



WELCOME to the inaugural issue of the Que/Sams Web Development User Group Newsletter. Our goal is to use this venue to keep you updated on Que and Sams' activities within the Web Development Community. You'll learn of our travels with regard to tradeshows and other events in addition to where our authors can be found. You'll also get the opportunity to learn a little more about our authors in an author profile section. This month's feature is *Dreamweaver Unleashed* author, Zak Ruvalcaba. We'll keep you up-to-date with what books are forthcoming and those that are worth a second look.

Likewise we want to know what is going on in your group. Keep us posted on your events and activities. Let us know how we can make our books better and which ones just cannot be topped. If there is anything that you would like to see appear in these newsletters, drop us a line on that as well.

Be sure to visit www.sampublishing.com or www.quepublishing.com for the latest on Web Development technologies from Que and Sams

TRADESHOWS

Join Que and Sams at the following Web Development Tradeshows

BORCON

San Jose, California
November 1 - 5, 2003
<http://info.borland.com/conf2003/>

APACHECON

Las Vegas, Nevada
November 16 - 19, 2003
www.apachecon.com

COMDEX

Las Vegas, Nevada
November 16 - 20, 2003
www.comdex.com

MACROMEDIA MAX 2003

Salt Lake City, Utah
November 18 - 21, 2003
www.macromedia.com/macromedia/conference/

VANCOUVER PHP CONFERENCE

Vancouver, BC
January 23 - 24, 2004
<http://vancouver.php.net/?s=conference>

VSLIVE!

San Francisco,
California
March 23 - 27, 2004
www.vslive.com

ROGERS CADENHEAD ON RADIO USERLAND

Rogers Cadenhead is a prolific author with dozens of computer books to his credit. His latest effort, *Radio Userland Kick Start*, explores the ins and outs of this popular (and surprisingly powerful) weblog and content management system. Below are some of his insights and a few tips on how to get the most of Radio Userland. For more, be sure to check out the *Kick Start* (Sams; ISBN: 0672325632; \$39.99)

THE BENEFITS OF RADIO USERLAND

Radio UserLand has benefits on two levels. For casual users, it's an excellent way to publish a weblog and read RSS newsfeeds. You can get started with the software in minutes. My wife Mary Moewe recently began using Radio to publish Wordzilla (<http://www.wordzilla.com>), a weblog about scriptwriting, and has started following a few of her favorite sites through the RSS aggregator. This is her introduction to weblogging and RSS, and Radio seems like the best choice for that purpose. For advanced users with some experience publishing Web sites or programming, Radio is a powerful Internet development platform, object database, and content management system that can do all kinds of interesting things -- publish dynamic Web content as HTML, RSS, and XML; produce and consume Web services with XML-RPC and SOAP; mirror content; and gather information from Web servers and Internet services.

Radio has quickly become essential to my daily work routine -- it's running all the time. I use it to publish Workbench (<http://www.cadenhead.org/workbench/>), a programming and publishing weblog that has grown to 1,700 pages and 900 entries, and to mirror Web pages and other files automatically from my desktop to several Web sites. One of the biggest timesavers is how Radio replaces the need to use an FTP client -- I offer banner ads on a Web site, and when I finish designing an ad, I save it in a folder on my computer and Radio uploads it to the right server automatically. Radio's great at this kind of information routing. I'm using it to collect and present information from a custom XML feed offered by NASA, publish my Advogato programming diary using XML-RPC, and move data around using HTTP, XML, RSS, POP3, XML-RPC, and SOAP.

One of Radio's best-kept secrets is that it's a \$39 product that has most of the functionality of the \$899 Frontier. Because the software does not include formal documentation, I'm hoping the book opens some eyes about how much Radio can do.

HOT TIPS

- 1) Use the Nightly Backups preference to enable Radio to save your weblog data on the server hosting your weblog. When you publish with Radio, your most important data is on your computer, not the Web host. Saving it to the server -- which is off by default -- makes it easy to recover from a hard drive crash and other disasters.
- 2) If your weblog outgrows the free hosting offered by UserLand, consider switching to the Python Community Server (<http://www.pycs.net>), an open-source clone created by Phillip Pearson and Georg Bauer. It's faster because there aren't as many users and offers additional features such as the ability to edit comments.
- 3) A lot of great add-on tools have been created for Radio. I use Kit by Mark Paschal to enhance the RSS news aggregator, Footbridge (also by Paschal) to publish a weblog category to an Advogato diary, and MyRadio by Mikel Maron to collect other data sources.
- 4) When you write scripts, there are times when the compiled script you are running will be different than the one you see in the editing window. This is a feature, not a bug, and the reason is explained in Chapter 12 of the book.
- Courtesy Stephen Ibaraki, <http://www.stephenibaraki.com/pearson.htm>





FEATURED AUTHOR: ZAK RUVALCABA

Zak Ruvalcaba is the author of Que's *10 Minute Guide to Dreamweaver 4*, co-author of SAMS' *Macromedia Dreamweaver MX Unleashed*, and the forthcoming *DreamweaverMX 2004 Unleashed*. Zak is founder and president of Module Media, a media development and training firm. He has been developing web applications since 1995, and served as creative director for EPIC Solutions until 1998. His web expertise was evident in his position as Web Development Manager for SkyDesk Inc. where he developed web applications for Gateway, HP, Toshiba, IBM, Intuit, Peachtree, Dell, Convad Communications, and Microsoft. As a software engineer for ADCS and Wireless Knowledge, Zak has developed .NET solutions for Mellon Financial, Goldman Saks, TV Guide, Healthbanks, The Gartner Group and Commerce One.



The following is an excerpt from Stephen Ibaraki's recent interview with Zak, for the full interview, please visit <http://www.stephenibarak.com/pearson.htm>:



Q: Can you provide five useful pointers from your books?

A: Well, I don't have 5 pointers but I can provide some guidance in terms of Web development with Dreamweaver. First, I would say that document management is important. There's nothing worse than doing consulting work, going into a company, and just not being able to find anything. I always teach my students that before you learn how to design web sites, you should learn how to name, store, and manage your files. Also, when using Dreamweaver, the site management window is useful. All sites should be defined and maintained through the site management window. This helps maintain link integrity, file caching, helps in global find and replace, etc. The last thing is that no one knows everything...even the best developers need help from time to time. The good developers aren't those that know how to do everything, it's those that know how to find what they need. Obtaining good search skills is just as important as knowing a software application like Dreamweaver or Flash.

Q: Of the available software packages, why do you focus heavily on Macromedia Dreamweaver? What are the compelling reasons?

A: Dreamweaver is just a great product for easily creating Web sites and even applications. They have a superior WYSIWYG interface that is unmatched. I do a lot of programming in Visual Studio.NET but most of my HTML is usually done in Dreamweaver. I've been using Dreamweaver since version 1 and I've always found that it's been ahead of the curve.

Q: How do you stay competitive and what pointers would you pass onto other professionals?

A: I try to continuously research new products and technologies to stay ahead. The Web Services movement has been one that I've been researching and developing with for a while. It's hard to stay competitive in this field because you find that half of your time is spent researching new technologies. Again, I was lucky enough to work for Wireless Knowledge where again we were a Microsoft/Qualcomm joint venture. As such, we got to work with .NET and BREW when they were in beta. So I was fortunate enough to learn ASP.NET before it was even introduced to the public.

Q: Look into the future and predict the winners and losers in web development. How would you support your predictions?

A: The winners are going to be those that are innovative. Guys like Eric Jordan from 2Advanced for instance keep pushing the envelope and are making developers really step it up. The guys that are progressive and innovative will be the winners. People or companies that refuse to adapt will be the losers.

ABOUT THE QUE AND SAMS USER GROUP PROGRAM

This program is designed to draw Que and Sams Publishing closer to our users and users closer to us. The program offers benefits to groups that include book discounts, review and library copies, event support, and access to the authors and experts that make Sams books indispensable tools for technology professionals and enthusiasts.

The Que and Sams User Group Program is continually evolving. We want the users to take ownership of the program. For that reason, we encourage you to tell us about your group; your members, events, needs and desires. Tell us your thoughts on Que and Sams Publishing. Tell us what we do well and what we do poorly. Contact me with any feedback at: kit.kemper@pearson.com

To register for the Que or Sams User Group Programs, visit: www.sampublishing.com/usergroups or www.quepublishing.com/usergroups.

UPCOMING TITLES FROM QUE AND SAMS

MICROSOFT VISUAL BASIC.NET 2003 KICK START

by Duncan Mackenzie, et al
ISBN: 0672325497
November 2003

MYSQL TUTORIAL

by Luke Welling & Laura Thomson
ISBN: 0672325845
November 2003

SHOW ME MACROMEDIA FLASH MX 2004

by Perspection, Inc.
ISBN: 0789730685
December 2003

SAMS TEACH YOURSELF PHP, MYSQL AND APACHE ALL IN ONE

by Julie Meloni
ISBN: 0672326205
December 2003

SAMS TEACH YOURSELF JSP 2.0 IN 24 HOURS COMPLETE STARTER KIT

by Mark Wutka & Alan Moffet
ISBN: 0672325845
November 2003

MICROSOFT VISUAL C#.NET 2003 DEVELOPER'S COOKBOOK

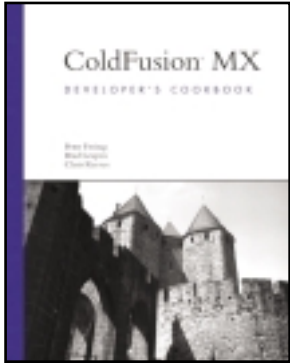
by Mark Schmidt & Simon Robinson
ISBN: 0672325802
December 2003





FEATURED TITLE: COLDFUSION MX DEVELOPER'S COOKBOOK

By Brad Leupen and Peter Freitag (ISBN: 0672324628; April 2003)



ColdFusion is a rapid application development tool used to create Web sites throughout the Internet. The product's ease of use and capabilities allow even inexperienced developers to rapidly produce basic Web sites.

The ColdFusion MX Developer's Cookbook focuses upon teaching the use of ColdFusion's advanced features in the development of more complex Web sites -- Web sites that interact with other sites on the Internet, that are data-driven rather than static, and that are not necessarily confined to one server.

Though the basics of ColdFusion are easily picked up by even novice programmers, many encounter difficulties when they attempt to master more advanced features because they lack formal training. The ColdFusion MX Developer's Cookbook provides recipes and insights into ColdFusion, and along the way teaches some of the fundamentals of the development process.

The recipes serve as templates for database access, custom tags, scripting, generating charts and graphs, and linking into other resources on the Web using SOAP and .NET.

PRAISE FOR COLDFUSION DEVELOPER'S COOKBOOK

Are you tired of all the Flash talk and ready to dive into improving your ColdFusion skills? This is the book for you then!

The authors waste no time diving into techniques for improving you skills. In the first couple of pages on string manipulation, I learned tips I could use today. They move quickly into arrays and structures (a challenge for most beginners!) If you're building an application for the first time, the techniques and advice offered throughout will give you working code to build and expand upon. - Lisa Wilson, Sacramento ColdFusion Users Group

I would recommend this book to anyone doing anything that involves ColdFusion. - Amazon Review

QUOTE OF THE DAY:

So we went to Atari and said, 'Hey, we've got this amazing thing, even built with some of your parts, and what do you think about funding us? Or we'll give it to you. We just want to do it. Pay our salary, we'll come work for you.' And they said, 'No.' So then we went to Hewlett-Packard, and they said, 'Hey, we don't need you. You haven't got through college yet.'

-- Apple Computer Inc. founder Steve Jobs on attempts to get Atari and H-P interested in his and Steve Wozniak's personal computer.

WORD SEARCH: WEB WORDS

ACTIONSRIPT	R C I S A B L A U S I V H Z P
APACHE	E B O N Q R Q C D N J V P A B
COCOON	V Z J L E V S T F L P T P T X
COLDFUSION	A E B P D U Y I L Q N A X E V
DREAMWEAVER	E V I Z L F M O Q P C I U O U
FLASH	W I K C F J U N O H T Y P M Z
FRONTPAGE	M L F R X S L S E P K T X D R
GOLIVE	A O L Z H J C C I K F Q T H Q
JAVASCRIPT	E G A P T N O R F O M D S Y A
MYSQL	R I S H M E C I W N N K W S G
PERL	D O H M L S O P Z N W I E C B
PHP	G G H H A K O T N S S E H O A
PYTHON	L J U V B G N I A F K H G N O
VISUALBASIC	U C A I M C A D P Q F O Q P F
XHTML	X J U B I K X Z V I B W P A E

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