpga
services.cfm/keywords/fpga
Summary

CNSV website
- Goals achieved
- Preview site at www.muggel.com

Development
- Technology
  - Structure
    - MySQL
    - ColdFusion
  - Presentation
    - CSS
  - Behavior
    - DOM
    - DHTML
    - AJAX
- Search engine ranking

Discussion